

Notes on Production of Accessible Election Advertisements for People with Different Needs

The Registration and Electoral Office appeals to candidates to produce accessible election advertisements for persons with different needs. Examples include:

For people with visual impairment

- Providing **text version or accessible Portable Document Format (“PDF”) version** of electronic election advertisements so that persons with visual impairment can listen to them with assistive devices. When producing accessible PDF files, please pay attention to the following points:
 1. persons with visual impairment are unable to read PDF files produced by scanning;
 2. accessible PDF files must be produced by converting from other documents (e.g. MS Word files); and
 3. after conversion into PDF files, you can use the “Find” function of Adobe Reader to check whether you can search for words in these documents. If you can, these are accessible PDF files.

For people with hearing impairment

- Adding **subtitles and/or sign language interpretation** on promotional videos.

For people of diverse race

- Providing election advertisements in **English and/or ethnic minority languages** to facilitate understanding by persons who do not read Chinese. If necessary, candidates may contact organizations which provide translation service for languages of diverse race (e.g. Centre for Harmony and Enhancement of Ethnic Minority Residents of the Hong Kong Christian Service whose website is as follows: <http://www.hkcs.org/en/services/cheer>).

For people with communication impairment

- **Pictorializing and simplifying** the content of election advertisements for easier understanding by persons with communication impairment or not proficient in Chinese and English.
- Making reference to the “**Web Accessibility Handbook**” issued by the Digital Policy Office at the following website, and designing election homepages that cater for the needs of persons with disabilities:
https://www.digitalpolicy.gov.hk/en/our_work/digital_government/digital_inclusion/accessibility/promulgating_resources/handbook/