

Health Promotion Materials for Individuals with Disabilities

USER GUIDE



Introduction

CDC created and tested tailored health promotion messages and materials to improve hand hygiene, cleaning and disinfection, mask wearing, and physical distancing behaviors among people with hearing, vision, cognitive, mobility, and/or self-care disabilities. The objective of this guide is to help partners and individuals with disabilities understand the purpose and intended use of the following materials tailored for people with disabilities:

- Posters
- Flyers and Handouts
- Static Social Media Images
- Website Banner
- Magnets and Decals
- Conversation Guide
- Storybook
- Audio File

All materials are fully accessible in accordance with Section 508 standards for color contrast and assistive screen readers. Users may download materials at <https://www.cdc.gov/ncbddd/humandevelopment/materials/>

Printing Instructions

Posters are optimized for printing on 11" x 17" paper or card stock. Flyers are optimized for printing on standard 8.5" x 11" paper. Handouts are optimized for printing on standard 8.5" x 11" paper.




All files have been prepared for home or professional printing services. If needed, contact your printing service of choice for additional details on printing and embossing.

We would like to acknowledge the Technical Advisory Group for their invaluable contributions to this project:

- **June Kailes**, Disability Policy Consulting
- **Neil McDevitt**, Deaf-Hearing Communication Centre, Inc.
- **Germán Parodi**, Partnership for Inclusive Disaster Strategies
- **Marcie Roth**, World Institute on Disability
- **Justice Shorter**, National Disability Rights Network
- **Liz Weintraub**, Association of University Centers on Disabilities

Material Purpose and Intended Use

Posters

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>11" x 17"</p> <p>People with Mobility Disabilities</p> <p>Cleaning & Disinfection</p>	<p>Posters were developed to share messaging in printed or digital formats.</p>	<p>These materials can be printed on a home or professional printer and displayed in publications like newspapers and magazines; within healthcare and disability organizations; Centers for Independent Living; local health departments, businesses, and personal homes; or at events led by disability partner organizations. All materials are fully accessible in accordance with Section 508 standards for color contrast and assistive screen readers.</p>
	<p>11" x 17"</p> <p>People with Cognitive Disabilities</p> <p>Cleaning & Disinfection</p>		<p>These materials may also be adapted to share digitally in newsletters, emails, websites, and presentations.</p>
	<p>11" x 17"</p> <p>People with Hearing Disabilities</p> <p>Mask Wearing</p>		

Posters

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
--------	--------------------------------	----------------------	-------------------



11" x 17"

People with Self-care Disabilities

Mask Wearing

Posters were developed to share messaging in printed or digital formats.

These materials can be printed on a home or professional printer and displayed in publications like newspapers and magazines; within healthcare and disability organizations; Centers for Independent Living; local health departments and businesses, and personal homes; or at events led by disability partner organizations. All materials are fully accessible in accordance with Section 508 standards for color contrast and assistive screen readers. These materials may also be adapted to share digitally in newsletters, emails, websites, and presentations.



11" x 17"

People with Self-care Disabilities

Hand Hygiene

Flyers and Handouts

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
--------	--------------------------------	----------------------	-------------------



8.5" x 11"
 People with
 Mobility
 Disabilities
 Mask Wearing

Flyers and handouts were developed to share messaging in printed or digital formats.

These materials can be printed on a home or professional printer and displayed in publications like newspapers and magazines; within healthcare and disability organizations; Centers for Independent Living; local health departments and businesses, and personal homes; or at events led by disability partner organizations. All materials are fully accessible in accordance with Section 508 standards for color contrast and assistive screen readers.





8.5" x 11"
 People with
 Vision Disabilities
 (available in Braille)
 Mask Wearing

These materials may also be adapted to share digitally in newsletters, emails, websites, and presentations.




8.5" x 11"
 People with
 Hearing
 Disabilities
 Physical
 Distancing



Static Social Media Images

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>1200px x 627px, 1080px x 1080px, 1200px x 675px</p> <p>All People with Disabilities</p> <p>All Behaviors</p>	<p>Static social media images and graphics were developed to share messaging on social media channels.</p>	<p>These materials can be shared on either personal or organization social media accounts. These materials are sized to work best on Facebook, Instagram, Twitter, or LinkedIn. Each material can be used with or without a text caption. These materials can be shared “organically” as a normal post with no paid promotion, or “boosted” with money behind the post to increase the number of people who see it.</p>
	<p>1200px x 627px, 1080px x 1080px, 1200px x 675px</p> <p>Partners</p> <p>All Behaviors</p>		

Website Banner

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>1400px x 500px</p> <p>Partners</p> <p>All Behaviors</p>	<p>The website banner was developed to increase awareness of the materials and direct users to visit the website to learn more.</p>	<p>This material can be shared digitally as a banner on social media pages, websites, emails, or displays at professional conferences.</p>

Magnets and Decals

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>6" x 4"</p> <p>All People (available in Braille)</p> <p>All Behaviors</p>	<p>Magnets and decals were developed to gently remind people about the prevention behaviors in a format smaller than a poster, flyer, or handout.</p>	
	<p>2.5" Circle</p> <p>All People</p> <p>Cleaning & Disinfection</p>		<p>These materials can be printed on a home or professional printer and displayed throughout personal homes and living quarters; Centers for Independent Living; healthcare and disability organizations; local health departments and businesses; on personal items; or at events led by disability partner organizations. These materials may also be adapted to share digitally in newsletters, emails, websites, and presentations.</p>

If Printing at Home:

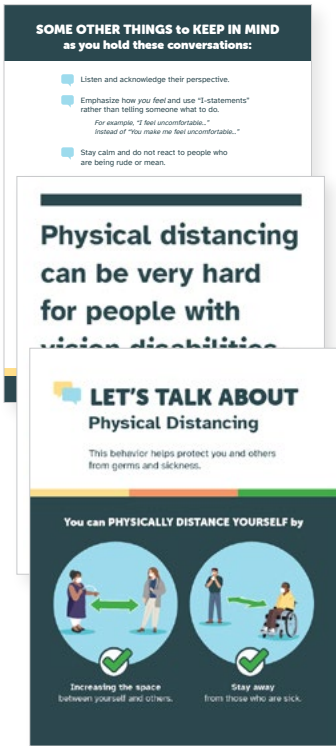
Use round label printing paper (similar to Avery 5294) and refer to printing instructions.

If using Professional Printing or Embossing:

All files have been prepared for professional printing services. Please contact your printing service of choice for additional details on printing and embossing.

Conversation Guide

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
--------	--------------------------------	----------------------	-------------------



8.5" x 11"

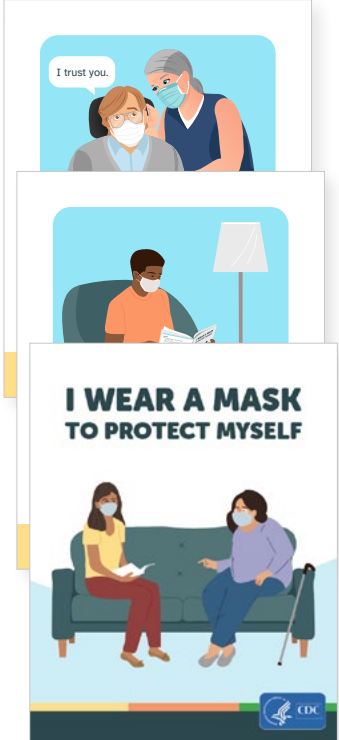
People with Cognitive Disabilities, People with Vision Disabilities (in large print), People with Self-care Disabilities

Physical Distancing


The conversation guide was developed to share physical distancing behavior messaging and empower people with disabilities to advocate for their physical distancing needs.

This material can be used to practice or guide uncomfortable conversations with others who may not understand why physical distancing is important. This material can be printed on a home or professional printer and displayed within healthcare and disability organization facilities, local health departments, and personal homes or at events led by disability partner organizations.

Storybook

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>8.5" x 11"</p> <p>People with Cognitive Disabilities</p> <p>Mask Wearing</p>	<p>The storybook was developed to share mask wearing behavior messaging in an accessible way for people with cognitive disabilities.</p>	<p>This material can be used by people with cognitive disabilities to understand why wearing a mask is important, in a way that is easy to understand. This material can be printed at home or by a professional printer and displayed within healthcare and disability organization facilities, local health departments, and personal homes or at events led by disability partner organizations.</p>

Audio File

Design	Dimensions, Audience, Behavior	What is the purpose?	How can I use it?
	<p>No Dimensions</p> <p>People with Vision Disabilities</p> <p>Hand Hygiene</p>	<p>The audio file was developed to share hand hygiene behavior messaging in an accessible way for people with vision disabilities.</p>	<p>This material can be used by people with vision disabilities or played on local radio stations, podcasts, or in other locations where messages are broadcast.</p>