

## **Notes on Production of Accessible Election Advertisements for People with Different Needs**

The Registration and Electoral Office appeals to candidates to produce accessible election advertisements for persons with different needs. Examples include:

- Providing **text version or accessible Portable Document Format (“PDF”) version** of electronic election advertisements so that persons with visual impairment can read them with assistive devices. When producing accessible PDF files, please pay attention to the following points:
  1. persons with visual impairment are unable to read PDF files produced by scanning;
  2. accessible PDF files must be produced by converting from other documents (e.g. MS Word files); and
  3. after conversion into PDF files, you can use the “Find” function of Adobe Reader to check whether you can search for words in these documents. If you can, these are accessible PDF files.
  
- Adding **subtitles and/or sign language interpretation** on promotional videos.
  
- Providing election advertisements in **English and/or ethnic minority languages** to facilitate understanding by electors who do not read Chinese. If necessary, candidates may contact organisations which provide ethnic minority languages translation service (e.g. Centre for Harmony and Enhancement of Ethnic Minority Residents of the Hong Kong Christian Service whose website is as follows: <http://www.hkcs.org/en/services/cheer>).
  
- **Pictorialising and simplifying** the content of election advertisements for easier understanding by electors with communication impairment or not proficient in Chinese and English.
  
- Making reference to the **Web Accessibility** Handbook issued by the Office of the Government Chief Information Officer at the following website, and designing election homepages that cater for the needs of persons with disabilities:  
[https://www.ogcio.gov.hk/en/community/web\\_mobileapp\\_accessibility/promulgating\\_resources/handbook/](https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/promulgating_resources/handbook/)