

CivicActions

Roles, Champions, Tools & Policies

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All Digital Roles Are Responsible

- Accessibility is everyone's job
- Governments tend to use of experts and enforce silos
- Accessibility is a team sport - **find ways to work together**

4 Great Examples

- **USA** [USDS's Accessibility for Teams](#)
- **UK** [Department for Work & Pensions' Accessibility Manual \(DWP\) - Guidance for your job role](#)
- **Australia** [Australia Broadcasting Corporation - Accessibility Tips for Teams \(PDF\)](#)
- **NZ** [Web Accessibility Guidance project](#)

Build Your Champions

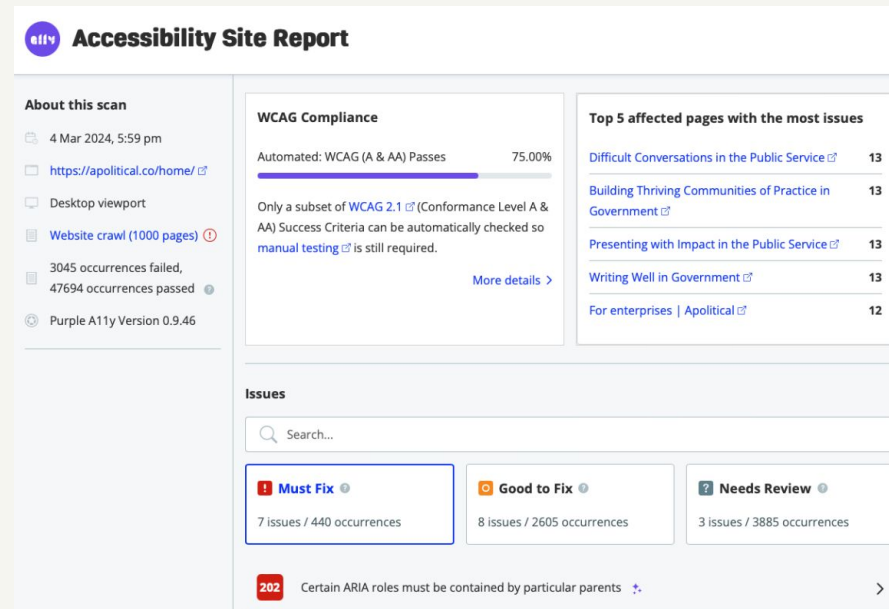
- “Culture Eats Policy for Breakfast” - Build the Culture!
- Champions Model was started in the BBC & has grown
- Onboarding, education, and certifications all help
- You aren't alone in working for better inclusion
- Reach out to me on LinkedIn if you are interested in being part of the Champions of Accessibility Network

[LinkedIn.com/in/mgifford](https://www.linkedin.com/in/mgifford)

Open Source Tools

- Deque's **Axe** has shifted what open source tools can do
- Microsoft's **Accessibility Insights** provides great page level access
- Singapore GDS's **Purple A11y** provides site-wide scanning

Note: Automated tools do not replace the need for manual testing!



Policies with Transparent Reporting

- **The US Government delivered bad news to Congress**
- Annual government-wide accessibility survey
- 100+ questions on department accessibility practices
- *Policies, Communications, Content, Culture, Leadership, Lifecycle, Testing, Procurement, Training & Conformance*
- Analysis and raw data published detailing individual department self-reported results

And Now Onto the Questions!