

PUBLIC INFORMATION

Publicizing the physical access of a facility, program, or meeting should be included in your planning committee/meeting/groups overall public relations strategy and targeted to specific groups.

Important Considerations:

- Make sure that all planning committee members/group members/and staff are familiar with your groups overall physical access/accessibility.
- Language: Use words that reflect dignity in reference to people with access needs in all of the following: flyers, registration forms, subscriptions, brochures, print ads, and press releases.

Positive Example: The "New Years AA Conference" will have several events that will be ASL interpreted. The facility/restrooms are wheelchair accessible. For more information about accessibility contact _____.

Negative Example: The "New Years AA Conference" is handicapped accessible and several meetings will be interpreted for the hearing impaired.

- In all ads, include an email address or phone number for more information about accessibility next to the signage/symbols.
- When using access symbols, place them where general information is given about the event or meeting. The symbols into the design of an ad, brochure, or flyer when possible. If your planning committee or group has display materials and literature available, you may want to include signage that informs people about the access information that is available.
- If access information or symbols are edited from public announcements, text, or press releases, follow up with the newspaper, magazine, or media outlet. Let them know that access information is as important as the phone number or address of your organization.

Using Access [Signage/symbols](#) Always Works Better Than Text That Describes Access.

- Targeted publicizing:
 - AA web sites, newsletters, intergroups, and district committee members.
 - Newsletters that target minority groups and people who are older.
 - Social service and community organizations that work with minority groups and older adults.
 - Minority Group: Advocacy and recreational organizations.
 - Schools, colleges, and parent groups.
 - Internet/electronic bulletin boards that advertise accessible events or services
- The following can be used on flyers, registration forms, subscriptions, brochures, print ads, and press releases:

Please check below any accommodations you may require, and return this form by [specify date]:
(Optional: Include your phone number so that a member of our planning committee/group may contact you.)

- Assistive listening system
- Sign language interpretation
- Oral interpretation

- Wheelchair accessible seating
- Wheelchair accessible meeting/conference room
- Wheelchair accessible restroom
- Wheelchair accessible transportation
- Accessible parking

- Print materials provided in large type
- Print materials provided in Braille
- Print materials recorded on cassette tape
- Live audio description