**Accessible transcript: Practical accessibility tips for producing consumer resources**

Link: <https://www.youtube.com/watch?v=vwlqV_CHmas>

**[Visual] The video opens with a blue and purple gradient. The words ‘Enhancing accessibility: how to begin’ appear in white writing.**

[Audio] There's a lot of views out there that accessibility is so costly and so difficult…

**[Visual] The video changes to show Mary Schnackenberg speaking. She has shoulder-length blonde hair and a red jacket on. She sits in a meeting room with windows behind her overlooking other high-rise buildings. Over her left shoulder are some plants in a pot.**

[Audio] …. and, oh it's just too hard. Well, unfortunately or fortunately, that's simply not true.

**[Visual] As Mary speaks, a title appears from the left of the screen beside her. It says ‘Mary Schnakenberg, consumer and disability advocate’. As Mary speaks, the camera cuts between different angles, sometimes showing a close-up of Mary’s face and other times a wide shot that shows Mary from the waist up.**

[Audio] What costs money is having to retro-fit something, you know, you put something out and it's a mess and people are complaining and you've got to go back and do something again. Right first time is heaps cheaper and the tools are so amazing today that if you use those tools you can create a visually attractive document. If you want to you can generate a table of contents within seconds if you follow the Word styles properly. So, as a sighted person you're looking at the print and your eye is being drawn around that print by changes in the size of the letters on the page and whether it's bold or not that's driven by the Word styles in Microsoft Word and if you get those Word styles right you can produce the document so much quicker. And the other exciting thing is if you build the headings in properly somebody like me using a screen reader I just have to H my way through the document and I can bounce through the headings just like you can with your sight. Because a picture's worth a thousand words they always say build your graphics in but make sure you put an ALT tag, an alternative tag, on each graphic and tell me what's going on in that picture and why did you use it?

**[Visual] The image changes to a screen recording of Microsoft Word open on a document that has the Te Tāhū Hauora logo in it. The curser moves up to the toolbar at the top of the application and clicks on the ‘Alt text’ button. A side bar pops up that says ‘Alt text’ and the video zooms in on the sidebar, where text describing the logo is added into a text box.**

[Audio] What's happening? Oftentimes it may be as simple as: 'logo Health Quality & Safety Commission' or it may be more complicated. If, however, the text is telling you exactly what's going on then you may only need to say photo of certain people and what's important in that photo which is why you used it. So, the tools are so powerful, so use them.

**[Visual] The image of Mary fades and is replaced by a dark blue screen. On the left side of the screen, the Te Tāhū Hauora Health Quality & Safety Commission logo appears. On the right side of the screen, the New Zealand Government logo appears.**

**[Video ends]**