

GAAD WITH 3PLAY

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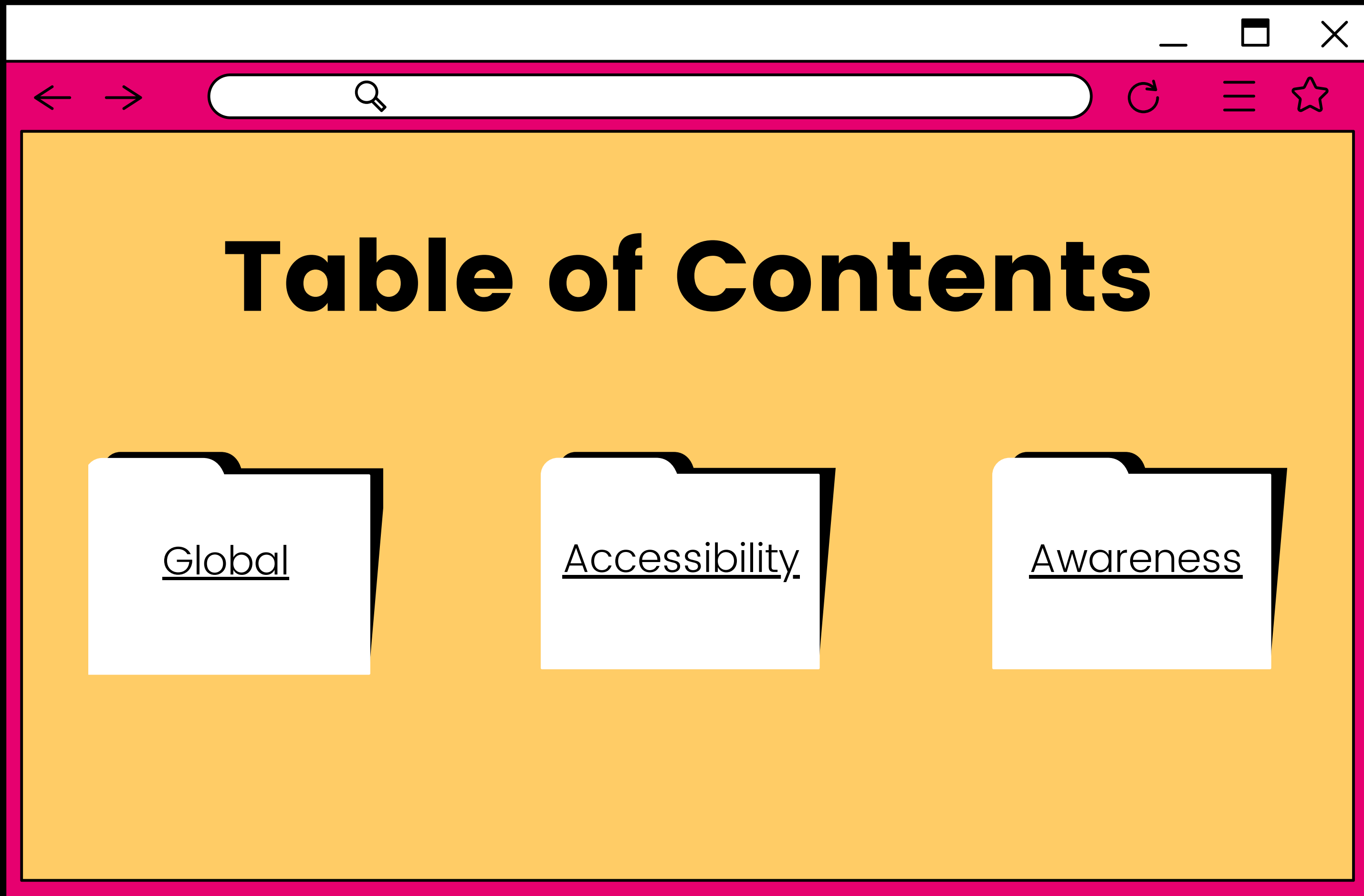


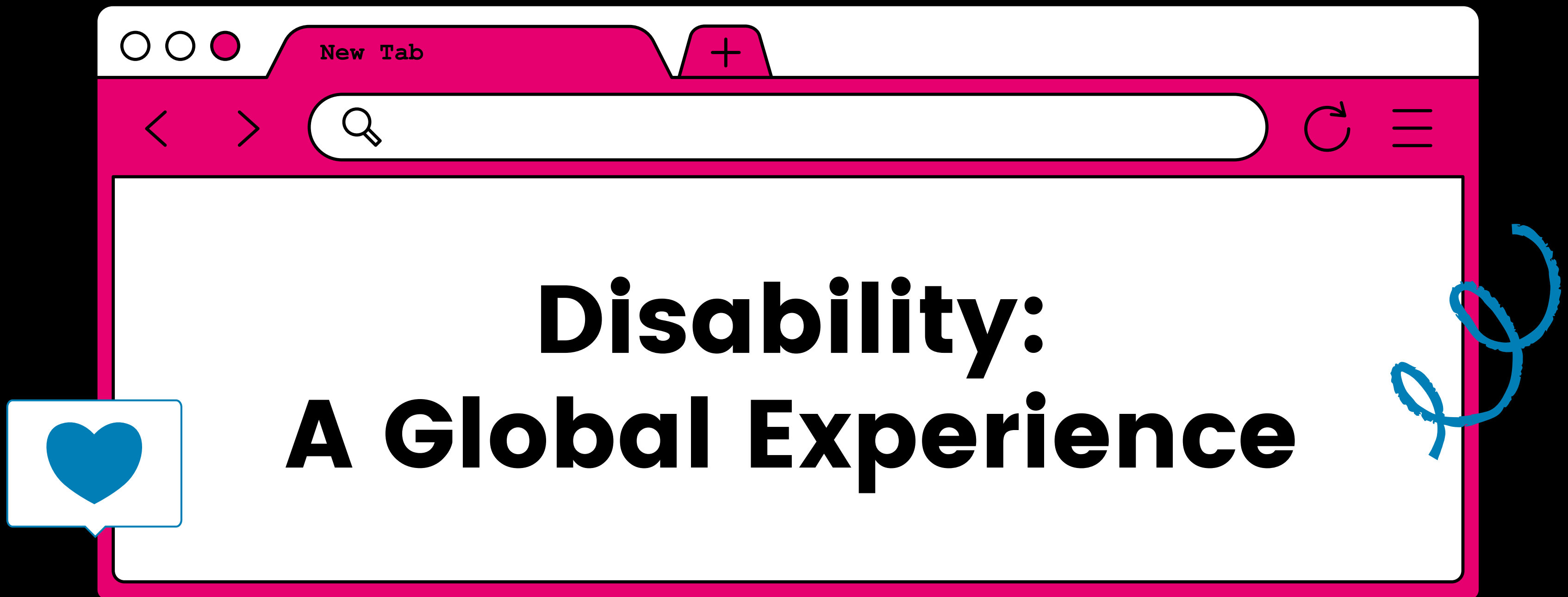


Lily Bond

VP of Marketing

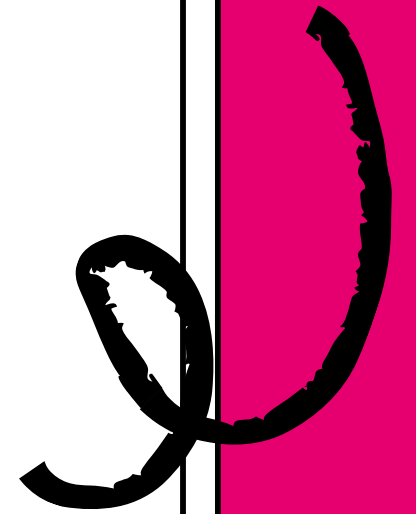
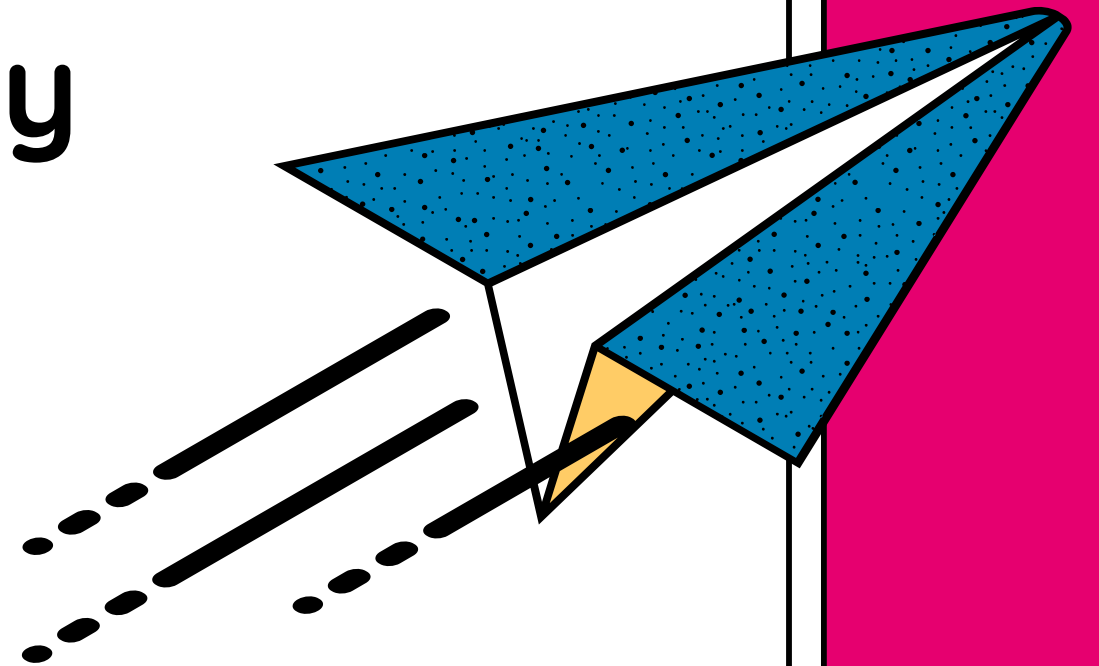


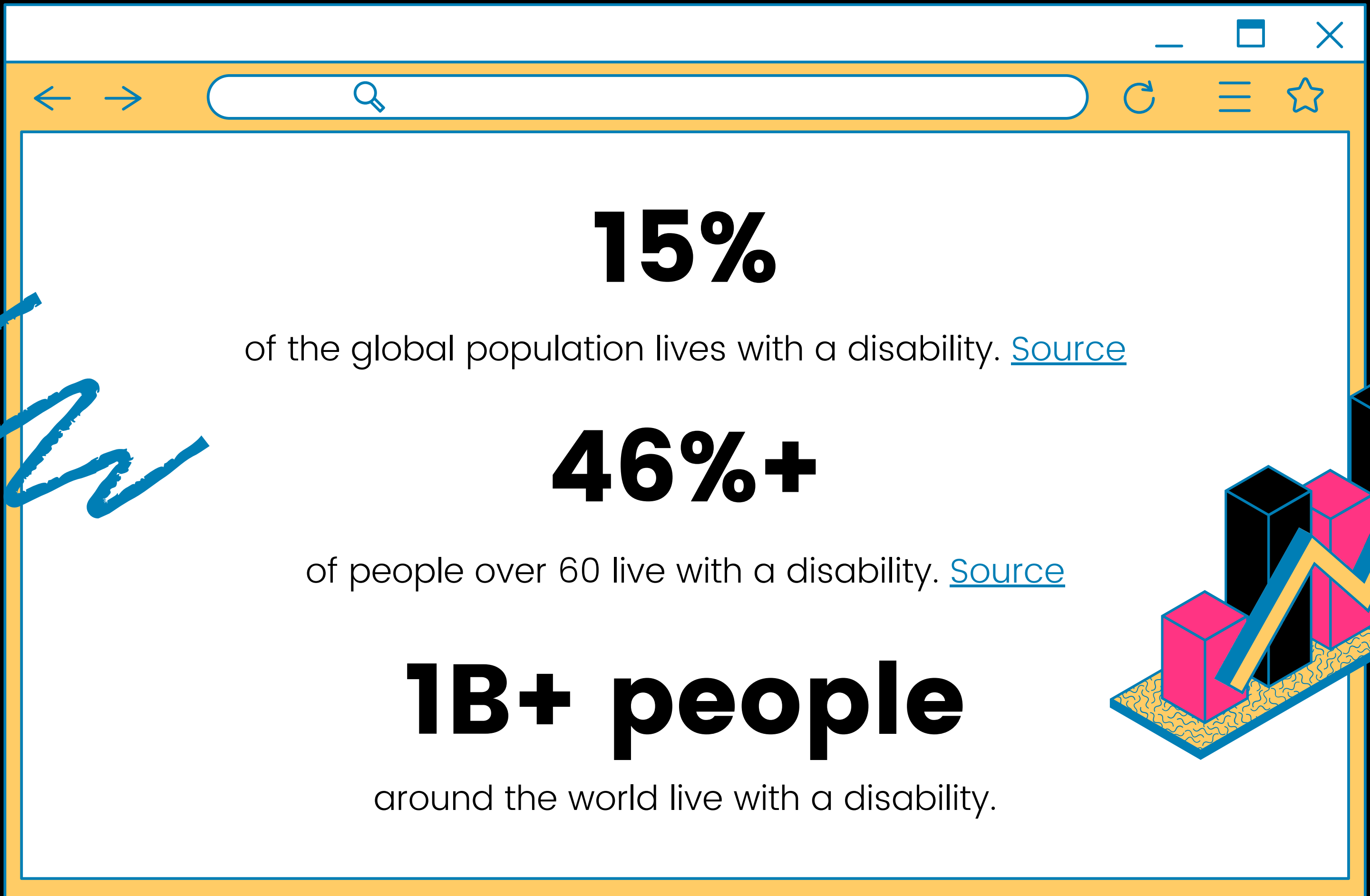




Disability:

The world's largest minority group that anyone can become a member of at any given time.





15%

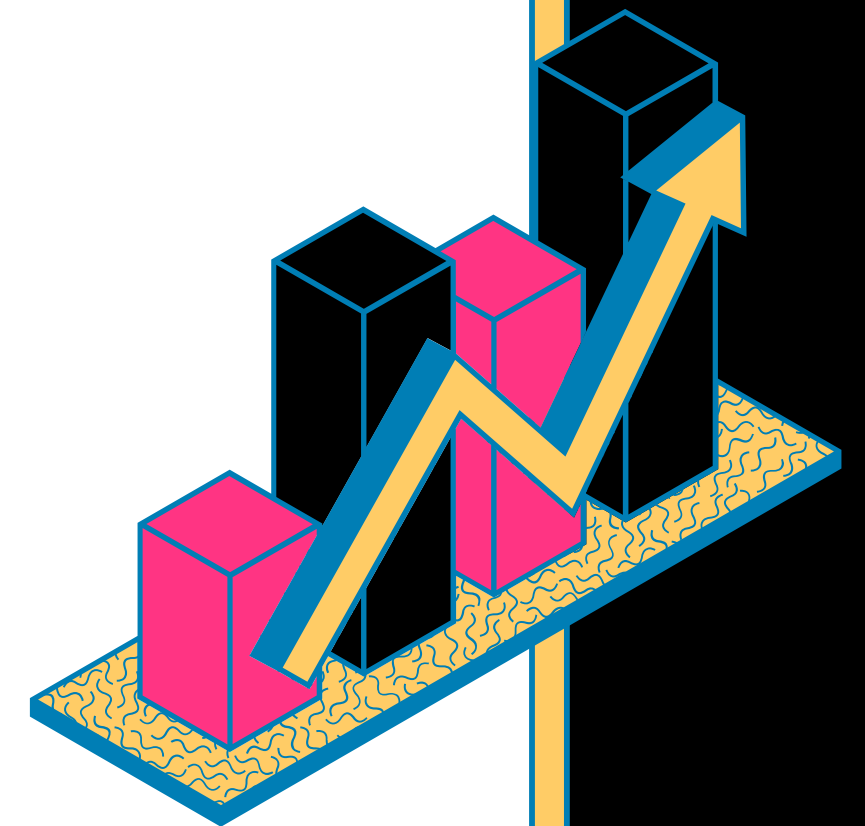
of the global population lives with a disability. [Source](#)

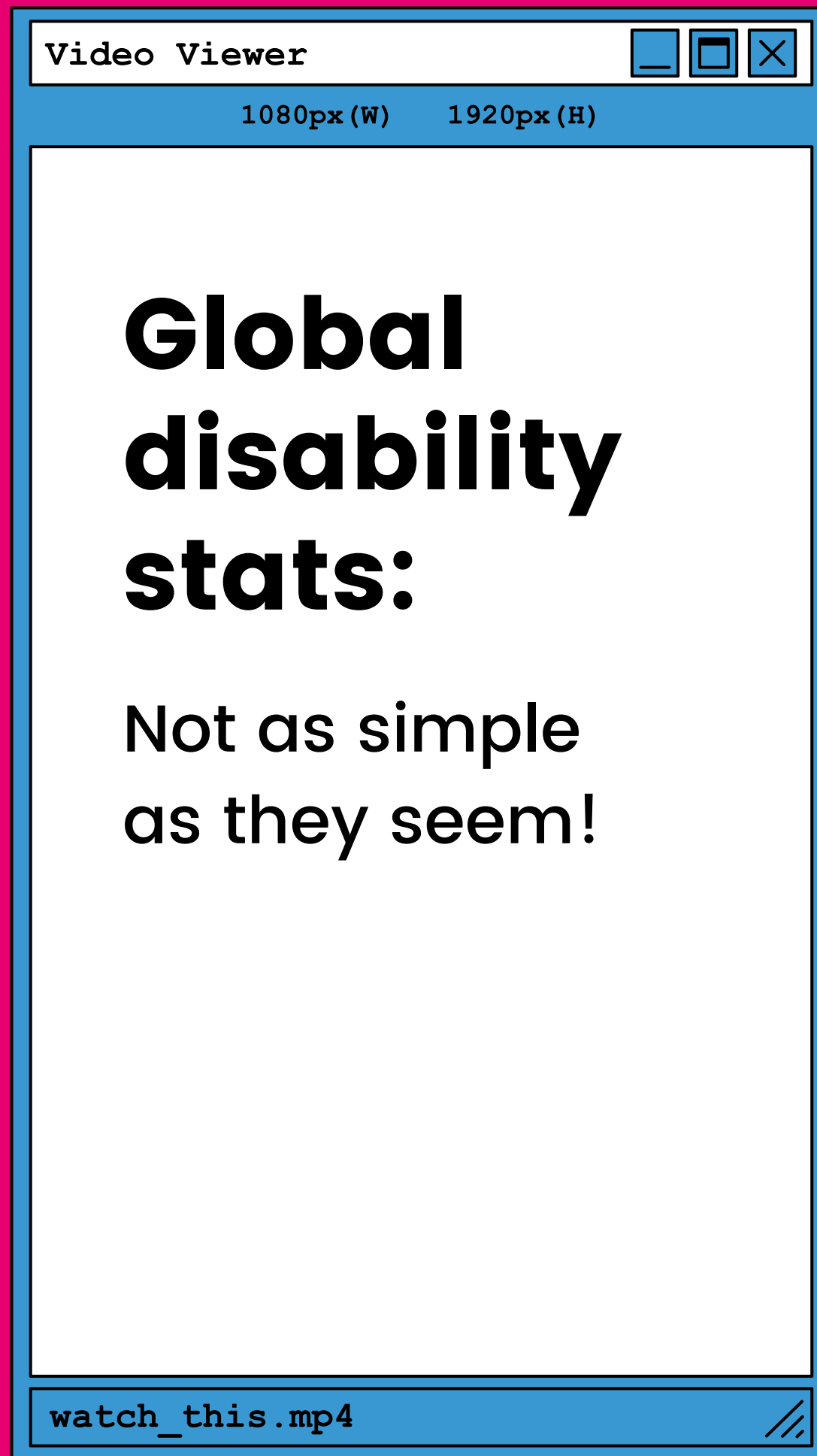
46%+

of people over 60 live with a disability. [Source](#)

1B+ people

around the world live with a disability.





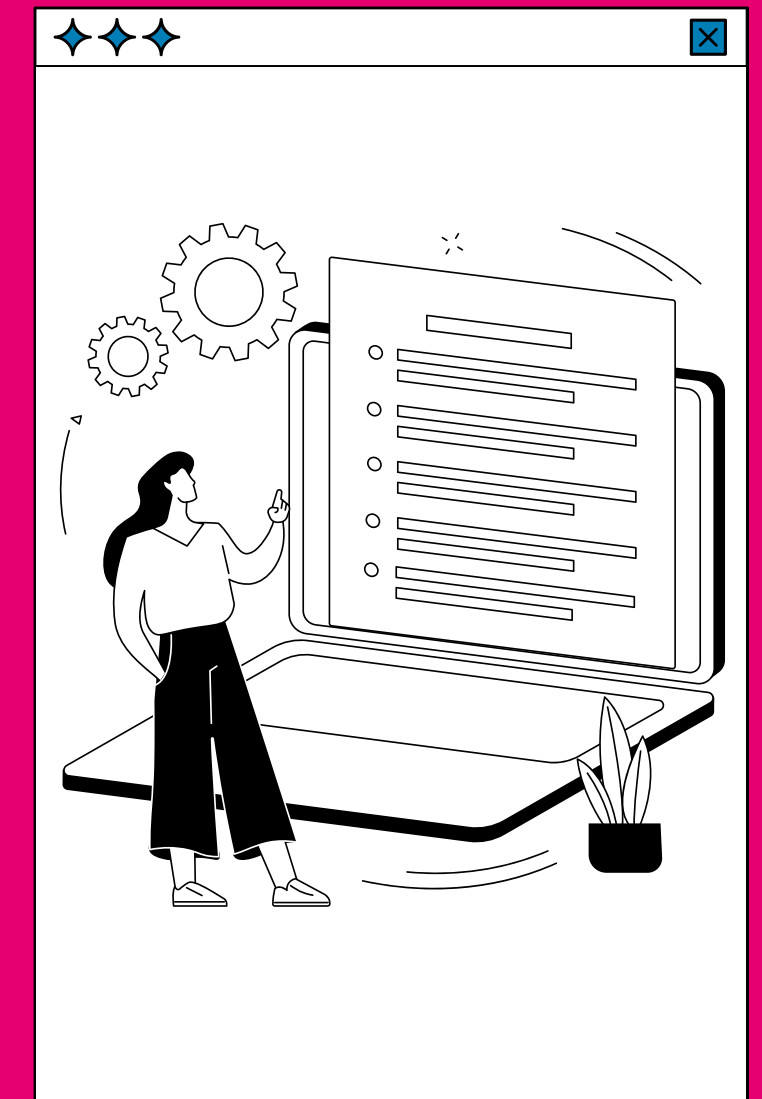
Data Collection Methods

Does the survey rely on self-reporting?
How are questions worded?



Definition of Disability

The more narrow the legal definition of disability, the smaller the percentage.



Survey Purposes and Consequences

Will reporting a disability have negative or positive consequences?



An Emerging Market

Globally, people with disabilities constitute an emerging market the size of China.

With their friends and family, the disability market grows by another 3.3 billion people, touching 73% of consumers.

Together, the disability market controls \$13 trillion in annual disposable income.

[Source](#)



The Universal Declaration of Human Rights

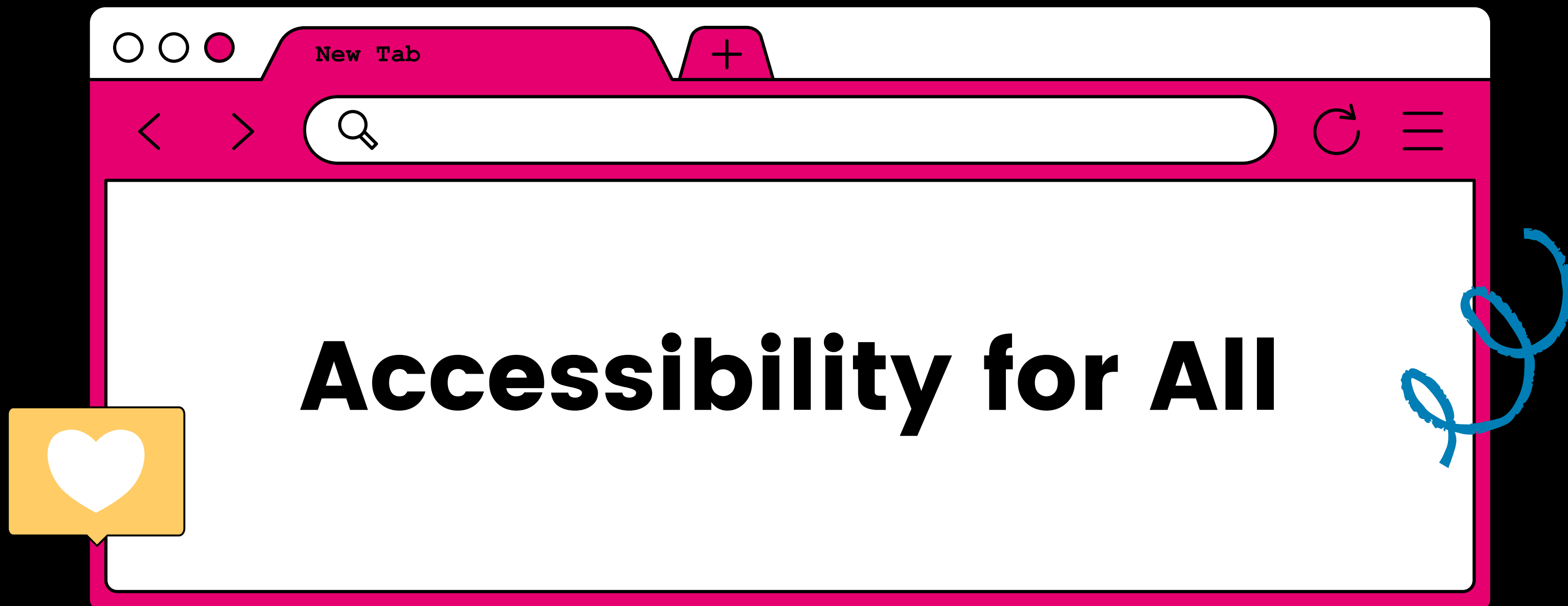
Adopted in 1948 and regarded as the foundation of other international human rights laws.

Declaration of the Rights of Disabled Persons

Passed in 1975. Wasn't binding on member nations and only provided a framework and recommendations.

UN Convention on the Rights of Persons with Disabilities


Passed in 2006. This is the most important political expression of the will to grant and guarantee equal rights to people with disabilities on a global level.



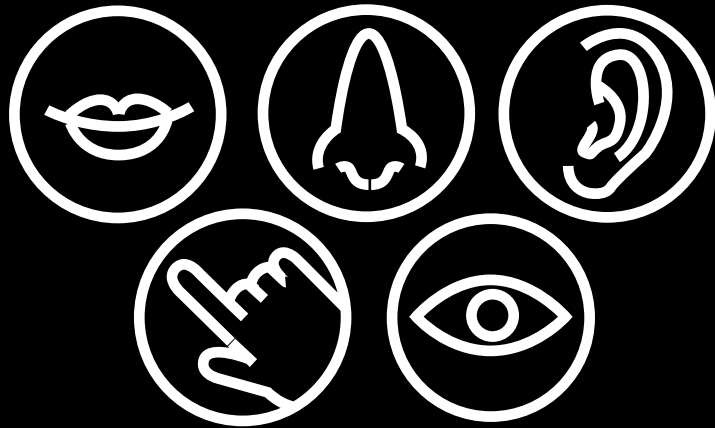
← →

🔍 TYPES OF DISABILITIES


↺ ≡ ☆



PHYSICAL



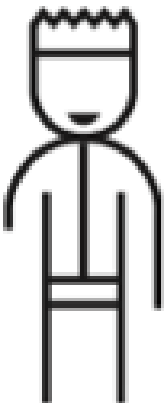











SENSORY

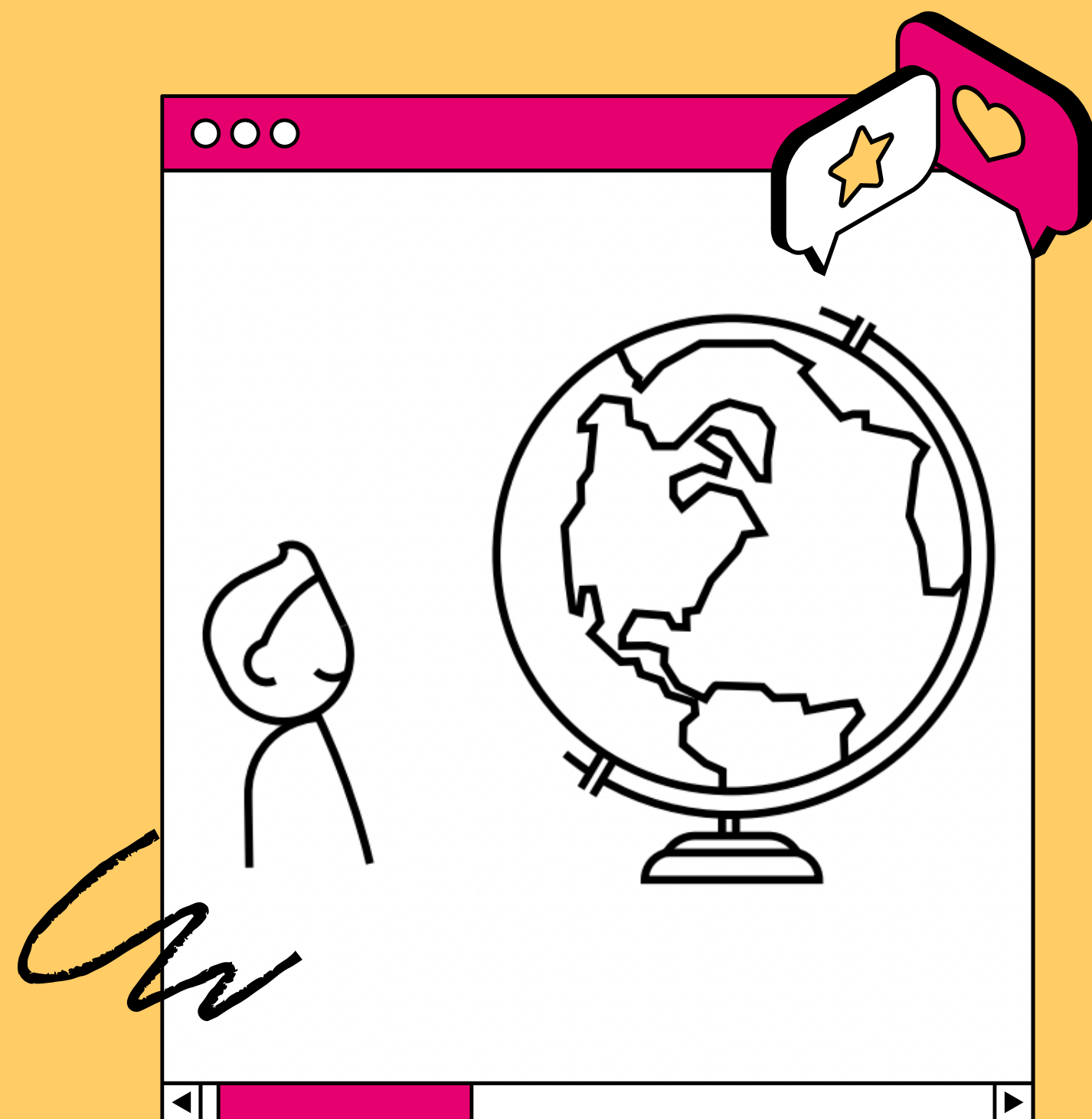


COGNITIVE

EACH REQUIRES DIFFERENT ACCOMMODATIONS

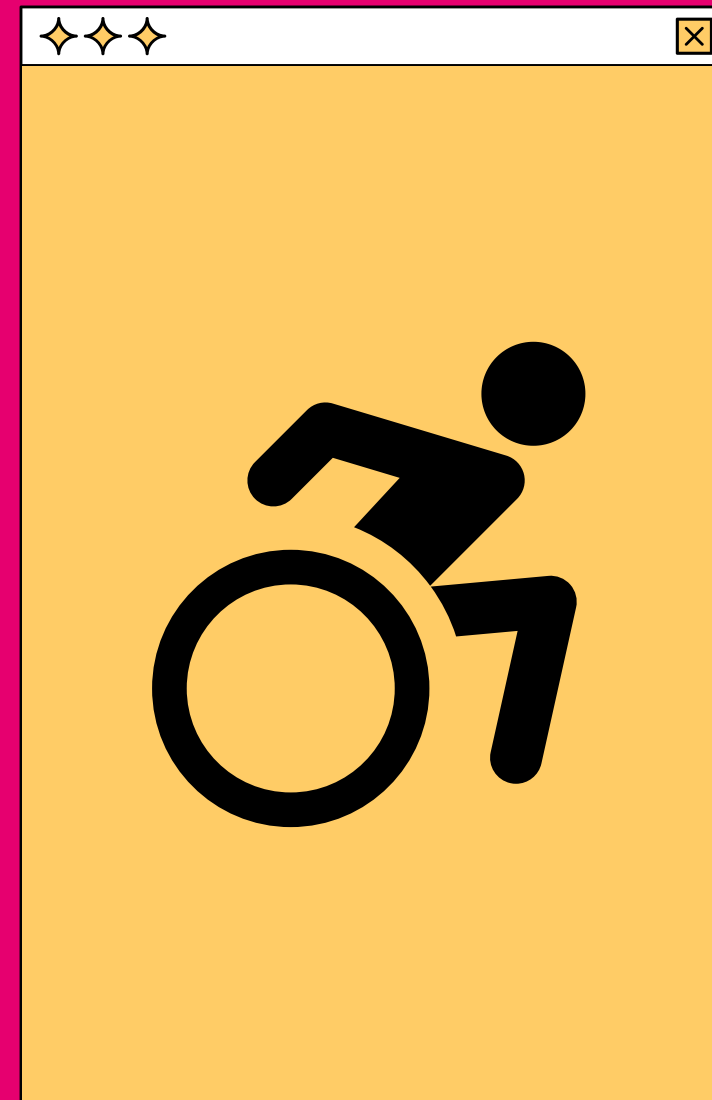
PERSONA SPECTRUM

	Permanent	Temporary	Situational		Permanent	Temporary	Situational
Touch				Hear			
	One arm	Arm injury	New parent		Deaf	Ear infection	Bartender
See				Speak			
	Blind	Cataract	Distracted driver		Non-verbal	Laryngitis	Heavy accent



Solve for one, extend to many.

— Microsoft's Inclusive Design philosophy



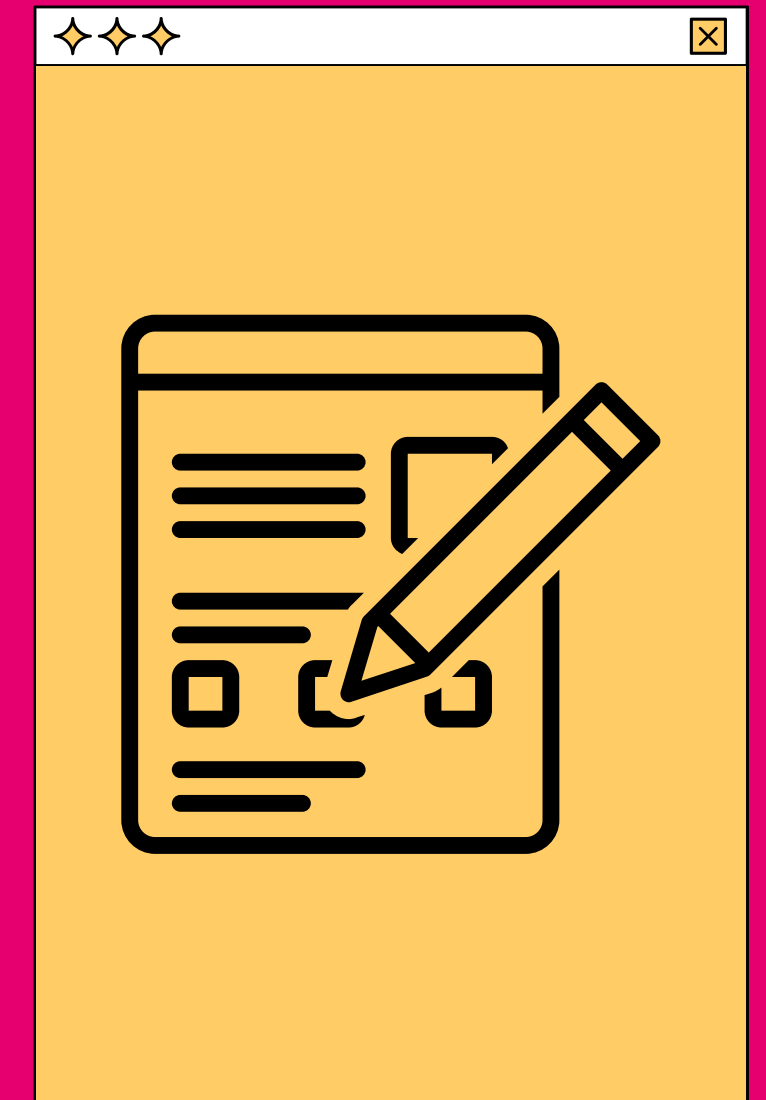
Physical access

Think about your venue, transportation, parking, and wheelchair accessibility.



Digital access

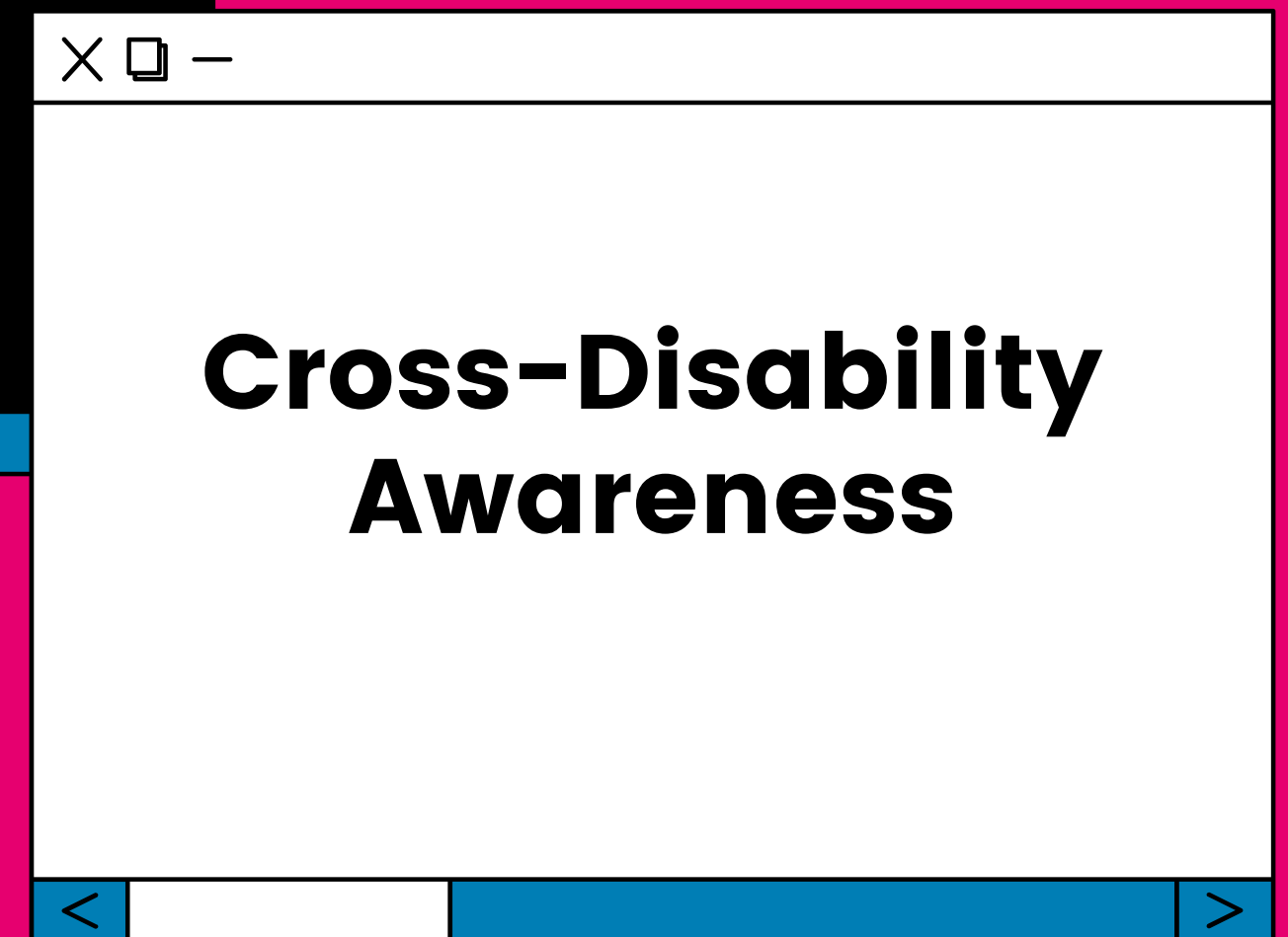
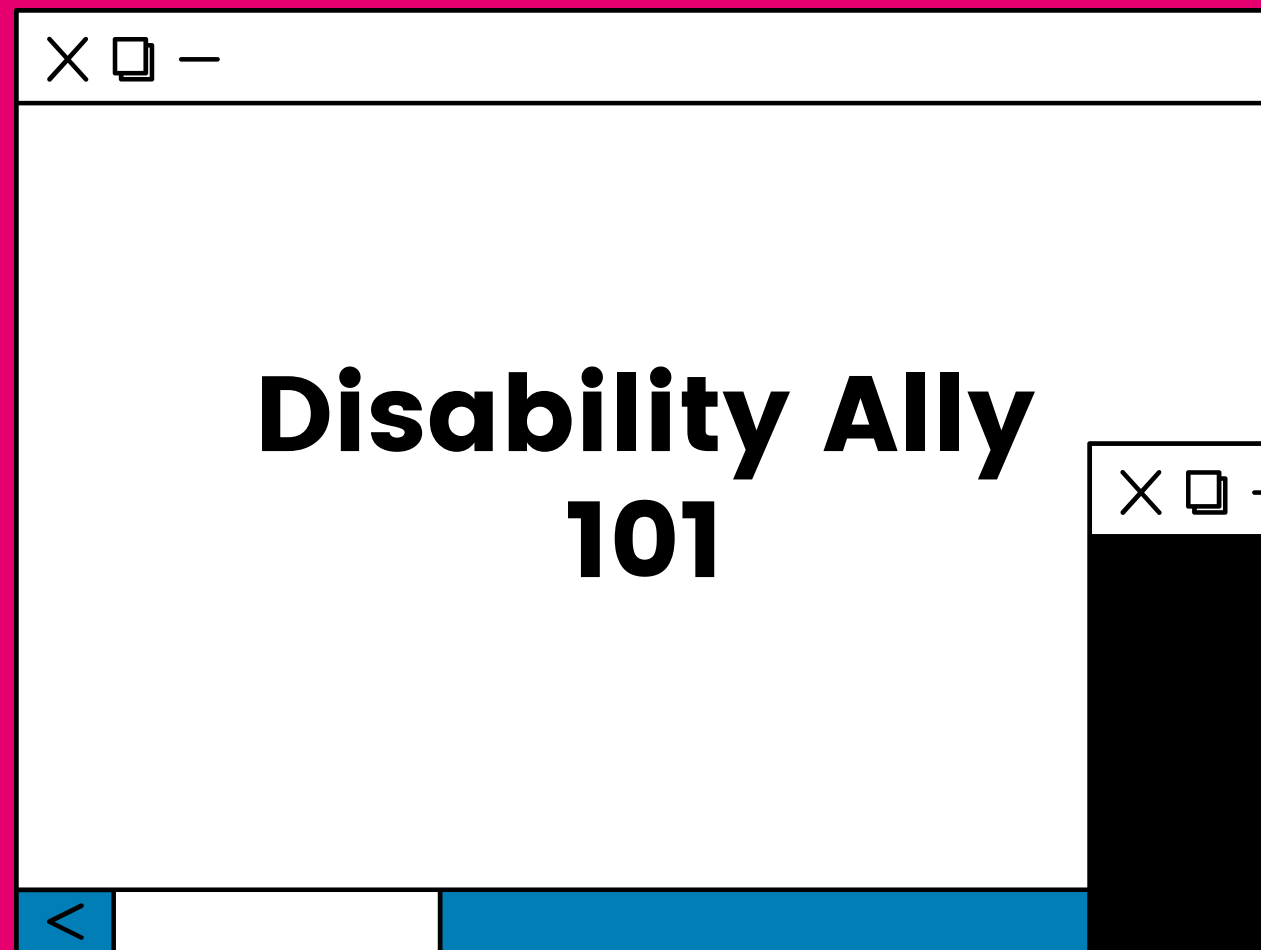
Ensure accessibility of your website, registration forms, and video content



Accommodations

Include a request form – let your audience tell you what they need!





A

Acknowledge and respect individual experiences and abilities.

L

Learn about different disability types.

L

Leverage your influence to promote accessibility and inclusion.

Y

Yield the floor to people with disabilities to help identify and eliminate barriers.



Source

DEI + Disability = DEIA

Disability is an integral part of the diversity spectrum.
It is vital that DEI leaders and advocates include
accessibility in their DEI efforts.

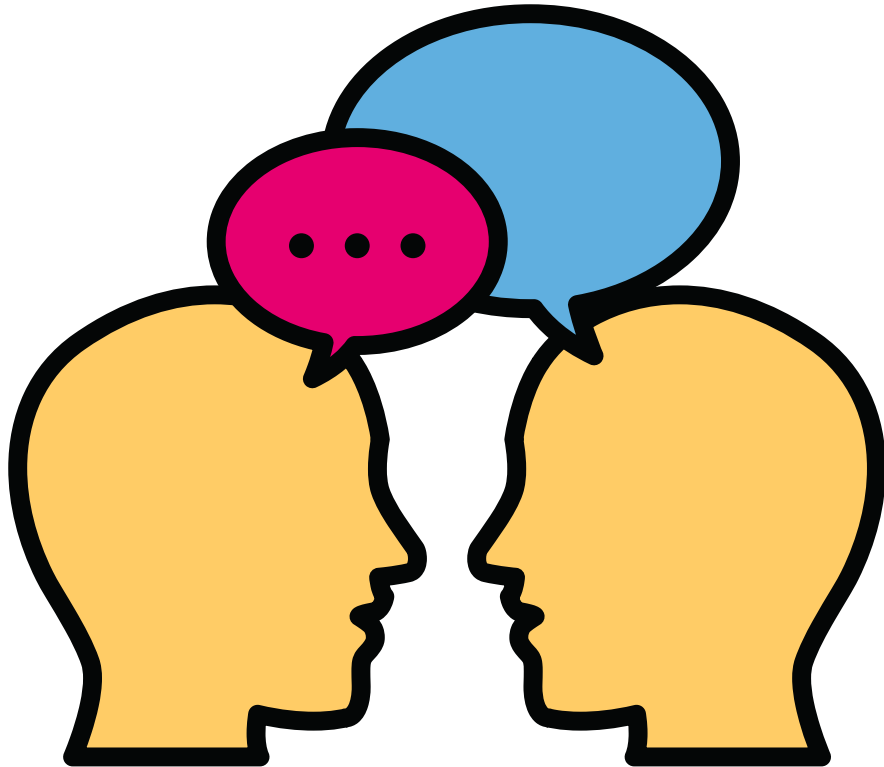
W. C. C. S.

✦✦✦




**Provide
Accommodations
for Everyone**

✦✦✦



**Normalize Disability
Discussions**

✦✦✦



**Support Disabled
Talent**



"Nothing about us without us."

When we're looking at the
web,



Allied Podcast
Nic Steenhout
on Disability Representation in Accessibility





Disability is a global experience.

Accessibility is a universal right.

Becoming a good a11y is a journey.

Continue the Journey

Helpful resources to continue the discussion!



Free Webinar: Disability Culture
with Lachi



Allied Podcast with Nic
Steenhout: Disability
Representation in Accessibility