Live Captioning by Ai-Media

BRIDGETTE SCHRAM:
Welcome everyone, we will probably wait one or two more minutes for people to join us and we will get started.

Alright, I am going to share my screen now... everyone see the screen OK? Thank you all for joining us, we have two sections from APHA, in this webinar today. We have people participating in the disabilities section and the physical activities section Twitter conferences.

Two Twitter conferences we are trying to increase exposure as well how to implement these.

Today we are focusing on how to inform you how this works.

How this works, how this works for you, and we have a section on how to make sure your presentation is accessible. My name is Bridgette Schram, I am with the disability section of APHA, I am working with the centre of leadership and disability as a graduate research assistant. I am a white female in grey nondescript home-office. With long brown hair.

We have others here today which they can introduce themselves.

KALYN McDONOUGH:
And Kalin McDonough,... with the partnership for healthy communities, I am white woman, blond hair, tanned shirt on, and a white office.

SYREETA NOLAN:
Hello, my name is Syreeta Nolan. I am the communications student cochair with APHA disability. I graduated with my bachelors in human health psychology at a CSC. For my description I'm a black woman with short sister locks, pretty dangle earrings. (Laughs) I have a black and green shirt with the sunset and peer behind me with the virtual background.

I will be in the chat with you today.

BRIDGETTE SCHRAM:
We have a couple other people in our sections on an answering questions. It will probably be the three of us today. Before we get started I want to have some webinar session reminders we do have closed caption services available, those can be found in the Zoom chat, Zoom bar closed caption bottom there. Syreeta is sharing in the chat those that want to access for live transcript.

We don't have interpreters available today so apologies for that line item here. If you do want to pin one of... we are asking only the person presenting to have their screen on, everyone else will have

their videos off. You are free if you have the question for the question and answer at the end, feel free if you would like to open up the video at that point. That is fine.

We ask for cameras to be turned off to be able to identify with the presenter is and focus on what they are saying. If you want to pin a certain individual you can scroll the mouse over their picture, their three dots in the top right-hand corner, and you can pin the video there. Slides and recording will be available after and the next day or two on a link that Syreeta is going to share in the chat.

Throughout the presentation today we do strongly encourage you to use the chat box, identify any questions, if they are relevant to right now we will answer them within the presentation. Otherwise we will answer it at the end. We are hoping to use this recording for future Twitter conferences to have people understand what they are doing in a Twitter conference and had to be accessible.

We will hold the answer and questions at the end. Unless it is relevant and we will answer it during. So, Kalin, Syreeta, anything we want to add before we jump in today?

KALYN McDONOUGH:
No.

SYREETA NOLAN:
I was going to say feel free to introduce yourself and the chat, for a name, twitter handle, where you are joining us from.

BRIDGETTE SCHRAM:
Keeling you are up first.

KALYN McDONOUGH:
Thank you Bridget, we are thrilled, I am thrilled to be here today, and I'm happy to collaborate with the disability section. This webinar will help us understand more about the Twitter conference. More importantly to understand accessibility and how we can make all of our work accessible for everyone.

If we go back to the how-to on the Twitter conference, it is an opportunity to showcase a value public -- valuable public health research among students, disseminate student research in a unique format and it reaches academic and nonacademic audiences. As well as within and outside of the public health arena.

This helps to underscore the essential of dissemination of public health.

We can go to the next slide. Thank you, so preparing for the Twitter conference will look different depending on which section you are in, so we will start with the disability section. If you are presenting a poster or an oral presentation, please save your poster as a JPEG or PNG. If you are in the disability section, you are familiar with the importance of this, myself and the physical activity section, and other people in our section, you may not be familiar with this.

This is a great learning experience. Please save your videos as an MOV, and you have five tweets. If you can send your materials at the APHA disabilities Gmail account. Please send it one week before the conference, and the disability section will post your poster or the oral presentation and tag you.

For the physical activity section, you will submit a brief abstract, headshot, 10 tweets or a video, or visual media one week prior to the conference. To the PA Twitter Gmail account that is listed here. Please state your images as JPEG or PNG, create an alt text, and save the videos as the MOV.

In the PA section you will be tweeting out your presentation from your personal account. To do this make sure your account is set up to allow public viewing I will show that in the next slide.

To set your personal account to allow public viewing, go to your Twitter account, on the left side you will select more, then click on settings and privacy, privacy and safety, and then audience entertaining.

The box next to protect your tweets needs to be unchecked.

So on the right we have here audience and tagging, this is a box that is on Twitter, and then we have a red circle around protect your tweets and that is unchecked.

Now, for tweet guidelines for the presentation, these are suggestions so please your -- please use your discretion. If you want to describe your methods more and it is more unique and more critical, please feel free to take more tweets to elaborate on that. Generally, for the disability section with her five tweets you have enter or background as one, methods is one, results one or two, discussion and conclusion is one or two.

The physical activity section you get 10 tweets. Intro background can be three, methods is to, results is to, discussion and conclusion is three. Please use your discretion.

Both sections they have the respective sessions has tight, so physical activity is hashtag visit asked TC and the disability section is hashtag disability TC. If this is your first tweet in his one\10. 10 for physical activity and five for disability.

So they allowed 280 characters including spaces per tweet.

For videos, poster, or visual media. The PA section you get 15 minutes and this can be uploaded onto YouTube and then you can upload from YouTube to Twitter.

Or the disability section you get five minutes, please send this to APHA disability Gmail account, they will up late to YouTube and add captions for you.

The visual media can have one tweet or the maximum tweets that you have for your section. This is alt text that you add to any visual media you share. A reminder the beginning of each tweet must specify the number one Intan, or one in five. I missed including the disabilities number there.

And then they need to include the hashtag.

This is an example of a tweet that came from the physical activities Twitter conference last year. This screenshot shows the first number, in the tweet series is listed. I will read this off. It says one\10 (Reads)

Then they included a blog from Fitbit and hashtag for the physical activities, it includes tags, and also increases the reach and improve the dissemination of the client base.

So for our alt text, alt text should be added to any visual included in a tweet. This is a short written description of an image and make sense of the image for accessibility it is important. For providing detail is important! You can add a Google doc to complete it if you go over a thousand characters.

I will read it here for the alt text. (Reads)

I want to think Bridget she provided that example for us. And then moving to the presentation process, the presentation starting it is different for the section. For the PA section the account will tweet an introduction tweet, the physical activity account. They will tweet out a flyer that has your name and a summary. The disability account will tweet your presentation with a series of your tweets and tag you in it.

The PA conference they have to be a reply to the introductory tweet. Each tweet after the tweet needs to be a reply to the tweet. I know it is confusing so I have some screenshots. For the disability conference you are encouraged to retweet and reply to your presentation as well as others.

They do ask that you are available for one hour afterwards to ask any questions or respond to comments about your presentation. Now if we go back to the physical activity conference, here is an example that shows an introductory tweet from the account. The response from the student presenter is a response to the introductory tweet and in the second one is a response to the first tweet. If you have any questions about this as you are preparing please feel free to reach out to the physical activity Gmail account.

It is with ours and the disability sections Twitter account for the presentation. Please have your email account open if you... the audience and attendees are encouraged to interact with their tweets throughout the presentation time. Please be aware of that, and prepared to engage with them.

At the end of the presentation there will be time for final questions and comments. Please feel free to make yourself available.

Just final tips, as to way to further increase engagement with the audience and visual appeal of the presentation we recommend the use of images, I don't know if it's gifts or chips, but visually appealing. It makes your presentation appropriate for the audience. And then hashtags that are appropriate to increase the dispersion of the content.

Some final tips, please make sure to be thoughtful in connecting what your findings meet for policy, practice, and the future research.

This will entail taking your presentation one step further and making that connection for people about what it can mean in their everyday lives and their everyday practice. I think that really means a lot to people. Especially in a Twitter platform. Where we have a broad and diverse audience.

So, finally, if you have any questions, we have listed both of our email accounts here please follow up and these email accounts are not tied to any one person in the section. If you are involved in 2021 or 2022 or beyond, you can access these email accounts. Thank you, I will turn it back to Bridget.

BRIDGETTE SCHRAM:
Great, thank you. Alright, if you have any questions on the implementation and the actual Twitter conference put the questions in the chat now. We will get to them at the end of the presentation. That way you don't forget it once we get there. So I will cover how to consider accessibility as you create your presentation as well as present your presentation.

On this slide is a graphic of a computer that has accessibility on the screen. Lots of little circuit designed things coming out of it. One has an icon of an ear, brain, one of an eyeball, to demonstrate different types of accessibility considerations.

Just an overview for some that might be familiar with us but to stress that accessibility. This is what is accessibility, this is variables that influence a person's ability to function within an environment. This is a measure that determines that all people can participate in the same activities and actively produce and consume the same content.

That definition is amazing when we think about trying to be accessible in the twitter conference. Anyone on Twitter can absorb and take in information that we are providing.

In this slide you see a line of different individuals with different backgrounds and abilities. Some of them are using walkers and wheelchairs, some have a guide to docs, strollers, canes, you see a wide variety of individuals.

So why is accessibility important? In an environment... it is an environment that provides an opportunity to provide new ways to learn. This environment also reduces barriers for engagement, again allowing all people to participate. It creates a welcoming space, if all are able to engage it creates an environment that everyone feels more comfortable. As well as supports the advancement of knowledge, the last one is important, again it is applicable to this Twitter conference as we are trying to support getting our information and studies out there.

Accessibility is important in that. So this slide represents, and shows different considerations that you can start thinking through when you're thinking about accessibility. It kinda breaks down considerations into five different categories, it is a virtual presentation, it is important to stress that is the lens that we

take with accessibility presentation. It is from a virtual standpoint.

Each category has an icon that presents visually what that category means. We have in the first category with visual impairments things to think about when you consider accessibility for visual impairments is explanations of pictures, tables, graphs that you have in your presentation.

In your tweet, or in your poster that you will be creating. Alt text as Kalin mentioned earlier is also really important consideration for visual impairments and we will go into what that is and we will go into that a little bit. Text, font, and size, colour contract.

When you thick about hearing impairments, accessibility considerations include close captioning, we have four the presentation today, as well as an ASL interpreter if that is something that is needed for your environment and for your participants.

The third category of cognitive disability and learning styles. We all have different learning styles and we engage and absorb engagement in different ways. So present information in different ways, that's the best way to support everyone in that space.

We will talk about different ways to do that in a little bit. As well as taking into consideration the white space on your poster. For speech and language, considerations including simplified plain language, making sure you are speaking at a slower rate especially those with oral presentations. Than avoiding jargon and field acronyms.

This is on Twitter, the large public is going to be able to access this information. Make sure that your language is accessible and not doing jargon and acronyms that are common in your field. Explain them out or use more common language.

Other considerations is just the universal design -- disability icon. The language you are using is marginalizing individuals in the population. With disability one of those common things is medical language and medical diagnosis is that necessary for the presentation? If not, think about how you are writing that.

Inclusive introductions are something we did at the beginning, explaining what is happening in your lands. That is really helpful for someone with a visual impairment, to feel like they are more participating and included in the presentation.

It is also really great in this world where everything is virtual. To be able for those who are only listening and using audio, they are more part of the presentation.

As we are doing things for a Twitter conference, make sure that your stuff is compatible for different devices. Some may be accessing through the computer, but Twitter is also accessed via a phone or tablet. Just make sure you are aware of where people might be looking at this and ensuring that it is something you can interact with and absorb the information from whatever device they are using.

So, here forward I will break down three different pieces of the Twitter conference that you will be working on. Things that you should work on inaccessibility in those areas. To start with we will talk about accessible posters and infographics.

Posters use the traditional academic posters, infographics are similar but a little more, they are a great way to improve dissemination of data. I have information for both, as you create these, the first consideration you have here is to think about the text, font, size, colours.

Plain language, utilizing whitespace, alt text, and save as a PDF or alt text reasons.

I will go into a little more detail. So this slide is covering text considerations. There on your poster or infographics. First is the size, these are the recommended guidelines for each of these avenues, CF PowerPoint, poster, you are blowing them up you have infographics for PowerPoint 1st......

Just to note, it is for the medium that it is, so don't use tiny texts in order to fit more stuff in. Don't go down in size to increase content, tried to be more synced with your language. The second consideration is colour and making sure it contrasts well enough. Using a high contrast colours, minimal patterns and pictures behind your text. If you have a picture behind it make sure you put, this is something I recommend, I put a box, white box behind your text that covers the picture and makes contract with the text a little better.

And then creating text with red and green, I showed it on this, but I don't have the font itself in the colour green. That will help those who can't see red and green as clearly.

In this area you will show a colour contrast box that shows something different, on the bottom row and has black background with white text, that is 14 in one, if you go to the right that ratio goes down it is harder to see. You want to make sure you are staying and making sure it is clear and legible from far away.

The contrast also does depend on the size of the text, smaller text is higher contrast. In the font, there are a lot of different fonts to choose out there, and we say sans serif, so without the little loops. On the left is sans serif, doesn't have the loops and curls, before and after the marks of the letter. The one on the right does have those additional things.

Sans serif text is more clear to see and those with visual impairments it helps keep the letters separated and doesn't merge them as well.

Don't use the stylized fonts, some examples of sans serif is Arial and Colibri. Common Times new Roman is serif text. Don't use Times new Roman.

Several plain language, some things, especially we are on Twitter platform, plain language is really important for accessibility. Thinking about different learning styles, different backgrounds, different educational roles. We want them to take the education seriously and believe it!

So keep the language simple and easy to read, shorter sentences and active voice are more accessible. Do not, try to use of passive voice. We try to be vague on what the data can say, but use and active as a voice as possible. Avoid jargon, acronyms as we mentioned earlier. Really make sure that your words on the poster reinforce the visual material.

If you use those, in another way, make sure your words and tweets reinforce your poster and your infographics. There is two ways to access that. At the bottom of the slide there's three different stick figures to help process what you should and can put in your poster presentation.

The first little icon says readability, and this guy says "now this looks something I'd read", thinking about what that looks like, and the next one is plain language. In the little guy says "I'm understanding all this info in here", as you create and edit can anyone really understand what you are saying?

The last one is health literacy, and he is saying, "I'm going to make some informed decisions", those are just some thoughts as you create the poster and infographics.

The next thing to consider is whitespace. Whitespace helps the flow of your information. It really helps to focus attention on important points. I really feel like in research, creating a presentation later today and I crammed in as much as possible and we do that with research because we have a lot to say.

Skim down to the most important parts, especially on Twitter, identify what those are, and provide space for people to absorb those, and white space helps with that.

Whitespace supports different visual abilities as well. Their eyes are drawn to the points that you want them to be drawn to, supports different comprehension abilities, allows use with multiple screen sizes, and my biggest suggestion is don't eliminate whitespace to cram in more info instead make your info more sinks.

Here on the right-hand side you see an image of an outline of an info graphic that has a lot of whitespace and shows how it is very fluid and you can follow.

The one on right has an X above it because there is a lot of information crammed into it. It is very difficult to follow and there's a lot of information.

So alt text is the next consideration, something that is really, really helpful especially, this helps with screen readers. Screen readers are in assistive technology that individuals with visual impairments can use to fully engage with material.

If you save a PowerPoint presentation a screen reader would allow them to go through and the screen will read all the text that is on the slides. This leaves off any of the pictures. So, if they do have a picture that is supporting, or delivering the information, someone with visual impairment cannot access the information. All text allows for that.

It allows to access what the picture says and the points that are important to take away from the

picture, graph, table. And to be able to fully engage in the material.

So what I've shown in the PowerPoint presentation, PowerPoint is how I do infographics and poster presentations, that's why I chose it there. I happy to help you if there is another platform you use. Another thing you do within PowerPoint you right click on the picture in your PowerPoint slide, then choose, you will see at the very bottom, it is hard to read, it is not size 20.

You will see it says format picture, it is at the bottom of the drop down, when you right-click the picture. There you will click the edit icon, it is for PowerPoint on me it is the third icon on the top, and there's a box that says description we can type in the description.

After you do that with all the pictures in the poster and infographics, save it as a PDF. We will go in and to mourn permission on how to do that for Twitter. PDF support the screen readers. Photos and JPEG's do not. After doing all this alt text you save as a PDF.

Here is an example, I provided three examples of accessible posters in ways that we recommend that improve the whitespace, and encourage keeping plain language and results simplified. So here's one example of an accessible poster. Here at George estate, -- George estate.

In the middle you go with the graphics, just one main take away, and on the left you have the introduction with some bullets, methods with some bullets, on the rights you have some results with bullets, or graphs, and discussion of the bottom. And then the use of QR codes as well.

Then here is one more example of an accessible poster that is very outlined version. It is a very simplified version.

Finally I have an example of infographics, this is great for the dissemination of research, in a very specific way. If you work with a non-academic population or audience. So you will see the left uses at tear of a pyramid, has each of the colours within the circles.

They also represent something, so use a lot of visuals to represent the data, and engage the material rather than being told through words. On the right you see another info graphic that uses a smiley face that shows percentage. The top one there says 90% of the temperature spitting schools either improved or maintained their school climate. On the left they use nine smiley faces and one straight face.

So nine had improved. Here are two more examples of infographics. The one on left is then for a qualitative study. It has some results from that, and you can see how it is separated by the dots but has a few more words... you can show different ways to represent percentages in these categories. Each of the sections of the circle they had a construct, one of them is stress, and you can tell the numbers within each, so 63% improved, 19% stay the same. So you can have the numbers regarding the stress contract of the study. -- Construct of the study.

The last couple slides we show auto concepts for accessibility. Thank you for staying with us. So

here's a checklist for things that you will be working on with the Twitter conference. So video and oral presentations, closed captioning is really important for accessibility.

Zoom and YouTube provide this for free. If you have a Zoom account, you can add the close captioning at the bottom, it's not as accurate as some services but it is a great way to use it to improve accessibility for a low cost.

As you record it will show up on the recording. YouTube also has an opportunity where you upload the video and it automatically guesses what your closed captions would be and then you can go in and correct those. You can go in and change, retype, if they make mistakes. Those are great services to help close captions. As you do the video an oral presentation you explain images that you are using, or graph, and utilize deposits, in order to help with different learning styles -- utilize different...

The last checklist we have here is for inclusive engagement of audience, so I will be sending the tweets, ensure your tweets and any follow-up tweets you have have the plain language, short to sink sentences, be aware of grade level of your responses. Try to use smaller words that people will know. And really simplify your information.

Avoid jargon, inclusive language, and remember Twitter is a diverse audience and not cured at only academics. That is all the information that I have! I know that was a lot. How to be more accessible in your presentations for the Twitter conference. We have this slide with the emails, if you have additional questions, after this webinar. I think Kalin and Syreeta if you want to come off video now. I will stop sharing.

I will ask you all if you have any questions? Syreeta were there any questions in the chat?

SYREETA NOLAN:
I did not see any questions in the chapter, we are always accepting questions. Since we are here together you can unmute if you want to ask a question verbally as well. I think well we are waiting, one thing I will mention, (unknown term) for hashtags. If your hashtag is multiple worlds -- multiple words... so if you take the time to capitalize the P in public health, the age and health, the screenreader can notice this is the beginning of a new word. That is what camel case is known as. Capitalizing the first word is making a difference. Any questions, comments, concerns?

This space is really for you to make sure you are as prepared as possible to present.

KALYN McDONOUGH:
I will mention, as we see a rise in social media, we did a research study in the physical activity section for the use of Twitter for dissemination of physical activity research and findings. It is really where we are moving to. I think it is really important when we think about the reach and as Bridget mentioned the audience of Twitter.

That we build the skills as well as dissemination and learning how to conduct rigorous research whatever it may be in. Also skills of dissemination it isn't always as what you see is putting an article

out there. Taking the next step and making sure it is accessible and how you deliver it.

In working with disability section, I learned a lot of lessons and I adapt some of my close -- coursework I have that I teach in the fall to make accessible thank you to you.

SYREETA NOLAN:
Thank you so much Kalin, it is important to hear about how disability has changed some of the things you will do in the future. I also think it is really important to realize that when you disseminate the work it is like advocating the work you have done, why is it important? Why should your field hear about it? Also being early in a career you can find someone who is more experienced with research in the field and get a cool conversation going.

Maybe you can begin a mentorship. Twitter definitely has more social networking potential then linked in. I think!

BRIDGETTE SCHRAM:
I think it is important to stress, accessibility, having a disability focus in my research, accessibility is vital and important. I also love the further I dive into it, the more I stand that it helps all of us. The more accessible anything is, the more engagement anyone has with disability. Identifying with having a disability or not. It is an important time for research where we have to make research more accessible so people understand it.

We come this from a disability standpoint but I think the field of research the more accessible we are and understanding why it is important and where it is going towards we all benefit from that including and especially the people in the field doing the work that we are studying.

SYREETA NOLAN:
Absolutely. Being the cofounder of disabled and higher Ed, it is important to see how disability touches... it is not just mental health, physical health, public health. It touches all of us. Even in how we engage with physical activity or doubt. (Laughs)

(Laughter)

SYREETA NOLAN:
I will call myself out there.

BRIDGETTE SCHRAM:
I will do an drop email image... -- this is a student in early career professional conference, we want to support development, we are giving you a lot of information today, and understand that you may or may not know how that looks. If you are doing it you might be confused and want to know how to do it correctly, we will support you through the process. Feel free to reach out if you don't have a question today.

SYREETA NOLAN:

I have a question, this is the disability section for the Twitter conference. It is not physical activities first Twitter conference. What are some things that some of the high points from your Twitter conference? Some things that you learned that you are adapting in this time with the Twitter conference? What are your hopes?

Sorry that was a combo question.

KALYN McDONOUGH:
I think, definitely being prepared, we have provided, I think this webinar has great aspects. Making sure you are being very thoughtful in how you are wording and constructing the presentation. Of course having that emergency email if anything goes awry the dealer the presentation. -- The day of the presentation.

I had this conversation with Bridget, it was her idea that the twitter conference is something that a lot of the student sections hopefully will get involved in, and see the benefits of.

This is a great collaboration here, and these are the first twitter conferences within APHA. So we are hoping, it if it is to say if you are in a student in multiple sections, if you are interested reach out. I can provide the same level of support and what is great we can support some content knowledge in the Twitter disability section and they give us great expertise in the accessibility section. That is what it is all about.

SYREETA NOLAN:
Thank you so much. If you are a student in multiple sections. Let your section know you are in the twitter conference. Whichever one. We are altogether in this, give them the opportunity to be like "oh hey, this is what the twitter conference looks like, maybe we can do this next year!", Make this a big thing that happens before APHA emulates.

We can make a new thing together!

BRIDGETTE SCHRAM:
Alright, I think that's all we have for you today, thank you for joining us. We will give you back your time, but we appreciate you joining us and learning about us. Let us know any questions as you develop the presentations for the posters, infographics, tweets themselves. Thank you so much!

(Multiple speakers)

SYREETA NOLAN:
Thank you everyone have a great rest of your day.

Live Captioning by Ai-Media