

## Corporate Disability Sensitivity

Disability sensitivity at the corporate management level must be a different perspective than that of front-line staff. It must begin from the policy level and understanding that policies are not always carried out as intended. They can often result in unintended consequences. These circumstances can result in risk at the legal and marketing level.

Utilize your corporate influence and contractual clout to bring customer and provider corporations into these understandings.

It is hoped that the following will be viewed from these perspectives.

Questions should be directed to Douglas Towne Chair and Chief Executive Officer of Access Ready at:

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### Programmatic, product and service sensitivity

Seven principles for developing inclusive programs, products and services.

#### \* Principle 1: Equitable Use

The design is useful and marketable to people with diverse abilities.

This should be considered whether it is a program, product, or service that is being designed.

#### \* Principle 2: Flexibility in Use

The design accommodates a wide range of individual preferences and abilities. Programs, products, and services are often developed without considering how a person with a disability will be able to access or utilize it.

### \* Principle 3: Simple and Intuitive Use

A tactile map of a location put under glass is hardly useable to a person who is blind.

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

### \* Principle 4: Perceptible Information

The design communicates necessary information effectively to the user, regardless of the user's sensory or communication needs or abilities.

Providing accessible websites and instructional materials in alternative formats is a must.

This may include clear picture or story boards for those with cognitive, intellectual or learning disabilities.

### \* Principle 5: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

Programs, products, or services that do not allow for the user to make mistakes that are easily correctable, will create frustration.

### \* Principle 6: Low Physical Effort

The design can be used efficiently and comfortably and with a minimum of fatigue. Ignoring this design principle can create many levels of fatigue across the best intended program, product, or service. Fatigue can come in different forms including physical and mental.

### \* Principle 7: Size and Space for Approach and Use

While this is generally an architectural design element it can be applied to programs, products, or services with a little thought.

For example, a program that provides food to those in need, but requires the person in need to come to a location to pick up the food even if they are unable to travel due to a disability has a design that has not provided the space in the program for such needs.