



Accessibility for Ontarians

Customer Service Standard



Accessibility is the law in Ontario

On January 1, 2012 the Accessibility Standard for Customer Service came into effect for all private and non-profit businesses and organizations in Ontario with one or more employee.



Accessibility Standards

Behaviours & Attitudes are the real disability!

What you will learn today!

- Why does Ontario need accessibility standards.
- What is the Accessibility for Ontarians with Disabilities Act 2005 (AODA).
- How does the AODA relate to the Customer Service Standard.
- How do I meet the requirements of the Customer Service Standard.
- Tips on how to improve customer service for people with disabilities.

The AODA Component

- Understanding different disabilities.
- Customer Service Standard.
- Customer Service.
- How to handle difficult situations.

- **Different examples of persons with disabilities:**

- A person with arthritis has a disability that over time may increase in severity.
- A person with a brain injury has a disability that is not visible.
- A person with multiple sclerosis has a disability that causes his/her to experience periods of when the condition does not have an effect on his/her daily routine and other periods when it does.

Do you know these people?

These successful, inspiring and accomplished individuals all have one thing in common...

Walt Disney / Jimmy Stewart / Thomas Edison / Helen Keller

Ludwig van Beethoven / Stevie Wonder / Winston Churchill

Wolfgang Amadeus Mozart / Dr. Samuel Johnson / David Beckham

Howard Hughes / Michael J. Fox / Mao Zedong and the list goes on...

They all suffer from a disability of one form or another

Alarming Statistics (Ontario)

- Less than **2%** of Canadians with a disability require the use of a wheelchair.
- Majority of disabilities are not readily apparent and may include non-visible disabilities such as: **anxiety, hard of hearing, asthma, developmental disabilities and diabetes.**



Alarming Statistics (Ontario)

- According to Statistics Canada, seniors make up the fastest growing age group in Canada and by 2017, will account for a larger share of the population than children 0-14 year of age.
- The spending power of people with disabilities in Canada is approximately 25 billion dollars per year.



Overview of Legislative Requirements

- Document in writing all policies, procedures and practices for providing accessible customer service.



Overview of Legislative Requirements

➤ Ensure that your policies, practices and procedures are consistent with the core principles of dignity, independence, integration and equal opportunity.

➤ Communicate with a person in a way that takes into account their disability.



Overview of Legislative Requirements

- Set a policy on allowing guests to use their own personal assistive devices when accessing your goods or services.
- Allow guests with disabilities to be accompanied by their service animal in areas of your premise that are open to the public unless excluded by law.



Overview of Legislative Requirements

- Develop measures that will enable guests to access your goods and services in the event that their animal is excluded by law.



Service Animals

When you meet a person with a service dog, please remember that the dog is working. Don't do anything to interrupt the service dog while it is performing its tasks.



Service Animals

Rules for interacting with people with service dogs:

- Speak to the person first. Do not aim distracting noises at the dog.



Service Animals

- Do not touch the service dog without asking for, and receiving, permission.



- Do not offer food to the service dog.



Service Animals

- Don't be offended if the handler does not wish to chat about the service dog.



Overview of Legislative Requirements

Provide notice when facilities or services that guests with disabilities rely on are unavailable, including known details such as the reason, anticipated duration and alternative options to access goods and services.



**Due to power outage our elevators
will be unavailable from 9am to
11:00am**

Develop a process for accepting feedback relating to the provision of goods and services to guests with disabilities, including how it will be recorded, responded to and handled.

Overview of Legislative Requirements

- Make information about your feedback process readily available to guests.
- Train employees, volunteers, agents, contractors and others who deal with the public or act on your behalf on the provisions required by the customer service act.
- Train those who are involved in the development of customer service policies, practices and procedures.



Businesses with over 20 employees

Will be required to:

- Document in writing all policies, procedures and practices for providing accessible customer service.
- Notify guests that the documents are available upon request.
- Provide these documents in a format that takes into account the guests disability.
- Keep a record of training.
- Complete the Online Report.

AODA, Section 2 Definition

In this Act,

“Disability” means;

(a) 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 co-ordination, 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.

AODA Section 2 (Con't)

- (b) A condition of mental impairment or a developmental disability,.
- (c) A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language.
- (d) A mental disorder.
- (e) An injury or disability for which benefits were claimed or received under the Insurance plan established under the Workplace Safety and Insurance Act 1997.

Understanding the Core Principles

Businesses will need to make every reasonable effort to ensure that their policies, procedures and practices are consistent with the principles of dignity, independence, integration and equal opportunity.



The Standard does not specify what “reasonable effort” means because every situation will be different and ultimately it will be up to the business to determine what they consider reasonable and unreasonable.

Understanding the Core Principles

There is no one proven way to provide accessibility and often it can be achieved through a variety of methods including:

- Adapting or changing practices.
- Using assistive devices.
- Simply asking the guest what they need.



Understanding the Core Principles

Businesses will need to determine how they can best provide their goods or services to guests with disabilities by considering what works best today using their available resources and what can be adapted slowly over time.

Best Practice Tip

An elderly person cannot pump their own gas due to arthritis in their hands. Go out and offer to assist the person with pumping the gas for them!



Disabled Persons have the right to:

- ▶ Respect
- ▶ Dignity
- ▶ Independence
- ▶ Equal Opportunity
- ▶ Integration



Disability Terminology

When referring to someone with a disability, it is important that you put the person first.

Whether it is a:

- Physical Disability
- Hearing Impaired
- Vision Loss
- Non Visible Disability



Different types of Barriers

Barriers can be in a variety of forms:

- Physical or architectural design
- Information and communication
- Attitudes / behaviours
- Technological
- Policy and / or practices



Types of Physical /Architectural Barriers

- Lack of Elevators
- Lack of Ramps
- Stairs
- Poor Lighting
- Cluttered aisles
- Washrooms



Other laws that related to accessibility that may apply to organizations such as **Ontario Building Code Act, 1992** and **Ontario Humans Rights Code**.

Communication & Information Barriers

- An Estimated 1 million Canadians have a disability that makes it difficult or impossible for them to read conventional print, an inability to understand signs or directions.



Attitude / Behaviour Barriers

- Show a genuine interest in helping every potential customer / client / visitor by treating them equally!



Technological Barriers

- Phones
- Internet
- Computers

Always do your best to support and help those in need.



Organizational Barriers

- Policies, Practices and Procedures need to focus on treating everyone fairly at all times.



Everyone's Responsibilities

- Customers, visitors and clients with disabilities all have different needs.
- Never assume what a customer, visitor or client with a disability needs.
- Employers need to ensure staff are trained to identify and how to assist.
- Employees are responsible for learning how to act in different situations to enhance the customer experience.



Training Objectives

- Learn how to assist and/or communicate with individuals with different type of disabilities.
- Learn tips on how to increase customer service levels.
- What are appropriate ways to offer assistance to someone with a disability?

Example of who must comply:

A membership-based soccer league that is open to the public and has one employee, is providing a service to the public and must comply with the customer service standard.

What are different types of disabilities?

- Hearing
- Vision
- Intellectual
- Physical
- Learning
- Developmental
- Mental Health
- Speech or Language
- Deaf or Blind



Keeping an open mind!

- Disabled persons have the same goals, ambitions, feelings and needs as everyone else!



Communication tips on dealing with different disabilities

People with Physical Disabilities

- If you need to have a lengthy conversation with someone who uses a wheelchair or scooter, consider sitting so you can make eye contact at the same level.
- Don't touch items or equipment, such as canes or wheelchairs, without permission.



People with Physical Disabilities

➤ If you have permission to move a person's wheelchair, don't leave them in an awkward, dangerous or undignified position, such as facing a wall or in the path of opening doors.



➤ Not everyone who uses a wheelchair is paralysed. People might use a wheelchair if they have arthritic spines, sore legs, severe asthma or heart condition that limits ability to walk.

People with Vision Loss

When you know someone has vision loss, don't assume the individual can't see you. Many people who have low vision still have some sight.



People with Vision Loss

- Identify yourself when you approach and speak directly to the customer.
- Ask if they would like you to read any printed material out loud to them (for example, a menu or schedule of fees).
- When providing directions or instructions, be precise and descriptive.
- Offer your arm to guide them if needed.

People with Hearing Loss

- Once a customer has identified themselves as having hearing loss, make sure you are in a well-lit area where they can see your face and read your lips.
- A Teletypewriter (TTY) or a relay system allows someone who is deaf to use the telephone.



- As needed, attract the customer's attention before speaking. Try a gentle touch on the shoulder or a wave of your hand.

People with Hearing Loss

➤ If your customer uses a hearing aid, reduce background noise or move to a quieter area. Look directly at them, use clear voice and do not shout.



➤ If necessary, ask if another method of communicating would be easier (for example, using a pen and paper).

People with Hearing Loss

Most people who are deaf or hard of hearing can speech read. Most can understand 25% of what is being said and those who excel can understand approximately 45-50% being said.



People who are Deaf-blind

A customer who is deaf-blind is likely to explain to you how to communicate with them, perhaps with an assistance card or a note.

Speak directly to your customer, not to the intervener.



People who have speech or language impairments

- Don't assume that a person with a speech impairment also has another disability.
- Whenever possible, ask questions that can be answered with "yes" or a "no".
- Be patient. Don't interrupt or finish your customer's sentences.



People with a Learning Disability

Be patient – people with some learning disabilities may take a little longer to process information, to understand and to respond.



Try to provide information in a way that takes into account the customer's disability. For example, some people with learning disabilities find written words difficult to understand, while others may have problems with numbers and math.

People who have intellectual / developmental disabilities

- Don't make assumptions about what a person can do.
- Use plain language.
- Provide one piece of information at a time.



People who have Mental Health Disabilities

- If you sense or know that a customer has a mental health disability be sure to treat them with the same respect and consideration you have for everyone else.
- Be confident, calm and reassuring.
- If a customer appears to be in crisis, ask them to tell you the best way to help.



Some examples of assistive devices an organization might offer?

- Lifts, which raises or lowers people who use mobility devices.
- Accessible interactive kiosk, which might offer information or services in Braille or through audio headsets.
- Wheelchairs



There may be other assistive devices in your workplace.

Assistive Devices Tips

- Never refuse to work with the device.
- Don't stare or gawk at the device.



Assistive Devices Tips

- Never touch or move the device without asking for permission from the customer.
- Ensure the customer and assistive device have the appropriate amount of space.
- Do not block, knock or bump into the assistive device.



Assistive Devices Tips

- Offer assistance if the customer is having trouble working with their device.
- Keep walkways, entrances and parking lots clear of ice, snow and other debris.
- Many customers with disabilities will have their own personal assistive device such as a wheelchair, scooter or walker.



Interacting with Customers with Assistive Device

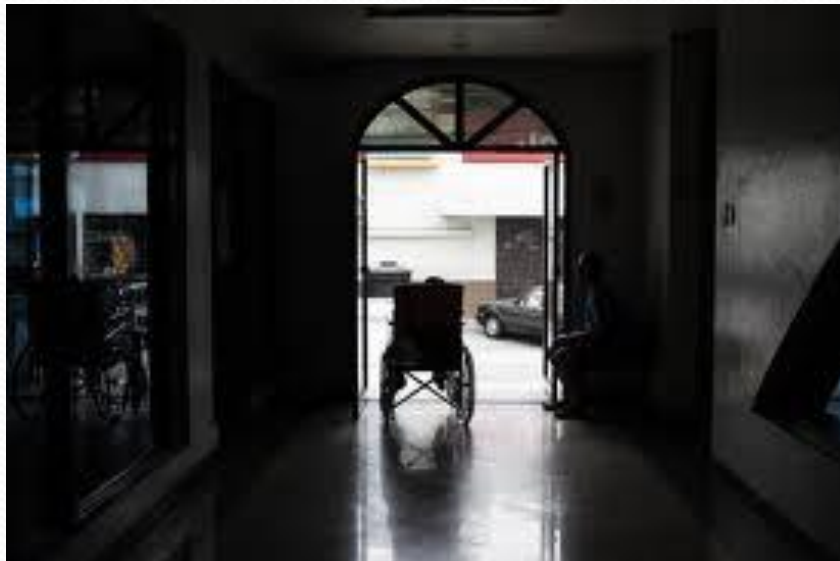
If you have permission to move a person in a wheelchair remember to:

- Wait for and follow persons instructions.
- Confirm verbally that your guest is ready to move.
- Describe what you are going to do before you do it.



Interacting with Customers with Assistive Device

- Try to avoid uneven grounds and objects.
- Don't leave the person in an awkward, dangerous or undignified position such as facing the wall or in path of open doors.



Interacting with Customers with Assistive Device

- Do not move items or equipment out of reach.
- Respect personal space.
- Let the customer know of automatic door openers, accessible washrooms etc...



How to serve a person accompanied by a support person

- Welcome support people to your workplace or business. They are permitted in any part of your premises that is *open to the public*.
- If your organization is one that charges admission, such as a movie theatre or bowling alley, provide notice, in advance, about what admission fee will be charged for a support person.



How to serve a person accompanied by a support person

- If you're not sure which person is the customer, take your lead from the person using or requesting your goods or services, or simply ask.
- Speak directly to your customer, not to their support person.



How to assist people with disabilities who need help accessing your goods or services

If you notice that your customer is having difficulty accessing your goods or services, a good starting point is to simply ask “How can I help you?”

Your customers are your best source for information about their needs. A solution can be simple and they will likely appreciate your attention and consideration.



Putting your Customer Service Standard in place

Train your staff on accessible customer service

- Determine who needs to be trained. Start with employees, volunteers, agents, contractors and others who interact with public on your behalf.
- Remember to train new staff soon after hiring, offer refresher training if you make changes to the plan and provide training on an on-going basis.
- Use the Training Tips provided to get your staff on board.

Putting your Customer Service Standard in place

- Put your Plan in writing
(for those with more than 20 employees)
- Let your customers know where to find your plan (e.g. on your web site, post in high traffic area).
- Offer your Plan in accessible formats, (example: large print if requested).



Completing the Online Report

The Online report will take about 20 minutes to complete.

You will need:

- A computer with Internet and email access.
- Your business number (also called your BN9).




Completing the Online Report

Your business number is like a social Insurance number for your business. Its nine digits long and you use it when you pay your business taxes. You can find it on your federal and provincial business tax returns.



Ontario Ministry of Finance
33 King St W
PO Box 620
Oshawa ON L1H 8E9

Detach and return with your full payment. 

Business No.	Reference No.	Balance Due
123456789TE0001	L7536042100	\$1,438.85

Payments may be made:
- using ONT-TAXS online at ontario.ca/finance
- in person at certain ServiceOntario locations
- by mail to 33 King St W, PO Box 620, Oshawa ON L1H 8E9
Send your cheque or money order in Canadian funds payable to the Minister of Finance.

Norman's Motel
Attention: Norman Smith
123 Main Street
Oshawa, ON L1X 3R7

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Create a username and password. Then click sign up.

Completing the Online Report

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Norman's Motel **743157166TA0001**

AODA Self-Certified Accessibility Report		Answer
1	Does your organization have policies, practices and procedures on providing goods or services to people with disabilities? [O. Reg. 429/07, s. 3(1)]	YES
2	Does your organization use reasonable efforts to ensure that these policies are consistent with the principles of independence, dignity, integration and equality of opportunity? [O. Reg. 429/07, s. 3(2)]	YES
3	Do your organization's policies address the use of assistive devices by people with disabilities to access your organization's goods or services, or any available alternative measures that enable them to do so? [O. Reg. 429/07, s. 3(3)]	YES
4	Do your organization's policies, practices and procedures require your organization to take a person's disability into account when communicating with the person? [O. Reg. 429/07, s. 3(4)]	YES
5	Does your organization permit people with disabilities to keep their service animals with them on the parts of your premises that are open to the public or other third parties, except where the animal is excluded by law, and is this included in your policies, practices and procedures? [O. Reg. 429/07, s. 4(2) & (7)]	YES
6	If a service animal is excluded by law from your premises, does your organization ensure that alternate measures are available to enable the person to access your goods or services? [O. Reg. 429/07, s. 4(3)]	YES
7	Does your organization permit people with disabilities to enter the parts of your premises that are open to the public or other third parties with their support person, and provide notice of any fee charged for the support person, and is this included in your policies, practices and procedures? [O. Reg. 429/07, s. 4(4) (6) & (7)]	YES
8	Does your organization post a notice at a conspicuous place on your premises, on your website, or by another reasonable method, of any temporary disruption in facilities or services that people with disabilities usually use to access your organization's goods or services, including the reason, duration and any alternatives available? [O. Reg. 429/07, s. 5(1) (2) & (3)]	YES
9	Has your organization established and documented a process to receive and respond to feedback on how its goods or services are provided to people with disabilities, including actions that your organization will take when a complaint is received? [O. Reg. 429/07 s. 7(1), (3) & (4)]	YES
10	Does your organization make information about its feedback process readily available to the public, including how feedback may be provided (e.g. in person, by telephone, in writing, by email, on diskette or otherwise)? [O. Reg. 429/07, s. 7(1) & (2)]	YES
11	Does your organization ensure that the following people receive training about providing your goods or services to people with disabilities: every person who deals with the public or other third parties on behalf of your organization, and every person who participates in developing your organization's policies, practices and procedures on providing goods or services? [O. Reg. 429/07, s. 6(1)]	YES

Completing the Online Report

Visit www.ontario.ca/AccessON to learn more about reporting online.



Thank you
Please proceed to your Quiz

AODA QUIZ

1. Which of the following should you not do when serving a customer with a disability?

- a) Speak directly to your customer, not to their support person or companion.
- b) Grab the arm of your customer with vision loss and pull them to the check-out counter.
- c) If your customer uses a hearing aid, reduce background noise or move to a quieter area.
- d) Ask your customer to repeat information if you didn't understand the first time.

AODA QUIZ

2. Which of the following should you not do when serving a customer who uses an assistive device, a service animal, or a support person?

- a) Speak directly to the customer.
- b) Pet a guide dog because he's so cute and you love animals.
- c) Request permission to move your customer's wheelchair.
- d) Be aware of how to use specific assistive devices offered by your organization.

AODA QUIZ

3. Some disabilities are the result of a disease, some are inherited, and others are the result of an accident.

a) False

b) True

AODA QUIZ

4. When speaking to a person with a service animal, you should not distract the dog.

- a) True
- b) False

AODA QUIZ

5. An Estimated 1 million Canadians have a disability that makes it difficult or impossible for them to read conventional print.

a) False

b) True

AODA QUIZ

6. Whose responsibility does the Accessibility for Ontarians with Disabilities Act fall on?

- a) The Manager
- b) Your Supervisor
- c) Everyone
- d) The Mayor

AODA QUIZ

7. Disabled persons have the same goals, ambitions, feelings and needs as everyone else.

- a) True
- b) False

AODA QUIZ

8. It is acceptable to touch items or equipment, such as canes or wheelchairs of Customers with disabilities.

- a) True
- b) False

AODA QUIZ

9. If you notice that a customer is having difficulty accessing your goods or services.

- a) Wait for another employee to assist the customer.
- b) A good starting point is to simply ask “How can I help you?”
- c) Just move on to the next customer.

AODA QUIZ

10. Many people who have low vision still have some sight.

- a) True
- b) False

AODA QUIZ

11. When helping a customer with a disability, offer your arm to guide them if needed.

a) False

b) True

AODA QUIZ

12. If a customer is deaf-blind and has a support person with them, you should talk to the support person only.

- a) True
- b) False