



# ACCESSIBILITY TRAINING

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## What is Accessibility?

**Accessibility** is the ability to access and benefit from products, events, services, media, or environments.

It means **equal opportunity** for everyone to be involved in and benefit from the above. Accessibility means that people are empowered to part take and benefit from what's held independently and easily.

# PR and Accessibility

## **Sans-Serif fonts**

Sans-Serif fonts are the most accessible fonts available. They have a higher readability than Serif fonts, and make content more accessible for people with visual impairments or dyslexia.

Some examples of Sans-Serif fonts are:

Tahoma

Calibri

Helvetica

Arial

Verdana

## PR and Accessibility

### **Image Descriptions, Alt Text, and Captions**

Using image descriptions and alt text allow people with visual impairments and screen readers to get an idea of what's going on in a post. Instagram and Twitter have a function to add these.

Closed captions can be put on TikToks and Instagram Reels, but make sure the captions are accurate as they go off audio recognition and some accents can offset the autogenerated captions.

# PR and Accessibility

## Alt Text on Instagram



## Alt Text on Twitter





## PR and Accessibility

### **More ways to make your Social Media accessible:**

**Camel-case hashtags:** Capitalise every word. e.g. UCCClubsAndSocs

**Trigger Warnings:** Start posts that may be triggering with 'Trigger Warning' or 'TW' followed by the trigger. Ensure you don't censor the trigger, as this means it will appear for people who may have posts containing the trigger muted on their feed. You might use trigger warnings for a variety of topics including (but not limited to) sexual violence, homophobia, transphobia, eating disorders, suicide etc. Anything that may be upsetting, harmful or triggering to viewers.

## PR and Accessibility

**Following similar advice to above when making graphics:**

Use sans-serif fonts.

Use high-contrast colours.

There are online contrast checkers that can review this for you. I like this one [here](#):

# Accessible Events

## Choosing a Venue

**Make sure these factors are taken into consideration**

**Clear pathways.** Make the space easier to navigate.

**Level entrance.** Ensures people in wheelchairs or people with mobility issues can access the room / building.

**Elevators** to higher floors.

**Accessible facilities** such as bathrooms and changing spaces.

**Clear signs** that make the space easy to navigate.

**Sensory accessibility** - consider factors such as bright overhead lighting, loud background noises and how this can be overwhelming for some people; for large scale events you are required to provide a Quiet Space. Information on this can be found in the Socs Office



# Accessible Events

## Choosing a Venue

### The most accessible spaces in UCC:

**The Hub** – room options include the Lucy Smith, Dora Allman, and Aine Hyland. The Hub is also one of few rooms in UCC that has gender neutral bathrooms.

**Western Gateway** – generally an accessible building but take into consideration distance from main campus and if this may be an issue for attendees (e.g., giving enough time to get from main campus to WGB if necessary).

**Electrical Engineering L1 and L2.** These are regarded as the most accessible rooms on Main Campus and are often in high demand, so keep this in mind when planning events there.

When choosing a room for an event check [this website](#) for the specifics on each room.

# Accessible Events

## Considerations for Accessible Events

**Hybrid Approach-** using Zoom or Google Meets for Hybrid Events can make them more accessible for people who may need to travel long distances to campus, people who are unwell, or people who are immunocompromised.

**Accessibility for Speakers-** check with Speakers in advance if they have any accessibility needs so that these can be accommodated. This can pertain to rooms, types of events, and financial accessibility.

**Accessibility for Attendees-** Try and find out if your members have any accessibility needs for planning events. This can be done via Google Form and your mailing list.

**Subtitles and Captions-** When doing screenings include subtitles. This helps people with hearing difficulties or auditory processing disorders.

# Financial Accessibility

## **What is Financial Accessibility?**

Financial Accessibility means removing finances as a barrier to people accessing your events (as much as is possible); and being able to justify any costs people may incur attending your events.



## Financial Accessibility

Make events as low cost as possible

Be clear on what payment is for

Subsidise where possible

Try and provide transport for off campus events



# Accessible Language

## Pronouns

Encourage the use of pronouns;

In email signatures.

When greeting new people - 'Hi my name is Ciara and I use any pronouns.

In icebreakers (Welcome nights, freshers week events).

Make sure to respect people's pronouns.

Avoid the use of Gendered speech

Try using 'A chairde' instead of 'Dear Sir/Madam' when opening emails.

Swap 'he/she' to 'they' .

When addressing a room, try 'hey pals/folks' instead of 'Ladies and Gentleman'.

# Accessible Language

## Ableist Language

Avoid using ableist language. Do not use disabilities or mental illnesses as insults.

For example, don't say "OCD" when you mean perfectionist, avoid phrases like "the blind leading the blind" or "falling on deaf ears".

More information about ableist language can be found [here](#).



# Accessible Language

## Respectful language

Generally, be sound.

Don't make exaggerated comments about particular types of people.

Don't play into stereotypes.

Avoid discriminatory language.

Be conscious that not all disabilities are visible and that people might present different to how they identify.

Ask, don't judge.

# Inclusion and Engagement

## **New Members**

At some point before the start of term, mention at a committee meeting for everyone to try chat with the newer members.

Make your face well known within the society. Newer members are more likely to go up to someone they recognise to feel welcome at an event.

If you see someone sitting by themselves at an event, go over and talk with them. That's the difference in whether they come back to another event.

Encourage people to bring a friend or offer to go with them. That can do a lot to alleviate the anxiety people feel.

The First Contact Initiative is also a great way to help engage new members and make them feel comfortable at events

# Inclusion and Engagement

## id+ Project

At the moment, we are working with id+ on engaging students in their programme and helping them to integrate into student life. If this is something your Society would like to be involved in, please send me an email!

Here's a [video](#) explaining a bit about id+!

The background is a light cream color. It features several decorative elements: purple and yellow hearts scattered throughout, a yellow star with a purple outline in the top right corner of the central box, and diagonal stripes with yellow and purple dots in the top left and bottom right corners. The central text is contained within a yellow rounded rectangle with a purple border.

**Any Questions?**