



Canadian Hard of Hearing Association Association des malentendants canadiens

Broadcast Accessibility for Canadians with Hearing Loss

The Canadian Hard of Hearing Association (CHHA) is launching a new initiative with the approval of funding from the Broadcast Accessibility Fund (BAF) Inc. This initiative will see the development of several resources for CHHA's Branches and Chapters, people living with hearing loss and for the general public that include the development of resources to provide information on broadcasting accessibility to CHHA members, Chapters and Branches and the public.

CHHA is pleased to announce that Alena Wickware will be the Project Manager for this initiative, working with an Advisory Committee with several experts, all of whom offer extensive background and experience to lend to this project including Marilyn Dahl, Gael Hannan, Beverly Milligan and Marshall Chasin. The BAF Advisory Committee will be providing oversight to the project and reviewing all resources produced.

The resources to be developed through the BAF project include:

- Guides in both French and English for hard of hearing Canadians regarding accessible broadcasting available, present accessibility barriers, links to regulations and avenues for complaints;
- French and English e-learning modules created for use by CHHA Branch and Chapter leaders;
- Adapted bilingual resources (including PowerPoint Presentations, and other documents) developed for CHHA Branch and Chapter leaders regarding accessible broadcasting, tools to guide the development of accessible media, how to use assistive technology to troubleshoot issues that arise, and links to regulations;
- All materials in both French and English regarding accessible broadcasting made available on the CHHA website, as well as on the BAF website;
- A full session on BAF project, to be presented at the 2017 CHHA National Conference. The session will include information on the documents produced through the project and resources available through the CRTC, as well as training for Branch and Chapter leaders.

This project will provide up to date information on accessibility measures in place for broadcast media, including television, radio, various web-based modalities, current limitations/opportunities for growth, links to resources and regulations.

Broadcasting is how businesses and organizations reach out to the public to deliver their message in the most expedient way, and it's very important that these broadcasts reach a full audience to have the greatest impact. This initiative will assist consumers, as an educational tool to learn what standards are in place for broadcasting, how to use the tools in place to ensure accessibility, and what to do when accessibility standards aren't met. This project will offer resources to show how non-print broadcasting is made accessible to people who live with hearing loss, and provide tools to ensure that best practices are incorporated.

This project will run from April 2016 until November 2017; for more information, please contact Glenn Martin, CHHA National's Executive Director for more information at gmartin@chha.ca