



# Accessibility Tips Series

## Use of Language

### Ableism

“Using ableist language doesn’t make you a bad person. It makes you a person. But, if you have the privilege to change your vocabulary for the better, then why not try?” - Rakshitha Arni Ravishankar, Harvard Business Review

#### Remember:

- One quarter of the population has a disability.
- Our words should be welcoming to everyone.
- Awareness is essential.

### Types of ableist language

- Euphemisms: handi-capable, differently-abled.
- Depicting disability in simple, feel-good ways to pull at heartstrings.
- Celebrating a person’s accomplishments by focusing on their disability.
- Colloquialisms and slang such as “blind spot” or “fell on deaf ears.”

### Plain Language

- Put important information first
- Use active tense
- Keep your audience in mind
- Be clear and concise Check spelling and grammar
- Use a direct and friendly tone
- Limit content to what readers need to know

- Keep sentences to < 20 words
- Identify acronyms in first use
- Limit difficult words & jargon

## **Additional Resources**

- [ADA National Network Guidelines](#)
- [plainlanguage.gov](#)