Show Me the Money Webinar Series

“Creating a Culture of Financial Inclusion and Access”

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Important Reminders

• About 56.7 million people have a disability
• 19% of the population have a disability
• Nearly 1 in 5 people have a disability
• $1 trillion aggregate income
• $220 billion disposable income

Serving this population well makes good business sense and it’s the right thing to do.
Creating A Culture

- Develop resource coordinator
- Review policies
- Develop ADA Policy
- Website
- Vendor
- Service Animals
- Process for complaints
- Disability etiquette

Talking About Disability

- Remember that people with disabilities are first and foremost PEOPLE!
  - Emphasize the person, not the disability
  - Avoid using outdated or negative terms, such as . . .
Example of phrases to avoid... phrases to use...

A sign to welcome customer.
Evaluate Facilities

- Parking spaces
- Entrances
- Lobby area
- Public restrooms
- Door tension
- Service counters
- Curb cuts/sidewalks
- Elevators
- Signage

Process for accommodation requests

- Develop a marketing plan
- Who is your customer?
- Conduct outreach visits or focus groups
- Form a council or working group
- Develop a Financial Education Curriculum
Effective Ways To Communicate

Listen
Think
Respond
Best Practices When Interacting With Persons With Disabilities

Blind/Low Vision

- Greeting
- Departing
- Guiding
- The landscape
- Guide dog/service animal
- Using a cane

Details Matter!
Accommodations

• Alternative Format Services
  • Braille
  • Enlarged print
  • Online
  • Offer to read written information
  • Arrangement of room
  • Screen readers
  • Screen magnifiers
  • Others

Deaf/Hard of Hearing

• Let the customer take the lead
• Talk directly to the person
• If the person lip-reads, face him/her directly
• Speak clearly and with a moderate pace
• Other accommodations
Accommodations

- Interpreter
- Note taker
- Use CART
- Written material
- Telephone headset amplifier
- Assistive listening devices
- TTY’S/TDD’S
- Closed caption
- Video text display
- Other accommodations

Wheelchair User

- Do not push
- Do not lean
- Do not hold on to a person’s wheelchair
- Try to put yourself at eye level
- Rearrange furniture or objects to accommodate a wheelchair
Accommodations

- Make aisles wide and clutter-free
- Install automatic door opener or door bell
- Clip board for lower writing surface
- When talking, pull up a chair to be eye-level
- Accessible parking
  - curb cuts
  - path of travel
- Ramps with appropriate slope
- Other accommodations

Hidden or Invisible Disabilities
What is an ‘Invisible’ Disability?

• Many disabilities are not apparent
• PTSD
• Learning Disability
• MS
• Asthma (Severe)
• Diabetes
• Traumatic Brain Injury
• Autism
• Dementia
• Attention Deficit Disorder
• Dyslexia

Invisible Disabilities

• Reduce outside distractions
• Speak clearly
• Keep sentences short
• Break down complex concepts
• Use symbols, pictures
• Ask open-ended questions
• Allow additional time to speak or respond
• Repeat information
  › Provide visual material
  › Interaction based on experience
  › Focus on the customer
Accommodations

- If fatigue is an issue, schedule appointment in the morning or early afternoon
- Provide screen guards
- Offer written as well as verbal instructions
- Provide clear instructions

Accommodations cont.

- Provide graphics on how something works
- Create a checklist of next steps
- Alternative keyboards, joysticks, mouse for small motor difficulties
- Use symbols, pictures, etc.
- Assist with completing forms
Autism Facts

• 1 in 68, or 1.5% of 8 year olds have been diagnosed
• 1.5 million people in the U.S. are on the spectrum
• Boys are 4.5 times more likely to be diagnosed
• Varies from person to person
Autism

• A Neurological Disorder that affects brain structure and development
• Individuals with Autism are able to feel emotions
• Emotions may be expressed in ways that are harder to recognize

Autism Cont.

• Individuals can develop close relationships
• Is not violent
• Is diagnosed in early childhood
• Children do not outgrow Autism ... it is a lifelong disability
Autism Defining Characteristics

These traits can manifest in different ways and to different degrees:

1. Communication Issues
2. Socialization
3. Restrictive or Repetitive Behavior

Accommodations

• Be patient
• Provide visual or written forms
• Ask “How can I assist?”
• Keep language simple, direct and literal
• Avoid speaking in idioms
Accommodations cont.

• Avoid sudden loud noises or bright lights
• Avoid being too close in personal space
• Have procedures in place if a person has an episode
• Simply ask…. “How Can I Help?”

Creating an Autism-friendly Environment

• Use signage
• Determine a quiet space/calm zone
• Education and awareness
  • Characteristics of ASD
  • Tips for accommodating communication challenges
  • Tips for accommodating sensory challenges
  • Tips for accommodating social challenges
Create a Sensory Pack

- Stress ball
- Noise-cancelling earbuds
- Sunglasses
- Ear plugs
- Timer

Questions
What is **YOUR** Call To Action?

Open Questions & Discussions

Please submit your questions in the Q&A area.
Education Credit

After completion and verification of attendance of all three sessions, and completion of the three post tests you may request a Verification of Completion form with further instructions on how to complete.

Evaluation

Thank you for your participation in the Show Me the Money Webinar Series.

Please complete the evaluation as your feedback is important to us to help determine the effectiveness of our training sessions in meeting your needs and guide planning for future sessions.

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Upcoming Webinars

**Thursday - March 15, 2018**
Part 2: Money Smart: A Tool to Foster Greater Economic Inclusion Among Individuals with Disabilities

**Thursday - March 22, 2018**
Part 3: Understanding ABLE Accounts: Advancing Self-Sufficiency for Individuals with Disabilities and Their Families

Contact

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Disclaimer

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