

The Accessible Information and Communication Standard

We all see, hear and understand information differently, and folks with disabilities should be able to access the information they need without meeting barriers. Manitoban businesses must keep their communications accessible so everyone has the chance to benefit from it.

The Accessible Information and Communication Standard of the Accessibility for Manitobans Act offers guidance on how to recognize and remove barriers when sharing information from your business.

WHAT CAN YOU DO?

Clear communication benefits everyone. It starts with considering how you're sharing information.

Keep Any Forms Short and Sweet

We all know how overwhelming it is to fill out pages and pages of forms. Only ask people for information you absolutely need, and remember to use accessible colours, fonts and functions.

Use Plain Language

Folks should be able to understand what you're saying the first time around. Keep it short, to the point and use everyday language.

Share Information in Multiple Formats

You can anticipate people's needs by sharing information in audio format, braille and large print. When it's online information, ASL interpretation, captions, language settings and planning for screen readers can help a lot.

Welcome Feedback

Give people the opportunity to make suggestions on where you can improve. Make it easy for them to contact you, and give them various channels to do so.

When in Doubt, Ask / When You're Not Sure Which Resources to Offer, Ask

"What would make your experience easier?
How would you like to receive this message?"

Follow an Accessibility Checklist

Follow a basic checklist that outlines accessibility standards for online and print communications. You can even use AI-powered accessibility checking tools online like accessibilityinsights.io.



The Accessible Information and Communication Standard

HELP YOUR EMPLOYEES UNDERSTAND ACCESSIBLE COMMUNICATION

We never mean for information to be confusing or unapproachable. It's important to help your employees understand how they might be creating barriers when communicating.

Explain what communication barriers are and how to remove them.

Train your employees on how to share information through accessible formats.

Check all of your organization's communications, like websites and brochures, to make sure they're written in plain language.

Give employees mandatory information and communication accessibility training.

EXAMPLES OF ACCESSIBLE COMMUNICATION AND INFORMATION SHARING

When asking someone to sign up for an account, clearly outline the Terms and Conditions so everyone can understand them.

When uploading video content, make sure closed captions are included.

Reduce the number of steps someone must go through to access online information.

Regularly check the Accessibility Act for updates to the information and communication standard.

