

Access Includes Everyone Toolkit Guide

Who is this toolkit for?

The goal of the campaign “*Access Includes Everyone*” is to challenge barriers to accessibility through inclusive and diverse representations of disability. As a part of the campaign, the Accessibility Directorate in Nova Scotia’s Department of Justice has developed a toolkit for our partners that includes promotional materials that they can use to raise accessibility awareness and support the campaign.

What is in the toolkit?

1. **Digital Posters**
2. **Microsoft Teams backgrounds**
3. **Pictures + accompanying Alternative (Alt) Text guidance**
4. **YouTube video links**
5. **Sample Social Media Posts**
6. **Email Signature Banners**

How to use this toolkit

The toolkit materials may be used to promote the campaign as part of your activities and events to raise awareness on accessibility and disability.

1. Digital Poster

The three digital posters included for download in the toolkit are saved in pdf format. They can be shared by email or attached in social media posts.

2. Microsoft Teams backgrounds

There are four Microsoft Teams backgrounds included that have been designed with colours from the campaign.

The backgrounds are JPG files that can be downloaded to your computer and applied as backgrounds during Microsoft Teams calls and meetings.

To change your background-If you're already in the meeting:

- Go to the *Meeting Controls* panel and choose *More Actions*.
- Select *Apply Background Effects*
- To add the Teams background of your choice, select *Add New*
- Go to the file location where you saved your download JPG and select the one you want to use and click *Open*.
- Go back in the *Background Effects* menu, scroll down to the bottom of the background options and *click apply* before leaving the menu.

To change your background before you enter a meeting:

- Select *Meeting Configurations*
- Click on *Background Filters* to see your options
- To add your new Teams background, select *Add New*
- Go to the file location where you saved your download JPG and select the one you want to use and click *Open*.
- Go back in the *Background Effects* menu, scroll down to the bottom of the background options and *click apply* before leaving the menu.

3. Pictures + accompanying Alternative (Alt) Text guidance

In the toolkit are three photos from the campaign. These photos can be used to create your own posters, social media posts or other materials.

The three photos are attached as JPG files.

Alternative (Alt) Text for Image

Alternative (Alt) Text is meant **to convey the “why” of the image as it relates to the content of a document or webpage**. It is read aloud to users by screen reader software, and it is indexed by search engines.

As part of making the campaign accessible for everyone, we ask that you include the provided Alt text with the corresponding images when posting toolkit materials on social media or sharing with others.

To add Alt text to your social media post

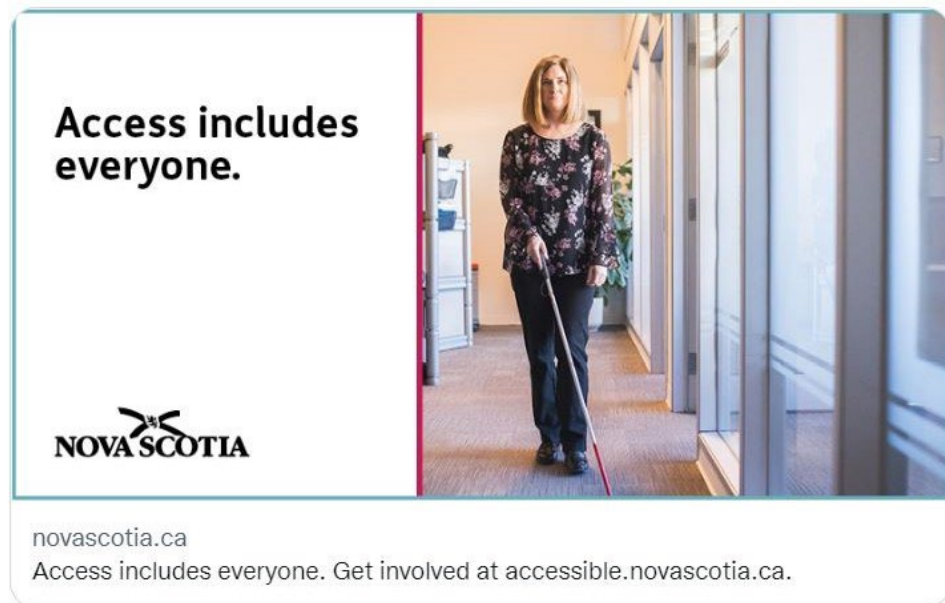
Alt text can be embedded in or added under your social media post.

If unsure how to embed Alt text, you can add it to your post by including the following heading “Text over image reads” followed by the Alt text. An example is provided. below.



Almost 1 in 3 Nova Scotians live with a disability. Making our province accessible means opportunities for everyone to do what they do best.

Text over image reads “Access includes everyone”. A woman uses a cane to navigate an office hallway.



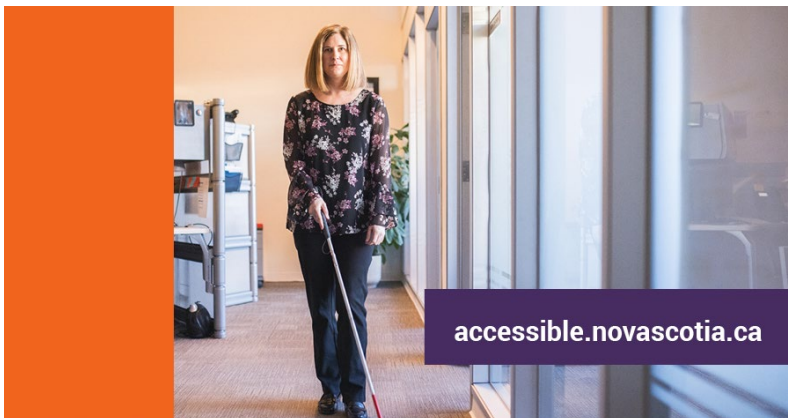
Approved Alt Text

To support the accessibility of toolkit materials, the following Alt text has been provided for the images included in the toolkit.



Alternative Text for image

Text over image reads "Access includes everyone". Three children are happily playing video games. One child uses an adaptive gaming controller.



Alternative Text for image

Text over image reads "Access includes everyone". A woman uses a cane to navigate an office hallway.



Alternative Text for image

Text over image reads "Access includes everyone". A smiling woman sits in the driver's seat of a car, holding her assistive driving device on the steering wheel.

4. Videos and Television

Included in the toolkit is a Microsoft Word document that includes links to the campaign's three, 30 second video advertisements.

The videos are hosted on YouTube, and we invite you to like, follow and share them through reposting and embedding them in your own social media and emails.

The document also gives information on local television channels where the videos will air.

5. Sample Social Media Posts

The toolkit includes a Microsoft Word document with sample media posts and campaign taglines that can be copied and pasted for use in social media posts and easily shared. These sample posts include a link to the campaign's website <https://accessible.novascotia.ca/>

6. Email Signature Banners

Email signature banners are provided in five colour options. The banners are saved as JPGs files and can be added to your existing email signature or to create a new email signature that shows your support of the campaign.