Effective Communication for Deaf and Hard of Hearing People

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Center for Inclusive Design and Innovation

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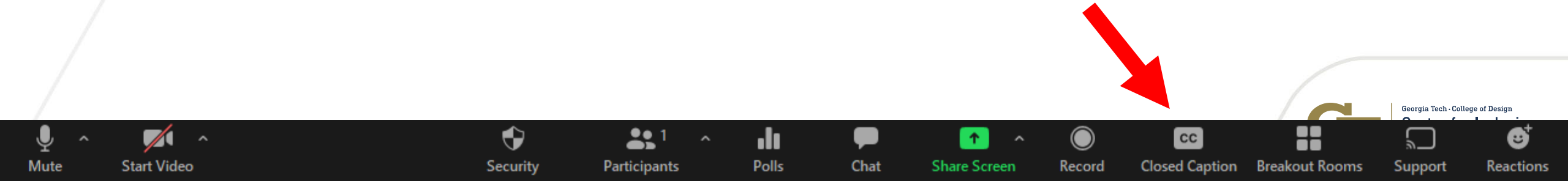
Georgia Tech · College of Design
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Live Captions Provided

Two Options:

1. Access StreamText link available in the “Chat” (“Chat” control in Zoom toolbar)
2. Access the “Closed Captions” option (“Closed Captions” control with “CC” above it in Zoom toolbar)





Spotlighting and Pinning

Spotlighting

- Only Host or Co-host can spotlight someone
- Whoever is spotlighted will appear in Speaker View

Pinning

- Any participant can pin any other participant's video at any time, and only impacts that participant's display

How to Spotlight/Pin Participants

- Hover over participant you want to spotlight/pin
- Select the ellipsis (…)
- From the menu, choose "Spotlight for Everyone" or "Pin"

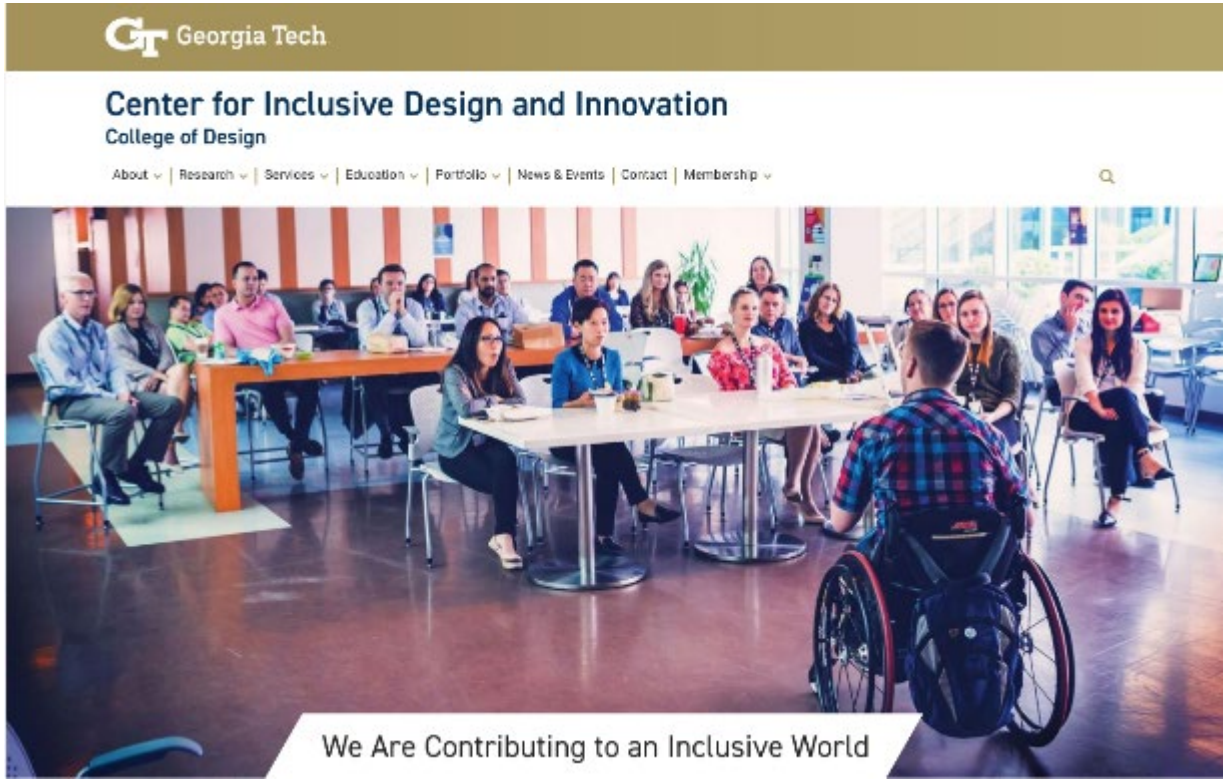


AccessGA

- AccessGA is a collaborative project of the State ADA Coordinator's Office – Georgia State Financing and Investment Commission (GSFIC), Georgia Technology Authority (GTA) and Georgia Tech's Center for Inclusive Design & Innovation (CIDI).
- AccessGA's purpose is to support State of Georgia agencies with Information and Communication Technology (ICT) accessibility, promoting equal and timely access for employees and customers with a wide range of disabilities.

Georgia Tech – CIDI

- Accessibility Consulting – ICT and UX
- Braille Services
- Captioning and Described Audio Services
- Professional E-Text Producers
- Certified Assistive Technology Team - Tools for Life
- Research (disability-related)



Presenter



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Session Description

This training will focus on unique issues among the population of people who are Deaf or hard of hearing.

Effective communication and how to achieve it will be the focus of this presentation. This includes the following:

- access to the audio portions of meetings
- videos
- training
- additional work-related activities that are required to be accessible

ADA Effective Communication

The ADA requires that title II entities (State and local governments)
and title III entities (businesses and nonprofit organizations that serve the public)
communicate effectively with people who have communication disabilities.

The goal is to ensure that communication with people with these disabilities is **equally effective as communication with people without disabilities.**

ADA Requirements: Effective Communication:
https://www.ada.gov/resources/effective-communication/

What do we HAVE to do?

- Ensure that the person with a vision, hearing, or speech disability can communicate with, receive information from, and convey information to, the covered entity.
- Covered entities must provide auxiliary aids and services when needed to communicate effectively with people who have communication disabilities.
- The key to communicating effectively is to consider the nature, length, complexity, and context of the communication and the person's normal method(s) of communication.
- The rules apply to communicating with the person who is receiving the covered entity's goods or services as well as with that person's parent, spouse, or companion in appropriate circumstances.

Auxiliary Aids and Services

Deaf, hearing loss, deaf-blind:

Includes providing a qualified notetaker;

a qualified sign language interpreter,

oral interpreter,

cued-speech interpreter,

or tactile interpreter;

real-time captioning;

written materials; or a printed script of a stock speech (such as given on a museum or historic house tour).

NOTE: A “qualified” interpreter means someone who is able to interpret effectively, accurately, and impartially, both receptively and expressively using any necessary specialized vocabulary.

Speech Disability

Includes a qualified speech-to-speech transliterator, especially if the person will be speaking at length, such as giving testimony in court, or someone who uses a communication board.

In some situations, keeping paper and pencil on hand so the person can write out words that staff cannot understand.

Allow more time to communicate with someone who uses a communication board or device.

Always listen attentively and do not be afraid or embarrassed to ask the person to repeat a word or phrase.

May include technologies

1) assistive listening systems and devices;
2) open captioning, closed captioning, real-time captioning, and closed captions
3) telephone handset amplifiers, hearing-aid compatible telephones, text telephones (TTYs) , videophones, captioned telephones, and other voice, text, and video-based telecommunications products;
4) videotext displays; screen reader software, magnification software, and optical readers;
5) video description and secondary auditory programming (SAP) devices that pick up video-described audio feeds for television programs;
6) accessibility features in electronic documents and other electronic and information technology that is accessible (either independently or through assistive technology such as screen readers).

Deaf people & communication

Deaf people, Deaf community:
American Sign Language (ASL)
Signed English or Pidgin Signing
Home Signs (pantomime)

Certified Deaf Interpreter

Speechreading and writing
Listening and speaking

People who are hard of hearing or deaf:
Listening and Speaking
Speechreading and writing
Signed English
American Sign Language

Read my lips?

- Feb 22, 2016 - Production company Little Moving Pictures' Can You Read My Lips? is an immersive short about lip-reading, based on the essay “Seeing at the Speed of Sound” by Rachel Kolb, who narrates and stars in the piece.
- Read My Lips Video: https://www.youtube.com/watch?v=n1jLkYyODsc



Percentage of communication

- **Atlanta metro area**
- At least **146 languages** are spoken at home.
- 12.9 percent speak a language other than English at home.
- *No nation-wide survey determining the number of speakers and ASL is included in the census.

Link to United States Census: https://data.census.gov/profile/Atlanta_city,_Georgia?g=1600XX00US1304000

Research has shown that the exact number of speakers of American Sign Language is hard to state.

In a 2022 study, American Sign Language use is substantial (approaching 3% of the adult population in 2014).

Though most (around 83%) of the estimated 6.4 to 7.0 million adults claiming to use sign language were hearing, more of whom were women than men, around 1 million deaf and hard-of-hearing adults used sign language.

Mitchell, Ross & Young, Travas. (2022). How Many People Use Sign Language? A National Health Survey-Based Estimate.

ASL is not English

- What makes the agency feel more Deaf-friendly and accessible?
- **What service improve for Deaf access need?**
- Have you had any issues surrounding confidentiality in dealing with agencies?
- **Before problem with staff not (keep confidential) about your personal? Did they blah, blah your personal with others?**
- What kind of training or information do you think agencies need to better serve Deaf people?
- **Teach, train, (make a list) improve Deaf friendly agency, what?**

Communication Tips: Deaf/ hard of hearing

- Ask the person how he or she prefers to communicate.
- Before you start to speak, make sure you have the person’s attention.
- Speak in a clear, expressive manner.
- Unless asked, do not raise your voice. Speak in a normal tone.
- Talk directly to the person who is Deaf or hard of hearing, not to the interpreter.
- If you are speaking through an interpreter, remember that the interpreter may lag a few words behind. Pause occasionally.

ASL uses more than the mouth

- Face indicates emotional state.
- Body is used to indicate action.
- Eyes are conversation regulators-
- start and stop conversation.
- Eyebrows are grammar markers- statement or question.
- Mouth morphemes show lexical markers.



GA: Go Ahead

Used by individuals with hearing or speech disabilities. Alerts the relay interpreter or other deaf person that you are done with comments and the other person may have their turn.

Georgia Relay: https://georgiarelay.org/

- TTY (Text Telephone)
- VCO (Voice Carry-Over)
- HCO (Hearing Carry-Over)
- STS (Speech-To-Speech)
- VRS (Video Relay Service)





Accessible Meeting Audio

- Captioning on videos!
- Plan for real-time captioning and/or interpreters for presentations
    - Considering real-time-streaming? **This presents additional technical challenges**
- Ensure your speech is clear and understood by interpreters, captionists, and other participants with hearing.
- It is essential you have a quality microphone, lavalier, or table-top near your mouth. Do not depend on built-in microphone from a laptop to suffice.
- Some platforms provide auto-generated captions (Teams, Google Meet, YouTube, Zoom).
- Auto-generated captions accuracy is not exact. May be practical for low-stakes information. Always ask preference of user.
- For higher-stakes events or meetings (policy, human resources, training, certification, unfamiliar topics, etc.) a human captionist will be required.
- Alternative: Record your event and have it closed captioned before presenting to participants.

Accessible Videos

- Videos need captioning and/or *audio descriptions?
- This will require two to *four weeks additional preparation time, plan accordingly!
- Submit orders for captioning.
- **New definition of first-run or premier video:**

Video creation is not complete for release until accessibility is added. Once filmed and edited, captions (and/or description) must be added. Release time may require 2-5 weekdays post filming.

Advantages

Captions provide a text representation of the event or meeting.

Text transcripts may be used as review of the event.

Text is easily searched by search engines and may be located by others.

Accessible Training

- **Accessibility built-in the event design:**
- Ensure platform/event space chosen is accessible.
- 10 weeks in advance –Videos captioned.
- 8 - 10 weeks in advance contract captionists and/or ASL interpreters based on need.
- PowerPoints, handouts, app links, must be accessible.
- In-person: Accessibility of venue, food options. (Helps people to see inclusive practices).

Accommodation Requests

- A statement placed on conference or event material indicating your willingness to provide reasonable accommodations when requested.
- Provide some guidance to presenters to integrate more complete descriptions.
- Descriptions should sound like a radio announcer's coverage of a ball game!

Questions and Gratitude



Questions?



AccessGA
Georgia's Accessible ICT Project