An ADA Client Services Webinar

In Collaboration with the ADA Divisions of Legal Affairs, Marketing and Information Technology

ADA American Dental Association®
Collaborating for Member Growth and Dental Society Success

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**Client Services**

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**Foster Member Growth**
Collaborate with key stakeholders to build strategic initiatives around member growth.

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**Deliver Key Services**
Provide key resources/services/information to dental societies, dental schools, dental students and other key segments.

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**Build Community**
Foster a broader community of stakeholders to impact member growth.
First things first…

- Type questions in the chat box throughout presentation (blue button lower left-hand corner).
- We will respond to questions during the Q&A at the end of the presentation.
Speakers

• ADA Legal Division
• Kamilah Paden
  – Senior Digital Marketing Program Consultant, Marketing & Brand Management
• Mike Maddaloni
  – Project Manager, Web Services, IT
Agenda

- Introduction
  - April Kates-Ellison

- Current Accessibility Environment Overview
  - ADA Legal

- Improving Accessibility
  - Kamilah Paden

- Resources
  - Mike Maddaloni

- Questions and Answers
  - All

- Branding Web Template Site Changes
  - Kamilah Paden
Website Accessibility: Legal Background

ADA Division of Legal Affairs
Disclaimer

- The information in this program is not intended to be, nor should it be construed as, legal advice. This program refers to federal, not state law. For legal advice about the Americans with Disabilities Act, and about the disabilities laws of your state, consult a qualified attorney in your jurisdiction.

- This program may include links to websites. We intend no endorsement of their content and imply no affiliation with the entities that provide their content, which we do not control in any way.
Americans with Disabilities Act (AwDA)

- Federal law
- 1990: signed into law by George H.W. Bush
- Protects individuals with disabilities from discrimination
- Title III applies to “public accommodations” (includes dental offices)
- Many facets, e.g. facilities, service animals, effective communications
- DOJ can take enforcement action
- Individuals may file lawsuits and recover attorneys fees if they win
- “Drive by” lawsuits
- Defendants may choose settlement over threat of litigation
Website Accessibility under the AwDA

- DOJ has taken the position that AwDA applies to websites
- Compliance standards have not been promulgated
  - DOJ settlements often require compliance with WCAG 2.0 Levels A and AA
- Drive-by lawsuits alleging inaccessible websites recently expanded
  - Typically, claimant’s lawyer sends a demand letter to website owner
  - Demands settlement amount & improvements to site in lieu of litigation
- Several Texas dentists have received demand letters
Website strategies to help avoid claims

- Provide effective communications through other means (e.g., telephone)
- Accessibility link on website
- Contract clause: website developer must deliver compliant website
- Added content: enhance accessibility, for example:
  - Add alt text to images
  - Closed caption videos
- Existing website:
  - Evaluate accessibility
  - Implement work plan to improve accessibility
  - Consider cost-effectiveness of correction vs. replacement
Strategies to respond to threats and claims

- Consult experienced counsel in your jurisdiction without delay
- Consider taking down or simplifying the website
- Settlement negotiations:
  - Dollar amount may be negotiable
  - Accessibility terms: consider what you are willing and able to do
  - Confidentiality
  - Consent decree may help prevent future claims from other plaintiffs
  - Settlement agreement important, but may not stop future claimants
- Litigation: considerations and strategies in ADA white paper:
  - Website Accessibility Claims: Strategies for Dentists
Contact Information

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Improving Accessibility

Kamilah Paden
Senior Digital Marketing Program Consultant
Improving Accessibility

- WCAG 2.0
- Accessibility Levels
  - Level A
  - Level AA
  - Level AAA
- W3C Guidelines Check List
  - https://www.w3.org/TR/WCAG10/full-checklist.html
Imagery

- **ALT Text**
  - **1.1.1 Non-text Content:** All non-text content that is presented to the user has a text alternative that serves the equivalent purpose (Level A)
  - **Tips to improve**
    - Describe the image as well as the function of the image
    - Keep the length between 4-7 words
    - Write as if someone is hearing the words
    - Ensure if text appears in the image, it also appear in the alt text

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**Example**

Add Alt text which describes content:

“Visit renewal page to learn about 2017 membership.”
Blinking & Flashing Imagery

- Blinking/Flashing Images
  - **2.3.1 Three Flashes or Below Threshold:** Web pages do not contain anything that flashes more than three times in any one second period, or the flash is below the general flash and red flash thresholds. (Level A)
  
- Tips to improve
  - Be mindful of the animation of your image, reducing high contrast flashing
Video Closed Captions

- **1.2.2 Captions (Prerecorded):** Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such. (Level A)
- Tips to improve
  - Add Closed Captioning to your YouTube videos
General Content

• **1.3.1 Info and Relationships:** Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text. (Level A)

• Tips to improve
  - Make online content easier to read and digest by using bullets, extra spaces between paragraphs, headlines in a larger font, etc.)
  - Ensure that text links are descriptive.
2.4.6 **Headings and Labels**: Headings and labels describe topic or purpose. (Level AA)

**Best Practices**
- If you have headings and labels, make them descriptive.
- Ensure you have used HTML to code your heading as a heading.
  - `<H1>` Meetings and Events`</H1>`
  - `<H2>` Calendar `</H2>`

Be sure to check the Calendar of Events for events taking place around the state.

**CE Events**
Dentists have the chance to attend CE Events that introduce new ideas and horizons like Connect4Success, Winter Session, MERIT and Travel & Learn—also are available for your colleagues across the state. The MDA also offers EFDA Courses for dental assistants.

**Outreach Events**
Page Titles

- **2.4.2 Page Titled:** Web pages have titles that describe topic or purpose. (Level A)
- **Tips to improve**
  - Page titles shouldn’t have more than 70 characters.
  - Make them unique.
  - Describe content that will be on the page.

![Image of a webpage with a title: Update Your Find-a-Dentist Profile]
Color Contrast

• **1.4.3 Contrast (Minimum):** The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following: (Level AA)
  
  - Large Text: Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;
  
  - Incidental: Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
  
  - Logotypes: Text that is part of a logo or brand name has no minimum contrast requirement.

• **Tips to improve**
  
  - The best practices are listed above; however, here are a couple of resources
    
    www.checkmycolours.com and
    
    http://webaim.org/resources/contrastchecker/.
Accessibility Resources

Mike Maddaloni
Project Manager, Web Services
Accessibility Resources

- W3C Web Accessibility Initiative
  - http://www.w3.org/WAI/
  - Evaluation Tools - http://www.w3.org/WAI/ER/tools/

- Other resources for state and local websites
  - Further info TBA
Questions and Answers
Branded Web Templates
Site Changes
Branded Web Template – Benefits

Templates include:
• Responsive design for easy viewing on mobile devices and tablets
• Integration to ADA® Find-a-Dentist®

• Ability to lock content for member-only access
• Ad management with ADA and state society ads
• User-friendly content management system (CMS) allowing societies to manage their content without HTML knowledge
• Ongoing support from the ADA
• Create an accessibility page
• Ensure page does not appear on your navigation
• ADA will add link to the page on your footer
Branded Web Templates – Updating ALT Text

- Unless alt text is added, all newly uploaded images use the title for the alt text.
- To change image alt text, go to Content > Images and select the appropriate image library and image.
Branded Web Templates – Shared Content

- All videos on the Branded Web Templates have closed captioning.
- All images alt text is being reviewed and updated.
- All content is being reviewed and updated including updating text links in copy.
Contact Information

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