



The Tip Jar

Best web practices to help you improve your online content

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Issue 13:

The role of pizza in web accessibility

“Essential for some, useful for all”

When people think about accessibility, they often think of physical spaces, such as wheelchair ramps at hospital entrances.

Web accessibility is similar – it means making sure that web content is available to people with varying abilities and needs, including:

- **Visual impairments** such as low vision and blindness
- **Motor/mobility**, including difficulty in using the hands because of tremors or repetitive stress injury
- **Cognitive and learning disabilities**, including dyslexia, problem-solving skills and mild short-term memory loss.
- **Seizures**, particularly seizures caused by flashing lights

There are international [web content accessibility guidelines](#) (WCAG 2.0) to help us with these requirements.

The added bonus? Using web accessibility guidelines for POD and PHSA web content also promotes best practices in mobile design, search engine optimization, usability, and design for older users. There are also benefits for people who can only afford old devices or limited bandwidth.

Pizza delivery and civil rights

Seen as an extension of civil rights, digital accessibility is gaining attention. In 2019, the US Supreme Court upheld a Circuit Court of Appeals ruling that Domino’s (a pizza company) and other retailers must make their online services accessible to people with disabilities.

More locally, the BC government has set a [vision to make BC the most progressive Canadian province for people with disabilities](#) by 2024, including its websites.

Creating accessibility, one small task at a time

In our edition next month, we’ll be covering the tasks you can do as a web or POD editor to make your webpages more accessible. Truthfully, many of them seem inconsequential and are finicky to perform.

But your attention to these small details makes a difference, and helps everyone

in BC's 4.9 million population access the health information that they need.

Additional resources on web accessibility

- [Video: introduction to web accessibility and W3C standards](#)
- [How people with disabilities use the web](#) – W3C WAI
- [Accessibility and alt text page](#) - PHSA's web editor hub
- [Creating accessible digital content](#) – BC Government

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