**Make Printed Material Accessible to People Who Are Blind or Visually Impaired**

**Send Materials in Advance:** Email agendas, PowerPoint presentations and any documents to participants in advance. This provides the opportunity for a participant who is visually impaired to transfer the text to an accessible format.

**Add Audio Descriptions to Your Videos:** Describe what is happening as it’s relevant to the plot. Do this early so you have room for the narration, dialogue and audio descriptions.

**Include Alt Text:** Describe photos or graphics in a document, social media post, or web page. When writing alt text follow these guidelines:

• Context (what are they doing?)

• Concise

• Decrease redundancy (don’t repeat in title, caption, alt text)

**Provide Documents in Microsoft Word Whenever Possible:**  
Microsoft Word is screen reader and magnifier accessible, and therefore widely used by people who are blind or visually impaired. Ask about color contrast and font size preferences. Users can make any needed accessibility adjustments themselves.

**Use Camel Case in Social Media Hashtags:** When a  
screen-reader encounters hashtags, it reads the entire string as one word. To provide clarity, use Camel Case (making the first letter of each new word capitalized). #InclusiveActivity provides  
separation between the words so a person using screen reading software can understand the hashtag.

**Sources:** American Council of the Blind, Microsoft

**Want more copies of this to share with coworkers and friends?** Contact [Info@WCBlind.org](mailto:info@WCBlind.org) or call 608-255-1166.

**Council Activities in 2019**

300 advocacy hours

90 low vision evaluations

562 white canes distributed

238 assistive technology appointments

1,343 gifts made out work possible

2,640 store customers

244 one-on-one vision rehabilitation visits

118 educational presentations

1,406 volunteer hours valued at $35,755

**Wisconsin Council of the Blind and Visually Impaired**  
**754 Williamson Street, Madison WI 53703**  
**1-800-783-5213**  
[**WCBlind.org**](https://wcblind.org/)[**Info@WCBlind@org**](mailto:info@WCBlind@org)