

	Apple Express AODA Reference Guide	Revision #: 0
		Issue Date: 20/10/17
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1. Purpose

The purpose of the Accessibility for Ontarians with Disabilities Act is to benefit all Ontarians by:

- a. Developing, implementing, and enforcing accessibility standards in order to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures, and premises on or before January 1, 2025.
- b. Providing for the involvement of persons with disabilities, of the Government of Ontario and of representatives of industries and of various sectors of the economy in the development of the accessibility standards.


2. Definitions

- AODA: Accessibility for Ontarians with Disabilities Act
- Barrier: is anything that prevents a person with a disability from fully participating in all aspects of society because of their disability. These can include, but are not limited to, physical barriers, architectural barriers, information barriers, or technological barriers, along with related policies or practices.
- Disability can be defined as one or more of the following:
 - 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 various conditions such as, but not limited to, epilepsy, brain injury, any degree of paralysis, amputation, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog/other animals, wheelchairs or other devices.
 - 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 of 1997.

3. Apple Express AODA Policy

Apple Express has established that are intended to meet the requirements of the *Integrated Accessibility Standards* (O.Reg 191/11) and Accessibility Standards for Ontarians with Disabilities (O.Reg 429/07) under the Accessibility for Ontarians with Disabilities Act, 2005.

HR01 outlines Apple Express' commitment to provide accessible customer service to clients with disabilities. The policy includes processes to be followed when providing goods and services, notice of disruptions in service, customer feedback, notice of availability, and format of documents.

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HR02 is a policy that describes how Apple Express will provide accessible employment services for persons with disabilities. It outlines the establishment of accessibility policies and plans, recruitment and hiring processes, performance management, career development, and training.

4. General tips on providing services to customers with disabilities


1 in 7 people in Ontario has a disability, which is almost 2 million Ontarians. By 2036, that number will rise to 1 in 5 as people age. The following are some general guidelines when providing services to customers with disabilities:

- If you're unsure of what to do, ask your customer "May I help you?" Your customers with disabilities know if they need help and how you can provide it.
- Speak directly to the person with a disability, not to their support person or companion.
- Avoid stereotypes and make no assumptions about what type of disability or disabilities the person has. Some disabilities are not visible and customers are not required to give you information about any disabilities that they may have.
- Take the time to get to know your customer's needs and focus on meeting those needs just as you would with any customer.
- Be patient. Individuals with certain kinds of disabilities may take a little longer to understand and respond. A good start is to listen carefully.
- Make an effort to learn about the appropriate language and terminology to use when referring to people with disabilities.
- If you cannot understand what your customer is saying, politely ask them to repeat themselves.
- Do not touch or speak to service animals – they are working and have to pay attention at all times.
- Do not touch assistive devices, including wheelchairs, without permission.
- Consider offering interactive devices (e.g., self-serve checkouts, direct payment devices) that can be used by people with various types of disabilities, or offering alternate services.
- Consider including individuals with disabilities in the testing or evaluation of your communication devices.

5. Choose the right words

Words can influence and reinforce the public's perception of people with disabilities. They can create either a positive or negative view of people with disabilities. Below are some tips that can help make your communication and interaction with individuals with all types of disabilities more successful:

- Use "disability" or "disabled", not "handicap" or "handicapped."
- Don't use terms such as "retarded", "dumb", "psycho", "moron", or "crippled." These words are very demeaning and disrespectful to people with disabilities.

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- Remember to put people first. It is proper to say “person/individual with a disability” rather than “disabled person.”
- If you are unsure about a disability, it’s better to wait until the individual describes their situation to you rather than make your own assumptions. Many types of disabilities have similar characteristics and your assumptions may be wrong.

6. Tips for talking to customers with disabilities over the phone

- Speak naturally, clearly, and directly.
- Don’t worry about how the person’s voice sounds. Concentrate on what they are saying.
- Do not interrupt or finish your customer’s sentences. Give your customer time to explain or respond.
- If you don’t understand, simply ask again, or repeat or rephrase what you heard and ask if you have understood correctly.
- If a telephone customer is using an interpreter or a Relay Service, speak naturally to the customer, not the interpreter.
- If you encounter a situation where after numerous attempts, you and your customer cannot communicate with each other due to the customer’s disabilities, consider making alternate arrangements.

7. Tips on how to interact and communicate with customers who have hearing loss

People who have hearing loss may be deaf, oral deaf, deafened, or hard of hearing. Those who are profoundly deaf may identify themselves as culturally Deaf or Oral Deaf. In Deaf culture, the term is used to describe a person who has severe to profound hearing loss with little or no hearing.


Oral deaf is a term that describes a person who was born deaf or became deaf before learning to speak, but is taught to speak and may not typically use American Sign Language.

The term “deafened” describes a person who has lost their hearing slowly or suddenly in adulthood. The person may use speech with visual cues such as captioning or computerized note taking, speech reading, or sign language.

The term “hard of hearing” describes a person who uses their residual hearing (hearing that remains) and speech to communicate. The person may supplement communication by speech reading, hearing aids, sign language and/or communication devices.

Some general tips that could be used to interact with people with hearing loss are:

- Once a customer has identified themselves as having a hearing loss, ensure that you are in a well-lit area where they can see your face and read your lips.

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- As needed, attract the customer's attention before speaking. Try a gentle touch on the shoulder or a wave of your hand.
- If your customer uses a hearing aid, reduce background noise or if possible, move to a quieter area.
- If necessary, ask if another method of communicating would be easier (e.g., using a pen and paper).
- Speak directly to your customer – not to their sign language interpreter – if they are accompanied by one.

8. Tips on how to interact and communicate with customers who are deafblind

A person who is deafblind can neither see nor hear to some degree. This results in difficulties in accessing information and managing daily activities. Many people who are deafblind will be accompanied by an intervener, a professional support person who helps with communicating.

Types of assistance customers who are deafblind may use:


- Braille
- Large print
- Print on paper
- Communication boards
- Hearing aid with built-in FM system
- White cane
- Service animal
- Support person, such as an intervener.

Some general tips that could be used to interact with customers who are deafblind are:

- Don't assume what a person can or cannot do. Some people who are deafblind have some sight or hearing, while others have neither.
- A customer who is deafblind is likely to explain to you how to communicate with them, or may give you an assistance card or note explaining how to communicate with them.
- You may identify yourself to the intervener, however speak directly to your customer – not the intervener.
- Don't touch or address service animals – they are working and have to pay attention at all times.
- Don't suddenly touch a person who is deafblind or touch them without permission.

9. Tips on how to interact and communicate with customers who have physical disabilities

There are many types and degrees of physical disabilities, and not all require a wheelchair. People who have arthritis, heart or lung conditions, or amputations may also have difficulty with moving, standing, or sitting. It may be difficult to identify a person with a physical disability.

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Types of assistance customers who have physical disabilities may use:

- Elevators
- Mobility device (e.g., wheelchair, scooter, walker, cane, crutches).
- Support person

Some general tips that could be used to interact with customers who have physical disabilities are:

- Speak naturally and directly to your customer, not to their companion or support person.
- If you need to have a lengthy conversation with someone in a wheelchair or scooter, consider sitting so that you can make eye contact.
- Ask before your help. People with disabilities often have their own way of doing things.
- Respect your customer's personal space. Do not lean over them or over their assistive device.
- Don't move items or equipment, such as canes and walkers out of the person's reach.
- Don't touch assistive devices without permission. If you have permission to move a person in a wheelchair, remember to:
 - Wait for and follow the person's instructions.
 - Confirm that your customer is ready to move.
 - Describe what you're going to do before you do it.
 - Avoid uneven ground and objects.
 - Don't leave the person in an awkward, dangerous, or undignified position such as facing a wall or in the path of opening doors.
- Let your customer know about accessible features in the immediate area (e.g., automatic doors, accessible washrooms, elevators, ramps, etc.)

10. Tips on how to interact and communicate with customers who have mental health disabilities


Mental health disability is a broad term for many disorders that can range in severity. It can affect a person's ability to think clearly, concentrate, or remember things. A person with mental disability may experience depression or acute mood swings, anxiety due to phobias or panic disorder, or hallucinations.

You may not know that someone has a mental health disability unless you are told. Stigma and lack of understanding are major barriers for people with mental health responsibilities.

Types of assistance customers who have mental health disabilities may use are:

- Service animals
- Support person

Some general tips that could be used to interact with customers who have mental health disorders are:

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- Treat a person with a mental health disability with the same respect and consideration that you have for everyone else.
- Be patient and calm.
- Be confident and reassuring. Listen carefully and work with your customer to try to meet their needs.
- Respect your customer's personal space.
- Limit distractions that could affect your customer's ability to focus or concentrate – loud noise, crowded areas, and interruptions could cause stress.

11. Tips on how to interact and communicate with customers who have developmental disabilities

People with intellectual or developmental disabilities may have difficulty doing many things that most of us take for granted. These disabilities can mildly or profoundly limit the person's ability to learn, communicate, socialize and take care of their everyday needs. You may not know that someone has this type of disability unless you are told.

Types of assistance customers who have developmental disabilities may use:

- Communication board
- Speech generating device
- Service animal
- Support person


Some general tips that could be used to interact with customers who have developmental disabilities are:

- Don't assume what a person can or cannot do.
- Use plain language.
- Provide one piece of information at a time.
- Ask the customer if they need help reading your material or completing a form.
- To confirm if your customer understands what you have said, consider asking the person to repeat the message back to you in their own words.

12. Tips on how to interact and communicate with customers who have learning disabilities

The term "learning disability" describes a range of information processing disorders that can affect how a person acquires, organizes, expresses, retains, understands or uses verbal or non-verbal information. Some examples include dyslexia and dysgraphia.

It is important to know that having a learning disability does not mean that a person is incapable of learning. Rather, it means that they learn in a different way. Learning disabilities can result in different communication difficulties for people. They can be subtle, such as having difficulties with reading, or more pronounced. They

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can interfere with a customer's ability to receive, express, or process information. You may not know that a person has a learning disability unless you are told.

Types of assistance customers who have learning disabilities are:

- Alternative technology for writing
- Calculator
- Scanning or reading technology
- Tape recorders, mini pocket recorders

Some general types that could be used to interact with customers who have developmental disabilities are:

- When you know someone with a learning disability needs help, ask how you can help.
- Speak naturally, clearly, and directly to your customer.
- Allow extra time if necessary – people may take a little longer to understand and respond.
- Remember to communicate in a way that takes into account the customer's disability.
- Be patient and willing to explain something again as required.

13. Tips on how to interact and communicate with customers who have speech or language impairments

Some people have problems communicating because of their disability. Cerebral palsy, hearing loss, or other conditions may make it difficult to pronounce words or may cause slurring or stuttering. They also may prevent the person from expressing themselves or prevent them from understanding written or spoken language.


Some people who have severe difficulties may use communication boards or other assistive devices.

Types of assistance customers who have speech or language impairments may use:

- Communication board
- Paper and pen
- Speech generating device
- Support person

Some general tips that could be used to interact with customers with speech or language impairments are:

- Don't assume that because a person has one disability, they also have another. For example if a customer has difficulty speaking, it does not mean that they have a developmental disability as well.
- Ask your customer to repeat the information if you don't understand.
- Ask questions that can be answered in "yes" or "no" if possible.
- Try to allow enough time to communicate with your customer as they speak more slowly.
- Don't interrupt or finish your customer's sentences. Wait for them to finish.

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14. Providing information and communication in an accessible manner to people with disabilities

When customers with disabilities request for information and communication, it must be provided in an accessible manner. Alternatives to standard print are often referred to as accessible formats, and ways to help communication between people are referred to as communication supports.

Additionally, any emergency procedures, plans, or safety information that is made available to the public must also be provided in an accessible format upon request. Examples of emergency information include, but are not limited to, emergency plans and procedures, maps, warning signs, evacuation routes, and information given to the public about alarms or other emergency alerts.

Some examples of alternate formats and communication supports can include:

- Reading written information to a person directly
- Large print
- Text transcripts of audio or visual information
- Handwritten notes instead of spoken word
- Information in plain language
- An electronic document that is formatted to be accessible for use with a screen reader

An organization's website is often a primary way it shares information, which is why it's important that Apple Express's website and web content be accessible using guidelines developed by the World Wide Web Consortium (W3C).

There are 2 levels of features that accessible websites and web content should meet:

- Level A:


An example feature to meet Level A is "Alternative text":

- This appears when your mouse hovers over an image. It's important to use appropriate text when describing an image so that the screen reader technology can describe the image to a person with vision loss.

- Level AA:

An example feature to meet Level AA is "Properly named headings and labels":

- These enable people using screen reader technology to scan through information on a web page efficiently.

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15. Reference Documents

- Accessibility for Ontarians with Disabilities Act, 2005 (S.O. 2005, Chapter 11).
- HR01 Accessibility for Ontarians with Disabilities: Accessibility Standards for Customer Service Policy
- HR02 Accessibility for Ontarians with Disabilities: Employment Accessibility Policy

16. Revision Control

Rev. #	Change History	Author	Prep. Date	Approver	App. Date
0	Initial release.	Manisher Bhuller	17/10/2017	Nasser Syed Justin Soriano	19/10/2017