ADA Coordinators' Academy

Session IV

Effective Communication:

A Toolkit for Communicating with People with Hearing and Visual Disabilities

Presented by the San Francisco Mayor's Office on Disability

Today's Learning Objectives:

❑Define "effective communication" under the ADA and how it applies to people with disabilities.

❑Learn about communication methods for people with hearing disabilities and vision disabilities that ensure your Department's compliance with ADA requirements.

Mayor's Office on Disability © 2017

What is Effective Communication?

Under the ADA, effective communication means that a person with a disability can:

1. **communicate with**
2. **receive information from**
3. **convey information to**

City departments & contractors as effectively as a person without a disability.

Effective Communication Requirements Under Title II of the ADA

- CCSF is required to ensure effective communication with all people with disabilities:

  ✓ **Job Applicants**

  ✓ **Program Participants**

  ✓ **Clients' parent, spouse, or companion** that is involved in the process

  ✓ **Members of the Public** seeking information about programs, services and activities.

Where is Effective Communication required?

 Customer transactions & meetings

 Information dissemination

 Public Events & Community Meetings

Mayor's Office on Disability © 2017

5

Effective Communication Methods:

- **Alternate formats** - Braille, large print or electronic versions.

- **Auxiliary aids** - Assistive Listening Devices, readers, scribers, text to speech or screen reading software.

- **Auxiliary services** - American Sign Language (ASL) interpreters & Real-Time Captioning (CART) providers.

- **Accessible IT & Electronic Media** - Accessible websites formatted to work with Assistive Technology, "smart" PDFs, and captioned videos.

Who Gets To Decide?

- When we provide an auxiliary aid or service we **must** consider:

  1. the nature, length, complexity, and context of the communication **AND**

  2. the **person's preferred method(s) of communication**.

- We **must give primary consideration** to the aid or service the individual with a disability has requested.

UNLESS…

We can demonstrate that the requested method will be a:

- **Fundamental Alteration** to the nature of the program, service or activity *OR*
- **Undue Financial & Administrative Burden**

- In most cases **the Undue Burden would typically not be considered** for the City and County of San Francisco. We must take into consideration the budget and resources of the entire entity, which in our case is the entire CCSF not just the individual department, program or contract.

Effective Communication for People with:

- **Visual Disabilities**
(Blind, Low Vision, Color blindness)

- **Hearing Disabilities**
(Deaf, deaf & Hard of Hearing (HOH))

- **Deaf-Blindness**

Mayor's Office on Disability © 2017

Visual Disabilities

- **Blind:**
  - The National Federation of the Blind defines blindness as someone who must devise alternative techniques to do efficiently those things which he would do if he/she had normal vision.
  - The legal definition is visual acuity of less than 20/200 with correction or a field of less than 20 degrees.

- **Low Vision:**
  - Low vision is a condition caused by eye disease, in which visual acuity is 20/70 or poorer in the better-seeing eye and cannot be corrected or improved with regular eyeglasses.
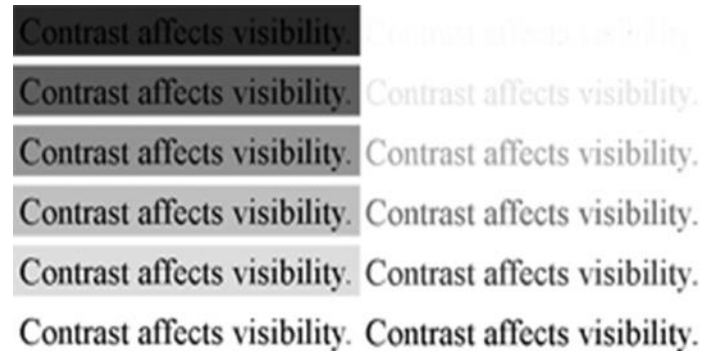
- **Color blindness:**
  - A condition characterized by the inability to clearly distinguish different colors of the spectrum.

Accessible Print

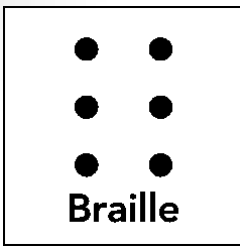- **Large Print** – size 18+

- **Use sans serif font** (Arial or Tahoma)

- **Brightness and Contrast/ Color**
  - Minimize use of color.
  - Do not use color alone to communicate information.
  - Avoid color combinations with little contrast.
  - Avoid red, green, and orange.

- Do not put everything in CAPITAL letters.

Braille

- Braille is a form of written communication for people who are blind or have low vision.
- It is a system in which characters are represented by patters of raised dots that can be read with the fingertips.
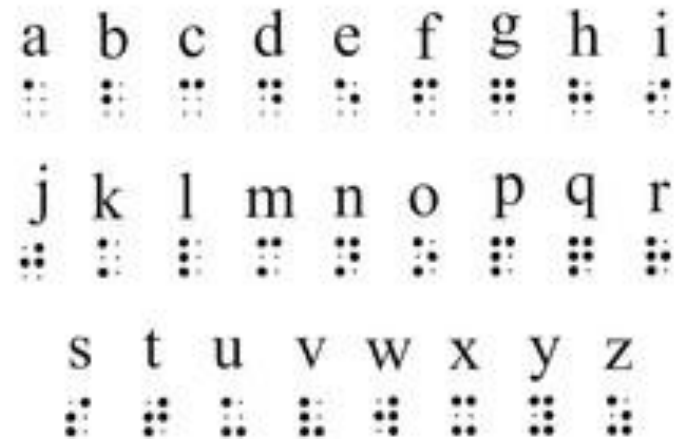
Audio Description

- Audio description is also called "video description" and "descriptive narration".

- It is an additional narration track intended primarily for consumers of visual media who are blind or visually impaired.

- It informs people who are blind or have low vision about visual content (including television and film, dance, opera, and visual art).

- Audio description of video provides information about actions, characters, scene changes, on-screen text, and other visual content.

13

Assistive Technology/ Accessible Electronic Documents & Websites

- Assistive Technology:
  - Screen Magnification (e.g. ZoomText & MAGic)
  - Screen Readers (e.g. JAWS, ZoomText & MAGic)
  - Braille Keyboards (refreshable Braille display)
  - Speech Recognition Software (e.g. Dragon NaturallySpeaking)

- Cannot use assistive technology on digital content and interfaces not designed with accessibility in mind.

See you in 10 minutes!

Mayor's Office on Disability © 2017

Hearing Disabilities

- **Deaf:**
  - **A cultural group** with a common history and language.
  - Primary **language is ASL**; may be limited English proficient.

- **deaf:**
  - Refers to **severe to profound hearing loss**.
  - **Usually uses speech and residual hearing to communicate** instead of sign language.

- **Hard of Hearing:**
  - Refers to **mild to moderate hearing loss**.
  - Typically people who **lost their hearing later in life** due to trauma or age.
  - Usually **communicates through spoken language**.

TTY Machine

Note: For people who are hearing that need to place a call to a TTY user and do not have a TTY call 711 to get connected to the Telecommunication Relay Service.
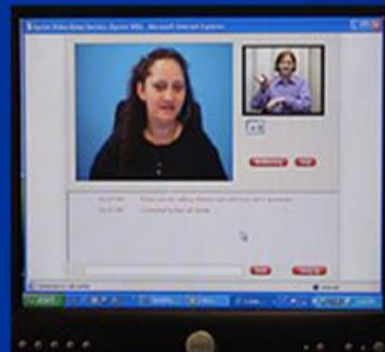
Video Relay Service

Video Relay Service (VRS)

Video relay caller uses webcam or video phone to sign to a video interpreter

Computer display with Video Interpreter

The interpreter voices to hearing telephone user and interprets messages back to deaf video relay caller

18

Assistive Listening Devices (ALD)

- Assistive Listening Devices (ALDs) are amplifiers that bring sound directly into the ear for a person who is hard of hearing.

- Types of Assistive Listening Devices:
  1. FM (Frequency- Modulated System)
  2. Infrared
  3. Induction Loop
  4. Personal amplifiers

Mayor's Office on Disability © 2017

CART and Captioning

Effective communication services for people who are HoH and deaf are:

- Communication Access Real-time Translation (CART) which is also referred to as Real-Time Captioning

- Open and Closed Captions via Television or World Wide Web

- Every time you have a video you need to add captions and a transcript. For audio files use transcripts.

Mayor's Office on Disability © 2017

5 minute stretch break!

Mayor's Office on Disability © 2017

Guest Speaker

Steven Lopez, *Program Manager*

The Hearing and Speech Center of Northern California

Question

How do you communicate effectively with someone who is deaf or HoH if they communicate through oral language?

23

Answer

- Schedule CART and/or provide them with an assistive listening device.
- Eliminate or decrease background noise.
- Face the person directly when speaking.
- Don't exaggerate mouth movements.
- Repeat or rephrase sentences.
- Use written notes.

Sign Language Interpreting

Types of Sign Language Interpretation

1. Video Remote Interpreting

2. In Person

For Brief Communications
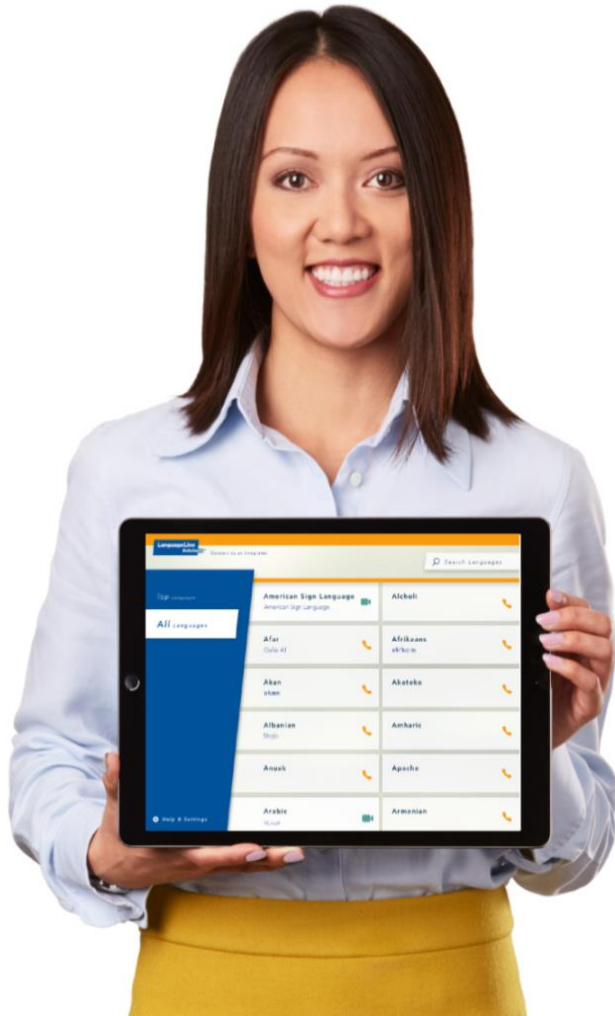
For Meetings or Complex Communications

Guest Speaker

Susan Morgan, *Strategic Account Executive*
LanguageLine Solutions

The Ease and Reliability of LanguageLine InSight

One Time Device Authentication

Full end-to-end encryption *No VPN required*

Connect in 30 Seconds or Less

8,000 Linguists at the touch of a button

35 Languages including ASL

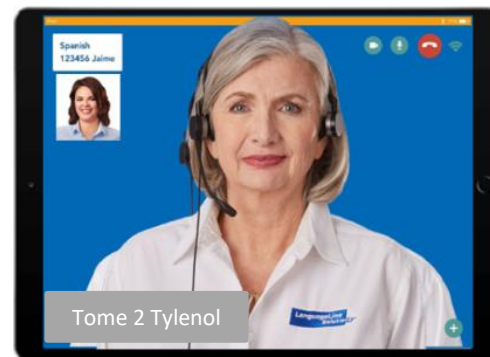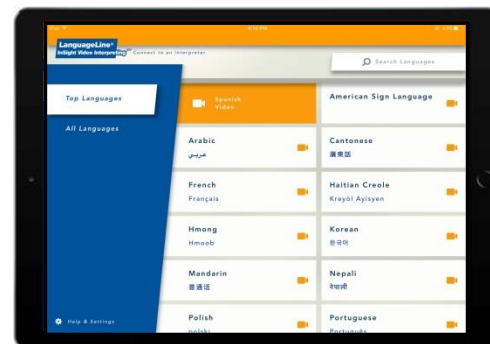**90% Video Fill Rate**

24/7 Tech Support

LanguageLine InSight - Superior, Easy-to-Use Technology

- ## Superior Technology

  - Encryption within the solution

  - Automatic bandwidth adjustment

  - Notepad feature

- ## Device Agnostic

  - native iOS app

  - Android tablets with Chrome

  - Mac/PC with Chrome or Firefox

Ability to use your own devices, maximizes existing investment.

How we communicate via an Interpreter

- **Look at the person** <u>not at the interpreter</u> when communicating.

- **Address the person directly**.
  - Correct: "What is your name?"
  - Incorrect: "Ask her what her name is".

- **Speak in a normal tone of voice at a moderate pace**.

- Be aware that **the interpreter will interpret everything** said.

Interpreter Requirements

- Under the ADA sign language interpreters do not have to be certified but they need to be **qualified**.

- **Interpreters need to**:
  - **sign** to the individual who is deaf what is being said by the hearing person &
  - **voice** to the hearing person what is being signed by the individual who is deaf.

- **The message must be** conveyed **effectively**, **accurately**, and **impartially**, through the use of any necessary specialized vocabulary.

- We **can not** rely on a Deaf person's friend, spouse, partner or family member to provide sign language interpretation services.

Mayor's Office on Disability © 2017

Summing It Up

- Every CCSF (or contracted) program, service, activity has ***effective communication*** obligations.

- When communicating with a person with a disability, we give their preferred communication method **primary consideration.**

- Financial reasons are almost **NEVER** a viable legal defense against denying effective communication.

Resources

✓ The Mayor's Office on Disability loans Assistive Listening Devices and Personal Amplifiers.

- Please call in advance to reserve a device and check availability.

✓ Visit the Mayors Office on Disability's website http://sfgov.org/mod/effective-communication

- Obtain communication tips for various disabilities.

- Access checklists on how to schedule ASL interpreters and captioners.

- Find a list of City Authorized vendors for Sign Language Interpretation, CART/Captioning, and Braille.

Thank You!
For more questions & information contact:

Joanna Fraguli, Deputy Director for Programmatic Access
Tel: 415.554.6750 or Joanna.Fraguli@sfgov.org

Heather Kittel, ADA Grievance & Intake Coordinator
Tel: 415.554.6060 or Heather.Kittel@sfgov.org

Donna Adkins, Programmatic Access Specialist
Tel. 415.554.6703 or Donna.Adkins@sfgov.org

Coming Up …

Session IV

Effective Communication: A Toolkit for Communicating with People with Nonvisible Disabilities

Tuesday, May 9, 2017

9:00 a.m. – 12:00 p.m.

1155 Market Street., 10th Fl.

LightHouse Meeting Room

34

Mayor's Office on Disability © 2017