



DISABILITY RIGHTS
CENTER - NH



ASL Interpreter:
*American Sign Language
Interpreter*

ADA:
*Americans with
Disabilities Act*

CART:
*Real-time captioning
during an event*

Language is Important:
*Person-first language
should be used unless
an individual prefers
identity-first language.
Best guideline when
referring to people with
disabilities is to ASK.*



Tips For Creating an Accessible Campaign



People With Disabilities Vote

One in five Americans, including nineteen percent of likely voters, experience a disability. They, along with their families, friends and allies, vote. Whether it be employment, education, mental health services, or housing policy, many issues directly affect the disability community. Voter turnout among people with disabilities increased by 8.5 points between the 2014 and 2018 elections. Making a campaign more accessible allows candidates to better engage with all voters, including this increasingly important constituency.

Staff Development and Disability Etiquette

- Train all staff on how to interact with people with disabilities: www.respectability.org/inclusion-toolkits/etiquette-interacting-with-people-with-disabilities/
- Hire people with disabilities to work on your campaign

Campaign Materials

- Use appropriate disability language and inclusive images: <https://ncdj.org/style-guide/>
- Ensure all printed materials are accessible: color contrast, plain language, font size
- Ensure website & social media are digitally accessible: <https://wave.webaim.org/>
- Caption all videos and provide transcripts when possible

For more detailed information on creating an accessible campaign, we recommend including [People with Disabilities in Your Political Campaign: A Guide for Campaign Staff](#) from the National Council on Independent Living.

Avoid Using Euphemisms:

Don't use "differently-abled," "physically challenged," "handi-capable," or "special needs." Don't ever use "the r-word," or "crippled." Using these terms is considered condescending and offensive, implying that people with disabilities are somehow broken, less than or deficient.

Disability is a natural part of the human experience.

For more visit: [Communicating About People with Disabilities](#)

Hours:

Monday-Friday
8:30-12 and 1-4:30
Information in alternate formats provided upon request.

Campaign Events

- Include a 'Do you require accommodations?' question for all event registrations (on-line and in-person)
- Provide ASL interpretation for all events (on-line and in-person)

On-line Events

- Provide CART captioning
- Distribute accessible slides ahead of the event: <https://webaim.org/techniques/powerpoint/>
- Make your Zoom event accessible: <https://zoom.us/accessibility/faq>

In-Person Events

- Ensure all venues are physically accessible
- Designate an ADA Section in the front
- Assign trained staff to assist when necessary



Our Mission

Disability Rights Center - New Hampshire (DRC-NH) is dedicated to the full and equal enjoyment of civil and other legal rights by people with disabilities.

Disability Rights Center - NH

Protection and Advocacy System for New Hampshire

64 North Main Street, Suite 2, 3rd Floor

Concord, NH 03301-4913

[twitter.com/DRCNH](#)

[facebook.com/DisabilityRightsCenterNH](#)

WEBSITE: www.drcnh.org

EMAIL: mail@drcnh.org

VOICE AND TDD: (603) 228-0432
1-800-834-1721

FAX:..... (603) 225-2077

TDD access also through NH Relay Service

VOICE AND TDD: 1-800-735-2964

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