

Communication & Advertising Accessibility Checklist

In your communication and advertising, have you ever considered:

- Training staff in effective customer service for people with disabilities?
- Offering assistance to customers with disabilities?
- Accepting reservations through multiple formats, such as a number that has texting capacity, your website, or company e-mail?
- Using e-mail, texting, the VRS Canada system, or instant messaging to contact Deaf clients?
- Making your website fully accessible?
- Listing your accessibility features, in detail with pictures, on ads/sites?

Sources:

1. "Recruit Ability... A handbook for success in recruitment & hiring individuals with disabilities", Persons with Disabilities Collaborative Partnership Network of Nova Scotia
2. Government of Ontario, "Making buildings and spaces accessible", from http://www.mcsc.gov.on.ca/en/mcsc/programs/accessibility/understanding_accessibility/making_buildings_accessible.aspx
3. Vision Hotels UK, from <http://www.visionhotels.co.uk/top-tips-for-helping-blind-people-in-hotels/>