

CDC Sharing Session: New Accessible COVID-19 Resources

! "#\$%&'\$% (%)

Jane Mitchko, MEd
Chief, Communication Science Branch
Division of Communication Science and Services
Office of Communications (OC)

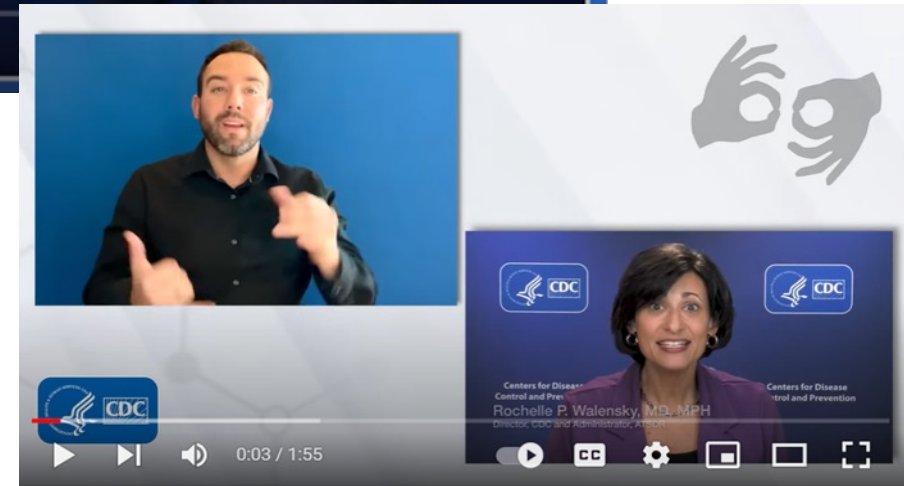
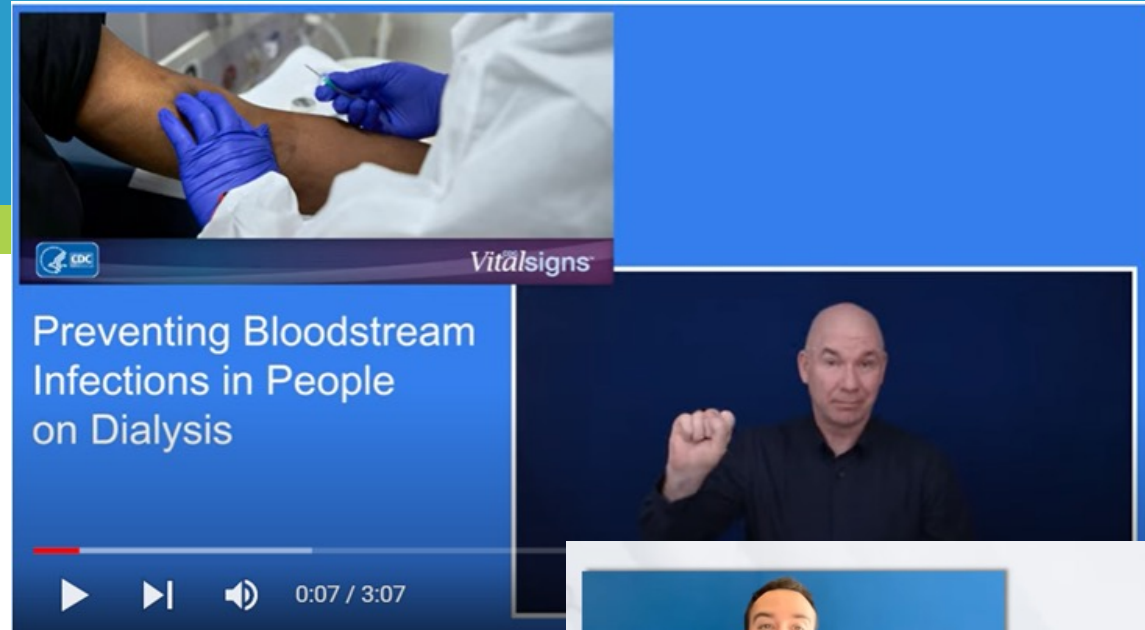


New Accessible Communication Unit

“Communication that is as clear and *+, -. /0"+, "12- to people with disabilities as it is for people who do not have disabilities”. ADA



- Increasing number and timeliness of resources, including ASL Vital Signs videos in English and Spanish
- Building capacity and knowledge across CDC
- $3-456789:;<$.-/=*.>-/!+@$"/#\$$
 $0=\$A-'' , '\$BCD'\$'+, \$1.'''?2-$



Where are we now?

COVID-19 Materials for People with Intellectual and Developmental Disabilities and Their Care Providers

Social Story



This social story follows Izzy as she gets her COVID-19 shot.

Poster



This poster reminds people to get a shot to stay safe from COVID-19.

Interactive Social Story



This interactive social story uses fill-in-the-blanks and multiple choice options to help you prepare for getting a COVID-19 shot.

Video



This video follows Izzy as she gets her COVID-19 shot.



Promotion of Materials for People with IDD

- Promoting through paid ad placements on social media
 - Facebook
 - Instagram
 - LinkedIn
- Partner outreach
 - Toolkit
 - Webinars

The image shows a screenshot of a CDC webpage. The browser address bar displays the URL: https://wcms-wp.cdc.gov/coronavirus/2019-ncov/donotpost-mockups/aa/MOCKUP_accessible-resources.html. The page header includes the CDC logo and the text "Centers for Disease Control and Prevention" with the tagline "CDC 24/7: Saving Lives. Protecting People™". A search bar is present with the text "Search COVID-19". The main navigation menu includes "Your Health", "Vaccines", "Cases & Data", "Specific Settings", "Healthcare Workers", "Health Depts", "Science", and "More". The page title is "COVID-19 Resources for People with Intellectual and Developmental Disabilities and Their Care Providers". Below the title, it says "Updated Oct. 21, 2021" and "Español Print". The main content area contains the text: "COVID-19 is challenging to explain, live through, and communicate about. Resources in alternative formats for people with intellectual and developmental disabilities and their caregivers were...". A dark teal button with white text reads "Easy to Read & Related Formats".

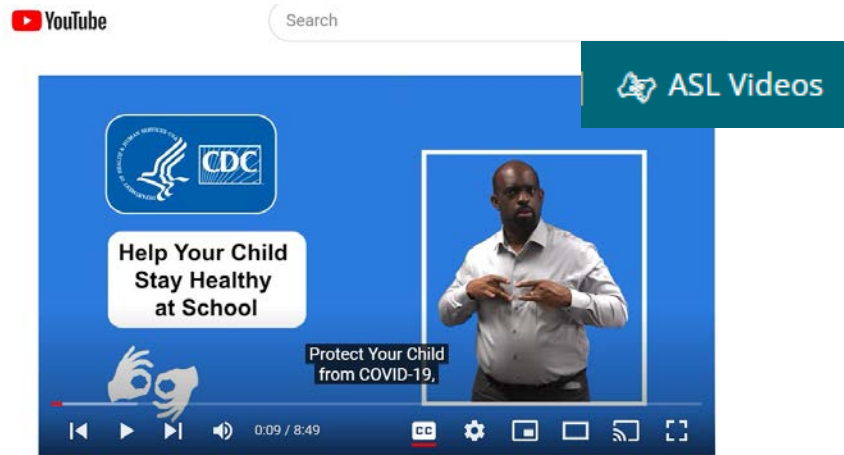
Overlaid on the screenshot is a promotional graphic with the following text and imagery:

CDC has new resources

to help you talk about COVID-19.

At the bottom of the slide, there are four circular icons representing accessibility: a person in a wheelchair, a person using a cane, a person with a hearing aid, and a person with a speech bubble.

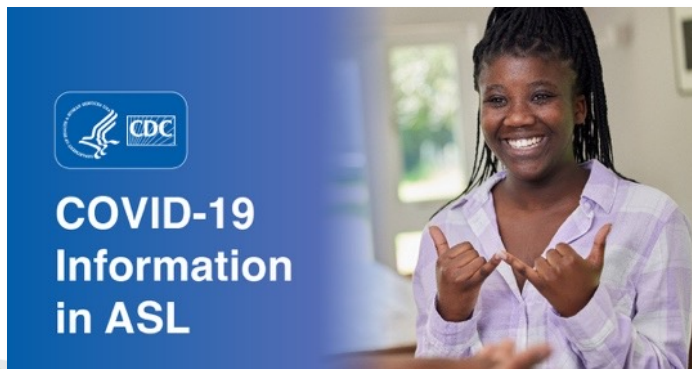
Dissemination and Promotion of ASL Videos



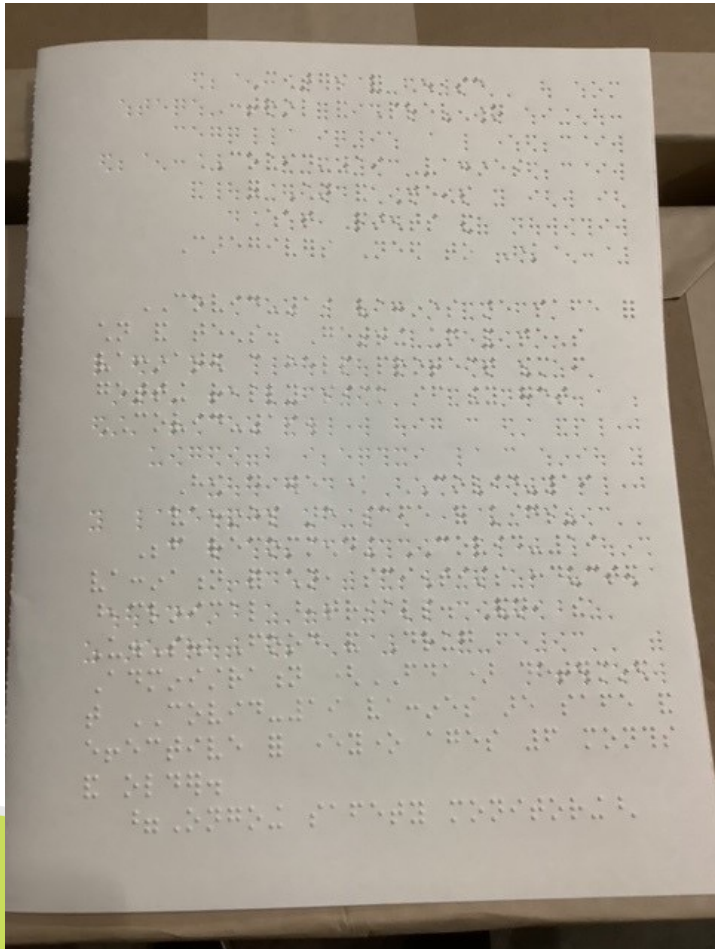
- New content on streamlined [COVID-19 ASL Playlist on YouTube](#)

- Paid ad placement:

- Sign1News - media production company delivering news in ASL powered by CNN
- Daily Moth - delivers ASL video news
- Digital and social platforms
 - ❖ YouTube
 - ❖ Google
 - ❖ Facebook
 - ❖ Instagram



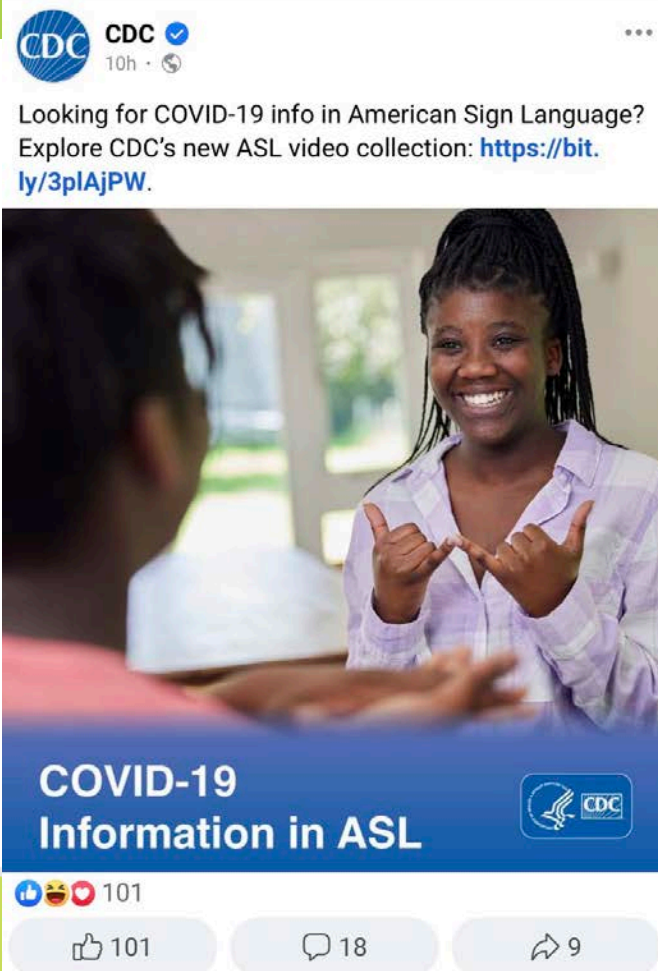
Dissemination and Promotion of Braille



- Embossed braille
- NFB-NEWSLINE® partnership
- Worked with National Library Services
- Encouraged partner promotion of COVID-19 resources through toolkit with content syndication opportunities
- 5 digital Braille Ready Files (BRFs) available free by request



Using CDC's Promotional Toolkits

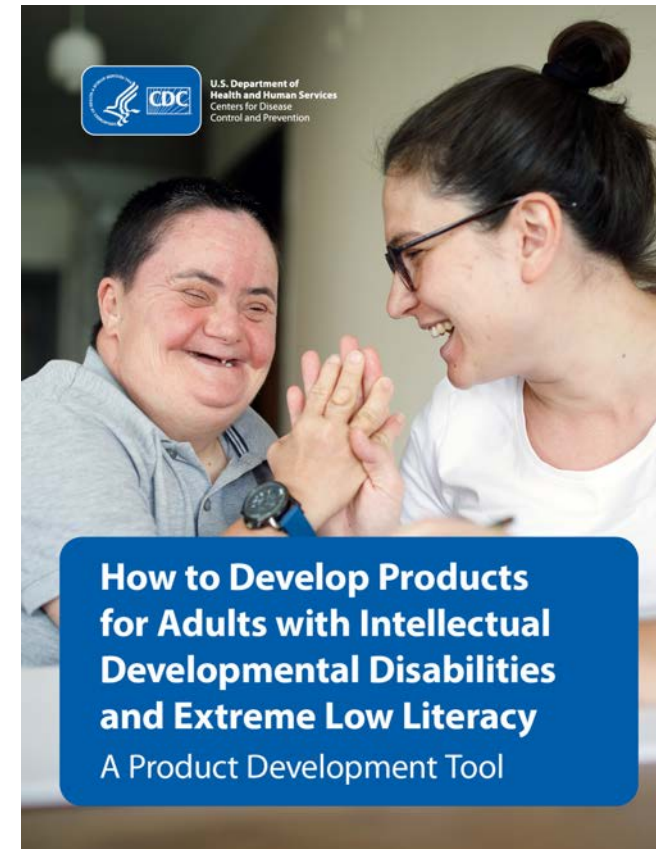



- Please help us promote through your channels
 - Email distribution lists
 - Newsletters
 - Social media



How to Develop Products for Adults with Intellectual Developmental Disabilities and Extreme Low Literacy: A Product Development Tool

- Product Development Tool can be found on [CDC's Clear Communication Index home page](#)
- NCHCMM Pre-Conference Workshop on July 18 from 2-5pm





Thank You
Contact: Jane Mitchko,
zlo5@cdc.gov