

Voluntary Guidelines for Accessible Political Campaigns

A critical part of voter access for persons with disabilities is full access to information about candidates and issues, and the opportunity for meaningful participation in election campaigns. While access to polling places and voting machines are very important, it is simply not enough.

The Disability Rights Center suggests the following as voluntary guidelines to be followed by political candidates and campaigns to make campaigns and the political process accessible to persons with disabilities:

- ◆ Hold events and establish campaign offices/headquarters in ADA-compliant accessible facilities/locations.
- ◆ Have sign language interpreters available for all events.
- ◆ Use closed captioning and descriptive audio in campaign commercials/videos.
- ◆ Have campaign materials available in alternative formats that are accessible to persons with disabilities (such as Braille, large type, on computer disk and online).
- ◆ Make campaign web sites fully accessible to persons with disabilities.
- ◆ Encourage campaign workers and staff to be sensitive to persons with disabilities - their votes count just as much as everyone else's. Make sensitivity materials/training available to campaign workers and staff.
- ◆ Recruit/encourage persons with disabilities to join and become active in the campaign.
- ◆ Encourage private groups supporting the campaign to adopt these guidelines.



Disability Rights Center

The Arkansas Protection & Advocacy (P&A) System

1100 N. University, Suite 201
Little Rock, AR 72207
www.arkdisabilityrights.org
800-482-1174 V/TTY