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  › Avoid using outdated or negative terms, such as .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...

Words & Phrases to Avoid
- a disabled person
- the handicapped or the crippled
- normal, healthy or able-bodied person/people
- wheelchair-bound or confined to a wheelchair
- birth defect or affliction
- a victim of cerebral palsy (or other condition)
- suffers from polio, afflicted with polio or post-polio
- mentally retarded, a retard or special
- the Down’s person or Mongoloid
- the epileptic or epileptics fits or epileptic fits
- the mentally ill crazy, psycho, nuts, mental case
- the blind or blind as a bat
- hearing-impaired deaf-mute, deaf and dumb

Preferred Alternatives
- person with a disability
- person with a disability
- people without disabilities typical person
- a wheelchair user uses a wheelchair
- congenital disability or birth anomaly
- has cerebral palsy has (insert condition)
- has had polio, experienced polio
- has a disability due to polio
- person with an intellectual or developmental disability
- person with Down Syndrome
- person with epilepsy
- person with a seizure disorder seizure or epileptic episode
- people who have mental illness
- person with a mental or emotional disorder
- people who are blind or visually impaired
- person who is hard of hearing the Deaf, a person who is deaf
A sign to welcome customer.

AVAILABLE FOR OUR CUSTOMERS
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
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.
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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.
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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
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Disclaimer

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