**Suffolk Cooperative Library System**

**Outreach Services**

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**How to Produce your Organization’s Print Materials and Online Resources in Accessible Formats.**

The Americans with Disabilities Act (ADA, 1990) requires that your organization’s programs, services and materials be accessible to all.

In an effort to provide important information to everyone in your community, you will want to provide your organization’s information in formats that are accessible to all. The organization’s newsletter or promotional handouts, is a GREAT place to start! Once you feel comfortable producing some basic information in accessible formats, you will want to make all of your other materials accessible, as well.

Producing your organization’s information in large print is a simple process. The first thing to keep in mind is that it does not need to look the same as your traditional print version. You should try to include graphics that may be important to the print content, but not everything needs a graphic.

Do NOT use glossy paper. Use a matte white paper. You can use 8 ½ x 11 or 11 x 17. The size of the paper does not matter, however, do not use too large of a piece of paper. This will make it more difficult for the reader to hold and read. Keep in mind that a person needing large print, may often be using a magnifier of some type and having to manipulate the magnifier and the paper, can make the reading process that much more difficult.

A good font to use is ARIEL or Helvetica. Always use at least an 18point font. Black print on a matte white background will provide good contrast. Do not use all bold. Do not use all upper case (caps). When you are using the 18 point font, the spacing should automatically go along with what you are doing. If you need to make adjustments in the spacing/leading of the document, you can go into the options and find “”Line Spacing””. You can use this feature when you need to make the document fit the format with which you are working.

**BE SURE TO INFORM ALL STAFF MEMBERS that there is a large print (audio or Braille) version of the information available.**

**ASK FOR FEEDBACK!!** Tell people you are now producing your organization’s information in large print, audio and Braille, and you would appreciate their feedback. This can help you to design a more useful and enjoyable publication.

If you have staff members that visit community events, assisted living environments and/or senior centers, they should bring copies of the large print materials when they are promoting your services.

When getting started, DO NOT make hundreds or thousands of copies of the large print version. If you send your traditional print version to a professional printer to make thousands of copies, print the large print version in-house…at first. This will give you a chance to see how many of the large print versions are being used. Make 50 copies to start. Once these are gone, print 50 more, etc.

**Audio Format**

To produce your organization’s information in an audio format for people who cannot read print…someone who is blind or visually impaired, someone with a learning or cognitive disability or someone who cannot hold a book or turn a page, you can do a Google search for FREE recording software and download the software on to a computer. You will need someone with a clear voice to record the material. ALL print materials must be recorded “”””WORD for WORD””””. There can be no adlibbing or extraneous commentary when recording. Do not just pick anyone to do a recording. You want to have several people record the material, and then see which one sounds best. Often a person may “”sound”” fine in one-to-one conversation, but may not be the right person for recording!! You may wish to look to your local high school theater program or a local play house for volunteers to do recordings of your organization’s materials. Once the print information has been recorded, you can make it available as a link in an email and you can make it available on your website. You can also burn it to a CD for people who do not use computers.

**Braille Format**

To produce a Braille version of your library’s newsletter, contact SCLS Outreach Services. We can provide you with pricing for Transcribing Print materials into Braille. Braille is very space intensive and will be lengthy, therefore, (in general) you will want to offer it ONLY upon request. You will want to put a statement on your website or in your organization’s materials, such as, Please let us know (provide someone to contact at the organization) if you would like to receive the ???? in Braille. The transcription process is generally a fast process and can be accomplished in an “on-demand” method.

**Website and Social Media Accessibility**

There are many types of disabilities to consider when you are creating accessible media. You want to be thinking about people living with vision loss, people living with hearing loss and people with developmental and cognitive disabilities. Think about how someone is receiving information that you are sharing.

Can someone see it? Can someone hear it? Have you included captioning? Have you designed the pages in a logical and consistent manner? Close your eyes and listen to the content in a video? Are you getting all of the information that is being shared in that video? Turn off the sound and watch the video? How much information are you missing by not hearing what is being said? Is the information on the screen “EASY TO READ” & “EASY TO UNDERSTAND”? Did you use “”””PLAIN LANGUAGE””” for individuals with low literacy? These are all things to consider when creating your communication tools.

Your website and social media feeds are a valuable method when reaching out to the community and when promoting your resources and services. These technologies MUST be accessible to people with disabilities and people using different types of assistive technology, such as screen reading software. The following sites provide information and instruction on how to create accessible websites and social media resources.

* webAim [www.webaim.org](http://www.webaim.org)
* Web Accessibility Initiative [www.w3.org](http://www.w3.org)
* National Center for Accessible Media (NCAM) [www.ncam.org](http://www.ncam.org)
* Easter Seals Technology [www.eastersealstech.org](http://www.eastersealstech.org)
* Bridging Apps (Accessible Apps) [www.bridgingapps.org](http://www.bridgingapps.org)
* DO-IT Accessible Website Design [www.washington.edu/doit/world-wide-access-accessible-web-design](http://www.washington.edu/doit/world-wide-access-accessible-web-design)