Mid-Atlantic **ada** Center

Enhancing Disability Inclusion and Awareness in Hospitality

Will begin at 2:00 PM Eastern Time

- Audio and visuals are provided through the online webinar platform
- Access to presentation handouts was included in the email reminder you received for this session
- This session will be open-captioned

TransCen

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Technical Assistance

- If you experience technical difficulties
  - Select the Chat icon and then type your message in the box that appears
  - Call 301-217-0124
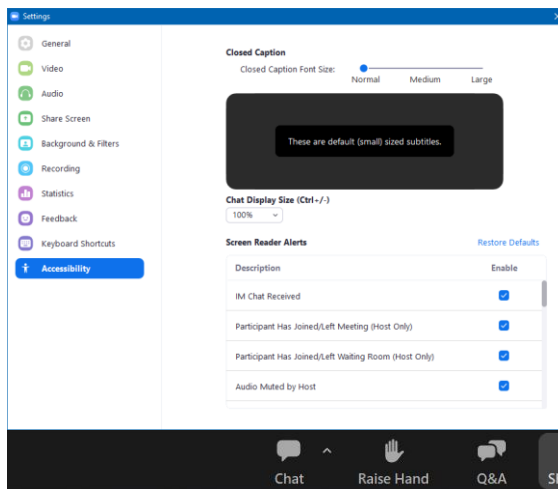

2

Audio

- Access audio for the webinar via computer speakers or phone
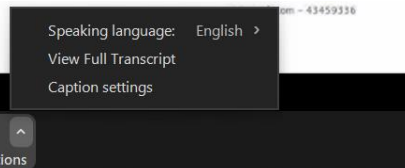- Open the Audio Settings window to change audio settings

3

Captions

- This webinar is being captioned in real-time

- You can change the size of the caption display by clicking on the up arrow on the Show Captions button, then clicking on Caption Settings.

4

Questions and Comments

- Select the Q&A icon
- Send your question to adatraining@transcen.org

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Archive

- This webinar is being recorded

  - You will receive an email with information on how to access the archive

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Certificates of Attendance

- Only those who purchased certificates when registering for the session are eligible to receive one

- Certificates are available only for attending the live session; attendance will be verified

- The code to submit for a certificate will be announced later in the session

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Presentation Accessibility

- For the benefit of participants who are not able to see the presentation slides on the webinar platform, speakers will

  - Announce slide numbers

  - Describe images that are meaningful to the content of the session

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About Your Hosts…

TransCen, Inc.

- Improving the lives of people with disabilities through meaningful work and community inclusion
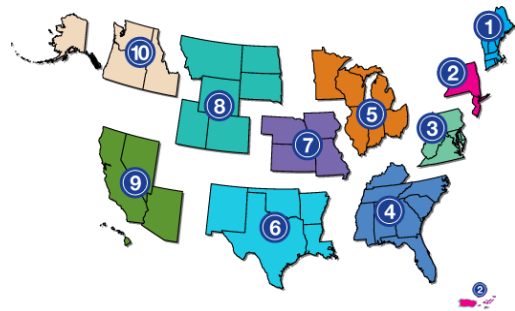
Mid-Atlantic ADA Center, a project of TransCen

- Funded by National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Administration for Community Living, U.S. Department of Health and Human Services

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ADA National Network

- Ten regional centers provide guidance, training, and materials on the ADA

  - **1-800-949-4232**

  - **ADAta.org**

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Enhancing Disability Inclusion & Awareness in Hospitality

Mid-Atlantic ADA Center Webinar: April 2023

VISITABLE
Enabling better experiences for individuals of all abilities

CEO & Founder

Chief Operating Officer

Joe Jamison, CPACC

Cory Paradis, ADAC

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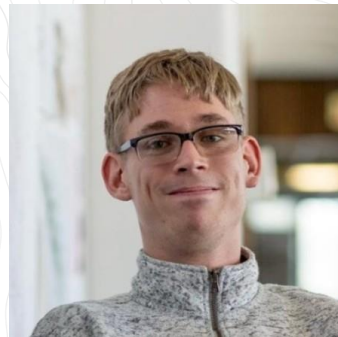
ADA vs. Reality

1 in 4

American adults have
a disability

85%

Of American adults affected by mobility
challenges are NOT satisfied with the
effectiveness of the ADA

$21 billion

In aggregate discretionary income
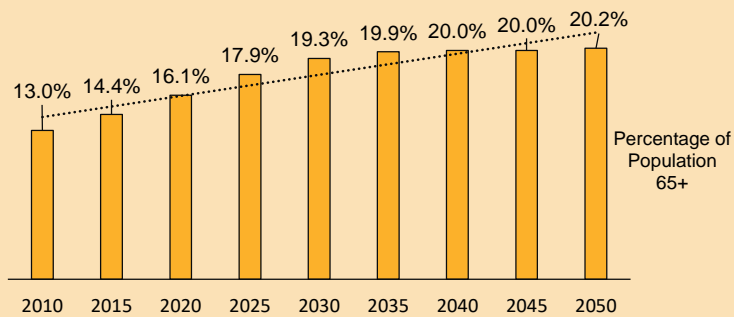from Americans with disabilities

What's Wrong?

1. The ADA has a **failing enforcement system, loopholes, and missing guidelines.**

2. Visitors with disabilities are often **ignored or mistreated** by employees.

3. **There is no efficient way to know customer service** of a location before visiting.

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Growing & Relevant Need for Access

55% growth in Americans 65+ in 40 years
(**40%** have at least 1 disability)

Percentage of
Population
65+

13.0%	14.4%	16.1%	17.9%	19.3%	19.9%	20.0%	20.0%	20.2%
2010	2015	2020	2025	2030	2035	2040	2045	2050

Diversity, Equity, and Inclusion (DEI) is an increasing emphasis in the US right now

Only 4% of organizations incorporate disability inclusion into their DEI plans

Sources: US Census Bureau: Mobility is Most Common Disability Among Older Americans; Vespa: The U.S. Joins Other Countries With Large Aging Populations; US Census Bureau: Projected Percent of U.S. Population Aged 65 and Older: 2010 to 2050; AARP Foundation: Two-Thirds of Adults Are Suffering From Social Isolation, Reveals AARP Foundation and the United Health Foundation Report: The Pandemic Effect; Joshin: 4% of companies have a plan for disability in their DEI – you can change that

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The Accessible Tourism Market – Hospitality's Largest Sector

(Stats below do not include 2020-2022)

$17.3 B

Spent by American adults with
disabilities on travel each year

22%

Annual growth of the accessible
tourism market (one of the fastest
growing markets in tourism)

Breakdown

31%
on lodging

20%
on food & drink

25%
on retail, transportation, and
other activities

24%
on airfare

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4/17/2023

Travel Apps Overview

- **Many travel apps that are well intended to help those with disabilities**

- **Information on accessible parking, restrooms, public transit, establishments, etc.**

- **While these can be great and helpful in some cases, are they reliable?**

- **As with lots in the realm of access, "It depends"**
  - **How is data generated?**
  - **When was it updated?**
  - **Accessibility of digital platform?**

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Travel Apps- Our Take

- **These can often be filled with misinformation**

- **Accessibility has different meanings for different people- vague**

- **Google is making strides- as of 2020, <u>Google Maps</u> had information for 15 million places world-wide**

    - **With resources at their disposal, we believe they will only continue to improve the amount and accuracy of accessibility information – becoming a leader**

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Disability Inclusion Tips

1. **Do not touch a person, or an extension of that person, without permission**

2. **Ask before automatically going to help**

3. **Do not call a person brave or an inspiration just because they have a disability**

4. **Address the person with a disability first if they are the one communicating with you**

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Disability Inclusion Tips

5. **Avoid talking or asking about a person's disability unless it is relevant to the task at hand**

6. **Do not speak to a person with a disability with a different tone, volume, or style. The person will ask you to speak louder if necessary.**

7. **Greet everyone and proactively offer help to everyone in a general way**

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Disability Inclusion Tips

8. Questions you can ask to determine if an animal is a service animal: 1) Is the animal required because of a disability?; and 2) What work or task has the animal been trained to perform?

9. When helping guests/visitors online, via phone call, or in-person; ask about accommodations ("Do you have any preferences or need any accommodations that we should know about while looking more into this?")

10. Do walkthroughs proactively to ensure your environment is as accessible as possible

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Exercise: Common Physical Barriers

Why is this a barrier?   How can it be fixed?

Exercise: Common Physical Barriers

Why is this a barrier?   How can it be fixed?

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Exercise: Common Physical Barriers

Why is this a barrier?

How can it be fixed?

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Exercise: Common Physical Barriers

Why is this a barrier?

How can it be fixed?

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Some Important Numbers

36 inches

Width for
pathways

15-48 inches

Reach
range

18 inches wide x 60 inches deep

Maneuvering
clearance (pull-side)

4 inches & 27-80 inches

For protruding objects

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Disability Advocacy Tips

1. **Research disability-centric organizations in your area**

    ○ **For example: CILs, non-profits, adaptive sports orgs, and universities (have student disability orgs)**

2. **Get involved in the disability community- volunteer**

3. **Ask for feedback and advice from individuals with disabilities**

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Disability Advocacy Tips

4. **Employ people with disabilities**

5. **Get comfortable being uncomfortable**

   ○ **Don't make assumptions, ask questions**

   ○ **Don't be afraid to lead by example**

6. **Speak up for yourself and others**

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Disability Advocacy Tips

7. **Educate yourself and learn as much as you can, from as many sources as possible, and encourage others to do the same**

    ○ **Disability inclusion & awareness training is a great first step**

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Become a Disability Inclusion Trailblazer

This is just scratching the surface… training is crucial as a first step to changing attitudes

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Our Disability Inclusion Training

1. Introduction to Disability Etiquette
   - What is Disability Etiquette?
   - Why is Disability Etiquette Important?
   - Who Values Disability Etiquette? (not in shorter training)
2. Addressing People with Disabilities
   - Important Concepts
   - Applying Important Concepts
   - Phrases & Words to Avoid
3. Interacting with Individuals with Disabilities
   - Big Picture Themes
   - Common Mistakes & Assumptions
   - Interaction Best Practices
   - How to Offer Help
   - Speech Differences
   - Quick Pop Quiz (not in shorter training)

4. How to be More Accessible
   - Accessibility Best Practices (not in shorter training)
   - How to be Mobility-Friendly (not in shorter training)
   - Service Animals
   - **Industry-Specific Best Practices**
5. Conclusion
   - Final Quiz
   - Sources & Additional Resources
   - Certificate of Completion

Don't let this session be the end…

1. Share with others what you learned today

2. Advocate for change towards more accessibility and disability inclusion

3. If you think our training can help your team or other organizations, please share our information with them (Visitable website; email Joe Jamison)

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QUESTIONS?

Thank you for taking the time to learn more about accessibility
and disability inclusion!

Find us on social media!

@visitablecertification

@VisitAble_

@VisitAble

Website:
www.visitable.io

Contact us:
joe.jamison@visitable.org
(703) 731-7963.

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Certificates of Attendance: CODE

- If you paid for a certificate of participation, check the reminder email you received about this session for instructions

- Please email the code above to **ADAtraining@transcen.org** by **5 PM E.T. on April 28, 2023**

- Certificates are emailed 1 – 2 weeks after the session

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Thank You for Joining Us!

Mid-Atlantic ADA Center

Toll-free: **800-949-4232** (DE, DC, MD, PA, VA, WV)

Local: **301-217-0124**

ADAinfo@transcen.org

ADAinfo.org

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