

# The State of Digital Accessibility

An eSSENTIAL Accessibility Client Webinar Series

# Housekeeping Notes

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- This webinar will be recorded and will be shared out with registrants afterwards
- Real Time Captioning will be provided
- All participants will be muted upon entry, but will be given permission to unmute themselves when we start the Q&A
- Utilize the Chat function to alert eA team of any technical issues



# Agenda

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- Introductions
- Accessibility in the COVID-era
- “State of Digital Accessibility” address by Eve Hill
- Q & A and Open Discussion





**Simon Dermer**  
Co-Founder and CEO  
eSSENTIAL Accessibility



**Eve Hill**  
Partner  
Brown Goldstein & Levy



**Helen Henriques**  
VP Delivery & Customer Success  
eSSENTIAL Accessibility

**There are few issues as important as how people with disabilities can cope and preserve their physical and mental health during this COVID-19 outbreak.**

- Gabriella Stern, World Health Organization

# WHY INCLUSIVITY MATTERS



**1 in 5** people

self-identify as having a **disability**.



More than

**1 in 4** families

have at least 1 member with a **disability**.



The disability market

*touches* **53%**

of the consumer market directly.

- Rates of disability are increasing due to population aging and increases in chronic health conditions, among other causes

**What do people with disabilities  
have in common with people  
living through a pandemic?**

- Online / In-app restaurant food ordering
- eCommerce / Online purchasing
- Grocery order & delivery
- Pharmacy prescription refills
- Booking professional or medical services
- Banking
- Schooling
- Religious services
- WFH Technology





# What specific challenges and concerns do people with disabilities face?

**Blind:** Reliance on sense of touch as substitute for impaired vision

**Deaf:** Reliance on lip reading for common communication which is impeded by wearing masks; PA announcements in retail settings

**Physical/Dexterity:** Difficulty following general safety precautions independently

**Cognitive:** Social distancing challenges, information needed in easy read format, exacerbation of mental health issues

**Access:** Concern about overall access to services for pre-existing healthcare needs through to rationing imposed by Covid-related demands (e.g. respirators)

# Now more than ever...

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- Critical importance for digital communications during this pandemic
- Websites, apps, social media and all digital assets need to be fully accessible
- The new reality is opening up opportunities to organizations that recognize the social, legal, and business benefits of digital accessibility and compliance
- Technologies can benefit everyone; especially PWDs



# COVID-19 has amplified the importance of inclusion

Brands were quick to launch statements around COVID-19, but many have been without accessibility statements for years. Both are critical.

1. Impact on customers
2. Changes to customer service
3. Location of changes to service
4. Timeframe for improvements
5. Impact on employees

## COVID-19: Our Key Priorities > X

# OUR PURPOSE DRIVEN CULTURE

For Those Who Make A Difference

[Learn more >](#)



## OUR KEY PRIORITIES

Keeping our employees and their families safe

Ensuring continuity of operations and financial strength to deliver to our customers

Doing our part to help communities and governments mitigate the effects of the virus

## COVID-19 Priorities Statement

Our President & CEO Jim Loree says: "Diversity and inclusion are essential for achieving our vision, fulfilling our purpose and being a sustainable company where the most talented people can thrive. A culture that doesn't embrace people who look, think and act differently will simply not get to the best solution or results."

Accessibility Statement

StanleyBlack&Decker

SWK \$107.64 (-6.83%)

WHO WE ARE OUR BUSINESSES SOCIAL RESPONSIBILITY NEWS INVESTORS CAREERS CONTACT

Home : Accessibility Statement

### STANLEY BLACK & DECKER ACCESSIBILITY STATEMENT

Stanley Black & Decker is guided by our purpose of being For Those Who Make The World™. Our employees bring to life our important values of Courage, Innovation, Agility, Performance, Inclusivity, Collaboration, Integrity and Accountability each and every day. We operate with transparency, positive intent and the highest ethical standards to build trusted relationships. This backdrop informs our accessibility statement.

Stanley Black & Decker is committed to digital accessibility, and to conforming to the [Web Content Accessibility Guidelines \(WCAG\) 2.1, Level AA](#) and complying with the Department of Justice's [Americans with Disabilities Act \(ADA\)](#) Standards for Accessible Design, and other applicable regulations.

To accomplish this, we have partnered with eSEENTIAL Accessibility to administer our accessibility program and oversee its governance. Their accessibility program evaluates and audits our digital products on an ongoing basis in accordance with best practices and is supported by a diverse team of accessibility professionals, including users of assistive technologies. The platform, moreover, goes beyond minimum compliance requirements by making an [assistive CX technology application](#) available to customers who have trouble typing, gesturing, moving a mouse, or reading. The application is free to download and it incorporates tools such as mouse and keyboard replacements, voice recognition, speech enablement, hands-free/touch-free navigation, and more.

Our President & CEO Jim Loree says: "Diversity and inclusion are essential for achieving our vision, fulfilling our purpose and being a sustainable company where the most talented people can thrive. A culture that doesn't embrace people who look, think and act differently will simply not get to the best solution or results." You can learn more about our commitment to social responsibility and [our collaborative workforce here](#). Building inclusive and accessible digital experiences is an extension of our corporate mission. We want to hear from you if you encounter any accessibility problems. Please [contact us](#).

# The State of Digital Accessibility



**Eve Hill**  
Partner  
Brown Goldstein & Levy

# Q & A

Submit questions via the Q&A button or by “raising your hand”

# Thank you.

Contact: [learn@essentialaccessibility.com](mailto:learn@essentialaccessibility.com)