

TOWN OF WASAGA BEACH BEST PRACTICES AND PROCEDURES

ACCESSIBLE STANDARDS FOR CUSTOMER SERVICE

Accessible customer service follows four basic principles:

- Dignity
- Independence
- Integration
- Equal Opportunity

What can I do to help people with disabilities access our services?

FEEDBACK

Feedback from our customers gives the Town of Wasaga Beach Council and staff opportunities to learn and improve. The Town recognizes the right of our customers to make a complaint, compliment or make suggestions on ways to improve our services.

To assist the Town of Wasaga Beach in ensuring that the delivery of goods and services to those with disabilities is provided in an effective and timely manner, the customer is invited to provide their feedback as follows:

In writing, in person, e-mail, or telephone, or on the Town's website, addressed to:

Town Clerk
Town of Wasaga Beach
30 Lewis Street
Wasaga Beach, ON L9Z 1A1
Tel: 705-429-3844 ex 2223
Fax: 705-429-6732
Email: clerk@wasagabeach.com
web: www.wasagabeach.com

The Clerk will respond either in writing, in person, e-mail or telephone acknowledging receipt of feedback and will set out the action to be taken in response to any complaints.

SERVICE ANIMALS/SUPPORT PERSON(S)

What about service animals and support persons accompanying a person with a disability?

Service animals, such as guide dogs, offer independence and security to many people with various disabilities. Some laws generally prohibit animals in certain areas – such as food preparation areas; however service animals are permitted in most public situations.

Support people assist people with disabilities in a variety of ways, by assisting with communication such as an intervener sign language interpreter, or as a Personal Support Worker providing physical assistance. A support person may also be a friend or relative that will assist and support the customer.

- Every employee shall use reasonable efforts to allow persons with disabilities to use their own assistive devices to access goods and/or services.
- Every employee shall allow persons with disabilities to be accompanied by their guide dog or service animal unless the animal is excluded by law. Where an animal is excluded by law from the premises, the reason why the animal is excluded shall be explained to the person with disabilities. Other reasonable arrangements to provide goods and services shall be explored with the assistance of the person with the disability.
- When a service animal is unruly or disruptive (jumping on people, biting, or other harmful behaviour) an employee may ask the person with the disability to remove the animal from the area or refuse access to goods or services. Other reasonable arrangements to provide goods or services shall be explored with the assistance of persons with the disability.
- To be considered a service animal under the standard, it must either be readily apparent that the animal is being used because of a person's disability or the person with a disability must be prepared to show a letter from a doctor or nurse confirming that it is required for reasons relating to his or her disability
- Persons with disabilities may be accompanied by their support person while accessing goods and/or services.

ADMISSION FEES – ADVANCE NOTICE

Fees will not be charged for one support person when a customer is accessing services where an admission fee is applicable and a support service is required. In the event that admission fees are charged, advance notice concerning what admission, if any, would be charged to additional support persons shall be posted in a conspicuous place.

SERVICE DISRUPTION – NOTICE

It is possible that from time to time there will be disruptions in service, such as an entrance way that is under repair, renovations that limit access to an area, transit or technology that is temporarily unavailable. If a disruption in service is planned, and expected, it is important to provide reasonable notice.

People with disabilities may often go to a lot of trouble to access services, such as booking transit or arranging a ride. By providing notice, you can save that person an unnecessary trip.

Notice will be provided on the website, over the phone, or in writing.

UNEXPECTED DISRUPTION IN SERVICE – NOTICE

In the event of an unexpected disruption in service, notice may be provided in a variety of ways and will be done as quickly as possible.

In the event of a service disruption, alternative methods of service may be considered and those impacted by service interruption shall be informed of any alternative methods.

TRAINING

Training will be provided to:

- Every person who participates in developing the policy, practices and procedures under Ontario Regulation 429/07 – Accessibility Standards for Customer Service.
- Every person who deals with the public on behalf of the Town of Wasaga Beach, including third parties, employees, agents, volunteers, and Council.

- Current employees, agents, volunteers, committee members, elected officials, shall receive training by January 1, 2010.
- New employees, agents, volunteers, committee members, elected officials, shall receive training as soon as practicable, after being assigned.
- Ongoing training on changes to policies, procedures, and new equipments shall be provided.
- The method and amount of training shall be geared to the trainee's role in terms of accessibility.

TRAINING RECORDS

Training records shall be kept by the Town of Wasaga Beach, including the dates when the training is provided, and the name of individuals to whom the training was provided.

TERMINOLOGY

The following is an excerpt from the Ministry of Community and Social Services (http://www.mcsc.gov.on.ca/mcsc/english/how/howto_choose.htm)

Talk about Disabilities – Choose the Right Word

Words can influence and reinforce the public's perception of people with disabilities. They can create either a positive view of people with disabilities or an indifferent, negative depiction.

Here are some general tips that can help make your communication and interactions with or about people with all types of disabilities more successful.

- Use *disability or disabled*, not *handicap or handicapped*.
- Never use terms such as *retarded, dumb, psycho, moron or crippled*. These words are very demeaning and disrespectful to people with disabilities.
- Remember to put people first. It is proper to say *persons with a disability*, rather than *disabled person*.

- If you don't know someone or if you are not familiar with the disability, it's better to wait until the individual describes his/her situation to you, rather than to make your own assumptions. Many types of disabilities have similar characteristics and your assumptions may be wrong.

The following preferred words and phrases will help you choose language that is neither demeaning nor hurtful. People with disabilities prefer these terms.

Instead of	Please use
Afflicted by cerebral palsy, multiple sclerosis, arthritis, etc.	Person who has cerebral palsy. Person who has multiple sclerosis. Person who has arthritis, etc. Person with a disability.
Aged (the)	Seniors
Autistic	A person with autism. A person who has autism.
Birth defect, congenital defect, deformity	A person who has a congenital disability. A person with a disability since birth.
Blind (the), visually impaired (the)	A person who is blind. A person with a vision disability. A person with vision loss. A person with a visual impairment. A person with low vision.
Brain damaged	A person with a brain injury. A person with a head injury.
Confined to a wheelchair, wheelchair bound	A person who uses a wheelchair.
Crazy, insane, lunatic, psycho, mental, mental patient, maniac, neurotic, psychotic, unsound mind, schizophrenic	A person with a mental health disability. A person who has depression. A person with schizophrenia.
Cripple, crippled, lame	A person with a disability. A person with a mobility impairment or, more specifically, a person who walks with crutches. A person who uses a walker. A person who uses a mobility aid. A person with arthritis, etc.

Instead of	Please use
Deaf (the), hearing impaired (the)	<p>A person who is deaf (person with profound hearing loss who communicates using sign language).</p> <p>A person who is deafened (deaf later in life)</p> <p>A person who is hard of hearing (person with hearing loss who communicates primarily by speech)</p> <p>A person with a hearing loss.</p> <p>When referring to the deaf community and their culture (whose preferred mode of communication is sign language) it is acceptable to use “the Deaf”.</p>
Deaf and dumb, deaf mute	A person who is deaf without speech.
Deaf-Blind (the)	Person who is deaf-blind (person who has an combination of visual and auditory impairments).
Differently Abled	A person with a disability.
Disabled (the)	People with disabilities.
Elderly (the)	Seniors, older adults.
Epileptic	Person who has epilepsy.
Fits, spells, attacks	Seizures.
Handicapped (the)	<p>Person with a disability.</p> <p>The term handicapped may be used when referring to an environmental or attitudinal barrier as in “a person who is handicapped by a set of stairs leading to the entrance.”</p>
Hidden disability	Non-visible disability.
Invalid	Person with disability.
Learning disabled, learning disordered, the dyslexics	A person with a learning disability or people with learning disabilities.
Mentally retarded, idiot, simple, retarded, feeble minded, imbecile	<p>A person with an intellectual disability.</p> <p>A person with a development disability.</p>

Instead of	Please use
Midget, Dwarf	A person of short stature. A person who has a form of dwarfism. A little person. A person diagnosed with “Achondroplasia, SED, or what ever their specific diagnoses is”, a form of dwarfism.
Mongoloid, Mongolism	Person with Down Syndrome. One can use this terminology only when it is directly relevant. A person with an intellectual or developmental disability.
Normal	Person who is not disabled. Person who is able bodied. Specifically, a person who is sighted, a hearing person, a person who is ambulatory.
Patient	Person with a disability. The word patient may be used when referring to a relationship between and medical professional and a client.
Physically challenged	Person with a physical disability.
Spastic	Person who has muscle spasms.
Stutterer	A person with a speech impairment or impediment.
Victim of/suffer from /stricken with cerebral palsy, multiple sclerosis, arthritis, etc.	Person who has cerebral palsy. Person who has multiple sclerosis, etc. Person with a disability.
Visually impaired (the)	A person with a visual impairment. A person with low vision. A person with vision loss. A person with a vision disability.

For additional information visit the Ministry of Community and Social Services website at (<http://www.mcass.gov.on.ca/mcass>)

What can I do?

Always start with people first. In language, that means saying “person with a disability”, rather than “a disabled person”. In any interaction, it means addressing the person’s service needs, rather than focusing on the disability.

The following defines a specific category of disability and outlines some tips to help you provide service to your customers. Most importantly, recognize your nervousness and relax! People with disabilities are generally aware they may need some accommodations and will work with you. **Just remember to ask “How may I best help you?”**

PHYSICAL disabilities include a range of functional limitations from minor difficulties in moving or coordinating one part of the body, through muscle weakness, tremors, and paralysis. Physical disabilities can be congenital such as Muscular Dystrophy; or acquired, such as tendonitis. A physical disability may affect an individual’s ability to:

- Perform manual tasks such as holding a pen, turning a key or grip a door knob
- Move around independently
- Control the speed or coordination of movements
- Reach, pull or manipulate objects
- Have strength or endurance

Best practices and procedures for Customer Service:

There are many types and degrees of physical disabilities, and not all require a wheelchair. It may be difficult to identify a person with a physical disability.

Here are some tips on servicing customers who have physical disabilities:

- Speak normally and directly to your customer. Don’t speak to someone who is with them.
- People with physical disabilities often have their own way of doing things. **Ask before you help.**
- Wheelchairs and other mobility devices are part of a person’s personal space, don’t touch, move or lean on them.

- Provide your customer information about accessible features of the immediate environment (automatic doors, accessible washrooms, etc.).
- Keep ramps and corridors free of clutter.
- If a counter is too high or wide, step around it to provide service.
- If your customer cannot walk down or climb stairs, assist them with the lift or come to them.
- Provide seating for those that cannot stand in line.
- Be patient. Customers will identify their needs to you.

HEARING loss can cause problems in distinguishing certain frequencies, sounds or words. A person who is deaf, deafened or hard-of hearing may be unable to:

- Use a public telephone
- Understand speech in noisy environments
- Pronounce words clearly enough to be understood by strangers

Best practices and procedures for Customer Service

Like other disabilities, hearing loss has a wide variety of degrees. Remember, customers who are deaf or hard of hearing may require assistive devices when communicating. Here are some tips on servicing customers who are deaf or hard of hearing:

- Attract the customer's attention before speaking. The best way is a gentle touch on the shoulder or gently waving your hand.
- Always ask how you can help. Don't shout. Speak clearly.
- Be clear and precise when giving directions, and repeat or rephrase if necessary. Make sure you have been understood.
- Face the person and keep your hands and other objects away from your face and mouth.
- People who are deaf may use a sign language interpreter to communicate – always direct your attention to the person that is deaf – not the interpreter.
- Any personal (i.e. financial) matters should be discussed in a private room to avoid other people overhearing.
- If the person uses a hearing aid, try to speak in an area without competing sounds.
- If necessary, write notes back and forth to share information.
- Don't touch service animals – they are working and have to pay attention at all times.

DEAF-BLINDNESS is a combination of hearing and vision loss. The result for a person who is deaf-blind has significant difficulty accessing information and performing daily activities. Deaf-blindness interferes with communication, learning, orientation and mobility. People who are deaf-blind communicate using various sign language systems, Braille, telephone devices, communication boards and any combination thereof. Many people who are deaf-blind use the services of an Intervener who relay information and facilitate auditory and visual information and act as sighted guides.

Best practices and procedures for Customer Service:

Most people who are deaf-blind will be accompanied by an Intervener, a professional who helps with communicating. Interveners are trained in special sign language that involves touching the hands of the client in a two-hand, manual alphabet or finger spelling, and may guide and interpret for their client.

Here are some tips on serving customers who are deaf-blind:

- Do not assume what a person can or cannot do. Some people who are deaf-blind have some sight or hearing, while others have neither.
- A customer who is deaf-blind is likely to explain to you how to communicate with them or give you an assistance card or a note explaining how to communicate with them.
- Do not touch or address the service animals – they are working and have to pay attention at all times.
- Never touch a person who is deaf-blind suddenly or without permission unless it's an emergency.
- Understand that communication can take some time – be patient.
- Direct your attention to your customer, not the Intervener.

VISION disabilities reduce one's ability to see clearly. Very few people are totally blind. Many have limited vision such as tunnel vision, where a person has a loss of peripheral or side vision, or a lack of central vision, which means they cannot see straight ahead. Some can see the outline of objects while others can see the direction of light. Vision loss can result in:

- Difficulty reading or seeing faces.
- Difficulty maneuvering in unfamiliar places.
- Inability to differentiate colours or distances.

- A narrow field of vision.
- The need for bright light, or contrast.
- Night blindness

Best practices and procedures for Customer Service:

Vision disabilities can restrict your customers' abilities to read signs, locate landmarks or see hazards. In some cases, it may be difficult to tell if a person has a vision disability. Others may use a guide dog or white cane.

Here are some tips on serving customers who have vision disabilities:

- Verbally identify yourself before making physical contact.
- If the person uses a service animal – do not touch or approach the animal – it is working.
- Verbally describe the setting, form, location as necessary.
- Offer your arm to guide the person. Do not grab or pull.
- Never touch your customer without asking permission, unless it is an emergency.
- Don't leave your customer in the middle of a room. Show them to a chair, or guide them to a comfortable location.
- Don't walk away without saying good-bye.

INTELLECTUAL disabilities affect a person's ability to think and reason. It may be caused by genetic factors such as Down Syndrome, exposure to environmental toxins, such as Fetal Alcohol Syndrome, brain trauma or psychiatric disorders. A person with an intellectual disorder may have difficulty with:

- Understanding spoken and written information
- Conceptual information
- Perception of sensory information
- Memory

Best practices and procedures for Customer Service:

People with intellectual or developmental disabilities may have difficulty doing many things most of us take for granted. These disabilities can mildly or profoundly limit one's ability to learn. You may not be able to know that someone has this disability unless you are told, or you notice the way people act, ask questions or use body language.

As much as possible, treat your customers with an intellectual or developmental disability like anyone else. They may understand more than you think, and they will appreciate you treating them with respect.

Here are some tips on serving customers who have an intellectual or developmental disability:

- Don't assume what a person can or cannot do.
- Use clear, simple language.
- Be prepared to explain and provide examples regarding information.
- Remember that the person is an adult and unless you are informed otherwise, can make their own decisions.
- Be patient and verify your understanding.
- If you can't understand what is being said, don't pretend. Just ask again.
- Provide one piece of information at a time.
- Speak directly to your customer, not to their companion or attendant.

SPEECH disabilities involve the partial or total loss of the ability to speak. Typical disabilities include problems with:

- Pronunciation
- Pitch and loudness
- Horseness or breathiness
- Stuttering or slurring

Best practices and procedures for Customer Service:

Some people have problems communicating. It could be the result of cerebral palsy, hearing loss, or another condition that makes it difficult to pronounce words, causes slurring or stuttering, or not being able to express oneself or understand written or spoken language. Some people who have several difficulties may use communication boards or other assistive devices.

Here are some tips on serving customers with speech or language impairments:

- If possible communicate in a quiet environment.
- Give the person your full attention. Don't interrupt or finish their sentences.
- Ask them to repeat as necessary, or to write their message.
- If you are able, ask questions that can be answered "yes" or "no".

- Verify your understanding.
- Patience, respect and willingness to find a way to communicate are your best tools.

LEARNING disabilities include a range of disorders that affect verbal and non-verbal information acquisition, retention, understanding and processing. People with a learning disability have average or above average intelligence, but take in and process information and express knowledge in different ways. Learning disabilities can result in:

- Difficulties in reading
- Problem solving
- Time management
- Way finding
- Processing information

Best practices and procedures for Customer Service:

- Learning disabilities are generally invisible and ability to function varies greatly – respond to any requests for verbal information, assistance in filling in forms and so on with courtesy.
- Allow extra time to complete tasks if necessary.

MENTAL HEALTH disabilities include a range of disorders; however, there are three main types of mental health disability:

- Anxiety
- Mood
- Behavioural

People with mental health disabilities may seem edgy or irritated; act aggressively; be perceived as pushy or abrupt; be unable to make a decision; start laughing or get angry for no apparent reason.

Best practices and procedures for Customer Service:

- Treat each person as an individual. Ask what would make him/her the most comfortable and respect his/her needs to the maximum extent possible.
- Try to reduce stress and anxiety in situations.

- Stay calm and courteous, even if the customer exhibits unusual behaviour, focus on the service they need and how you can help.

SMELL disabilities can involve the inability to sense smells or a hypersensitivity to odors and smells. A person with a smelling disability may have allergies to certain odors, scents or chemicals or may be unable to identify dangerous gases, smoke, fumes and spoiled food.

TOUCH disabilities can affect a person's ability to sense texture, temperature, vibration or pressure. Touch sensations may be reduced or heightened resulting in a hypersensitivity to touch, temperature, or the opposite, numbness and the inability to feel touch sensations.

TASTE disabilities can limit the experience of the four primary taste sensations; sweet, bitter, salty and sour. A person with a taste disability may be unable to identify spoiled food or noxious substances.

OTHER disabilities result from a range of other conditions, accidents, illnesses and diseases including ALS, asthma, diabetes, cancer, HIV/AIDs, environmental sensitivities, seizure disorders, heart disease, stroke and joint replacement.

Disabilities are not always visible or easy to distinguish.

December 22, 2009



SAMPLE FORMS

1. Notice – Admission Fees
2. Notice – Expected service disruption
3. Notice – Unexpected disruption in service
4. Notice – Training Record



NOTICE

ADMISSION FEES

Fees will not be charged for one support person when a customer is accessing services where an admission fee is applicable and require a support service.

Admission fee shall be charged to additional “support persons” accompanying persons with disabilities. The cost will be \$_____.

Definitions:

Person with Disabilities shall mean those individuals that are afflicted with a disability as defined under the *Ontario Human Rights Code*.

Support Person shall mean any person whether a paid professional, volunteer, family member, friend who accompanies a person with a disability in order to help provide service with communication, mobility, personal care, and medical needs or with access to good or services.

For more information, please contact:

Twyla Nicholson, CMM111
Town Clerk
Town of Wasaga Beach
30 Lewis Street
Wasaga Beach, ON L9Z 1A1
Tel: 705-429-3844 ex 2223
Fax: 705-429-6732
Email: clerk@wasagabeach.com
web: www.wasagabeach.com



NOTICE

SERVICE DISRUPTION

There will be a scheduled service disruption at the Town of Wasaga Beach Municipal Offices. The disruptions include:

- _____ repairs to doors
- _____ repairs to technology
- _____ repairs to lift
- _____ Other

As an alternative, we would suggest the following:

On behalf of the Town of Wasaga Beach we would like to thank you for your patience in this matter.

For further information, please contact:

Twyla Nicholson, CMM111
Town Clerk
Town of Wasaga Beach
30 Lewis Street
Wasaga Beach, ON L9Z 1A1
Tel: 705-429-3844 ex 2223
Fax: 705-429-6732
Email: clerk@wasagabeach.com
web: www.wasagabeach.com



NOTICE

SERVICE DISRUPTION

There is currently an unexpected service disruption at the Town of Wasaga Beach Municipal Offices. The estimated time of the service disruption will be from _____ to _____. The disruptions include:

- _____ repairs to doors
- _____ repairs to technology
- _____ repairs to lift

As an alternative, we would suggest the following:

On behalf of the Town of Wasaga Beach we would like to thank you for your patience in this matter.

For further information, please contact:

Twyla Nicholson, CMM111
Town Clerk
Town of Wasaga Beach
30 Lewis Street
Wasaga Beach, ON L9Z 1A1
Tel: 705-429-3844 ex 2223
Fax: 705-429-6732
Email: clerk@wasagabeach.com
web: www.wasagabeach.com

