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For Immediate Release

APH Celebrates Global Accessibility Awareness Day With a Call to Turn Awareness into Action

Louisville, Ky (May 3, 2021) – American Printing House for the Blind is pleased to announce its participation in the global celebration of Global Accessibility Awareness Day (GAAD) on Thursday, May 20. GAAD’s mission is to get people talking, thinking and learning about digital access and inclusion. As the leader in the field of blindness and visual impairment, APH knows that accessibility for all is vital to eliminate barriers and encourages people to act for better accessibility.

“Ableism, or societal stigma and bias against people with disabilities is the greatest barrier to equity and inclusion for people with disabilities. We cannot move toward a society where everyone truly belongs until we address universal accessibility,” said Tai Tomasi, Director of Accessibility, Diversity and Inclusion. “It is important to do everything we can to move from awareness of accessibility challenges to action. Lip service isn’t enough and GAAD is about more than awareness, it is about seeking input from people with disabilities and taking action.”

Keep up with APH’s GAAD activities by registering for our 3-part [Access Academy accessibility webinar series](#) Also, keep an eye on APH’s social media throughout May for easy ways you can take action to make the world a more accessible place.

Simple Ways to Make Your Social Media Presence Accessible

- APH uses “person-first” language.” Example: “The woman who is blind.” Not, “the blind woman.” Read [APA’s new style guideline on disability](#).
- Add descriptive ALT text to images on Facebook, Instagram, LinkedIn and Twitter. This gives people using screen readers a similar experience to people who are sighted.
- Instead of replacing words with hashtags, include them at the end of your text so screen readers don’t have to interpret them within the sentence’s context. Example: “Loving my new outfit! #OOTD.” Instead of “Loving my new #OOTD.” This helps keep the message clear while still providing a searchable hashtag.
- Capitalize the first letter of each word in a hashtag. “#WritingThemLikeThisForClarity” rather than “#insteadofwritingyourhashtagslikethis.”
- As you record video, describe what you are seeing to help your followers know what is happening, or describe key visual details in the description.

Additional Resources to Improve Accessibility

- [Building Accessible PowerPoints](#)
- [American Printing House for the Blind: Know your Audience](#)

About American Printing House for the Blind

American Printing House for the Blind is a worldwide leader in designing innovative lifelong learning solutions for children and adults who are blind or visually impaired. In this fast-changing world, we believe in the power and necessity of learning to open the doors to educational success, satisfying employment, social inclusion, active citizenship, and personal well-being. We level the learning playing field by providing specialized technology, materials, products, and services that are essential for education and life. American Printing House for the Blind is headquartered at 1839 Frankfort Avenue in Louisville, Kentucky. For more information, please visit www.aph.org.

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