

Building Accessibility into Presentations

Presentation Skills Module



FEMA





Importance of Accessibility

- It's the right thing to do
- Part of FEMA's mission
- It's the law





Basic Elements

- FEMA Templates
 - [Creative Services & Branding - Home \(sharepoint.com\)](https://sharepoint.com)
- Presentation Review
- PDF Conversions





Terms You Should Know



- Alt-Text
- Reading Order
- Color Contrast
- Closed Captions



Images and Alt-Text

- All information in an image must be conveyed in another manner
- Photos, graphics, etc. need alt-text descriptions
- Infographics, charts, tables need to have all information provided.
- The busier the graphic the more difficult it will be

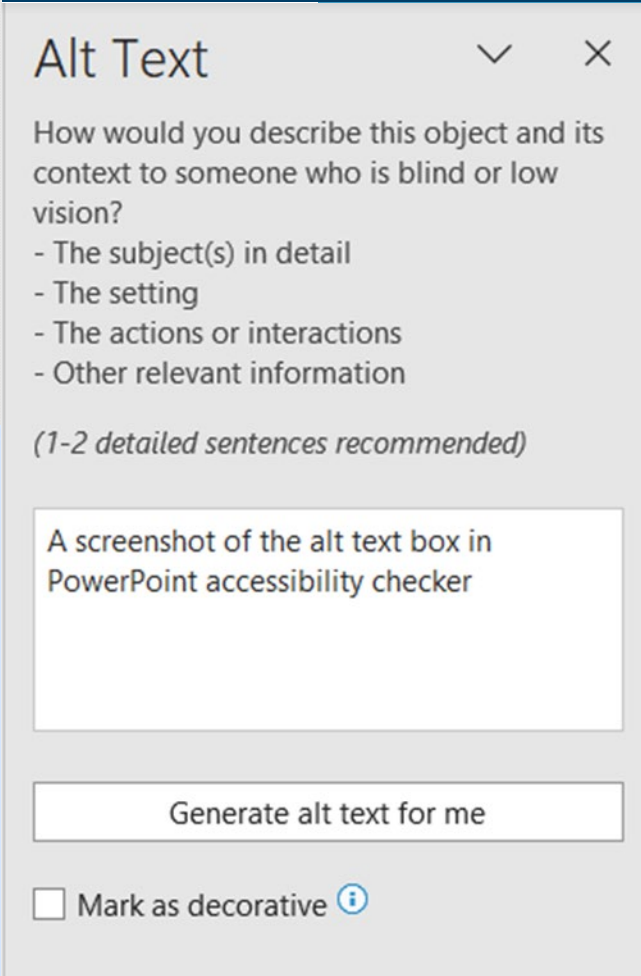
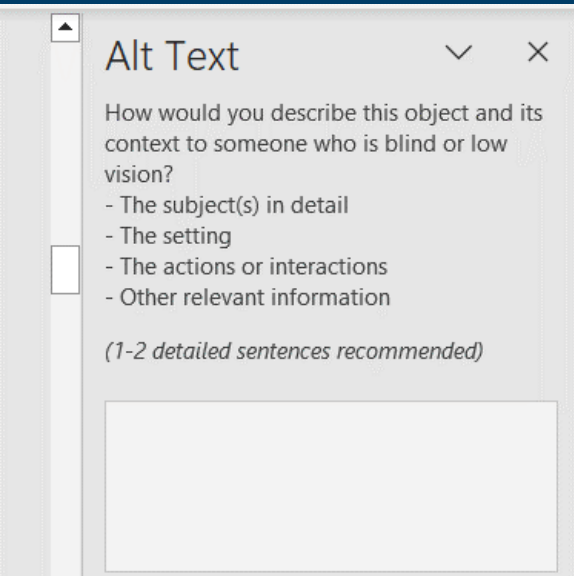
Message Framework Structure – FEMA Focused

Core Message	The Hermit's Peak/Calf Canyon fire was devastating to many. FEMA is actively working to improve community outreach and deliver the recovery compensation you are owed. Please submit a claim today.			
Supporting Messages	FEMA has already delivered more than a half-billion dollars on thousands of approved claims.	FEMA is making the claims process as simple as possible and ensure people receive the compensation they are owed.	You may be eligible for compensation and not even know it. Contact the Hermit's Peak/Calf Canyon Claims Office today.	FEMA is listening and learning from impacted community members.
Proof Points	Nearly \$4 billion has been set aside to directly compensate people for injury and loss of property from the fire.	Streamlined checklists for documentation requirements. Hired and trained more than 100 navigators.	FEMA is getting the word out locally, regionally and nationally – if you were impacted, you deserve compensation.	Hosting regular in-person and virtual public meetings with more time for community feedback.
	There is more than enough money set aside by Congress to compensate every person, family, tribal entity, business, organization, and local government impacted by the fire.	FEMA has three public claims offices open in Las Vegas, Mora and Santa Fe providing one-on-one help for anyone who needs it. Support is also available through one-on-one in-home visits.	If you've already filed a claim, it can be reopened to address new losses from the same event. FEMA is soliciting, processing, and adjudicating claims faster every day.	Delivering compensation for prolonged recovery costs to preserve the unique values of northern New Mexico. Ensuring compensation for counseling and mental health treatment for impacted people.



Alt-Text

- What is in the image?
- What information needs to be conveyed?
- Avoid “generate alt-text for me” option
- Is the image decorative?



ALT TEXT FOR IMAGES



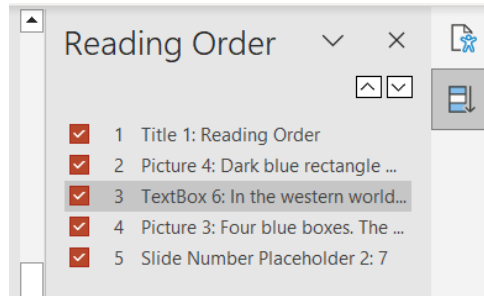


<alt="black midi floral skirt">

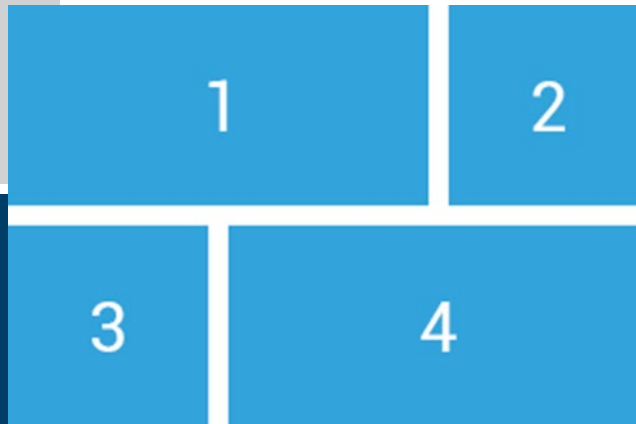


<alt="black skirt outfit">

Reading Order

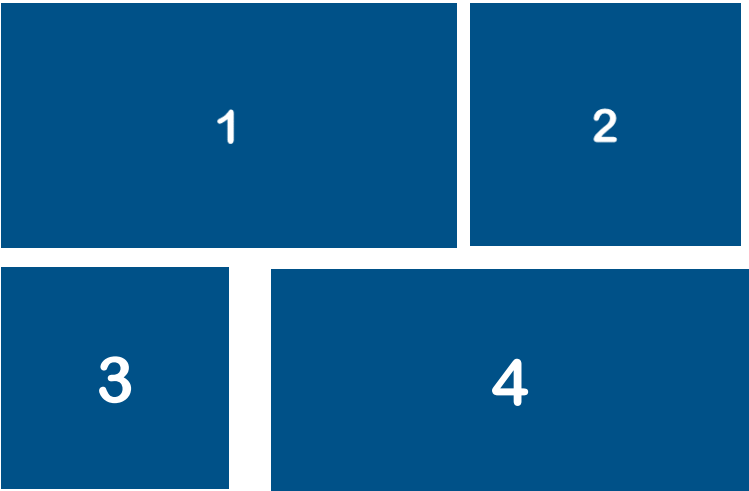


- In the western world, reading order is top to bottom, left to right
- Headers and style elements emphasize important points
- The order is how a screen reader will read your slide or document





Reading Order – Manual Checks



- Software can recognize reading order to some degree, but it's important to do a manual check even if the program says everything is fine.
- In this example – the boxes are out of order but Accessibility Checker doesn't know it.

Reading Order

☒

1

Title 1: Reading Order Issue De...

☒

2

Box 1: 1

☒

3

Box 3: 3

☒

4

Box 2: 2

☒

5

Box 4: 4

☒

6

TextBox 6: Software can recog...

☒

7

Slide Number Placeholder 2: 9

Accessibility: Good to go



Animations/Special Effects

- Avoid if at all possible
- Flashing lights and moving elements be unclear or hard to process with assistive technology
- Special effects elements may impact certain conditions



Is the image decorative:	
7	☐ Reading Order
8	☒ Animations/Special Effects
9	☐ Videos ▪ Avoid autoplay. Manually play the video to avoid confusion ▪ Make sure closed captions or subtitles are turned on and automatically run with the video
10	☐ Accessibility Checker ▪ Microsoft applications have this automatically ▪ Check bottom ribbon of your application ▪ If you need to/can – have your presentation checked by EA or FEMA 508 compliance
11	☐ Tables and Columns ▪ Use tables and columns sparingly ▪ Use the table and column designs built into PPT or Word



Videos

- Avoid autoplay on videos
- Manually play the video to avoid confusion
- Make sure closed captions or subtitles are turned on and automatically run with the video





Tables and Columns

Spending based on types of payment, 2019

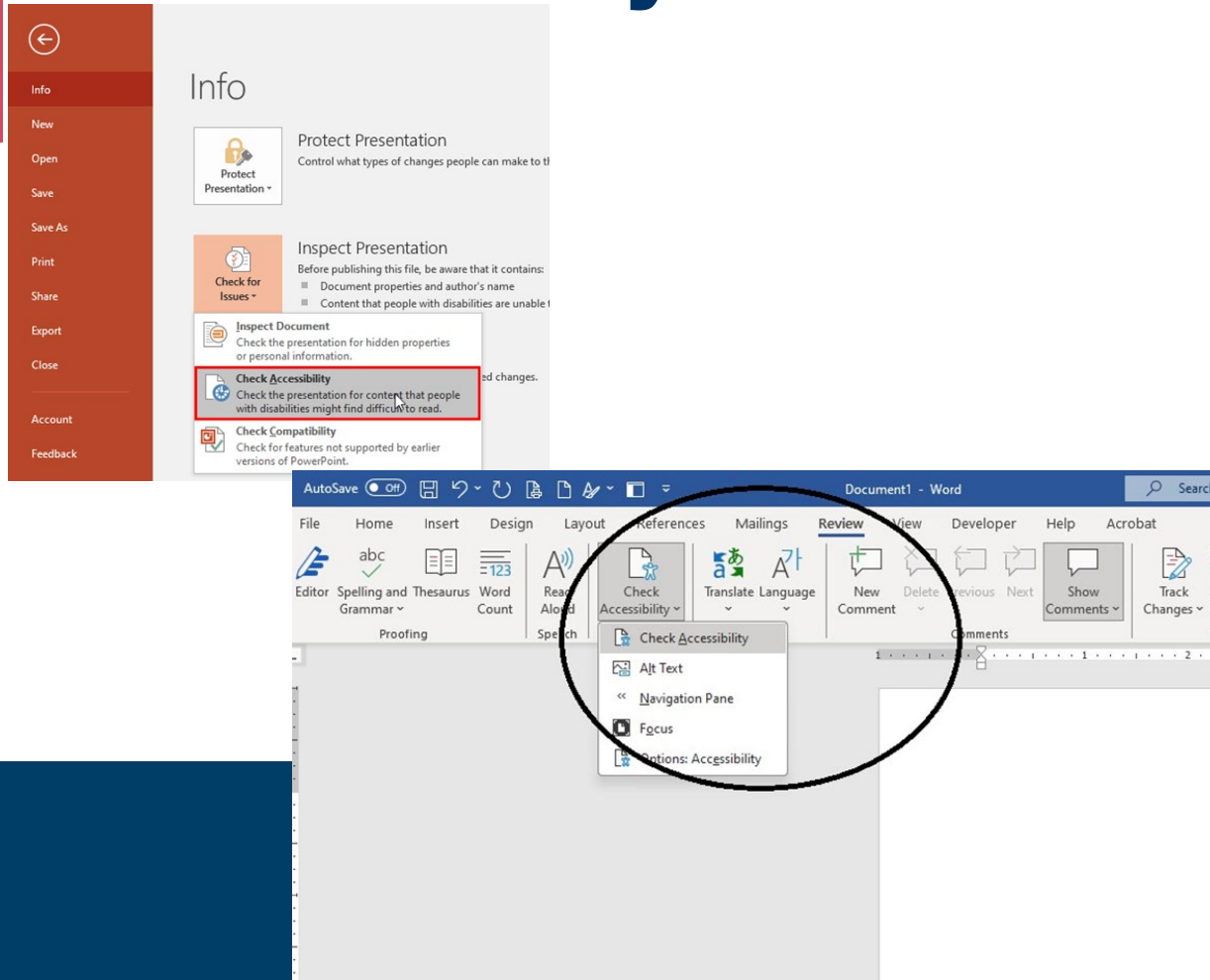
Column 1	Column 2	Column 3	Column 4
Insert text here			
Insert text here			
Insert text here			
Insert text here			

- Use tables and columns sparingly
- Use the table and column designs built into PPT or Word
- Manually designed tables or columns could have challenges with reading order for screen readers





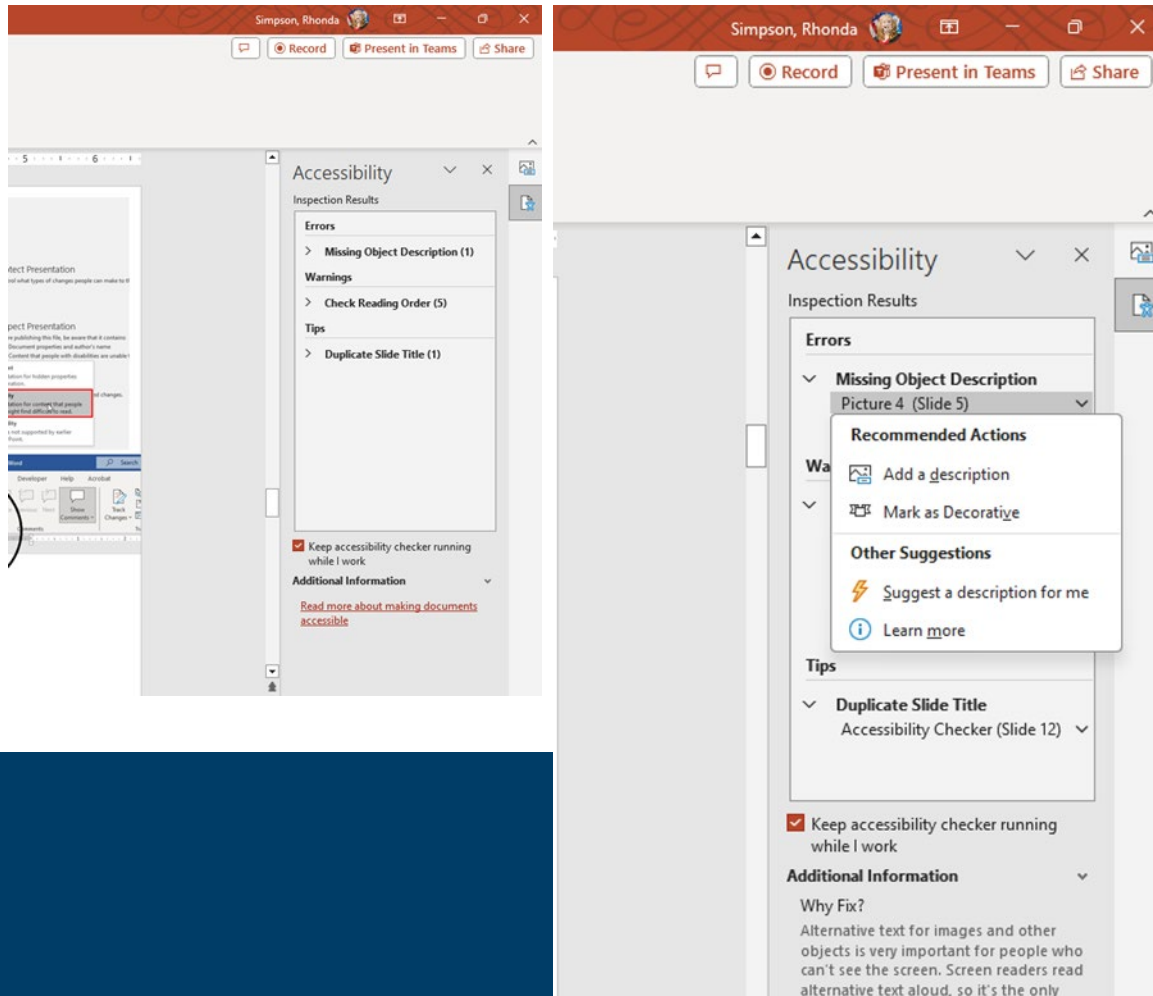
Accessibility Checker



- Microsoft applications have this automatically
 - Check bottom ribbon of your application
 - Click on the Review Tab on the top ribbon and select “Check Accessibility”
 - Or go to File, INFO, and “Check for Issues”



Accessibility Checker (2)

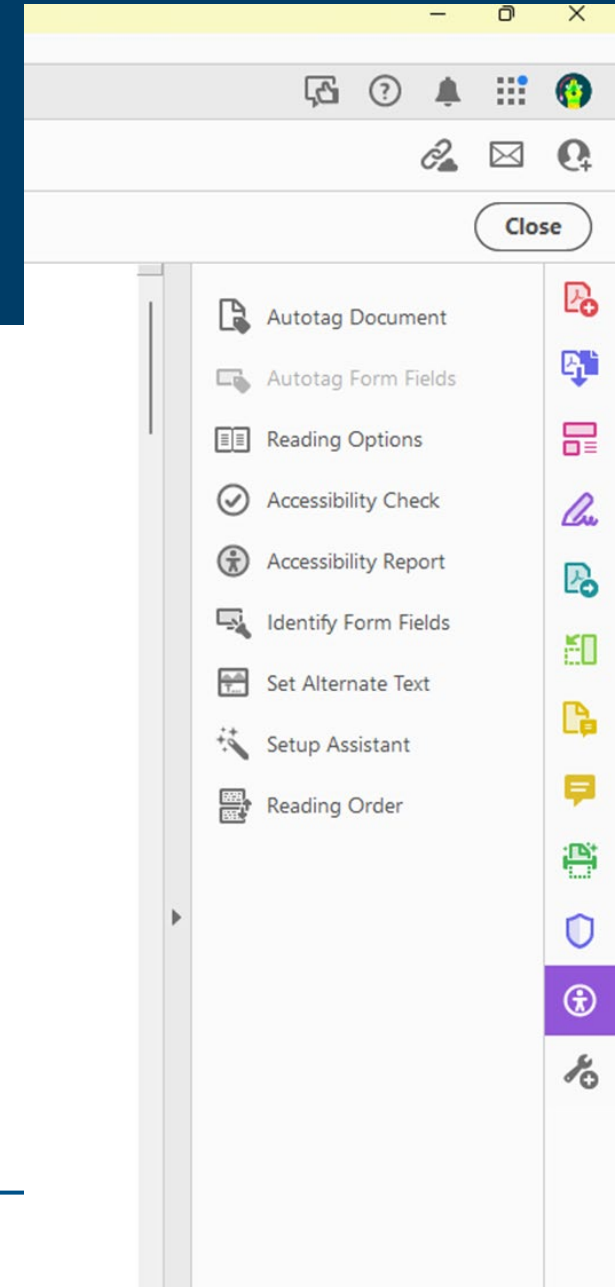
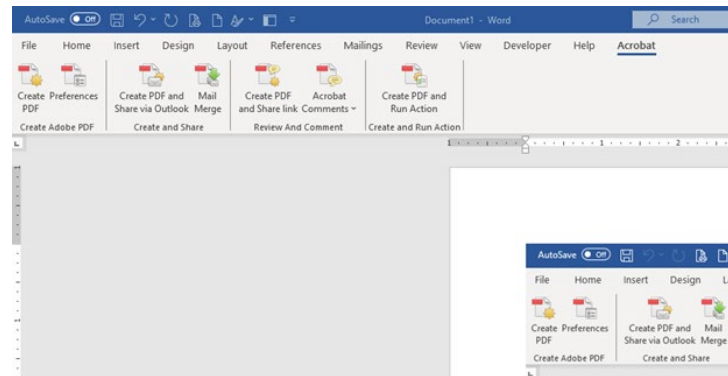


- The Accessibility Checker will show you what issues your document or presentation has
 - Prompts for alt-text/object description
 - Reading order needs
 - And other tips or issues



PDFs

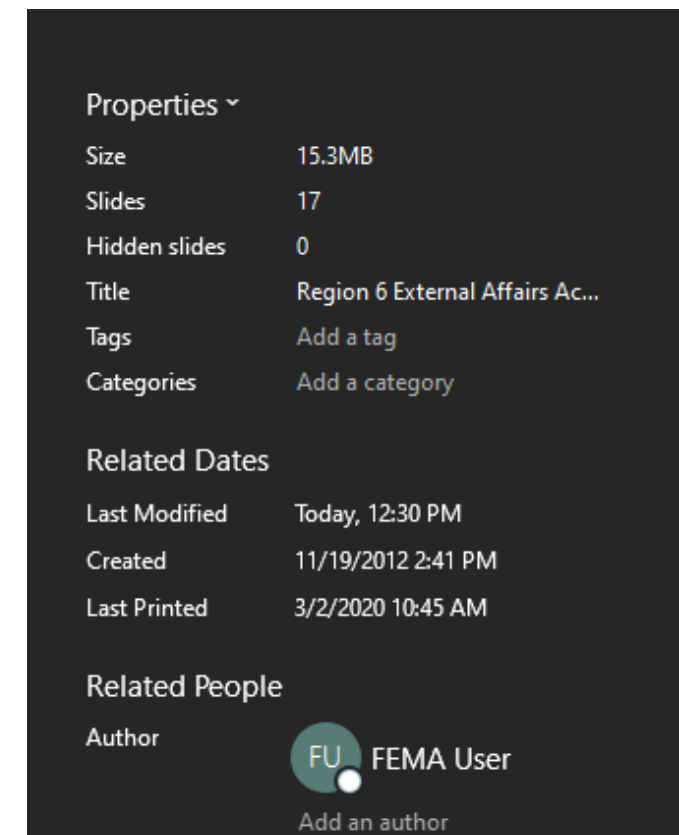
- If you are sharing your presentation via PDF conversion can be complicated
- Run accessibility checker in Acrobat separately – some elements do not transfer
- Ask for a review of your PDF
- The best course is to make the file as compliant as possible from the start





PDF Requirements

- When you create a PDF, it's important to have a Title
 - In Office Software, add the title by going to: File\Info; and then edit the Title in the Properties panel
- In some Office Software, when you export to PDF, the Title potentially won't be included. This can be fixed using Acrobat's Accessibility Checker





Presenting in Person

- Consider sharing your slide deck to participants ahead of time so those who need to can familiarize themselves
- Describe the information on the slide, especially if there is an important element that is only visual



Resources

- [External Affairs Division \(sharepoint.com\)](#) – Region 6 External Affairs team
- [Accessibility \(sharepoint.com\)](#) – FEMA's 508 Accessibility Resource Center
- [Home | Section508.gov](#) – GSA's website with information and training
- Demo Time!





Q & A



FEMA

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FEMA

Federal Emergency Management Agency

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Thank You!



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