

X-RAY
ASSOCIATES

ACCESSIBILITY AND CUSTOMER SERVICE

DI-MED SERVICES LTD./X-RAY ASSOCIATES

Did you know...?

- ▶ Approximately 15.5% or 1.85 million Ontarians have a disability
- ▶ Estimated that by 2025 approximately 3 million Ontarians will have a disability – representing 20% of the population



Did you know...?

- ▶ Not every disability is visible
 - Examples include: vision disabilities, deafness or being hard of hearing, intellectual or developmental disabilities and mental health disabilities



TODAY'S AGENDA

- ▶ To learn about the intent and purpose of the *Accessibility for Ontarians with Disabilities Act, 2005*
- ▶ To learn how to interact and communicate with those with disabilities
- ▶ To learn about your organization's policies, procedures and processes related to providing customer service to those with disabilities

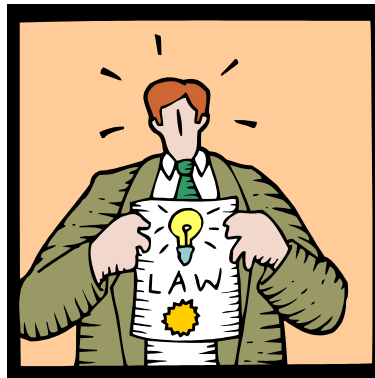
FORMAT

- ▶ You are asked to go through this presentation at your own pace.
- ▶ You have been given a quiz to complete and hand in. At the end of each Topic, you will be asked to complete the section of the quiz on that Topic.



TOPIC 1

ABOUT THE *ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT, 2005*



Legislation Governing Accessibility in Ontario

- ▶ **Passage of *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)***
- ▶ **Goal:** to make the province accessible for people with disabilities by 2025 through defined standards by removing barriers
- ▶ **Target Areas:** customer service, transportation, employment, information and communications, buildings and structures

AODA Section 1

Recognizing the history of discrimination against persons with disabilities in Ontario, the purpose of this Act is to benefit all Ontarians by:

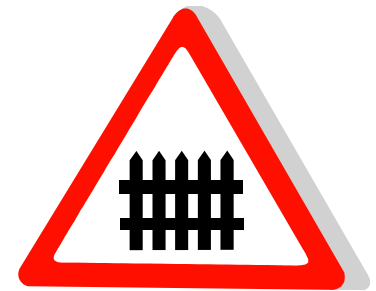
- developing, implementing and enforcing accessibility standards in order to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures and premises on or before January 1, 2025; and
- providing for the involvement of persons with disabilities, the Government of Ontario and of representatives of industries and various sectors of the economy in the development of accessibility standards.

Disability Defined

- ▶ any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical coordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device,
- ▶ a condition of mental impairment or a developmental disability,
- ▶ a learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,
- ▶ a mental disorder, or
- ▶ an injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

Identifying Barriers

- ▶ **Architectural or Structural**
 - Design elements of a building or facility
- ▶ **Information and communication**
 - Inhibitors of receiving or sending information
- ▶ **Technology**
 - Not designed to accommodate those with different needs
- ▶ **Systemic**
 - Organizational Policies and Procedures that restrict



Identifying Barriers

▶ ATTITUDE

- The way people think or behave, often innocently, when dealing with someone with a disability.



Accessibility Standard for Customer Service – O.R. 429/07

- ▶ Applies to all organizations that provide goods and services to customers in Ontario and have at least one employee
- ▶ It does not apply to services provided internally within an organization
- ▶ Goods themselves are not covered; it's the manner in which they are provided that must be done in an accessible manner

Five Standards

- ▶ Customer Services - January 1, 2012
- ▶ Information and Communications - 2013-2016
- ▶ Employment Accessibility- 2013-2017
- ▶ Transportation and Communications- 2011-2017
- ▶ Accessible Built Environment- ????

- For status visit www.AccessON.ca



Customer Service Compliance

In order to be compliant, the provider of goods and/or services must

- ▶ Establish policies, practices and procedures on providing goods or services to people with disabilities.
- ▶ Make reasonable efforts to ensure that policies, practices and procedures are consistent with the principles of independence, dignity, integration and equality of opportunity.
- ▶ Have a policy dealing with people's use of their own assistive devices to access goods or services or any other measures the organization offers to enable an individual access the goods or services.
- ▶ Communicate with a person with a disability in a manner that takes into account their disability.

Customer Service Compliance

- ▶ Let people with disabilities bring their service animals onto the parts of the premises open to the public or other third parties, except where the animal is otherwise excluded by law from the premises.
- ▶ Let people with disabilities be accompanied by their support persons while on the parts of the provider's premises open to the public or other third parties.
- ▶ If a provider charges admission, let people know ahead of time what, if any, admission will be charged for a support person.
- ▶ Provide notice when facilities or services that people with disabilities may use to access goods or services are temporarily disrupted.

Customer Service Compliance

- ▶ Train anyone who interacts with the public or other third parties on the provider's behalf on topics outlined in the customer service standard (including volunteers, contract staff).
- ▶ Train anyone who is involved in developing the provider's customer service policies, practices and procedures on topics outlined in the customer service standard.
- ▶ Establish a process for receiving and responding to feedback about the way the organization provides goods or services to people with disabilities, including the actions to be taken if a complaint is received, and make information about the process readily available to the public.

If Over 20 staff.....

...the organization must

- ▶ Document in writing all their policies, practices and procedures for providing accessible customer service to people with disabilities
- ▶ Let customers know that the documents are available upon request
- ▶ Upon request, provide the documented information to a person with a disability in a format that takes into account their disability. (Braille, TTY, etc.)



QUIZ

- ▶ Please now complete the Quiz for Topic 1.



TOPIC 2

INTERACTING AND COMMUNICATING WITH THOSE WITH DISABILITIES



SOME COMMON DISABILITIES

- ▶ Vision
- ▶ Deaf
- ▶ Deafblind
- ▶ Physical
- ▶ Mental
- ▶ Intellectual/Developmental
- ▶ Learning
- ▶ Speech/Language



Approaching Those With Disabilities

- ▶ Often, people are hesitant to approach others who have disabilities because they don't want to make a mistake, or say something that they shouldn't.
- ▶ The **'Talk to Me'** Approach is recommended as a good way to deal with these situations.

The **'TALK' TO ME** Approach

- "T"** – **Take** the time to ask “May I help you?” to learn needs.
- "A"** – **Ask**, don't assume. Never assist unless asked to.
- "L"** – **Listen** attentively and speak directly to the person with the disability.
- "K"** – **Know** the accommodations and special services available in your organization, and in the community.

Approaching Those With Disabilities

- ▶ As identified previously, there are a number of different types of disabilities we need to be aware of.
- ▶ The following is a listing of the different type of disabilities that you may encounter, as well as the type of assistive devices you should be aware of.
- ▶ Tips are also provided as to the best ways of dealing with each type of disability.

VISION ISSUES



- ▶ Vision loss reduces a person's ability to see clearly. Few people with vision loss are totally blind.
- ▶ Vision loss can restrict your clients' abilities to read signs, locate landmarks or see hazards.
- ▶ Sometimes it may be difficult to tell if a person has vision loss.

Types of Assistive Devices

People who have vision loss

- ▶ Digital audio player – enables people to listen to books, directions, art shows, etc.
- ▶ Magnifier – makes print and images larger and easier to read
- ▶ Portable global positioning systems (GPS) – helps orient people to get to specific destinations
- ▶ White cane – helps people find their way around obstacles

Tips on Dealing with Vision Issues

- ▶ Don't assume the individual can't see you.
- ▶ Don't touch your client without asking permission.
- ▶ Offer your elbow to guide the person. If he or she accepts, walk slowly, but wait for permission before doing so. Lead – don't pull.
- ▶ Identify landmarks or other details to orient your client to the environment around him or her.
- ▶ Don't touch or speak to service animals – they are working and have to pay attention at all times.

Tips on Dealing with Vision Issues

- ▶ Don't leave your client in the middle of a room. Show him or her to a chair, or guide them to a comfortable location.
- ▶ If you need to leave your client, let him or her know you are leaving and will be back.
- ▶ Identify yourself when you approach your client and speak directly to him or her, even if he/she is accompanied by a companion.
- ▶ There is generally no need to raise your voice because the person does not necessarily have hearing loss. Say your name even if you know the person well as many voices sound similar.

Tips on Dealing with Vision Issues

- ▶ Be clear and precise when giving directions, e.g., two steps behind you, a metre to your left, etc. Don't use "over there" or point in the direction.
- ▶ If you're uncertain about how to provide directions, ask the person how to do so.
- ▶ Do not be afraid or embarrassed to use words such as "see", "read" and "look." People with vision loss also use these words.
- ▶ When providing printed information, offer to read or summarize it.
- ▶ Offer to describe information. For example, verbally go over the document.

HEARING ISSUES



- ▶ Oral deaf is a term describing a person who was born deaf or became deaf before learning to speak, but is taught to speak and may not typically use American Sign Language.
- ▶ The term “deafened” describes a person who has lost their hearing slowly or suddenly in adulthood. The person may use speech with visual cues such as captioning or computerized note-taking, speechreading or sign language.
- ▶ The term “hard of hearing” describes a person who uses their residual hearing (hearing that remains) and speech to communicate. The person may supplement communication by speechreading, hearing aids, sign language and/or communication devices.

Tips on Dealing with Hearing Issues

- ▶ Attract the client's attention before speaking. Generally, the best way is by a gentle touch on the shoulder or with a gentle wave of your hand.
- ▶ Ask how you can help. Don't shout.
- ▶ Move to a well-lit area, if available, where your client can see your face.
- ▶ Don't put your hands in front of your face when speaking. Some people read lips.
- ▶ If necessary, ask if another method of communicating would be easier, for example, using a pen and paper.
- ▶ Be patient if you are using a pen and paper to communicate. American Sign Language may be your client's first language. It has its own grammatical rules and sentence structure.

DEAFBLIND ISSUES



- ▶ A person who is deafblind can neither see nor hear to some degree.
- ▶ Many people who are deafblind will be accompanied by an intervenor, a professional who helps with communicating.

Types of Assistive Devices

People who are Deaf, deafened, oral deaf, hard of hearing

- ▶ FM transmitter system or other amplification devices – boosts sound closest to the listener while reducing background noise
- ▶ Hearing aid – makes sound louder and clearer
- ▶ Teletypewriter (TTY) – helps people who are unable to speak or hear to communicate by phone. The person types their messages on the TTY keyboard and messages are sent using telephone lines to someone who has a TTY, or to an operator (Bell Relay Service) who passes the message to someone who doesn't have a TTY.

Tips on Dealing with Deafblind Issues

- ▶ Don't assume what a person can or cannot do. Some people who are deafblind have some sight or hearing, while others have neither.
- ▶ A client who is deafblind is likely to explain to you how to communicate with him or her or give you an assistance card or a note explaining how to communicate with him or her.
- ▶ Identify yourself to the intervenor when you approach your client who is deafblind, but then speak directly to your client as you normally would, not to the intervenor.
- ▶ Don't touch or address service animals – they are working and have to pay attention at all times.
- ▶ Don't suddenly touch a person who is deafblind or touch them without permission.

PHYSICAL DISABILITY ISSUES



- ▶ There are many types and degrees of physical disabilities, and not all require a wheelchair.
- ▶ People who have arthritis, heart or lung conditions or amputations may also have difficulty with moving, standing or sitting.
- ▶ It may be difficult to identify a person with a physical disability.

Types of Assistive Devices

People who have physical disabilities

- ▶ Mobility device (e.g., a wheelchair, scooter, walker, cane, crutches) – helps people who have difficulty walking
- ▶ Personal oxygen tank – helps people breathe

Tips on Dealing with Physical Disability Issues

- ▶ Don't touch assistive devices without permission. If you have permission to move a person in a wheelchair, remember to:
 - Wait for and follow the person's instructions
 - Confirm that your customer is ready to move
 - Describe what you're going to do before you do it
- ▶ Avoid uneven ground and objects
- ▶ Don't leave the person in an awkward, dangerous or undignified position such as facing a wall or in the path of opening doors.
- ▶ Let your client know about accessible features in the immediate area (i.e., automatic doors, accessible washrooms, elevators, ramps, etc.).

Tips on Dealing with Physical Disability Issues

- ▶ Speak naturally and directly to your client, not to his or her companion or support person.
- ▶ If you need to have a lengthy conversation with someone in a wheelchair or scooter, consider sitting so that you can make eye contact.
- ▶ Ask before you help. People with physical disabilities often have their own ways of doing things.
- ▶ Respect your client's personal space. Do not lean over him or her or on his or her assistive device.
- ▶ Don't move items or equipment, such as canes and walkers, out of the person's reach.

MENTAL HEALTH ISSUES

- ▶ Mental health disabilities are not as visible as many other types of disabilities. You may not know that your client has a mental health disability unless you're informed of it.
 - Examples of mental health disabilities include schizophrenia, depression, phobias, as well as bipolar, anxiety and mood disorders.
- ▶ A person with a mental health disability may have difficulty with one, several or none of these:
 - Inability to think clearly
 - Hallucinations (e.g., hearing voices, seeing or feeling things that aren't there)
 - Depression or acute mood swings (e.g., from happy to depressed with no apparent reason for the change)
 - Poor concentration
 - Difficulty remembering
 - Apparent lack of motivation.



Tips on Dealing with Mental Health Issues

- ▶ Treat a person with a mental health disability with the same respect and consideration you have for everyone else.
- ▶ Be patient.
- ▶ Be confident and reassuring. Listen carefully and work with your customer to try to meet their needs.
- ▶ If someone appears to be in a crisis, ask him or her to tell you the best way to help.

INTELLECTUAL OR DEVELOPMENTAL ISSUES



- ▶ These disabilities can mildly or profoundly limit the person's ability to learn, communicate, socialize and take care of their everyday needs. You may not know that someone has this type of disability unless you are told.
- ▶ As much as possible, treat your customers with an intellectual or developmental disability like anyone else. They may understand more than you think, and they will appreciate that you treat them with respect.

Tips on Dealing with Intellectual or Developmental Issues

- ▶ Don't assume what a person can or cannot do.
- ▶ Use plain language and speak in short sentences.
- ▶ To confirm if your client understands what you have said, consider asking the person to repeat the message back to you in his or her own words.
- ▶ If you cannot understand what is being said, simply ask again.
- ▶ Provide one piece of information at a time.
- ▶ Be supportive and patient.
- ▶ Speak directly to your customer, not to their companion or support person.

Types of Assistive Devices

People who have intellectual/developmental disabilities

- ▶ Communication boards (e.g., a Bliss board) – used to pass on a message by pointing to symbols, words or pictures
- ▶ Speech generating devices – used to pass on a message using a device that “speaks” when a symbol, word or picture is pressed.

LEARNING DISABILITY ISSUES



- ▶ The term “learning disability” describes a range of information processing disorders that can affect how a person acquires, organizes, expresses, retains, understands or uses verbal or non-verbal information.
 - Examples include dyslexia (problems in reading and related language-based learning); dyscalculia (problems in mathematics); and dysgraphia (problems in writing and fine motor skills).
- ▶ It is important to know that having a learning disability does not mean a person is incapable of learning. Rather, it means they learn in a different way.
- ▶ Learning disabilities can interfere with your customer’s ability to receive, express or process information. You may not know that a person has a learning disability unless you are told.

Types of Assistive Devices

People who have learning disabilities

- ▶ Electronic notebook or laptop computer – used to take notes and to communicate
- ▶ Personal data managers – stores, organizes and retrieves personal information
- ▶ Mini pocket recorders – records information for future playback

Tips on Dealing with Learning Disability Issues

- ▶ When you know someone with a learning disability needs help, ask how you can help.
- ▶ Speak naturally, clearly, and directly to your client.
- ▶ Allow extra time if necessary – people may take a little longer to understand and respond.
- ▶ Remember to communicate in a way that takes into account the client's disability.
- ▶ Be patient and be willing to explain something again, if needed.

WHAT IF.....?

A SERIES OF SCENARIOS, QUESTIONS AND ANSWERS DESIGNED TO ALLOW YOU TO MEET CUSTOMER SERVICE CHALLENGES RELATED TO CLIENTS WITH DISABILITIES



What if... you provide at-home service?



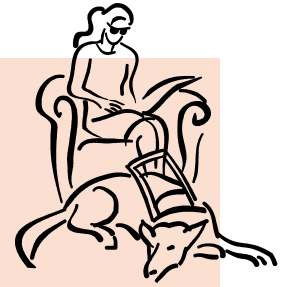
- ▶ Confirm the details of your arrival time in advance. Don't arrive unexpectedly.
- ▶ Be patient. You may need to wait a few moments for your client to open the door.
- ▶ Introduce yourself clearly. Some clients may not be able to read identification cards and may want you to use a password. Check before you visit.
- ▶ Keep your client informed of what you're doing.
- ▶ If you need to move some of your client's possessions, make sure that you leave the house exactly as it was when you arrived. For example, someone with vision loss will expect that their furniture is in the same place and could trip if you've moved the sofa.

What if...you need to talk to someone with a disability over the telephone?



- ▶ Speak naturally, clearly and directly.
- ▶ Don't worry about how the person's voice sounds. Concentrate on what they are saying.
- ▶ Don't interrupt or finish your client's sentences. Give your client time to explain or respond.
- ▶ If you don't understand, simply ask again, or repeat or rephrase what you heard and ask if you have understood correctly.
- ▶ If a telephone client is using an interpreter or a Relay Service, speak naturally to the client, not to the interpreter.
- ▶ If you encounter a situation where, after numerous attempts, you and your client cannot communicate with each other due to the client's disability, consider making alternate arrangements.

What if...a service dog is being used?



The customer service standard requires you to let people with disabilities use their service animals on the parts of your premises open to the public or to third parties unless the animal is otherwise excluded by law from the premises.

- ▶ Remember that a service animal is not a pet. It is a working animal.
- ▶ Avoid touching or addressing service animals – they are working and have to pay attention at all times.
- ▶ Avoid making assumptions about the animal. Not all service animals wear special collars or harnesses. If you're not sure if the animal is a pet or a service animal, ask your customer.
- ▶ Remember your client is responsible for the care and supervision of their service animal. You are not expected to provide care or food for the animal. However, you could provide water for the animal if your client requests it.

What if...the guide dog is not allowed in part of your facility?



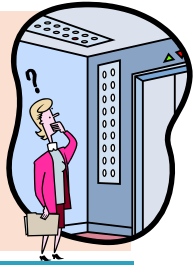
- ▶ Bring goods or services to the person in a part of your premises where the animal is not restricted.
- ▶ Offer a safe location where the service animal can wait, if the person is able to be separated from the animal while obtaining the service, and offer assistance to the person with a disability while he or she is separated from the service animal.
- ▶ Get creative!

What if... a person with a disability is accompanied by a support person?



- ▶ A customer with a disability might not introduce their support person. If you are not sure which person is the customer, take your lead from the person using or requesting your goods or services or simply ask.
- ▶ Once you have determined who your customer is, speak directly to them, not to their support person.
- ▶ Be familiar with your organization's policies, practices and procedures about providing accessible customer service.

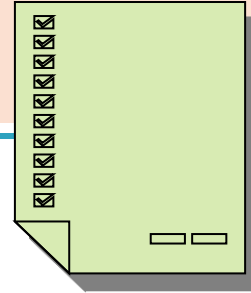
What if...there is a disruption in service?



Per AODA Standard

- ▶ Provide notice to the public when there is a temporary disruption to your facilities or services that are usually used by people with disabilities to access your goods or services. This applies whether a temporary disruption is planned or unexpected.
- ▶ In the notice, include information about the reason for the disruption, its expected duration and a description of alternate facilities or services, if available.
- ▶ Place the notice in an obvious location on your premises, such as on your website, if you have one, or post it by another method that is reasonable under the circumstances.

What if...a person with a disability wants to give you feedback?



Per AODA Standard

- ▶ Establish and implement a process for receiving and responding to feedback about the way you provide goods or services to people with disabilities.
- ▶ Ensure your feedback process allows people to provide feedback in person, by telephone, in writing, by email, on disk or by another method.
- ▶ Ensure your feedback process specifies the actions you or your staff will take if a complaint is received.
- ▶ Make information about the feedback process readily available to the public

QUIZ

- ▶ Please now complete the Quiz for Topic 2.



TOPIC 3 – DI-MED / X-RAY ASSOCIATES'S POLICY/PLAN

A BRIEF REVIEW OF DI-MED'S ACCESSIBILITY
POLICY AND PLAN FOR

X - R A Y
ASSOCIATES

DI-MED'S Policy/Plan

Please review the information and use it to govern how you provide service to those with disabilities and those supporting them.



General Statement

Di-Med Ltd./ X-ray Associates is committed to ensuring that our goods and services are provided in a manner that respects the dignity and independence of persons with disabilities, so that they have equal opportunity to access them.



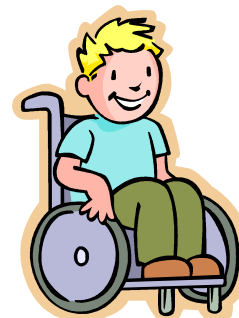
General Statement

We are also committed to preventing, identifying and removing any barriers that could impede the ability of people with disabilities to access care and services.

Any member of the public may receive a copy of this policy just by asking.

Assistive Devices

We will ensure that our staff are trained and familiar with various assistive devices that may be used by families with disabilities while accessing our services.



Communication

We will communicate with people with disabilities in ways that take into account their disability.



Service Animals

We welcome people with disabilities and their service animals. Service animals are allowed on the parts of our premises that are open to the public.



Support Persons

A person with a disability who is accompanied by a support person will be allowed to have that person accompany them on our premises.



Notice of Temporary Disruption

In the event of a planned or unexpected disruption to services or facilities for clients with disabilities, we will promptly post appropriate notification. This clearly posted notice will include information about the reason for the disruption, its anticipated length of time, and a description of alternative facilities or services if available.

We will notify families of this through a notice posted on our premises and website.



Training

Di-Med will provide training to employees, volunteers and others who deal with the public or other third parties on their behalf.

Individuals in the following positions will be trained:

- Administrative Personnel
- Managers
- Direct Service Delivery Personnel
- Support Personnel
- Volunteers



Feedback Process

- ▶ Clients who wish to provide feedback on the way Di-med provides goods and services to people with disabilities can send an email to us, speak to us verbally, fill out an evaluation questionnaire or contact us by telephone.
- ▶ All feedback will be directed to the General Manager. Customers can expect to hear back in five (5) working days. Complaints will be addressed according to our organization's regular complaint management procedures.

Documents

All documents required by the Accessibility Standards for Customer Service will be posted on our website and will be available at the main office.



Other Policies

Any Di-Med policy that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.



THE AODA CUSTOMER SERVICE STANDARDS...

- ▶ Are not intended to interfere with your operations.
- ▶ They ask you to think about how you are providing service, and to be inclusive of a growing part of our population.



PLEASE COMPLETE THE QUIZ

- ▶ Once you have completed your quiz, please hand it in to the person designated.



THANK YOU FOR YOUR
PARTICIPATION!

