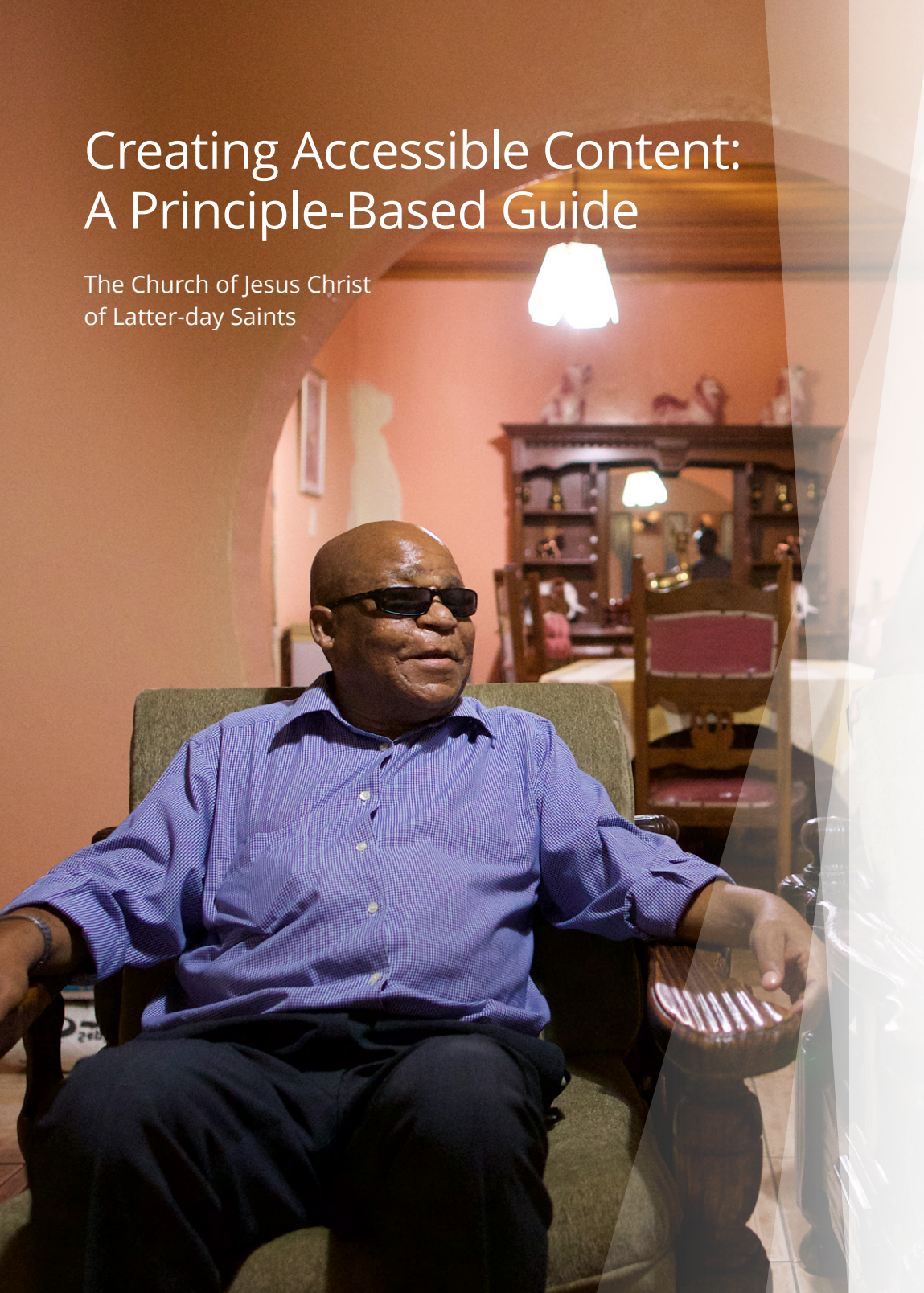


Creating Accessible Content: A Principle-Based Guide

The Church of Jesus Christ
of Latter-day Saints



During His ministry, Jesus Christ deliberately served and spoke with people who were blind, sick, and experiencing other mortal limitations. Like the Savior, we aim to share gospel messages with all of God’s children in all their abilities. We create Church content in ways that many people can understand, including a variety of communication formats that make Church messages more accessible.

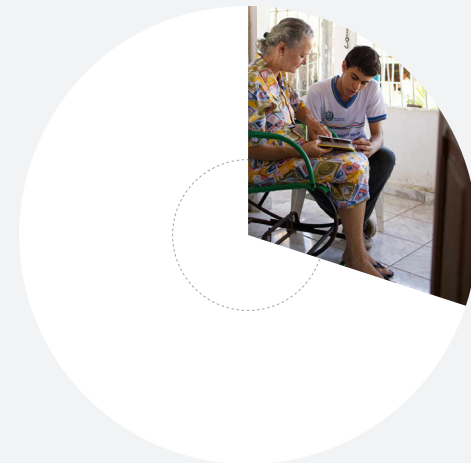
Best practices for creating accessible communications:

- ✓ Consider how widespread disabilities are.
- ✓ Implement standard accessibility tactics.
- ✓ Create equitable communication experiences.
- ✓ Plan for accessible content in timelines and budgets.
- ✓ Ask for input.

Consider How Widespread Disabilities Are

Experiencing some kind of physical limitation is part of the human experience. In fact, about 15% of people have a disability at some time in their lives.¹ With that in mind, accessible communications are an essential means to reach God's children.

Evaluate the communication needs of your audience. For example, many people lose hearing or vision as they get older. Approximately 30% of current Church members experience disabilities related to age.



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¹ ["Disability and Health," World Health Organization, 2021.](#)

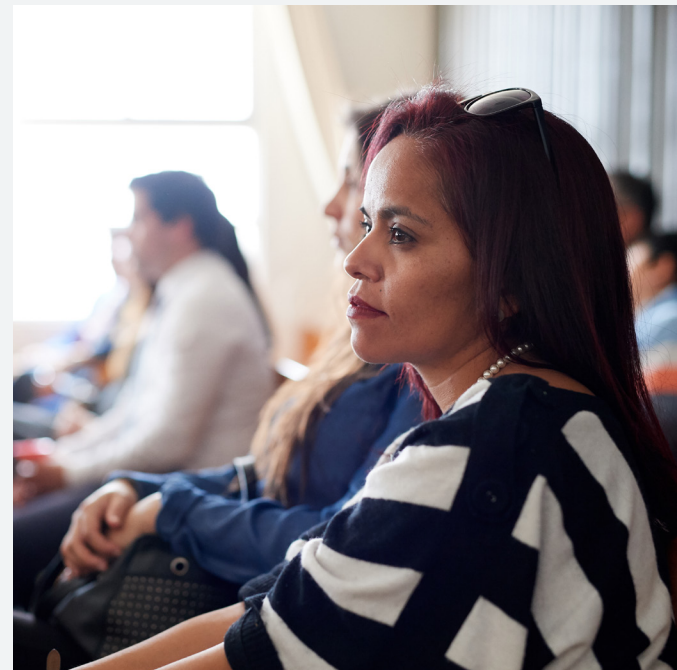
Implement Common Accessibility Tactics

There are three main types of accessibility issues: **mobility**, **visual**, and **hearing**. Addressing mobility issues may mean placing a display at a height accessible to someone in a wheelchair. Braille, contrasting colors, ALT text for online images, and descriptive audio are common tactics to include people who are blind or have a visual impairment. Captions, sign language, subtitles, and transcripts are helpful communication tools for people who are Deaf or hard of hearing. In fact, all videos produced by the Church are now required to include closed captions. Contact a disability specialist in the Priesthood and Family Department if you need help determining the right tactics to use.



Create Equitable Communication Experiences

Help people with varying ranges of ability have the same communication experience. The ways Church content is presented should be identical or have equal value. For example, a video with captions lets a person who is Deaf have a similar experience as someone who hears. Braille on an exhibit sign should provide the same meaning as the printed text, rather than a superficial statement.



Plan for Accessible Content in Timelines and Budgets

Producing accessible content requires extra steps which are best addressed at the beginning of a communication project. For example, planning ahead for captions is helpful when filming a video. Or, anticipating web content accessibility guidelines (WCAG) when creating online content is far more cost-efficient than doing it retroactively (as much as 40% less!).

While producing accessible content does take time, many steps can often be done in parallel, instead of after content has been produced. A disability specialist in the Priesthood and Family Department can help you find resources to implement efforts and scope accessibility costs.





Ask for Input

Accessible content isn't always apparent to people who don't need it, so it can be easy to overlook. However, accessibility tactics can be the difference to help God's children feel included, welcomed, and valued. Several Church departments have disability specialists who can offer insights and resources for identifying and then implementing accessible communications. If you are unsure where to start, you can contact the Priesthood and Family Department.

Primary Contact for Communication Accessibility

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