ADA PLANNING: THE KEY TO SUCCESSFUL INCLUSION
Americans for the Arts
February 6, 2019

PRESENTERS:

Beth Prevor, Executive Director, Hands On

John McEwen, Executive Director, New Jersey Theatre Alliance

Agenda

* Introductions
* Overview of the Session
* Disability 101
* ADA planning outline
* Language
* Programming & Services
* Marketing
* Facility overview
* Questions

Why is it important to talk about disability?

- *Approximately 56.7 million people - 19 percent of the population – over 1 in 5 individuals have a disability.*

- Having a disability makes it the world's largest minority group.

- 30% of the nation's 69.6 million families have at least one member with a disability.

- The number of people with disabilities is on the rise due to many factors, including an aging population. There are 77 million baby boomers – it is estimated that 52% of the boomers will become disabled.

- People with disabilities have an estimated combined income of over $1 trillion with more than $220 billion in discretionary income.

- *Disability is the only category of diversity that anyone can join, at any time and probably will.*

Sources: U.S. Census 2010, Diversity, Inc.

Understanding Disability Medical vs. Social Model

* *Medical model*
* *Social model*

ESSENTIAL ELEMENTS TO SUCCESSFUL ADA PLANNING

* Organizational Priority
* Inter-department Involvement and Cooperation
* Developing and Using an ADA Advisory Board
* Dedicated Financial Resources
* Self-Assessment

A Commitment to Access as an Organizational Priority

Board of Directors

Artistic Staff/Crew

Programming/Casting

Management

Marketing

Development

Box Office

Front of House

Security

Self-Assessment Surveys
The First Step in Planning

* NEED TO KNOW WHERE YOU ARE BEFORE YOU KNOW WHERE YOU ARE GOING.
  * What do we do now
  * What can we do next
  * Set out a plan for the next year, 3 years, 5 years
  * Be realistic! Full access doesn't happen overnight.
* Complete the survey with a colleague or group of colleagues

Readily Achievable
You can do this now!

* Policies
  * Board Approved Policy Statement - Non-Discrimination Policy
  * Service provision/request policy
  * Advance Notification Policy
  * Grievance Procedure
* Sensitivity Training for Staff and Volunteers
* Assigning an ADA Coordinator
* Utilizing access symbols
* Establish or share an ADA Advisory Committee

The Importance of Advisory Boards

* Provide Guidance in Developing Programs & Services
* Ambassadors
* Provide support in finding funding opportunities
* Staff and Volunteer Training
* Help Set Policies
* Assist in Target Marketing
* TIP - Investigate sharing an advisory board with other cultural organizations in your area.

Language is important

* Most language about disability has been coined by nondisabled people
* Disability culture is not homogeneous.
* Language is fluid and changes over time.

THE LANGUAGE OF DISABILITY: DO'S AND DON'T'S: TOP 10

DON'T USE	USE
1. wheelchair-bound/confined to	Wheelchair user/ uses a wheelchair
2. suffers from/afflicted with/crippled by/victim of	These terms make assumptions about how the disabled person feels about his/her disability. Use "has" and the name of condition (e.g., has cerebral palsy, has paraplegia, etc.)
3. the disabled/the blind/the deaf	Always use as an adjective rather than a noun – disabled person, blind filmmaker, deaf man or woman
4. retarded (e.g., mentally retarded)/retard	Intellectual disability; cognitive disability; developmental disability (when using these terms, however, it is important to understand the distinction among them)
5. Handicapped (handicap) handicapped	In general: If you're not writing about sports, don't use it! Use disability, disabled person, person with a disability.
Handicapped parking, restroom, etc	Accessible parking, restroom, etc.
6. midget/dwarf	Little person (Dwarf is acceptable only if the subject actually has dwarfism.) Keep in mind: Anyone with dwarfism is a little person, but every little person is not a dwarf.
7. deaf-mute/deaf and dumb hearing-impaired	deaf (medically deaf), Deaf (culturally Deaf), hard of hearing
8. Physically challenged/differently abled	Avoid outdated or saccharine terms and euphemisms. Use disabled as an adjective (e.g., disabled sportscaster) or person-first language (e.g., person with a disability)
9. Overcoming/inspiring/brave/courageous	Avoid patronizing and condescending descriptives – describe the person's accomplishments without value judgment or interpretation
10. Special / Special needs	Do not use when referring to disabled people

Compiled by Inclusion in the Arts

Employment
Artists/Managers & Volunteers

* Accessible locations for interviews
* Employment forms in alternate formats
* Marginal and Essential Job Descriptions

PROGRAMS/SERVICES
Enhancing the Cultural Experience

* Disability is not static

* Disability is personal

* **NEVER** say NO, we can't, we won't, we don't

* **SAY** we'll see, we'll investigate, we'll try

* **ASK** "what can we do, what do you need to make your experience at our venue successful"

"People who provide access have no idea how powerful they are" - Frank Dattolo, Deaf patron

Sign Interpretation

Open Captioning

FOR PEOPLE WITH HEARING LOSS
Advance Copies of Scripts
Assistive Listening Devices
Open Captioning
Looping
Galapro

DEAFNESS
Sign-Interpreted Lectures/Performances

GALA PRO
Your Theater Connection

AD Training

Live Description-Guided Tours

FOR PEOPLE WHO ARE BLIND/LOW VISION
    Braille Materials
    Large Print Materials
    Seating
    Information in digital format (MP3, iPod,
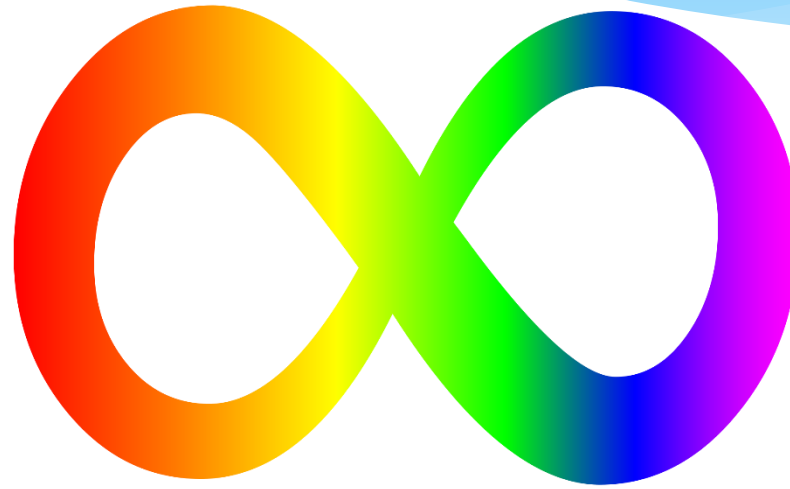   smartphone)
    Sensory Seminars/Docent Tours
    Audio Description

GALA PRO
Your Theater Connection

Sensory Experiences

Programs For Those On The Autism Spectrum

- Sensory friendly performances (adjustment of lights, sounds, quiet room, additional staffing, etc)

Focus Groups/Surveys—Findings

In 2017, a follow-up series of focus groups and surveys to evaluate the arts and cultural event participation among people with disabilities in New Jersey, as part of NJSCA's Building Cultural Participation initiative were conducted.

Key Findings

* Inaccurate information on website or over the phone
* Apprehension about attending venues for first time
* Accessible information buried in marketing materials and websites
* Staff not fully trained in, or aware of, access programs/features
* Need for a concierge/one stop shopping
* Transportation Challenges

Marketing/Communications
Getting the Word Out

* Brochures in alternative formats
* Use Access Symbols
* Person First Language
* Utilize/Share Advisory Board
* Advance Notification Policy (minimum of 2 weeks)
* Include Policy Statement in all press releases/website
* Assess website (large print, contrast, scalable type)
* Engage the Community
* Attend meetings/conferences hosted by various groups

Your Organization's Website

* Accessibility Features
* Accessibility Statement
* Programs and Services
* Seating Diagram
* Advanced Notification Policy
* Ticketing Policy
* International Access Symbols
* **Trusted, knowledgeable and easy to find contact person/information**

WEBSITE RESOURCES

* *The power of the Web is in its universality.*
  Access by everyone regardless of disability is an
  essential aspect.

    Tim Berners-Lee, W3C Director and inventor of the World Wide Web

* **Web Accessibility Initiative (WAI)**
    * https://www.w3.org/
    * https://www.w3.org/standards/webdesign/accessibility

SERVICES FOR THOSE WITH PHYSICAL DISABILITIES

- Wheelchair Seating
- Companion Seating and Other Accommodations
- Restrooms
- Steps

Facility

* Accessible route from public transportation to the facility.
* ADA compliant parking.
* Accessible route from parking to primary accessible entrance.
* ADA compliant doors to entrance, bathrooms, assembly areas, gallery and display areas.
* Multi-level facility has an elevator or interior ramps at level changes.
* Restrooms (or unisex bathroom) used by the public are ADA compliant
* Seating area(s) of facility has the correct percentage of wheelchair locations on each level as required by law.

Facility Continued

* ADA compliant signage (compliant signage would include Braille, correct type size, high contrast design elements, correct mounting and height).

* ADA compliant box office window/information desk.

* ADA compliant concession stand.

* ADA compliant performance/dressing room/artist space/backstage.

* Produce a Virtual Tour.

Emergency Readiness for People with Disabilities

* During disasters and emergency situations people with disabilities may need additional assistance to obtain the services they need. Universal design, accessible environments, and easy-to-read information, are only some examples of the [strategies that can be implemented](#) to make sure that everyone is safe during an emergency.

* People with disabilities and their family members should make plans to protect themselves in the event of an emergency. It is also important that first responders know how to evacuate people with disabilities quickly and safely.

EMERGENCY PREPAREDNESS RESOURCES

* **Centers for Disease Control and Prevention**
  * http://www.cdc.gov/features/emergencypreparedness/
* **South Arts-ArtsReady**
  * https://www.artsready.org/
* **"Ready Now!" Toolkit**
  * The "Ready Now!" Toolkit[2.91 MB] from the Oregon Office on Disability and Health is for people with disabilities and emphasizes independence, allowing each person to address his or her specific needs.
* **Get Ready! Toolkit**
  * The Get Ready! Toolkit[2.62 MB] from the Alaska Health and Disability program will help you prepare for an emergency. Alaska also developed the Get Ready! Toolkit webinar to assist Alaskans and others with disabilities and their caregivers in putting the Get Ready!Toolkit into action.

EMERGENCY PREPAREDNESS RESOURCES, con't

* **Smart911**
  * Smart911 is a free service used by public safety agencies across the country to enhance communication and response for their community. It can be used by:
    * *9-1-1 agencies* to quickly send first responders to the location of an emergency with more information;
    * *Emergency management* to better plan for and respond to disasters; and
    * *Municipalities* to send emergency notifications to their citizens.
* Smart911 allows you to create a private safety profile that instantly transmits information you specify to the 9-1-1 dispatcher's computer screen when you place an emergency call. This technology allows dispatchers to relay critical care information to emergency responders in the field even if you are unable to communicate.

ADA PLAN OUTLINE

SECTIONS:

* **POLICY, PROGRAMS, MARKETING, FACILITY, ETC.**
  - GOAL
  - ACTION STEPS
  - WHO
  - RESOURCES
  - WHEN

Cultural Access Network Project Resource Library

The Resource Library is your one stop shop for all things Access. We encourage you to utilize this tool when developing your ADA Plan or whenever you have an access related question. You can search by keyword or by category. New resources are uploaded regulary. If you know of a resource that should be shared, please contact the New Jersey Theatre Alliance by emailing Robert Carr at **rcarr@njtheatrealliance.org**.

[Search by keyword] [Select a category ▾] **Go**
Search by keyword

Resources

ReelAccess: A Guide to Accessible Film Festivals and Screenings

ADA Policies & Practices / Deafness / Facilities / First Steps & Self Assessment / Hearing Loss / Marketing and Communication / Technology / Vision Loss

From large-scale film festivals to individual film screenings, this booklet will give you resources on accessibility for people with disabilities so the magic of cinema is available to everyone! Accessibility is a journey: use this guide on your path to becoming more accessible.

Sample Website Accessibility Statement

ADA Policies & Practices / Facilities / Marketing and Communication / Technology

---

Equipment Loan

The New Jersey Theatre Alliance owns and loans for free Assisitve Listening and Audio Description equipment. If you would like to borrow the equipment please contact **Robert Carr** at the Alliance.

Need Help with ADA Planning?

NJTA offers expert ADA consulting services for theatres and other cultural organizations:

- ADA Plan Development
- Equipment Rental
- Sensitivity Training
- Marketing Guidance
- Artist Services
- Education Opportunities

To inquire about any of the above services, contact **John McEwen** or **Robert Carr** at the New Jersey Theatre Alliance.

ADA Planning

Accessibility

- Cultural Access Network Project
- ADA Planning/Submission Instructions
- Technical Assistance & Training
- Resource Library
- 2017 Cultural Participation Study

Share:

 Facebook

 Twitter

 Email

 More

This page is designed to assist and educate cultural organizations as they prepare and develop their long range plan for compliance with the Americans with Disabilities Act (ADA). Plans are a requirement for all organizations receiving funds from the New Jersey State Council on the Arts/Department of State. In addition, a majority of the state's County Cultural and Heritage Commissions require a plan from their grantees.

Before you begin your self assessment and ADA Plan Outline, it is important to familiarize yourself with the main components of the ADA Plan. The sections below mirror the main headings of the ADA Plan Outline and provide a snapshot of what is required to complete your assessment and ADA Plan.

We encourage you to use the **Online Resource Library** for examples of policies, program

This ADA Plan Outline has been revised to aid in standardizing the review of all ADA plans. The Plan Outline is organized to follow the ADA Self-Assessment Survey Tool, which is available on the New Jersey Theatre Alliance's website in the Access section located [here](#).

The Plan Outline provides abbreviated guidelines for the type of items that a good plan should address. Note: These items do not necessarily have to be accomplished by an organization, but they should be a part of the long range ADA plan. The timeline should include goals that are readily achievable and goals the organization would like to meet within the framework of this 3 year plan.

This outline is designed for those organizations that are required to submit an ADA plan to the State Arts Council **by December 31, 2018** and represent the following disciplines: **Dance, Music and Theater and any first time grantees.**

You may work on you plan and revisit it at any time. To do this, you will need to provide an email address in the "save and continue" tool on the top of the next page. An email containing a link to this outline will be sent to you. You can return to the outline by clicking the link in the email. Please be sure to click "next" at the bottom of each page to save your work.

TIP: When pasting large amounts of text, you can expand each text field by clicking on the bottom right hand corner of the text field and dragging down and to the right.

For more information

John McEwen

Executive Director, New Jersey Theatre Alliance

https://njtheatrealliance.org/cultural-access-network-project

jmcewen@njtheatrealliance.org

Beth Prevor

Executive Director, Hands On

https://handson.org/

beth@handson.org

Questions?