CULTURE BUILDS FLORIDA

FLORIDA DEPARTMENT of STATE
DIVISION of CULTURAL AFFAIRS
Successfully Accessible

• To provide you with the resources and information needed to create successful implementation and experiences for your organization and broaden the outreach to your community
Symbols and Their Use
Our Purpose

- Improve universal design access and maximize wayfinding
- Symbols are everywhere and used and recognized by all
Presenters:

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Disability Access Symbols
Tips

• Place these symbols next to the relevant information in all publications and media

• Any language accompanying the symbols should focus on the accommodation or service, not who uses it - Ramped entrance for wheelchair symbol

• Language with dignity – Accessible parking with symbol
Symbols by Topic

• Vision
• Hearing
• Mobility
• Information
• Sensory Friendly
Vision
Physical Access for Individuals Who Are Blind or Have Low Vision

- This symbol indicates access for people who are blind or have low vision, best used in places such as:
  - a guided tour, a path to a nature trail or a scent garden in a park;
  - a tactile tour or a museum exhibition that may be touched.
Accessible Print (18 pt. or Larger)

- Large print is indicated by the words: “Large Print,” printed in 18 pt. or larger text. In addition to identifying large print versions of books, pamphlets, museum guides and theater programs, you may use the symbol on conference or membership forms with large print. Sans serif or modified serif print with high contrast is important, and special attention should be paid to letter and word spacing.
Braille Symbol

- This symbol indicates that printed material is available in Braille, including exhibition labeling, publications and signage.
Audio Description

• A service for people who are blind or have low vision that makes the performing and visual arts more accessible. A trained Audio Descriptor offers live commentary or narration (via headphones and a small transmitter) consisting of concise, objective descriptions of visual elements: for example, a theater performance or a visual arts exhibition at a museum.

• An adapter for non-stereo TVs is available through the American Foundation for the Blind, (800) 829-0500.
Audio Resources

• Audio Description- describer attends rehearsal, given a script and often compensated.

Vision Impaired, Implementation

- Touch Tour: pre-show tour or tactile
- Tactile models
- Verbal Description
  - Audio tours
  - Audio description of items
- Labels- Signage-Exhibition design
- Service Animals
- Large print, Braille and Electronic programs should be made available for all programs/events
- Consider incorporating for all collateral materials
- High Contrast floor to wall changes
- Color Contrast or alternative options in using only Black and white.
Vision Resources

• Tips: Art Beyond Sight
  www.artbeyonedsight.org/handbook/acs-touchtools.shtml

• The “How-To” of Accessible Art Exhibitions VSA Florida
  – http://vsafl.org/archives/cultural-organizations

• Service Animals Disability Rights Florida
  – www.disabilityrightsflorida.org/resources/disability.../service_animals

• Florida Blind Services
  – dbs.myflorida.com/

• Innovative Best Practice of Producing Service Animals and Updated Federal Provisions
  – http://www.rehabworks.org/docs/il/service_animals.pdf

• Apps for Everyone! - The Hadley School for the Blind
  – www.hadley.edu/Resources_list/Apps-for-everyone.doc
Hearing
Telephone Typewriter (TTY)

- This device is also known as a text telephone (TT), or telecommunications device for the deaf (TDD).
- TTY indicates the presence of a device used with the telephone for communication with and between deaf, hard of hearing, speech impaired and/or hearing persons.
Sign Language Interpretation

• The symbol indicates that Sign Language Interpretation is provided for a lecture, tour, film, performance, conference or other program.
Closed Captioning

- Closed Captioning (CC) (commonly known as subtitles) enables people who are deaf or hard of hearing to read a transcript of the audio portion of a video, film, exhibition or other presentation. As the video plays, text captions transcribe (although not always verbatim) speech and other relevant sounds.
Open Captioning

- This symbol indicates that captions, which translate dialogue and other sounds in print, are displayed on the videotape, movie, television program or exhibit audio. Open Captioning is preferred by many, including deaf and hard-of-hearing individuals, and people whose second language is English. It also helps teach children how to read and keep sound levels to a minimum in museums and restaurants.
Volume Control Telephone

• This symbol indicates the presence of telephones that have handsets with amplified sound and/or adjustable volume controls.
Assistive Listening Systems

- These systems transmit amplified sound via hearing aids, headsets or other devices.
Assistive Listening Systems

• Assistive Listening Devices for People with Hearing Loss – A Guide for Performing Arts Settings


• Florida East Coast Resource: Elissa at [http://www.royalpalmhearing.com](http://www.royalpalmhearing.com)
Service providers to individuals who are deaf or hard of hearing

• Florida Association of the Deaf
  – www.fadcentral.org/
  – For Local Representative: [http://www.fadcentral.org/resources.html](http://www.fadcentral.org/resources.html)

• Services for the Deaf and Hard of Hearing Florida Department of Children and Family Services

• Deaf Service Centers in Florida
  – www.fccdhh.org

• The Deaf Service Center Association, Inc. of Florida
  www.fldsca.org/
Mobility
Wheelchair Accessibility

- The wheelchair symbol indicates access for individuals with limited mobility, including wheelchair users. Remember that a ramped entrance is not completely accessible if there are no curb cuts, and an elevator is not accessible if it can only be reached via steps.
Mobility

Written policy and staff trained on:
• Use of Courtesy wheelchairs- reserve, first come, etc.
• Staff/volunteers available to assist visitors- getting to and from valet parking to seat, assistance to use restrooms, gift shop, food concessions
• Service Animals
Facility Concerns

- Elevators or ramps for wheelchairs, three foot wide accessible travel paths within and outside of structure
- Floor covering
- Access-entrance, between exhibition areas
- Restroom, elevators, front desk
The Information Symbol

• Knowing where to find what you need is almost as valuable as finding it.
• Symbols should be placed at the front desk and other appropriate sites.
The Information Symbol

- Use is for general public with general information questions.
- The information symbol indicates the location for specific information or materials concerning access, such as “LARGE PRINT” materials, audio cassette recordings of materials, or sign interpreted tours.
Guest Services Resource

• Booklet by VSA Florida for training your staff:

PDF] Putting it all Together & Training Your Staff
- Florida Division of Cultural Affairs
www.florida-arts.org/documents/.../Putting_It_All_Together_slides.pdf
Sensory Friendly
Sensory Friendly Symbol
Sensory Friendly

• The Sensory-Friendly disability access symbol features an umbrella to represent all Sensory Processing Disorders as well as inclusiveness, and integrates puzzle pieces to symbolize Autism Spectrum Disorders (ASD).

• Using the Sensory-Friendly symbol indicates that the advertised cultural event/performance will provide accessible accommodations for individuals with Sensory Processing Disorders and Autism Spectrum Disorders (ASD), such as
  ✓ modifications to sound and lighting
  ✓ the Going to the Show or Going to Museum pre-show
  ✓ an accepting environment
  ✓ noise canceling headsets
  ✓ a “quiet room” where individuals can take a break
    ➢ Autism specialists on hand to assist patrons
    ➢ remote closed circuit viewing of the main stage performance

• For information and to learn more about how your organization can present a Sensory-Friendly cultural event or performance, call the Miami-Dade County Department of Cultural Affairs at (305) 375-4634.
Sensory Friendly Guides
Miami Dade County Department of Cultural Affairs

• Going to the Museum
  – Guide intended to help prepare visitors for a Museum experience and what to expect.
  – Available in different languages in poster and booklet formats.
  – www.miamidadearts.org/artskidsmiami_museum.aspx

• Going to the Show
  – Guide intended to help prepare audiences for a first time theater experience and what to expect.
  – Available in different languages, in poster and booklet formats
  – www.miamidadearts.org/artskidsmiami.aspx
When to Use Symbols

• Advertising/Season Program Book/Website
• Stand alone access brochure/rack card/ad
• Include section on website that describes and promotes your accessible programs and accommodations
• Always include your organizations ADA/Access policy in all materials
Accessible Symbols Marketing

- Provide a listing of accessible programs/events and indicate what accommodations will be provided.
- Plan as far out as feasible as everyone plans visits/trips in advance.
- Use appropriate access symbol for all listed programs/events.
- Use the appropriate symbols in PSAs.
- Ensure that electronic flyers, emails and websites are accessible for e-readers.
Resources

• VSA Florida
  – http://vsafl.org/archives/cultural-organizations
  – How to of Accessible Exhibitions first document
  – Guest Services for Guests with Disabilities
    (seventh document on the list)

• Florida Division of Cultural Affairs Accessibility Resource Page;
  http://www.florida-arts.org/resources/accessibility/
Resources

• Special Thanks to Miami-Dade County Department of Cultural Affairs for its leadership in cultural access
• Information for this webinar taken from their Open Access Theater Series Summary of access components and recommendations.
• Contact Francine Anderson for more information 305-375-4634.
The Division of Cultural Affairs is pleased to announce upcoming lunch hour webinars in partnership with VSA Florida

12:00 p.m. ET
Every 4th Wednesday, From January to June 2014

Join us for a series of webinars organized to help arts and cultural organizations design, create and implement successful accessible programming, events and environments for their patrons. Each session will include DCA staff and guests who can provide information and experience on the importance of accessibility in the arts. There will be time for a question and answer session.
The topics of upcoming sessions are as follows:

- February 26th, 12:00 p.m. – Making Your Marketing Materials Accessible
- March 26th, 12:00 p.m. – Making Your Online Marketing Accessible
- April 23rd, 12:00 p.m. – Thinking Outside the Box: Partnering & Funding for Accessibility Efforts
- May 27th, 12:00 p.m. – Inclusive Tourism and Tourism Marketing of Accessibility
- June 25th, 12:00 p.m. – Accessibility and New Audiences: Marketing Locally

We encourage you to email the Division’s Accessibility Coordinator, Maureen Murphy at Maureen.Murphy@dos.myflorida.com prior to the session if you need any additional accommodations or have any questions.