

Campaign DISABILITY

Social Media & Comms

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STYLE GUIDE

Land acknowledgment & call to action

Chicago, where I am from, is located on the traditional unceded homelands of the Council of the Three Fires: the Ojibwe, Odawa, and Potawatomi Nations. However, everyone reading this comes from and lives on land originally inhabited by Indigenous Nations, which Indigenous activists and water protectors still defend. I also acknowledge that Indigenous people, along with other people of color, are disproportionately affected by barriers to accessibility.

But we know that this acknowledgment alone is not enough. Therefore my call to action today is to donate \$5 to an Indigenous group. I recommend Indigenous Women Rising (<https://www.iwrising.org/>), and the NDN Collective (<https://ndncollective.org/>).

Why this Style Guide?

When building progressive campaigns and organizing spaces, we often talk about meeting folks where they are at. In doing so, we acknowledge the importance of accepting people for who they are and where they are. It means listening to the directly impacted, learning from their experiences, and helping them fulfill their needs.

This Style Guide aims to help your outreach to disabled communities by making your comms and social media more accessible. We make up a large percentage of the population. But to hear our stories and help us live whole lives, we need you to meet us where we are. Many of us use assistive technology not just for mobility but to for surfing the web and posting on social media.

The tips in this guide are intended to help make your social media and communications understandable to the largest audience. We will start our journey by looking at why including disabled folks is so vital to your work in progressive campaigns and organizing. We will then focus on language and avoiding ableist terms and phrases. From there, we will look at color, images, and graphics. The third skill we tackle is adding alternative descriptions and text to our work, including videos and podcasts. Finally, we will combine all three to create social media and comms that are more accessible to people in your community.

This is not a 'one guide fits all' approach. You must still think about what accessibility looks like in your field plans, community outreach, and all aspects of your policy work. It means listening to the stories of disabled people and hiring them to work in your teams. But this is a significant first step into a more inclusive world.

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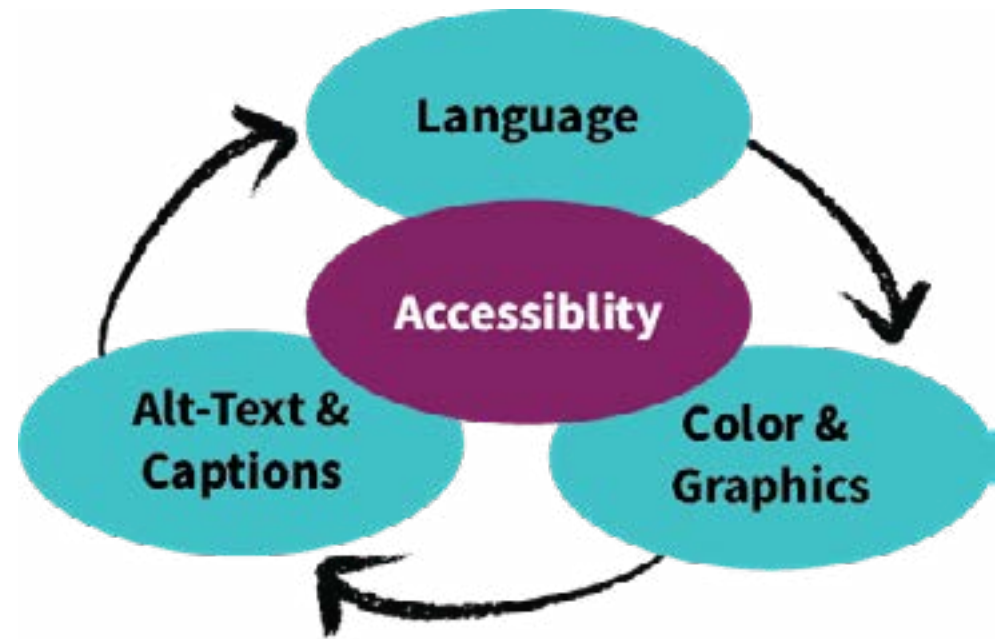
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About Me

I am passionate about data and how it helps tell stories. I am a full-blown data geek. I use Excel for everything. However, data itself is just a tool. And it only works if you can use data to bring about some change. Data can help tell a story. Stories are powerful drivers of change. I can give you all of the data in the world about how access to abortion improves the health outcomes for folks. However, it's the work of We Testify and their storytellers that puts the data into a relatable context. You can have the best polling data in the world, but it will only help your campaign if you can turn it into a narrative voters can understand and connect to.

I have used my passion for data to help progressive campaigns in Chicago over the last six years as a volunteer, a field director, and a field consultant. I have knocked on doors, made phone calls, and text banked. In the 2022 election, I worked on a relational organizing campaign in Ohio, training people to frame political language comfortably with personal stories and encouraging people to vote.

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One of the more painful parts of field planning for any campaign in a state that requires nominating petitions is organizing, cleaning, and checking those petition sheets and turning them into reliable data points. In 2020, our consulting firm Erehwon Atlas released Petition Atlas. Petition Atlas turns this into an easy online process. Greater ballot access means more participation and a diverse field of candidates telling their stories.

I am also disabled. "Campaign Disability" grew out of a 2022 fellowship with Disability Lead. Disability Lead is a network of people in Illinois with disabilities who use our power to create an equitable and inclusive society. During this fellowship, I worked on building accessible systems for progressive campaigns. Many campaigns forget the disabled community, who represent 25% percent of the population. Disability is a common link between progressive platforms on housing, poverty, transportation, reproductive justice, and policing. And yet, if you go to your favorite progressive politician's website, do they mention disability on their issues page? Do the stories you tell while building the narrative of your campaign include disabled people?

The good news is that by adding a few tips and practices into your work, you can create social media and communications that disabled folks can understand and interact with. These tools will also make you a better communicator and a better storyteller.

Why Campaign DISABILITY?

A sizable portion of your target community, neighborhood, or district is disabled.

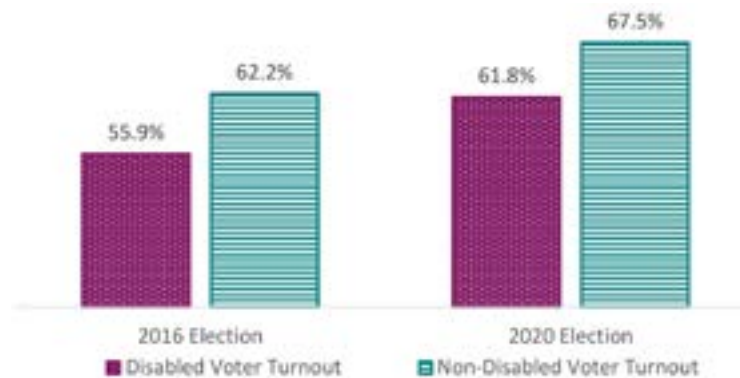
1 in 4 folks have a disability

38m disabled citizens were eligible to vote in 2020

18m disabled folks voted in 2020 representing 11.4% of all voters



There is a 6 pt “disability gap” among voters.



Researchers at Rutgers identified several causes.

Douglas Kruse and Lisa Schur reported:

- Fewer resources make voting difficult - only 33% of disabled folks are employed.
- Greater social isolation - disabled people are less likely to be connected to civic organizations.
- Disabled folks are less engaged - they are less likely to believe that political systems are responsive to their needs.
- Lack of accessibility at polling - barriers at the polling place lead to voting difficulty.

Douglas Kruse and Lisa Schur, Rutgers University.
Disability and Voter Turnout in the 2020 Elections

Campaigns that engage the disabled community can help lower this voter gap and increase voter turnout. Making your campaign more accessible isn't just the right thing; it can help you win elections.

Why Campaign **DISABILITY**

Check out the “Issues” page of your campaign. Does it mention disability? Does it list specific federal, state, or local legislation that would address any of these issues?

Disability is at the center of progressive policy.

EMPLOYMENT

- Only 33% of disabled adults are part of the workforce, and businesses can pay disabled employees less than the federal minimum wage.

POVERTY

Disabled people must live in poverty to receive medical assistance or services related to their disability. 26% of disabled folks live in poverty.

HEALTHCARE

Only 25% of disabled adults have regular access to a healthcare provider and were able to have a check-up in the past year.

DISABILITY

HOUSING

Accessible housing can be hard to find and difficult to afford. Nationally, only 9% of disabled folks live in an accessible home.

REPRO JUSTICE

Access to abortion is complicated for disabled folks who have trouble traveling. Support for disabled parents is also tough to find.

POLICE

Half of folks killed by police have a disability. 43% of disabled folks are arrested at least once by age 28. For Black disabled people, that number is 53%.

Language

Can I say disabled?

Please do!

There is nothing negative about being disabled! But some barriers prevent disabled folks from fully participating in our society. Being disabled isn't the problem - a world that isn't accessible is.

Disability is also a legal term. The Americans with Disabilities Act (ADA) defines a person with a disability as someone with a physical or mental impairment that substantially limits one or more major life activities.

Language is essential for accessibility. Anyone who works in communications will tell you how important language is. Being inclusive in language helps bring people into your movement or campaign. Our language informs what we say about people, and what we say about people informs how we treat those people.

It is also important to avoid ableist language. Ableist language is any word or phrase that devalues people who have a disability.

In your communications, highlight actions and deeds, not a person's physical or mental attributes.

Tired

Stupid
Lame
Crazy
Retarded
Insane
Crippled
Imbecile

Looney
Spaz
Cripple
Deformed
Cretin
Freak
Invalid

Wired

Irritating
Silly
Nonsensical
Intense
Wild
Shocking
Bizarre

Ignorant
Dense
Outrageous
Unexciting
Unfruitful
Particular
Unfocused



Ihan Omar
@IhanMN

I'm taking down the tweet about Trump.

Trump is a racist incompetent wannabe dictator. That is enough!

We should criticize him on those grounds, not on his physical abilities—and that includes me.

[twitter.com/realDonaldTrump...](https://twitter.com/realDonaldTrump)

Person First or Identity First



We know it's OK to say disabled, but how can you be respectful? Do you say someone is disabled? Or that someone has a disability? What's the difference?

“Person-first language” is language that puts a person before their diagnosis. It reflects how some people experience their disabilities as simply an aspect of themselves but not something that defines them.

I am a person with autism.
I am a person with a disability.



“Identity-first language” is language that leads with a person's diagnosis. People are increasingly thinking of their disabilities as something more central to who they are. Throughout my work, I use identify-first language. My disability is central to who I am, and I lead with it.

I am autistic.
I am disabled.



It is important to note that the disability community is not a monolith! If you aren't sure about a person's preference, ask!

Phrases to Avoid

Able-bodied

This term describes someone who does not identify as having a disability. But it also suggests that disabled folks lack able bodies, and that's not true.

Diffability / Differently Abled

These are euphemisms that make some feel better when describing a person with disabilities. They are condescending phrases and should be avoided.

Wheelchair-bound/ wheelchair confined

A wheelchair is an assistive device that provides mobility to those who use it. Having proper mobility aids can be liberating. Instead, use “wheelchair user” or “someone who uses a wheelchair.”

“Fall on Deaf ears” / “turn a Blind eye”

No one wants their clinical diagnosis to be turned into a cliché. There is also no reason to suggest that someone blind or deaf must miss out on information.

Suffers from ...

Disabled folks lead full lives. We are not always suffering, and our disability often is not the thing that causes us to suffer. It's a society that won't accommodate us that causes suffering.

Special Needs

This term suggests that the speaker, often non-disabled, sees the needs or accommodations as extra or “special.” Equity will only happen for disabled people when their accommodations are met.

Tip!

The ‘uppercase D’ Deaf describes people who identify as culturally Deaf and are actively engaged with the Deaf community. The ‘lowercase’ D deaf refers to someone with hearing loss.

A note on language, disability, and marginalization

Throughout history, people have used ableist language and disability to isolate and marginalize people. It is a tactic to deny people rights based on their physical or mental health. We still do it today, another good reason to avoid ableist language.

Using ableist language to deny people fundamental rights is a part of our history. Indigenous people were called savages, which helped justify genocide and land theft. Africans were said to be mentally and socially inferior to justify their enslavement. Enslaved people who escaped were said to suffer from drapetomania, a type of mental illness. Why else would they flee plantation life? Women have long been considered too “hysterical” or “emotional” to vote, much less hold public office. Fifty years ago, homosexuality was considered a mental illness. Now that same language is being used to attack our transgender friends and family.

Progressive movements, on the other hand, are built around inclusion. They are built around creating space for marginalized people. For that to include disabled people, we have to be willing to fight for changes to the laws that continue to “other” disabled folks.

We must also acknowledge that ableist language is a tool of oppressors and has no place in a progressive campaign.

“ Drapetomania is from draptise. A runaway slave is mania mad or crazy. The cause in most cases that induces the Negro to run away from service is as much a disease of the mind as any other species of mental alienation, and much more curable as a general rule. Samuel A. Cartwright, May 1851 ”

“ Many women, at the time of holding primary elections, will be in a delicate condition, and to expose herself to excitement will jeopardize the physical and mental well-being of the child that is to be...Better to let the government go to smash than bear a physically imperfect or idiot child. Benjamin Vestal Hubbard, ~1915 ”

“ I want to tell your audience there is no transgender... And transgender would be a mental health issue. So those people that say I’m bigoted, I will say you’re insane and you’re doing the people wrong by doing that. OK Rep. JJ Humphrey, 2021 ”

Color & Graphics

When we talk about color and accessibility, we are really talking about contrast.

Color contrast refers to the difference in brightness or light between two colors. In this case, we are referring to the contrast between a foreground and background color.

When we design websites, social media memes, or infographics, we want to pick colors with enough contrast to be accessible to the broadest audience. This makes our work more legible to folks with moderately low visual acuity, congenital or acquired color deficiencies, or the loss of contrast sensitivity that typically accompanies aging.

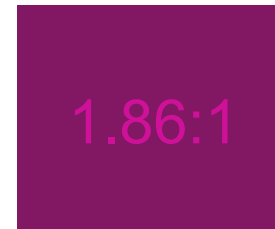
Contrast is measured as a ratio. Accessibility standards require a ratio of at least 4:1, but you should shoot for 7:1. Black text on a white background has the highest contrast at a ratio of 21:1. Black text on a black background is a ratio of 1:1.

What is WCAG 2?

Web Content Accessibility Guidelines (WCAG) 2 aims to create a single shared standard for web content accessibility. WCAG standards are developed through the W3C process with the help of individuals and groups worldwide.

The WCAG guides folks on web content accessible to people with disabilities. Compliance has three levels: A, AA, and AAA. AAA is the highest and most optimal accessibility level and is what we should strive for.

Contrast

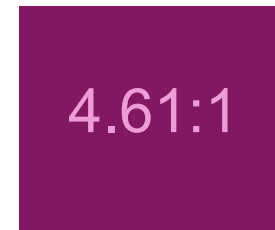


Use

Normal Text
Large Text
Graphics

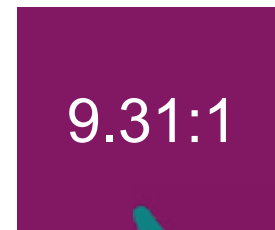
WCAG Compliance

AA	AAA
X	X
X	X
X	



Normal Text
Large Text
Graphics

AA	AAA
X	✓
✓	✓
✓	



Normal Text
Large Text
Graphics

AA	AAA
X	✓
✓	✓
✓	

A note about fonts

Accessible fonts are easy to see and read for everyone. Font sizes shouldn't be lower than 12px. Sans serif, monospaced, and Roman font types are easier for folks with dyslexia. Highly recommended fonts include:

Veranda
Tahoma

Arial
Georgia

Lucida Sans
Palatino
Book Antiqua

What is Color Vision Deficiency?

Color vision deficiency (CVD) is most commonly known as color blindness. It is characterized by difficulty perceiving specific colors. The most common type is red/green CVD. But other types exist as well, and CVD can vary from mild to severe. It is not possible to create graphics that work perfectly in every situation. Following WCAG guidelines will make your graphics accessible to most people. However, you can also check how your graphics appear to folks with CVD.

Campaign
DISABILITY

Red Blindness
Protanopia

Campaign
DISABILITY

Green
Blindness
Deuteranopia

Campaign
DISABILITY

Blue Blindness
Tritanopia

Tools:

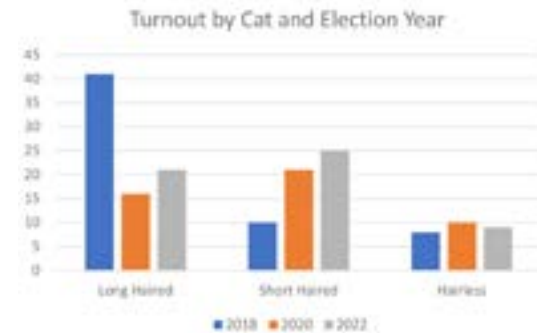
You can check your graphic files at: <https://www.color-blindness.com/coblis-color-blindness-simulator/>

When color is not be enough - making your charts and infographics accessible.

More than color contrast is needed to convey your story when building charts and infographics. Color represents information in powerful ways. However, you should not rely on just color to tell the difference between essential elements in your work.

There are two other ways to add clarity: using clear labels that help identify essential elements or numbers and including patterns that provide a visual differentiation that isn't color dependent.

MS Excel's default chart settings



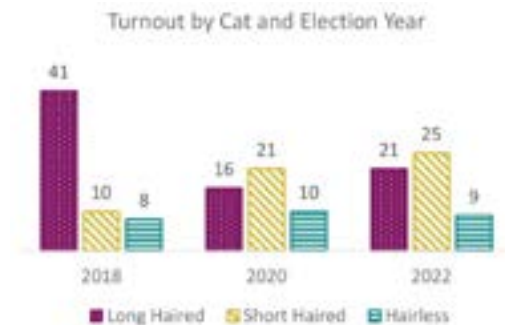
Small chart labels

Low contrast colors

Data not labeled

Color is only way to read chart series

Accessible Chart



Larger chart labels

High contrast colors

Data is labeled

Patterns are used to help read chart series

Alt - Text

The use of Alt-Text is an important part of your digital communications !

Alt-text, or alternative text, describes the appearance or purpose of an image on a web page or social media post. Alt-text is read aloud by screen readers used by visually impaired people. It also helps those who may, for whatever reason, have difficulty reading the text in your image or graphic. For example, folks who are tired or have eye strain may have trouble reading the font in your social media post.



A photo of a large fluffy long haired orange and brown cat. She is sitting up on the arm of a blue couch. She has bright yellow eyes and looks somewhat put out – maybe because she has a small tan crocheted cowboy hat between her ears. At the bottom of the photo, in large art deco text, are the words “Big Fluffy Cats vote Constance for Mayor!”

Tips for writing good alt-text.

Keep it short. Alt-text should only be as long as it needs to describe the content effectively. Good alt-text is concise, accurate, and relevant.

Identify what stands out in the image. What is the context? Why did you pick that picture? What is the emotion you are trying to convey?

As much as you feel comfortable, please share details about race. Otherwise, people may make assumptions about the racial makeup of the people in your image. Imagine someone with low visibility or blindness trying to guess your race using context clues. It's more accessible to provide that information.

Don't try to pack your alt-text with keywords. That's not how alt-text works, and it won't have the effect you are hoping for.

Alt-text is also required when you post pictures to highlight text from the news. Please copy the text from the news story and include it as alt-text. Add context as necessary.

If there is any text on the image or graphic, please include that!

There is another benefit to providing alt-text on your website: it is indexed by search engine bots and can improve your SEO.

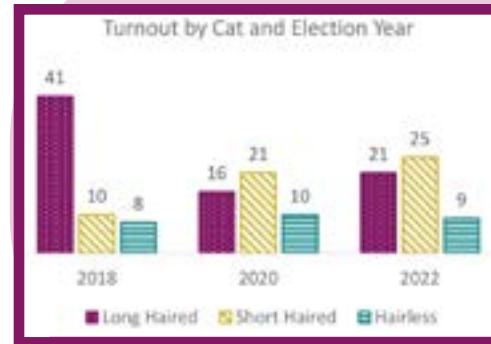
Alt-text is just as important in describing charts, infographics and maps.

It's one thing to write alt-text for a meme or an image; it can be another for charts, infographics, and maps. However, it is good to remember that alt-text is vital to provide people with the same information they might find in the image. And to do this, it's important to remember what story you are telling.

For example, let's say you have a map that highlights where your campaign office is. "Image of a map of our office" doesn't tell the user where your office is. Generally speaking, the purpose of a map is to pinpoint a location and describe the surrounding landmarks or sites. That is what you should include in your alt-text.

The story is essential when thinking about how to write alt-text for charts or infographics. For charts, it is important to include information like the chart title, X-axis and Y-Axis information, and the overall trends. You do not have to list every data point - although it is considered good accessibility practice to include data tables formatted to be read by a screen reader. There is, however, a reason you chose that chart. Let that guide your alt-text.

The same is a good principle for infographics. What are you attempting to demonstrate in the infographic? What are the main takeaways? What text do you need to include?



“A bar chart of election turnout by type of cat and election year from 2018 to 2022. It shows that while Long Haired cats had much larger turnout overall, this is due to a huge spike in turnout in 2018. Short haired cats turnout has steadily increased from 2018 to 2022, while hairless has remained steady.”



“Image of a map of the Avondale neighborhood centered on the intersection of Belmont and Kimball. There is a marker at our address: 3600 W Belmont. There is a Blue Line station across the street, and bus stops at Belmont and Kimball.”

Tools:

WCAG guidelines include a decision tree for alt-text, as well as guides for how to write it: <https://www.w3.org/WAI/tutorials/images/decision-tree/>

Tip!

Buffer, Hootsuite, Sprout Social, Sked Social, and Loomly are just some of the scheduling platforms allowing users to add alt text to their scheduled tweets.

Social Media

Now lets make accessible social media content



When planning your social media posts or any other outside communications, start with accessibility in mind. It is much easier to create an accessible social media presence when accessibility is part of the planning.

It is also essential for everyone on your comms team to understand the importance of accessibility. It can't be just one person's job - everyone must embrace it and prioritize it.

Example - Building Abortion Graphics

The text for the infographic: This text avoids both gendering language and ableist language. It also presents a call to action using clear, concise language.

Font choice: the logo font for this group is Keep Calm, the organization's header font, and is matched with Lato, a simple sans serif font.

Color: For simplicity, most of the text will be black on a white background. The header will use #D21E37. In the contrast checker, we see that it fails AAA for normal text but passes for large text with a contrast of 5.27:1.

Images: The post is going to use an icon to represent donations. The icon will be white lines on a dark red background. Checking the contrast, we see it's 9.8:1.

Alt-text: This is an informative graphic, so it's essential to make sure all of the text on the graphic is available in the alt-text. We also need to describe the icon.

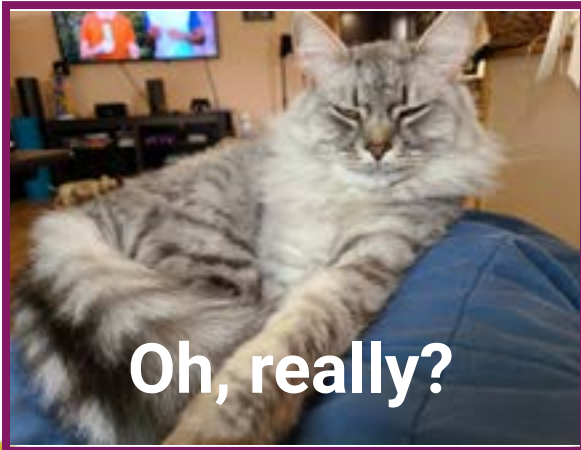
The graphic has the header "Donate" in red next to a white icon on a red background that shows a bag with a dollar sign on it. Text reads: "Donate directly to independent abortion funds and clinics. Help support those affected by abortion restrictions by donating directly to clinics or funds in those states. Most abortions are performed by independent clinics, which you can locate at abortionfunds.org and keepourclinics.org". At the bottom is the logo for Solidarity Sundays.



Other Accessibility Tips!

Gifs need alt-text as well!

Gifs are fun to use but do not come in with alt-text. However, you can add alt-text before you post.



A gif of a white, black, and grey long haired cat curled up on a blanket and looking right into the camera. She has bright yellow eyes and slow blinks while the words “Oh really?” appear.

Be Accessible with your hashtags and user names

When creating user names or hashtags, make sure you use #camelCase or #PascalCase. It makes your hashtag recognizable to screen readers and is easier for everyone to read. #BeAccessible or #beAccessible.

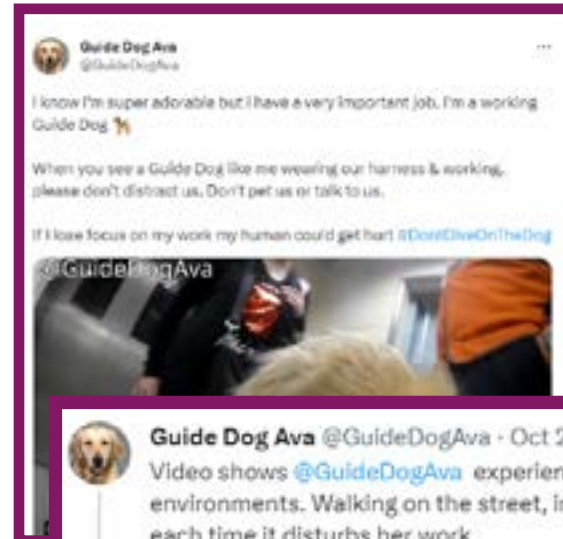
Avoid Fancy Text



Some social media platforms allow you to use Fancy Text for emphasis or decoration. However, it is very difficult for screen readers to read and isn't accessible.

You need to also include alt-text for videos

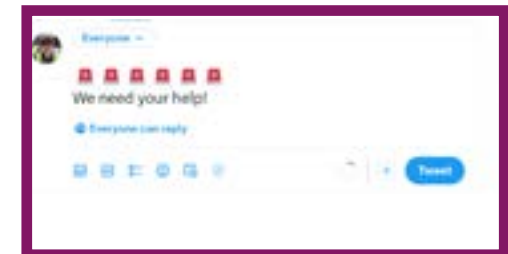
This is also known as a video description and can be added to linked posts or with the actual video itself. It does not need to be a frame-by-frame recounting but a guide to what the video shows and why you share it.



Use emojis sensibility

Screen readers will read each emoji separately, meaning this tweet will be read as “red flashing siren emoji red flashing siren emoji red flashing siren emoji red flashing siren emoji red flashing siren emoji red.”

Also, replacing words with emojis increases the cognitive load required to read your text. You can also use images or graphics instead of emojis.



Videos need captioning

Captioning is essential to provide information to folks who have difficulty hearing, but it is used all the time by folks who might have the volume of their phone off when scrolling. Social media platforms like YouTube and Facebook provide captioning services, but checking the captioning to ensure it is correct is essential.

However, you should avoid captioning that jumps around the page or changes font sizes from word to word. This “kinetic” captioning is found on Instagram and Tick Toc and can be disorientating and can otherwise distract from understanding the video.

Audio and video content needs transcripts

Content like videos and podcasts must include transcripts readily available to those navigating your content.

For example, let's say you are live-streaming a press conference on Facebook. Once the press conference is over, you should create a version of the video with captions and upload that in the comments of the original post. Then you should have a transcript and link to that as well.

If you have audio content, like a podcast, a transcript is crucial for accessibility. The transcript should be easy to access from the podcast page or linked to in the show notes.

Tip!

Facebook will add alt-text for you, and does have a captioning service. However, you need to check both for accuracy. Often the alt-text or captioning is wrong or insufficient.

Social Media Checklist

- ✓ **Language**
Check for ablist terms or phrases in your social media post. Does your post highlight actions and not physical or mental attributes? Is the language clear and concise?
- ✓ **Font Usage**
How easy to read is the font that you have picked? Are you using a lot of emojis or fancy text?
- ✓ **Color Choice**
Have you checked the contrast between your text or foreground color and the background?
- ✓ **Graphic Design**
Did you use more than color to identify important aspects of your graphic? Are there multiple ways for folks to understand the message?
- ✓ **What is the alt-text?**
Don't wait until you are ready to post to decide on the alt-text. The alt-text is as important to your image as the design itself. If you are creating a social media tool-kit that you plan on sharing with volunteers, make sure to include the alt-text.
- ✓ **Are you including videos or audio content?**
If there are videos in your social media posts, include video descriptions. Similar to alt-text for images, you just need to include the important points for folks who can't see the video. Also, all videos should include accessible captioning.

Call to Action

1

Donate to an Indigenous Organization

We acknowledge that we live on stolen Indigenous land. Donate \$5 to an Indigenous group such as Indigenous Women Rising or the NDN Collective.

2

Review how disability fits in your org

Do your programs involve disabled people? Does your campaign include disability in its issues and policy statements? If you are part of a political campaign, do you address disability on your website and in your issues?

3

Build accessibility into your organization

Accessibility can not be the job of one person in your organization. It has to be woven into every aspect of your communications, field plans, and operations.

4

Review your outreach program.

Discover what organizations exist that serve disabled people in your community. Do outreach to them just like you do every other constituent group.

5

Include alt-text in social media toolkits.

Include alt-text if you are building a toolkit to share with your volunteers and supporters. If you post a video, have captions and a transcript.

7

Hire disabled folks.

Hire disabled folks at all levels of your organization and ask them to serve on your board. Support disabled creators and artists. There is no substitute for lived experiences. Make sure to offer to pay them.

8

Follow disabled activists on social media.

Expand your exposure to disability and support disabled creators by following them on social media platforms.

On Disability:

Crutches & Spice

Imani Barbarin is a communications professional and writes from the perspective of a black woman with Cerebral Palsy.
<https://www.canva.com/design/DAFjqA7WtS0/view>

Disability Visibility

Alice Wong is a writer, editor, activist, founder & director of Disability Visibility Project.
https://linktr.ee/disability_visibility

Demystifying Disability

Emily Ladau is a disabled activist, writer and speaker.
<https://emilyladau.com/>

Resources

W3C

Web Accessibility Initiative - standards and support materials to help you make the web assessible.
<https://www.w3.org/WAI/>

10 Ways to Improve Accessibility on Websites and Social Media

Deborah Edwards-Oñoro gives ten tips on how to make social media more accessible.
<https://www.lireo.com/10-ways-to-improve-accessibility-on-websites-and-social-media/>

Coblis — Color Blindness Simulator

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

Setting up a screen reader testing environment on your computer

Sara Soueidan explains how you can set up a screen reader to test your web content.
<https://www.sarasoueidan.com/blog/testing-environment-setup/>

An intro to designing accessible data

Sarah L. Fossheim explains how to make your charts accessible.
<https://fossheim.io/writing/posts/accessible-dataviz-design/>

National Center on Disability and Journalism

Disability Language Style Guide
<https://ncdj.org/style-guide/>

WebAIM

Web accessibility experts with training and resources
<https://webaim.org/>

Accessibility Awareness

Twitter bot by @PatrickMGarvin. Helping you better understand web accessibility for people with disabilities.
<https://twitter.com/A11yAwareness>

13 Days of Accessibility

Kasey Bonifacio breaks down how to understand the 13 WCAG guidelines.
<http://a11ycalendar.kaseybon.com/>

Sources

Lisa Schur and Douglas Kruse. Fact sheet: Disability and Voter Turnout in the 2020 Elections. Rutgers.

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Thank You



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