

FINAL
REPORT

Needs Assessment:

Service needs of persons with visual and
mobility impairment

Prepared for:

Service Canada

Services for persons with Disabilities

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TABLE OF CONTENTS

1.0	Introduction	1
1.1	Background	1
1.2	Goals and Objectives.....	1
1.3	Research Methods	2
1.4	Statement of Limitations.....	3
2.0	Executive Summary	4
3.0	Detailed Findings	8
3.1	Information Needs.....	8
3.2	Information Sources and Channels	12
3.3	Effective Strategies for Information Gathering.....	18
3.4	Challenges and Roadblocks	19
3.5	Meeting Challenges	23
3.6	Finding New Solutions.....	24

Appendices

1.0 INTRODUCTION

1.1 Background

Service Canada was officially launched September 14, 2005. The goal of Service Canada is to provide one-stop-easy access to Government of Canada benefits and services needs through the channel “of choice,” whether it be by phone, in-person or the Internet.

Service Canada is a client-centred approach to providing services to Canadians, designed to meet the growing service expectations of citizens and businesses. Service will focus on the client: youth, working-age adults, seniors, Aboriginal people, persons with disabilities and official language minorities. Client-centred service offerings will allow Service Canada to change the way that citizens access and experience service, and migrate existing programs and services to common, consistent, and comprehensible offerings ‘bundled’ to meet citizens needs.

Persons with disabilities face numerous challenges in carrying out their daily activities. Service Canada wants to ensure that these challenges are addressed when clients with disabilities use Service Canada. As a tool to use in this initiative, Service Canada commissioned Environics Research Group to conduct qualitative research. The intent of this research was to explore the service experiences of persons with disabilities, with particular emphasis on challenges that they faced. In addition, this research explores the information needs of persons with disabilities and investigates how those information needs led clients to Service Canada. This research included participants with mobility and visual disability issues only.

Persons with Disabilities Online conducted usability testing in late 2004 and a Needs Assessment in 2005. This qualitative exploration provides preliminary feedback regarding the information needs of persons with visual and mobility disabilities, related to their life events (or life stages) and/or disability issues. Among the results, information needs related to life events varied greatly depending on disability type. The current research will more fully examine the needs of persons with mobility and visual impairments, and what services they receive from the government.

1.2 Goals and Objectives

The goal of the project is to research service experiences of persons with disabilities in their interaction with the Government of Canada, including any physical challenges faced by persons with disabilities in obtaining services. This research covers all three channels utilized by Service Canada;

in person, telephone and web. This qualitative research includes only two disability groups; persons with visual impairments and persons with mobility impairments. All participants in this research reported that they had recently sought information and/or services from the Government of Canada.

The specific research objectives are:

- To research the information needs of persons with visual impairments
- To research the information needs of persons with mobility impairments
- To explore how well Government of Canada programming met those needs
- To explore how the target groups access these services (online, in-person or telephone)
- To explore challenges faced in obtaining these services

1.3 Research Methods

The Research consisted of two parts: Part A, focusing on persons with mobility impairments; and part B, focusing on persons with visual impairments. In total twelve (12) sets of interviews were conducted: six in Montreal and six in Toronto. In each centre, two interviews (Part A) were among persons with mobility impairments and three interviews (Part B) focused on persons with visual impairments. One interview in each location was with persons whose disability affected their ability to use a computer; this included people with visual impairments and people with dexterity impairments.

All participants were recruited by Research House, a sister company of Environics Research Group. Each group was approximately one (1) hour in duration. Interviews in Toronto were conducted in English, and interviews in Montreal were conducted in French. All interviews were audio recorded. Participants received an incentive/honorarium of \$150.00

In total, twenty-one (21) participants took part in this research, as indicated below.

Interviews	Montreal		Toronto		TOTAL	
	sessions	persons	sessions	persons	sessions	persons
Persons with vision impairment	3	4	3	8	6	12
Persons with mobility or dexterity impairment	3	6	3	3	6	9
TOTAL	6	10	6	11	12	21

Sally Preiner, Senior Consultant – Qualitative Innovation, Environics Research, conducted the English language interviews. Louis-Philippe Barbeau, VP Research, CROP, conducted the French language interviews. Both moderators are named in the standing offer, and both have experience in conducting qualitative research among teachers.

All qualitative research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA) (previously the Professional Market Research Society and the Canadian Association of Market Research Organizations).

1.4 Statement of Limitations

The objectives of this research initiative are exploratory and therefore best addressed qualitatively. Qualitative research provides insight into the range of opinions held within a population, rather than the weights of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as indicative rather than projective.

2.0 EXECUTIVE SUMMARY

Information Needs

- Persons with vision and mobility impairment list a broad range of information needs; there is little difference in general between the topics of interest in these two groups.
- People with vision and mobility impairment seek the same kinds of information as other Canadians.
- Their information needs become disability-related when they need to access special information that tells them what is available to help them live lives like those of other Canadians, and when they need information of a medical or health nature that is directly related to their disabilities.
- How they search for this information, and what they need from the Government of Canada to facilitate their searches for information, is often affected by their disability.
- Some persons with vision and mobility impairment need information but do not know how to go about finding it.
- Some know they are not aware of all possible services and benefits, but trying to find them all seems like a complex and possibly insurmountable task.
- Some are unaware that programs, services and benefits for persons with disabilities (other than those they already receive or have been denied) exist.
- Their specific information needs include general information, information that is disability-related in the sense that it would assist persons with disabilities to engage in normal life activities, and information that specifically concerns the nature and consequences of their disabilities.

Information Sources and Channels

- The Government of Canada is generally not the first source of information that participants turn to.
- Other sources of information that many tend to rely on include: doctors, nurses, therapists and other health professionals; advocacy, community and other service or disability-focused organizations; and friends and acquaintances.
- Persons with disabilities have low expectations of the kinds of information that would be available to them through the Government of Canada.
- Many persons with disabilities tend to expect that either the health care professionals who serve their health needs, or the provincial government which had jurisdiction over health, is the first and most logical place to turn for information.

- Persons with disabilities express cynicism concerning Government of Canada services: “I expect to be frustrated.”
- Some do not approach the Government of Canada for their information needs because they assume there are no available programs, or that even if there are programs, they will not qualify.
- Despite the variety of Government of Canada communications channels available, awareness was relatively low.
- A number of participants did not know how to access Government of Canada information directly on the Internet or by telephone.
- The Internet is the preferred channel for many persons with disabilities.
- Those who access Government of Canada information via the Internet tend not to do so directly; they are accustomed to using search engines such as Google for their information needs.
- Some people prefer to access Government information by phone, but not all are aware of the 1-800 O Canada central telephone line.
- Some access Government of Canada information in person, often because the information they need is only available in person, or because they prefer the personal contact; many are aware of specific federal government offices, but few are aware of the name “Service Canada Centre.”

Effective Strategies for Information Gathering

- Persons with disabilities, particularly those with vision impairment of varying degrees, often make use of devices and software to help them access information.
- Some persons with disabilities rely to some extent on assistance from other people.
- For some, their key strategies appear to be perseverance and luck.

Challenges and Roadblocks

- One of the most serious challenges for persons with disabilities is finding out that the dedicated access channels – and the PWD Online website in particular – exist.
- Some find that their disabilities are not recognized or that their particular level of impairment does not qualify them for certain benefits or programs.
- Others resent having to re-qualify regularly in order to receive certain benefits or services, when their condition is a degenerative or incurable one.
- Many persons with disabilities experience great difficulty in trying to co-ordinate the patchwork of programs they may qualify for under some circumstances in order to create an acceptable level of support for themselves.

- Many persons with vision impairment reported encountering technical difficulties in scanning various government websites due to a lack of sensitivity in design and programming for the needs of persons using scanning software.
- Participants reported a variety of problems in accessing information via telephone that left them frustrated and often exhausted.
- Persons with disabilities wishing to access information in person can encounter transportation challenges.
- Print information and forms are often not readily available in large print or in Braille.

Meeting Challenges

- Some participants noted that they have seen improvements in recent years in the accessibility of Government of Canada information channels.
- Government of Canada websites are becoming more accessible to people using scanning software.
- Government staff are generally willing to make accommodations in protocol and procedure for persons with disabilities.

Finding New Solutions

Recommendations of participants included:

- Increase awareness of Government of Canada information channels through cross-promotion.
- Develop distribution partnerships with other trusted sources of information – medical professionals, and advocacy and support organizations.
- Establish online partnerships with organizations providing advocacy or support to persons with disabilities to increase online visibility through incoming links.
- Continue making changes to website organization and design to ensure that all Government of Canada websites are accessible.
- Create dedicated lines for persons with disabilities that would allow them to reach service representatives without long waits.
- Create voluntary “personal profiles” for Service Canada clients with disabilities containing background information that would be available to telephone or in-person service representative to help them in serving the client with disabilities.
- Ensure that Service Canada Centres and government offices are fully accessible and can accommodate persons with disabilities at all stages of the interview process.

- Offer persons with disabilities access to specially trained counsellors or advocates who could help them find out ways of managing multiple programs and services, and ensuring the fullest possible coverage by available social programs.
- Make available to persons with disabilities regular newsletters to inform them of developments in increasing accessibility and access to information.

3.0 DETAILED FINDINGS

3.1 Information Needs

Wide Range of Information Needs. Persons with vision and mobility impairment list a broad range of information needs; there is little difference in general between the topics of interest in these two groups.

- Information on programs, benefits and services available to all Canadians, to Canadians with disabilities and to Canadians in other special circumstances (such as parental and maternity leave, employment insurance, etc.)
- Information on disabilities, treatments and NGO supports
- Information on integration into the community or the workplace, accommodation, assistive devices, employment assistance for PWD
- Information on law, legislation and rights (particularly as they affect persons with disabilities)
- General information on topics of interest or topics related to their work
- Personalized assistance in understanding and completing forms, applying for programs, appealing decisions, and resolving conflicts, overlaps or discontinuities between programs

Information Needs Are Not Necessarily Related to Disability Status. Most of the information sought by people with vision and mobility impairment is sought, not because they are persons with disabilities, but because they are Canadians seeking the same kinds of information as would any other Canadian; many of their needs for information related to disabilities come from the necessity to find out what accommodations, supports, services and programs are available to them so that they may engage in the same life activities as other Canadians – working, learning, renting or owning homes, enjoying sports, entertainment and recreation, travelling, paying taxes, being spouses and parents, and exercising their rights and responsibilities as Canadian citizens. Their information needs become disability-related when they need to access special information that tells them what is available to help them live lives like those of other Canadians, and when they need information of a medical or health nature that is directly related to their disabilities.

I need tools. So, what are the tools that could be available to somebody like me so that my everyday life is easier? (Person with vision impairment, Montreal)

As a citizen or the people with the disability, what am I technically entitled to? What program do you offer me? Give me a website or a phone number I can call separate from

the general population. Tell me things that are related to me as a person with a disability.
(Person with mobility impairment, Toronto)

What's available for me to make my life as a person with a disability simpler and more full as opposed to why do I have to fight for everything? (Person with mobility impairment, Toronto)

While persons with disabilities have many needs that are not always associated with their disability, how they search for this information, and what they need from the Government of Canada in order to facilitate their searches for information, is often affected by their disability.

Knowledge Gaps. Some persons with vision and mobility impairment were aware that they need information, particularly with respect to programs, services and benefits available to them as persons with disabilities, but they do not know how to go about finding this information – who to contact, how to search for the information, where to go and what areas to investigate. Some suspected that they are not aware of all possible services and benefits, but that trying to find them all seems like a complex and possibly insurmountable task. Some are unaware that programs, services and benefits for persons with disabilities (other than those they already receive or have been denied) exist.

I'm trying to imagine here what would I be wanting to ask them, what could they tell me? I can't really see what they'd offer me. (Person with mobility impairment, Montreal)

I don't know what they do, really. I'm not sure what the federal government does, and the provincial does. (Person with mobility impairment, Montreal)

Information Needs and the Government of Canada. Some participants reported seeking information from the Government of Canada on a variety of topics in the past; others could identify topics that they might want or need to explore via Government of Canada communication services and channels in the future. Others noted that information needs are always changing.

You never know what's going to pop up. Who knows? This may be a bad example, but my daughter was born with a lazy eye and so, obviously, through doctors and so on, referrals and surgery it's fine, but you just don't know what's going to come up in life where suddenly you're going to need to research something for more information and not rely on what you're being told somewhere. (Person who is fully blind, Toronto)

Specific Information Needs and Outcomes. The specific information needs mentioned by participants in these interviews included general information of the kind any Canadian might be interested in, information that is disability-related in the sense that it would assist persons with disabilities to engage in life activities that any Canadian might engage in, and information that specifically concerns the nature and consequences of their disabilities.

Disability information

- Information on specific disabilities – symptoms, medications, treatments
- Information on access to specific medical services related directly or indirectly disabilities

When this whole thing came about how many times you can go see your eye doctor a year, I looked for information to clarify that because I wasn't sure if I was one of those people that could only go every two years or whatever it is or if I could still go more often. Information like that. Eye diseases, because maybe I'm losing my vision and I don't know what my issues are, information like that. The resources available to me that the government funds or whatever. (Person who is legally blind, Toronto)

What I would like for children, and I would call the CLSC for this information, because I didn't find anything where I was searching, I was wondering about psychological help, the social aspect, that people are laughing at her at school. I'll give an example because I'd like to have this as a resource. It was not technical or financial, but this was my first concern as a mother, because when a child is sick, when a child is just operated on and she has to go back to school, and they were laughing at her, so I wondered how I could help her. So, more pedagogical, psychological help for her. You can't help a child as you can help an adult. It's not the same way. (Person with vision impairment, Montreal)

Disability-related information

- Recreational programs for children with disabilities
- Financial assistance for parents of children with disabilities
- Support for families/caregivers
- Support at home/home care programs/assisted living
- Adapted transport facilities
- Taxation issues/information – income tax – general and disability-related deductions
- Integrating into workforce/adapting workplaces – employees' rights, employers' obligations
- Educational bursaries for PWD

- Financial assistance for assistive devices, treatments not covered by public or private health insurance
- Financial supports for PWD
- Homeowner benefits for PWD/Adapting home to needs of PWD
- How and why benefits are assessed
- Travel/accommodations for PWD
- Entrepreneurial programs for PWD
- Worker's compensation
- Training programs

All the companies that have opportunities, accessibility, what different programs they have for people with accessibilities, lighting or even the technology that they have, who's in charge. (Person who is legally blind, Toronto)

Programs for people related to finding employment, hiring procedures. Perhaps there would be programs aimed at where the government pays part of my salary. If I want \$20 an hour, my employer pays \$15, the government will give \$5, that kind of thing. So, basically, then, it costs my employer less. So, knowing about those programs is important to me. (Person who is fully blind, Montreal)

There are many things I would like to find out. As for benefits, basically, I would like to know the benefits that are to people who own homes, but who are not really in the category of on the poor side, what would the Government do for them, what is available for them, to improve their home to live in it better. (Person with vision impairment, Toronto)

Information related to general government programs or services

- Employment issues/benefits
- Maternity and parental leave
- Compassionate leave
- Marriage licence information
- Canada Council grants

My mother passed away and I did not have any money to bury her. So, I called Social Services to ask them what can I do, where can I get money, I did not even know they even help you pay for stuff like that. And then right away they gave me a number called Special Services and I spoke to someone immediately that day. And they told me to go into the

Funeral Home, buy the funeral and they would cover the cost. (Person with vision impairment, Toronto)

General information

- Passports
- Nursing (newborn infant)
- Customs, import and export
- Genetically modified food
- Citizenship and immigration
- Investment
- Bylaws, laws
- What to do if spouse becomes ill or dies while travelling abroad

Canadian agency for things about food. They're talking about the rules. I'm wondering whether or not people are obliged to tell us that the food we're eating has been genetically-modified. (Person who is fully blind, Montreal)

I was taking pre-natal courses, so they gave us information about how to get guides, and I also got information on pediatricians. This was always through sessions where I contacted the doctor. It was through my pediatrician. (Person with vision impairment, Montreal)

3.2 Information Sources and Channels

Sources of Information. The Government of Canada is generally not the first source of information that participants turn to, unless it is a matter that they already associate with the federal government, such as income tax issues. Other sources of information that many tend to rely on included:

- Doctors, nurses, therapists and other health professionals
- Employers
- Tax preparers or accountants
- Social workers
- Advocacy, community, and other service- or disability-focused organizations
- Friends and acquaintances
- Provincial and municipal governments

Many participants assumed that health professionals will know about government programs and services for persons with disabilities because they see disabilities as health issues. Others said that they trust the people they know and see regularly – friends, and various health or support workers in their lives to provide them with appropriate information. Others have turned to advocacy or service organizations in order to tap into a community of people with similar experience in order to find what they hope will be the best information for their personal situation.

The health care professionals work full-time, so why not go through them? (Person with mobility impairment, Montreal)

I think I would call maybe someone like the March of Dimes or somewhere where they deal with people. (Person with vision impairment, Toronto)

I would call CNIB and ask. (Person with vision impairment, Toronto)

Oh no, it's talking with your peer group. Because everybody is...you're just chatting and having coffee and saying these are my challenges...oh yeah, yeah, I came across it a few months ago, this is how I tackled the problem. (Person with mobility impairment, Toronto)

I'd go to the bank – they have some pamphlets – or I'd call a couple of my friends. I'd get information, you see. I'd say “what are the services available?” So, you would find a pamphlet or I'd ask for somebody who works in computers whether or not there were any services available. The occupational therapist is there. You can ask them. So, you go through your network, or I'd ask my doctor, or if I need a wheelchair or a cane or whatever, I'll just ask them. (Person with mobility impairment, Montreal)

Government of Canada as an Information Source. For many reasons, the Government of Canada is not a top-of-mind source of information of specific interest to disabled persons; while persons with disabilities are somewhat more inclined to seek information from the Government of Canada on issues that are commonly known to be under the purview of the federal government, even in these cases, some participants would turn to a friend or professional (social worker, tax accountant, physiotherapist, etc.) for advice or information.

In general, persons with disabilities have low expectations of the kinds of information that would be available to them through the Government of Canada. This is in part due to the common perception of disabilities as health issues. Both persons with disabilities and service providers in all areas are

accustomed to thinking of disability as a health issue, and persons with disabilities are frequently in regular contact with health professionals; this leads to the assumption that most of their needs, including information needs, will be met through the health care sector, and this is an area of provincial jurisdiction. Thus, many persons with disabilities tend to expect that either the health care professionals who serve their health needs, or the provincial government, is the first and most logical place to turn for information.

Rather than calling the government, I would imagine I would call someone in the health care system. I would call Info-Santé or else I'd call the pharmacist or my doctor.
(Person with mobility impairment, Montreal)

Attitudes toward Government of Canada as Information Source. Persons with disabilities also expressed cynicism concerning Government of Canada services in general: “I expect to be frustrated.” In general, they expected that information would be difficult to access, that help in finding the right information would be limited, and that the search for information would be time-consuming and exhausting – a daunting proposition for those who are easily fatigued or in pain due to their disabilities.

No, no I've never really thought about trying to get help. I went to the doctor. I've been to the CLSC. I wouldn't call the government. I think that everybody is telling that they're going bankrupt so I wouldn't see that it would be too advantageous to call them to begin with. I think I would be hesitant to do it. (Person with mobility impairment, Montreal)

But, so far I have not looked, for me it is frustrating to look up a government thing in the computer, because I do not get the answer, then you have to go to another link. That is what I have found. Government things, it is one link to another link and for me that is very time consuming. And at the employment centre, you do not have the ZoomText, so, it is very tiring. (Person with vision impairment, Toronto)

Either you don't end up talking to the right person, or basically you don't have the strength and the energy to actually get help, because my energy level is not that great. (Person with mobility impairment, Montreal)

Persons with vision and mobility impairment often do not consider approaching the government of Canada for their information needs because they do not know if programs, services and supports are available in the areas they are interested in. Some indicated that they do not ask about Government

of Canada programs and services to assist persons with disabilities because they assume that even if there is something, they won't get it anyway. Others indicated that they believe that they are not "really disabled" or that they should not ask for assistance unless they "really need it;" these participants do not look for information programs or services because they feel they would not qualify, or because it has not occurred to them that there might be programs or services that they would qualify for.

I have friends that tell me that they have applied for this or they have asked for that, and they do not get anything. (Person with vision impairment, Toronto)

I never really jumped to conclusion. I just figure, I have asked once, they said no – I leave it at that. (Person with vision impairment, Toronto)

I've been taught from a young age that you do it yourself, you don't rely on the government, so I really am not aware of what's out there – but then you start talking to people. (Person with mobility impairment, Toronto)

Others were more inclined to believe that there may be useful information on services and programs that would be of use to them, and would take a proactive approach to finding this information.

Yes, you have to ask for it. If you don't ask for it, you don't get it. (Person with mobility impairment, Montreal)

Government of Canada Information Channels. People can access Government of Canada information are through the Internet (Canada.gc.ca and ServiceCanada.gc.ca), by telephone (either by direct line to a specific office or department, or through 1-800 O Canada), and in person at the offices of specific departments or at a Service Canada Centre. Secondly, the Government of Canada produces a wide variety of publications which can be ordered by telephone, downloaded over the Internet and picked up in person.

Despite the variety of access channels, awareness of Government of Canada access channels was relatively low.

If we knew where to go to get the information, that would be a different story. (Person with mobility impairment, Montreal)

A number of participants indicated that they did not know how to access Government of Canada information directly on the Internet or by telephone; they did have strategies for finding out how to access the information (directory assistance, Internet searches), but there was some question as to whether their methods were always successful in locating the necessary information.

And I do not know, if I just phone directory assistance and say I want the number for Federal Government CPP, I do not think, I do not know if that would get me there. (Person with vision impairment, Toronto)

I don't know the government website, so I'd still use the search engine on the Internet and do a search for whatever kind of medical issue I'm looking for. What's available for blind people or visually impaired people with low vision, anything to do with health and just put in the word health and government then maybe come up with something. (Person who is legally blind, Toronto)

Internet Access. The Internet was the preferred channel for many persons with disabilities in this research. It is something that most can use in their own home or workplace, at a time of their choosing. Many said they find the Internet an effective and efficient tool for locating a wide variety of information. Persons with vision impairment noted that they can make use of devices and software for accessing information, depending on their degree of impairment.

Those who access Government of Canada information via the Internet indicated that they tend not to do so directly; they are accustomed to using search engines such as Google for all their other information needs, and thus approach government information with the same approach. While they said that they often find information on various federal or other government websites in this manner, it is worth noting that very few seemed to have arrived at the ServiceCanada.gc.ca or PWD Online websites via Google or similar searches, and thus they remain unaware of these centralized portal sites.

Yeah, I use the Rogers. MSN search engine. I would put in something like, probably if I was looking for something like that, I would probably put in "Wheelchair Accessibility" or "Ramps for Wheelchairs." Something like that, that would probably pop up a whole bunch of sites and I could narrow it down. (Person with vision impairment, Toronto)

Nine times out of ten, we use Google. We use key words. (Person with vision impairment, Montreal)

Telephone Access. Some people preferred to access Government information by phone, but not all were aware of the 1-800 O Canada central telephone line. Some remembered advertising campaigns or brochures from a few years ago, but concluded that since they have not heard about the number in some time, it is no longer in service.

The telephone is the quickest and easiest way. If I'm not satisfied with the answer, the person gave me, then I go on the Internet and search it for myself. (Person with vision impairment, Toronto)

I would go through the phone directory, look under the Government, and I would look under the category I would think I should be calling. Probably the Ministry of Health first. I would get a number from there and start calling and once I got somebody, I would tell them what my need was and see if they could direct me somewhere else. (Person with vision impairment, Toronto)

Person-to-person Access. Others have accessed Government of Canada information in person. For some, this was because the information they needed was, to the best of their knowledge, only available in person, or because they found it inconvenient to use the phone lines and were not interested in or able to access the information via Internet. Others preferred personal contact, and valued the flexibility of being able to explain their situation and show documentation. While many were aware of specific federal government offices, very few were aware of the name Service Canada Centre.

I went to the office to get a disability tax credit. That's the only way you can get it. Can't get it off the Internet. You have to go to the government office and pick it up. Took the bus, I'm lazy. Went to the building, asked what floor it's on, 4th floor, walk in, line up, ask for disability tax benefit, here you go, take it, fill it out, send it in, that's it. (Person who is legally blind, Toronto)

And the telephone doesn't provide you with the answer you want. It's not personal. It's not really that sincere or honest or reliable, even by telephone. But face-to-face, if I was to go with people where there was an exchange, I think it would be helpful to have an exchange. (Person with mobility impairment, Montreal)

Persons with both vision and mobility impairment indicated that it can be much more difficult for them to go to a government office to find information than it is to access information by telephone or the Internet.

3.3 Effective Strategies for Information Gathering

Persons with disabilities, particularly those with vision impairment of varying degrees, noted that they often make use of devices and software to help them access information: extra-large monitors, magnifying screens, and software such as JAWS or ZoomText assist the person with vision impairment in their use of the Internet.

When I came to Canada, I was introduced to JAWS. I knew about JAWS and screen-reading software before, but only after coming here did I know about JAWS then when I got used to JAWS and then I started using the Internet. Like when JAWS developed their software more in tune with the Internet explorer, I got more comfortable with using it. (Person who is fully blind, Toronto)

Yes, definitely. I bought a huge screen. That's an obvious thing, because with the ordinary screen, I couldn't see anything. (Person with vision impairment, Montreal)

I would want to check on the Internet. That would be the first place I'd go. I'd turn on my text enlarging software and then I would enter in the government site. I don't think I've got it in my favourites yet. Yes and I have a choice, I'll open it, and if I can see that I'm on the right page then I'll put that one in my favourites in the event that I need it at a later date. Then I'll just read and see what there is and what kind of information there is. (Person who is legally blind, Montreal)

Some persons with disabilities indicated that they rely to some extent on assistance from other people – family, friends, caregivers and other support people such as volunteer CNIB readers – to access information that they need to find or that is sent to them.

For some, their key strategies appeared to be perseverance and luck; if they follow enough links, wait long enough on the phone, call back often enough, find the right combination of keywords, encounter a service representative on the phone or in a Service Centre who has the time to be patient with their often complex questions and problems, then they will get the information they need.

3.4 Challenges and Roadblocks

Awareness of Access Channels. Perhaps one of the most serious challenges for persons with disabilities is finding out that the dedicated access channels – and the PWD Online website in particular – exist, so that they can use them to seek out the Government of Canada information they require.

When you go on the site, I didn't see [PWD Online] – on the general government site, I didn't see it. I have not heard about it either. (Person who is legally blind, Montreal)

I think the Canadian government, basically, has not come out and said to people, we're here to help you. They don't advertise it. I've never heard anybody talk about calling the Canadian government – call the Canadian government and they'll help you. No one has ever told me that. I just basically wasn't aware of that, and I can assume that there's a lot of other people that aren't aware as well. (Person with mobility impairment, Montreal)

If they don't tell us, we don't know. We'll never know about it. (Person with mobility impairment, Montreal)

Recognition as a Person with a Disability. Some have found that their disabilities are not recognized (persons diagnosed with fibromyalgia, for example) – or that their particular level of impairment does not qualify them for certain benefits or programs due to definitions and requirements they perceive as arbitrary or overly restrictive.

But I guess my other point in some of these programs is that some of the guidelines are so narrow that you almost have to be duck taped in a bed to get the services. With the disability tax credit, if you're able to angularly crawl or whatever more than 50 feet, well you can't get it. But if you know how to play the game, if you don't have a doctor that will look at it for you, you can't get it – but I don't know who puts some of the regulations down but they're absurd. (Person with mobility impairment, Toronto)

Others indicated that they find it insulting and a waste of time and energy to be required to re-qualify regularly in order to receive certain benefits or services, when their condition is a degenerative or incurable one.

No, every five years they ask us to re-establish our status. I hate that. I hate that. This all involves spending money, you get deductions. With respect to income tax with people who have severe limitations, you have to get these filled out by a professional and now we're talking doctor. When you do that, you have to pay for it. These things are not free. (Person who is legally blind, Montreal)

I mean our disability, we're going to have this until they lay us in Mt. Pleasant cemetery and it was really stupid that every two years you had to re-file. I mean the deal is, hey guys, this isn't going to go away. I mean I'm living with this day-to-day where finally last year I did my income tax, they finally sent me a notice. Mr. G., we realize this is a lifelong disability, you don't have to re-file every two years. (Person with mobility impairment, Toronto)

Lack of Co-ordination of Services. Many persons with disabilities indicated with some vehemence that they find that there is a patchwork of programs, some of which will be available to them at some times and under some circumstances, but that there is no seamless support that takes into account the way their disability affects their ability to live a full life. There are cracks in the system, and they find themselves falling between those cracks, often at the very times when they are most vulnerable because their status is changing in some fashion. Instead of help in finding out what to do to move from one program to another, or how to find partial supports when they are impaired but not unable to support themselves to some degree, they feel lost in the bureaucracy.

Having a little more severe disability and just having gone through that period of relying on the government financially because I've just started working, I would get 'oh, no you can't get money from us because you're receiving from EI so you don't qualify for disability' or 'if you're on disability, you can't work.' This amount of money, which is an insane amount of pennies. If you make more than this – the disability for Ontario from what I know really prohibits people from wanting to go to work. I don't know about the federal ones. I don't know. I was an EI recipient and a welfare recipient over the last six months. It doesn't matter if you challenge it or not, this is what you get. (Person with mobility impairment, Toronto)

As an adult with a disability, I have two choices in life. I have two paths I can take in my life. I can be a person with a disability who receives a pension every month until I die; it's a fixed income and obviously it'll go up but I will not receive more, I cannot make more. I can sit home and receive it. Or I can choose to be a working individual contributing to my society have unlimited funds for income but if I do that, then I receive no help as a person with a

disability. I have no financial aid. If something goes wrong with the wheelchair, unless I have benefits from my employer to cover that, that comes out of my pocket. (Person with mobility impairment, Toronto)

Technical Challenges Accessing Websites. Many persons with vision impairment reported encountering technical difficulties in scanning various government websites due to a lack of sensitivity in design and programming for the needs of persons using scanning software. Some persons with vision impairment do not have access to computers or the Internet at home or at work, and cannot use public access computers in libraries, Canada Employment Centres or cybercafés because these machines do not have the necessary software needed. Some people have difficulty learning to use the software effectively because of a lack of opportunities to learn techniques and shortcuts with the software.

Non-accessible sites, sites that are not that accessible. For example, there might be a Customs Revenue site, but it has only images, and these images do not have text. So, that means that JAWS can either read nothing at all, or just give me the name of the image. If the image is called customsagency.gif, that's fine. If the image is a 248-point gif, we don't hear anything. (Person who is fully blind, Montreal)

I can do some things and get from one field to the next, but looking up government, I have tried it on the computer and their website, sometimes it leads into another one and it can be quite frustrating. Sometimes I do not understand the terminology. Even reading, I find on the government sites, some of the words I do not understand, even though I am a proficient reader! (Person with vision impairment, Toronto)

I have [software] on my computer, but it will not read everything on the website and often when you are filling to request information it will just say text box, it will not say whether you need to put your street number in there or your city or what you need to put in. So a lot of websites, you can get so far and then I cannot finish them. (Person with vision impairment, Toronto)

Difficulties in Accessing Telephone Services. Participants reported a variety of problems in accessing information via telephone: limited hours of operation; long waits; being put on hold; being tied to a land line when they need to be working, running errands, or doing other things; not being able to talk to a real person; going through long chains of referrals before reaching someone who understands their needs. Frustration is a common response to these situations; while participants

realized that it is not only persons with disabilities who face these problems, they noted that for a person with certain kinds of disabilities, long waits, having to remember or recount details over and over again, having to copy down numbers or information, and other common aspects of the telephone access experience are considerably more difficult to deal with and still arrive at a positive conclusion.

You would press one for this, press two for that, and then you wait on hold! (giggles) And then usually somebody would come on that, you know, they never know anything, “We will give you this number.” And pass it on or whatever. You know, I actually just tell them in great detail what I am looking for. Sometimes you have to go through a few numbers before you get what you want. (Person who is visually impaired, Toronto)

You try to get through to the Student Loans and Bursaries, it says ‘press 1,’ and they transfer you to another telephone number, and they’ll say ‘welcome,’ and then you have choices. If you want to be answered by a clerk, press zero and then they transfer you once again and then it rings busy, but this all took four minutes before you find out that the line’s busy. (Person who is fully blind, Montreal)

You can’t reach them because it’s a call centre. So you call and they put you on hold, on hold. In my case, I worked from Monday to Friday, the same hours that they did, so I just could not reach them, and I simply can’t just sit and wait. When I’m working I can’t do that. (Person who is legally blind, Montreal)

411. That’s still free for me, and then I’d ask for the government of Canada, general information. First number, I would get my Braille, I use jumbo Braille. That means very large characters. So 10 numbers, and if it’s a 1-800 number it’s even more challenging. I try and take notes and when I get tired I just give it up. If they give me two or three numbers after the first one, and if I end up with somebody who doesn’t know what they’re doing, and that happens sometimes, I’ve got two or three extra numbers and sometimes we wait forever to get responses. (Person who is legally blind, Montreal)

Usually, they have all those voice-activated, a nice female voice gets on and then you have six options. I’m hitting zero to speak to a real live person. (Person with mobility impairment, Toronto)

Access in Person. Persons with disabilities can encounter a range of challenges in pursuing Government of Canada information in person. For some persons with mobility impairment, transportation can be a challenge; they rely on adapted transportation services or on friends to provide transportation. Finding their way to a new location can be a challenge for a person with vision impairment.

Public awareness, the first time you go somewhere as a blind person whether you're a cane user or a guide dog user, is always the worst. How do you get there? How do you tell him left or right if you're not sure yourself? Encountering people that have never met a blind person before and not sure how to assist, it can be uncomfortable if you're grabbing or pulling or open the door beforehand. (Person who is fully blind, Toronto)

Reading Government of Canada Print Materials. Some participants with vision impairment noted that it can be problematical to receive important government information written in Roman text in a household that only reads Braille, or when important information or forms are available in only one size font – small.

I have gone into the Employment Centre to tell them, “Why is your print so small, that I really have to put my face on the side of it?” I can see, I can use a computer for a little bit, but not for long. This is for everybody. This is for the whole world. All the materials you use. And we have different levels of people with varying sight. And you have it so small. What is this, why? (Person with vision impairment, Toronto)

The election was another problem I find. We got our election forms, the voting thing, and we assumed that we would be at the same polls as we always, at the United Church, neither of us can read the thing. So we went to where we always had voted, which was Manor Road Church. My husband could read the word Church on there, so we assumed that was it, but then when we got there it was the wrong polling booth. (Person with vision impairment, Toronto)

3.5 Meeting Challenges

Making Access Easier for Persons with Disabilities. Some participants noted that they have seen improvements in recent years in the accessibility of Government of Canada information channels. Several noted that Government of Canada websites were becoming more accessible to

people using scanning software, and that government staff in offices were generally willing to make accommodations in protocol and procedure for persons with disabilities.

I find a lot of government websites are good in the sense that they have a text only link, word documents, plain text documents instead of PDFs and things like that. (Person who is legally blind, Toronto)

The first thing that I notice for the last couple of years is they have options, of access options, like, they will say 1 for this or 2 for this option to go from one page, from the full page itself to go to the next step. That's helpful, I go in and listen to that, the options that it gives you so you don't have to go through and search each option. You don't have to read the whole page to get to where I want to be. They do say that at the beginning itself or for easy access, these are the options. (Person who is fully blind, Toronto)

The Citizenship and Immigration Canada website is good. I'm able to get the information that I need. When I wanted to study for the citizenship exam, I was able to find the questions and the answers. I was filling out all the information, get the form, read the form itself and get somebody else to pick it up so I was able to read it myself to be sure I had the correct answers so that worked well for me. (Person who is fully blind, Toronto)

So, it's important that the design be sensitive, and I think the ones within the Government of Canada are pretty much sensitive. I think they do pretty much respond to that. (Person who is fully blind, Montreal)

My wife and I are both visually impaired. We were going on a trip, so we went to the passport office, asked for information, they tell you go wait for your number to be called or show up on the screen, neither of us could see the screen, so that would be a situation where we had to go back and say you know what I tried, I stood right underneath your screen but couldn't see it. Same at the Health office for health cards. They were accommodating, they said they would let us know, somebody was going to come over and keep an eye on the numbers, they were accommodating for sure. (Person who is legally blind, Toronto)

3.6 Finding New Solutions

Increasing Awareness of Government of Canada Channels. One clear solution to the problem of limited awareness of available Government of Canada communications channels is to find cost-

effective ways of increasing and maintaining awareness. Some suggested using one channel to raise awareness of others: placing information about the 1-800 O Canada number and Service Canada Centres on Government of Canada websites or using hold time during telephone calls to notify listeners about the Service Canada website and the PWD Online subsite.

When we are calling the numbers and so on, instead of saying please hold, your call will be answered soon, they could put some information saying “do you know that we have a Service Canada website?” so that it promotes that when you’re holding (Person who is fully blind, Toronto)

Other solutions involved using partnerships, both on and off the Internet, to increase awareness of Government of Canada communications channels. Some suggested using doctors, clinics, pharmacists, and advocacy and support organizations to publicize the existence of a website designed for persons with disabilities.

I think that they should communicate. They should probably get some pamphlets to the CLSC. (Person with mobility impairment, Montreal)

In the clinics. In women’s centres. (Person with mobility impairment, Montreal)

A further step to heighten the online visibility of ServiceCanada.gc.ca and PWD Online would be to establish online partnerships with organizations providing advocacy or support to persons with disabilities, so that people visiting other sites dealing with disability issues would find links to the Government of Canada site.

Improvements to Internet Services. Participants recommended various changes to the organization and design of Government of Canada websites to facilitate use by persons with vision impairment or persons using software such as JAWS to access government websites.

The challenges would have to be the links would have to be in a colour that stands out that we can actually see. It can’t be a really light colour, it has to be black or blue but dark. (Person who is legally blind, Toronto)

One of the good things about the browsers now is you can generally increase the fonts yourself or decrease them but as long as it’s not something graphical, as long as it’s not things like Java and Applets and so on that you can’t really control so controllability,

customized ability, lack of graphics is good. I used to teach also and I also work in web-mastering, so lack of graphics, clarity, just plain text links. (Person who is legally blind, Toronto)

I think that perhaps at the top of the page on your left, because that's often where it is, you could find the links to the ministry and to the department, and on the main page of the Canadian Government site so that we can find Canadian sites and just choose one, and say, for example, when you're talking about Ministry of Defence, they should have all the other ministries in a list that appear on this plus all of the services that are indicated there. They should be available in two separate menus. I think that they could make the links to get to the main menu or the main sites, to do this in an invisible way, and you could have a link that might go through the 46 Ministries and that will take us directly through Jazz where it's readable so that they can avoid reading all the menus. So, you could, say, go to the Armed Forces site or you could go directly to all the different military bases. (Person who is fully blind, Montreal)

I imagine it has to do with the structure of the print. It would have to be easily presented for somebody who has this kind of difficulty so they could zoom in. Definitely so that you can zoom, and you can change the background and the font. If I had a choice, I would put blue and I would never use green because it's difficult to read. Forget yellow, it's really hard to read, and also your eyes get tired much more quickly. (Person with vision impairment, Montreal)

Improvements to Telephone Services. Participants suggested a number of ways that would improve the experience of using Government of Canada telephone services: dedicated lines for persons with disabilities that would allow them to reach service representatives without long waits, or allowing toll-free calls from cell phones. Along with the idea of a dedicated line came the potential of tying files of personal information to phone numbers or some other form of identification that would permit service representative working on these dedicated lines to access profiles of clients with disabilities, to cut down on the amount of time necessary to explain their individual situations.

There is one thing I would like them doing is having cell phone services is calling the 1-800 number toll free as well because on the cell phone when you're using it, even if it's a 1-800 number, you're charged. (Person who is fully blind, Toronto)

They could have a dedicated line for people who are handicapped, and that somebody could respond to you by just giving them our telephone number or where we live, to make it really simple. When you have to spend...go through 10 numbers. I have my Social Insurance as well as my hospital number, and I don't have my health card. I know it's 55-something 01, but...it sounds pretty straightforward, but nonetheless. (Person who is legally blind, Montreal)

I think the government should do is broadcast right at the beginning. At any time, press zero. You've got people who are hearing impaired, people who are mentally impaired who aren't going to remember four or five different things, so it's very important have a message "Please press zero at any time to talk with someone." (Person with mobility impairment, Toronto)

Improvements to Person-to-person Services. When persons with disabilities go into government offices to make person-to-person contacts, certain accommodations need to be in place. Some persons with disabilities will need special waiting areas so they do not have to wait in line. Offices that provide service based on number sequence need to install appropriate means of informing persons with disabilities that their number is up. Forms should be available in different font sizes and in Braille.

Audio announcement or put them at eye level, things like that would have been a little easier. With the Go Station, the old signs were actually easier for me to read than the new plasma televisions they have everywhere. (Person who is legally blind, Toronto)

Special Counsellors or Advocates. The problem of co-ordination and integration of services and programs, both those available to all Canadians and those designed for persons with disabilities, is a concern for many participants. Some recommended that persons with disabilities have access to specially trained counsellors or advocates who could help them find out ways of managing multiple programs and services, and ensuring the fullest possible coverage by available social programs.

It would have been really nice to have someone who could act as an advocate even more than I did with this whole oh it's federal, provincial, it's this, that...you fall under this umbrella because you're in a co-op, you're not in an apartment. I ended up spending over \$100 on my cell phone one day just trying to say help. Nobody has reimbursed me for that. (Person with mobility impairment, Toronto)

That is the problem I find with non-profit organizations. You might reach somebody who is really knowledgeable or you might reach somebody who will just say something dumb or that they have never heard of it and brush you off. But if there was an office that you could phone or get into and you knew what you were looking for, that would be great. (Person who is visually impaired, Toronto)

I think people understand you better when they can see your body language and your situation. To you on the phone, all I am is a voice who's frustrated or angry. What if you have documentation that you want to show them to say look this is my situation, this is what I'm dealing with? It would be very nice to have a one-stop shop...I really don't like being treated like a commodity. I want to go in, sit down and talk to somebody and say look this is my problem, if you can't help me, tell me where I should go. (Person with mobility impairment, Toronto)

Newsletters for Persons with Disabilities. The Government of Canada could make available to persons with disabilities regular newsletters that would inform them of new ways to access information, new programs or services, changes to current programs, and other relevant information.

It is just hard getting that information, that is current. I get a lot from word-of-mouth or I have an e-mail letter that comes every so often from B.C., I think it is, and it just mentioned, again a couple of weeks ago, that you could get things from Customs in Braille, enlarged or whatever. I have not contacted them, but I have the number. But, again, that came just by half a chance. So it would be great if there was some sort of standard e-mail newsletter that could come out even. It would not work for everybody, but it would sure work for me. If you knew about it and could sign up. Or you could phone in a 1-800 number that could direct you places. I am more comfortable using the phone, I would rather do that. So, certainly, those things would help. Or if when you do your taxes, if there were some link you could tick off if you want ongoing current information on anything you need, and in what format. (Person who is visually impaired, Toronto)

Appendix



**Visual & Mobility Needs Assessment
Discussion Guide – Focus Groups
Draft 2, March 8, 2006**

Research Objectives:

- Explore the information needs of persons with visual or mobility impairments
- Determine how well did Government of Canada programming meet their needs?
- Identify the ways they access these services (on-line, in-person or telephone)?
- Identify challenges those with visual or mobility impairments face in obtaining these services?

Session Time: One Hour

Introduction: 5 Minutes

Moderator opens the session, explaining:

Client: Service Canada – Services for Persons with Disabilities

The purpose of the study: To understand the information needs of persons with visual or mobility impairments, and to determine how the Government of Canada's programme is serving their needs.

The room, the mirror, taping of the session, the length of the session and confidentiality issues (first names only).

Participants will be asked to introduce themselves.

Probe: *Who lives in your house and what are your particular interests?*

Round Table: 35 Minutes

Explore – Starting your search: 10 minutes

Moderator will open discussion with the following general question:

What types of information do you need to find from The Government of Canada?

Probe: *The specific nature and range – by type of information they seek*

Probe: *When you need or want information from The Government of Canada, how do you begin your search for the information that you need?*

Probe: *Do you use on-line, telephone, in person?*

Why do you choose to use this particular/specific way of beginning your search for information?

Explore – Success in finding the information that you need: 10 minutes

Moderator will encourage participants to give specific examples of the information they needed and to share their success/failure in finding the information that they required.

Questions addressed to individual participants: 15 minutes

Each participant will be encouraged to share details of one experience related to the use/access of the Government of Canada information that they seek.

Probe: *On-line, phone, in-person*

Probe: *Accuracy of information*

Probe: *Usefulness of the information to their own purpose*

Probe: *Sequence of events – barriers or impediments encountered*

Probe: *End result – sense of satisfaction/dissatisfaction with their information quest*

Round Table: 10 minutes

Explore – Challenges faced in obtaining the services

What challenges, if any, did you face – or do you expect that you might face – in obtaining the information that you need from the Government of Canada?

Probe: *Challenges and, for each, possible “solutions” from the participant’s perspective.*

Participant discussion without moderator: 5 Minutes

Probe: *Priorities/wish list:*

Probe: *What are your priority areas of concern?*

Probe: *And what is the order of importance of these issues?*

Notes:

While participants discuss priority concerns, the moderator will come to the observer room to discuss any outstanding question(s) or clarification(s) with the client team.

When the moderator returns to the group room, the participants will discuss their priority/wish list.

Wrap up: 10 Minutes

Moderator will address any outstanding questions or clarifications (discussed previously with the client team).

That wraps up our time together this evening.

Thank you very much for your participation. On your way out, someone at reception will give you your honorarium.



**Évaluation des besoins des personnes qui ont des déficiences visuelles
et de celles dont la mobilité est réduite
Guide de discussion – Groupes de discussion
Ébauche 1, 8 mars 2006
PN 5882**

Objectifs de la recherche :

- Explorer les besoins en information des personnes qui ont des déficiences visuelles ou dont la mobilité est réduite
- Déterminer jusqu'à quel point le programme du gouvernement du Canada répond à leurs besoins
- Identifier leur façon d'accéder à ces services (en ligne, en personne ou par téléphone)
- Identifier les défis que les personnes qui ont des déficiences visuelles ou dont la mobilité est réduite doivent surmonter pour obtenir ces services

Durée de la séance : 1 heure

Introduction : 5 minutes

L'animateur débute la séance et explique :

Qui est le client : Service Canada – Services pour les personnes handicapées

Le but de l'étude : comprendre les besoins en information des personnes qui ont des déficiences visuelles ou dont la mobilité est réduite, et déterminer comment le programme du gouvernement du Canada répond à leurs besoins.

La salle, le miroir, l'enregistrement de la séance, sa durée et les questions de confidentialité (prénoms seulement).

On demandera aux participants de se présenter eux-mêmes.

Sondez : *Qui habite avec vous et quels sont vos intérêts particuliers?*

Tour de table : 35 minutes

Explorer – début de votre recherche : 10 minutes

L'animateur amorce la discussion en posant la question générale qui suit :

Quels types d'information avez-vous besoin de trouver auprès du gouvernement du Canada?

***Sondez** : La nature et l'étendue spécifique – par type d'information recherchée*

***Sondez** : Quand vous avez besoin d'information ou que vous voulez obtenir une information auprès du gouvernement du Canada, par où commencez-vous à chercher l'information dont vous avez besoin?*

***Sondez** : Utilisez-vous l'Internet, le téléphone ou le faites-vous en personne? Pourquoi choisissez-vous cette façon particulière pour commencer votre recherche d'information?*

Explorer – Succès obtenu à trouver l'information que vous recherchez : 10 minutes

L'animateur encouragera les participants à donner des exemples précis d'information dont ils avaient besoin et à faire part de leur succès/échec à trouver l'information requise.

Questions posées aux participants individuellement : 15 minutes

Chaque participant sera encouragé à raconter en détail une expérience liée à l'utilisation de l'information qu'il recherchait auprès du gouvernement du Canada, ou à l'accès à cette information.

***Sondez** : en ligne, au téléphone, en personne*

***Sondez** : exactitude de l'information*

***Sondez** : utilité de l'information pour ses propres besoins*

***Sondez** : séquence des événements – obstacles ou empêchements rencontrés*

***Sondez** : résultat final – sentiment de satisfaction/d'insatisfaction relative à sa demande d'information*

Tour de table : 10 minutes

Explorer – Défis surmontés pour obtenir les services

S'il y a lieu, quels défis, avez-vous dû surmonter – ou prévoyez-vous que vous pourriez devoir surmonter – pour obtenir l'information dont vous aviez besoin auprès du gouvernement du Canada?

***Sondez** : Défis et, pour chacun d'eux, « solutions » possibles du point de vue du participant.*

Les participants discutent avec l'animateur : 5 minutes

Sondez : Priorités/liste de souhaits :

Sondez : *Quels sont les principaux domaines qui vous préoccupent?*

Sondez : *Et quel est l'ordre d'importance de ces questions?*

Notes :

Pendant que les participants discutent de leurs principales préoccupations, l'animateur se rendra dans la salle d'observation pour discuter de toute(s) question(s) ou clarification(s) qui reste(nt) avec l'équipe du client.

Lorsque l'animateur revient dans la salle de groupe, les participants discuteront de leur liste de priorités/souhaits.

Récapitulation : 10 minutes

L'animateur abordera les questions ou clarifications qui restent (discutées précédemment avec l'équipe du client).

Ceci met fin à cette soirée que nous avons passée ensemble.

Merci beaucoup de votre participation. En sortant, on vous remettra vos honoraires à la réception.



research house

14498 - NEEDS

Respondent Name: _____

Home Phone #: _____

Business Phone #: _____

E-Mail: _____

Group #: _____ Recruiter: _____

RECRUITING 2 PER TIME

MONTREAL

WEDNESDAY, MARCH 15TH AT:

- 12:00 – 1 PAIR WITH PERSONS WHO ARE LEGALLY BLIND
- 1:00 – 1 PAIR WITH PERSONS WHO ARE FULLY BLIND
- 2:00 – 1 PAIR WITH PERSONS WHO USE A WHEELCHAIR OR MOBILITY AID
- 6:00 – 1 PAIR WITH PERSONS WHO HAVE ANY TYPE OF MOBILITY IMPAIRMENT
- 7:00 – 1 PAIR WHO ARE VISUALLY IMPAIRED BUT NOT CLASSIFIED AS LEGALLY BLIND
- 8:00 – 1 PAIR WITH PERSONS WHOSE IMPAIRMENT AFFECT THEIR COMPUTER USAGE

TORONTO

FRIDAY, MARCH 17TH AT:

- 12:00 – 1 PAIR WITH PERSONS WHO ARE LEGALLY BLIND
- 1:00 – 1 PAIR WITH PERSONS WHO ARE FULLY BLIND
- 2:00 – 1 PAIR WITH PERSONS WHO USE A WHEELCHAIR OR MOBILITY AID
- 6:00 – 1 PAIR WITH PERSONS WHO HAVE ANY TYPE OF MOBILITY IMPAIRMENT
- 7:00 – 1 PAIR WHO ARE VISUALLY IMPAIRED BUT NOT CLASSIFIED AS LEGALLY BLOIND
- 8:00 – 1 PAIR WITH PERSONS WHOSE IMPAIRMENT AFFECT THEIR COMPUTER USAGE

Hello, my name is _____ from Research House Inc., we are calling today to invite you to a focus group discussion scheduled for (SEE ABOVE DATES). Your participation in the research is completely voluntary and your decision to participate or not will not affect any dealings you may have with Research House Inc. All information collected, used and/or disclosed will be used for research purposes only and administered as per the requirements of the Privacy Act. You will also be asked to sign a waiver to acknowledge that you may be audio and/or video taped during the session and will also participate in Qualitative Central. The session will last a maximum of 1 hour and you will receive a cash honorarium as a thank you for attending the session. May we have your permission to ask you some further question to see if you fit in our study?

Yes.....1
 No.....2 – **THANK AND TERMINATE**

INDICATE: Male.....1|– **ENSURE A GOOD MIX IN EACH GROUP**
 Female.....2|

1. Are you or is any member of your household or immediate family employed in, or ever been employed in:

	1		Ever	
	No	Yes	No	Yes
Market Research	()	()	()	()
Marketing	()	()	()	()
Public Relations	()	()	()	()
Any media (Print, Radio, TV)	()	()	()	()
A member of ACTRA	()	()	()	()

Advertising () () () ()
 Medical Industry () () () ()

IF YES TO ANY OF THE ABOVE – THANK AND TERMINATE

2a. May I have your age, please?
 _____ **SPECIFY**

Under 25 years.....1
 25 – 34 years.....2
 35 – 44 years.....3
 45 – 54 years.....4
 Over 55 years.....5

} **ENSURE A GOOD MIX IN EACH GROUP**

2b. What is your marital status?

Married / Common – Law.....1
 Single / Div. / Wid. / Sep.....2

} **ENSURE A GOOD MIX IN EACH GROUP**

3a. What is your current employment status?

Full Time Employed ()
 Part Time Employed ()
 Homemaker ()
 Student ()
 Retired ()
 Unemployed ()

} **ENSURE A GOOD MIX IN EACH GROUP**

3b. What is your occupation?

_____ **JOB TITLE** _____ **TYPE / NAME OF COMPANY**

IF MARRIED / COMMON – LAW ASK – WHAT IS YOUR SPOUSE'S OCCUPATION?

_____ **JOB TITLE** _____ **TYPE / NAME OF COMPANY**

IF ANY CONNECTION TO STANDARD OR PROJECT RELATED OCCUPATION – THANK AND TERMINATE

4. Do you, anyone in your household or anyone for whom you are responsible have difficulty seeing, walking, climbing stairs, bending or disabilities relating to arms or hands or any similar activities?

Yes.....1
 No.....2 – **THANK AND TERMINATE**

5. Would this person be you or someone else?

Myself.....1 – **MUST MENTION**
 Someone Else.....2

6. What type of disability do you have?

I use a wheelchair or mobility aid1 _____ specify
 I have an impairment that affects my computer usage (ie/ arthritis, carpal tunnel syndrome, amputation, neurological problems that affect mobility etc).....2 _____ specify
 I have a mobility impairment (ie/ amputee, use a walker or cane, have troubles walking etc.)... ..3 _____ specify

- I am a fully blind4
- I am legally blind5
- I am visually impaired by not classified legally blind6

7. Have you had or attempted to have interaction with the Government of Canada related to information needs in the past year?

- Yes.....1
- No.....2 - **TERMINATE**

8. Do you use a computer?

- Yes.....1
- No.....2 - **TERMINATE**

ASK VISUALLY IMPAIRED OR BLIND ONLY

9. What software tools do you / have you used ?

_____ **SPECIFY**

ASK ALL:

10a. Which of the following do you currently have and personally use in your home?

- Computer..... 1 – **(6) MUST MENTION – (6) DO NOT MENTION**
- Internet2 – **(6) MUST MENTION – (6) DO NOT MENTION**
- Printer.....3
- Other_____4

10b. How comfortable are **you** using the internet and navigating websites?

- Very comfortable.....1 } **(6) MUST MENTION**
- Somewhat comfortable.....2 } **(6) MUST MENTION**
- Somewhat uncomfortable.....3 } **(6) MUST MENTION**
- Very uncomfortable.....4 }

The next couple of questions deal with your imagination. Have a little fun with these questions and feel free to answer in any way, as there are no incorrect answers.

12. What would be the first thing you would do, if you had just won one million dollars?

- _____ **ANSWERS SPONTANEOUSLY** _____ **CARRIES ON A GOOD CONVERSATION**
- _____ **VERY ENTHUSIASTIC** _____ **VERY SURE OF HIMSELF / HERSELF**

NOTE: PAY EXTRA ATTENTION TO RESPONDENT ANSWERS – LOOK FOR COMPLEX, CREATIVE ANSWERS AND NOT JUST MEANINGLESS ANSWERS. LOOK FOR IMAGINATION AND A SENSE OF CREATIVITY / PARTICIPATION.

13. Participants in group discussions are asked to voice their opinions and thoughts, how comfortable are you, in voicing your opinions in front of others? Are you....

- Very Comfortable.....1 – **MIN 50% PER GROUP**
- Comfortable.....2
- Fairly Comfortable.....3
- Not Very Comfortable.....4 – **THANK AND TERMINATE**
- Very Uncomfortable.....5 – **THANK AND TERMINATE**

14a. Have you ever attended a focus group or one to one discussion for which you have received a sum of money, here or elsewhere?

Yes.....1 – **MAX (50%) PER GROUP**
No.....2 – **SKIP TO Q. 15**

14b. When did you last attend one of these discussions?

TERMINATE IF IN THE PAST 6 MONTHS

14c. How many focus group or one –to-one discussions have you attended in the past 5 years?

(SPECIFY) IF MORE THAN 5 – THANK AND TERMINATE

14d. Would you please tell me the topics discussed?

IF DISABILITIES THANK AND TERMINATE

15. Have you yourself lived in this Province:

Less than 2 years1 – **THANK AND TERMINATE**
Between 2 – 5 years.....2
More than 5 years.....3

16. Have you been invited to another of these focus groups or interviews in the near future?

Yes.....1 – **THANK AND TERMINATE**
No.....2

IMPORTANT:

The session is 1 hour in length, but we are asking that all participants arrive 10 minutes prior to the start time of the session. Are you able to be at the research facility 10 minutes prior to the session time?

Yes.....1
No.....2 – **TERMINATE**

All participants in this study are asked to bring to the group **PICTURE IDENTIFICATION**. If you do not bring your personal identification then you will not be able to participate in the session and you will not receive the incentive fee. Are you going to bring along your ID?

Yes.....1
No.....2 – **TERMINATE**

The group discussion will last approximately 1 hour and we offer each participant a \$100.00 cash gift as a token of our appreciation. I should also tell you that the groups will be audio - taped for research purposes and members of the research team will be observing the discussion from an adjoining room. Everything you say will be kept confidential.

[] CHECK TO INDICATE YOU HAVE READ THE STATEMENT TO THE RESPONDENT.

MONTREAL

WEDNESDAY, MARCH 15TH AT:

12:00 – 1 PAIR WITH PERSONS WHO ARE LEGALLY BLIND

1:00 – 1 PAIR WITH PERSONS WHO ARE FULLY BLIND

2:00 – 1 PAIR WITH PERSONS WHO USE A WHEELCHAIR OR MOBILITY AID

6:00 – 1 PAIR WITH PERSONS WHO HAVE ANY TYPE OF MOBILITY IMPAIRMENT

7:00 – 1 PAIR WHO ARE VISUALLY IMPAIRED BUT NOT CLASSIFIED AS LEGALLY BLOIND

8:00 – 1 PAIR WITH PERSONS WHOSE IMPAIRMENT AFFECT THEIR COMPUTER USAGE

TORONTO

FRIDAY, MARCH 17TH AT:

12:00 – 1 PAIR WITH PERSONS WHO ARE LEGALLY BLIND

1:00 – 1 PAIR WITH PERSONS WHO ARE FULLY BLIND

2:00 – 1 PAIR WITH PERSONS WHO USE A WHEELCHAIR OR MOBILITY AID

6:00 – 1 PAIR WITH PERSONS WHO HAVE ANY TYPE OF MOBILITY IMPAIRMENT

7:00 – 1 PAIR WHO ARE VISUALLY IMPAIRED BUT NOT CLASSIFIED AS LEGALLY BLOIND

8:00 – 1 PAIR WITH PERSONS WHOSE IMPAIRMENT AFFECT THEIR COMPUTER USAGE

MARCH 15th

MONTREAL

CRC

1250 Guy Street

Suite 802

MARCH 17th

TORONTO

Research House Inc

1867 Yonge St

Suite 200



research house

14498 - NEEDS

Nom du répondant : _____

résidence: _____

affaire : _____

Courriel: _____

Groupe #: _____ Recruteur : _____

RECRUTEZ 2 PAR HEURE

MONTRÉAL

MERCREDI, LE 15 MARS À:

12H00 – 1 PAIRE AVEC PERSONNES QUI SONT LÉGALEMENT AVEUGLES

13H00 – 1 PAIRE AVEC PERSONNES QUI SONT COMPLÈTEMENT AVEUGLES

14H00 – 1 PAIRE AVEC PERSONNES QUI UTILISE UNE CHAISE ROULANTE OU AUTRE MOYEN DE DÉPLACEMENT

18H00 – 1 PAIRE AVEC PERSONNES QUI ONT QUELCONQUE TYPE DE MOBILITÉ RÉDUITE

19H00 – 1 PAIRE QUI ONT UNE DÉFICIENCE VISUELLE MAIS PAS CLASSIFIÉ COMME LÉGALEMENT AVEUGLE

20H00 – 1 PAIRE AVEC PERSONNES DONT LEUR DÉFICIENCE AFFECTE LEUR ABILITÉ D'UTILISER UN ORDINATEUR

Bonjour/Bonsoir, mon nom est _____ de Québec Recherches. Nous vous appelons aujourd'hui pour vous inviter à un groupe de discussion cédulé mercredi, le 15 mars prochain. Votre participation à cette recherche est entièrement volontaire et votre décision d'y participer ou non n'affectera en rien les interactions que vous pourriez avoir avec Québec Recherches. Tous les renseignements recueillis serviront à des fins de recherche uniquement et seront traités conformément aux exigences de la Loi sur la protection des renseignements personnels. Nous vous demanderons également de signer un abandon de recours par lequel vous reconnaitrez être au courant qu'il se peut que l'on vous enregistre sur bande audio et/ou vidéo pendant la séance et que votre participation au Registre central de recherche qualitative est requise. La session durera un maximum de 1 heure et vous recevrez un montant en argent en guise de remerciement pour votre participation. Puis-je avoir votre permission pour vous demander à vous ou quelqu'un d'autre dans votre foyer quelques questions afin de déterminer si vous qualifiez à cette étude?

Oui.....1

Non.....2 – **REMERCIEZ ET TERMINEZ**

INDIQUEZ: Homme..... 1| – **ASSUREZ UN BON PARTAGE**

Femme..... 2|

1. Est-ce que vous-même ou un membre de votre foyer ou famille immédiate travaillez ou avez déjà travaillé dans l'un des domaines suivants :

	1		Déjà	
	Non	Oui	Non	Oui
Recherche en marketing	()	()	()	()
Marketing	()	()	()	()
Relations publiques	()	()	()	()
Médias (Journal, radio,TV)	()	()	()	()
Membre de l'ACTRA / l'UDA	()	()	()	()
Publicité	()	()	()	()
Industrie médicale	()	()	()	()

SI OUI À N'IMPORTE QUEL DOMAINE CI-HAUT – REMERCIEZ ET TERMINEZ

2a. Puis-je avoir votre âge exact, svp?

_____ **PRÉCISEZ**

- Moins de 25 ans.....1
- 25 à 34 ans.....2
- 35 à 44 ans.....3
- 45 à 54 ans.....4
- Plus de 55 ans.....5

} **ASSUREZ UN BON PARTAGE DANS CHAQUE GROUPE**

2b. Quel est votre état civil ?

- Marié / conjoint de fait1
- Célibataire / divorcé / veuf / séparé.....2

} **ASSUREZ UN BON PARTAGE DANS CHAQUE GROUPE**

3a. Quel est votre statut d'emploi actuel?

- Employé à temps plein ()
- Employé à temps partiel ()
- Femme au foyer ()
- Étudiant ()
- Retraité ()
- Sans emploi ()

} **ASSUREZ UN BON PARTAGE DANS CHAQUE GROUPE**

3b. Quelle est votre occupation?

_____ TITRE D'EMPLOI

_____ TYPE / NOM DE COMPAGNIE

SI MARIÉ(E) / CONJOINT(E) DE FAIT : DEMANDEZ L'OCCUPATION DU CONJOINT(E) ?

_____ TITRE D'EMPLOI

_____ TYPE / NOM DE COMPAGNIE

SI IL Y A UN LIEN AVEC LE SUJET DU PROJET À LA Q.1 - REMERCIEZ ET TERMINEZ

4. Est-ce que vous-même ou quelqu'un de votre foyer ou pour qui vous êtes responsable avez/ont de la difficulté à voir, entendre, communiquer, marcher, monter les escaliers, se pencher, apprendre ou faire toutes activités similaires?

Oui.....1

Non.....2 – **REMERCIEZ ET TERMINEZ**

5. Est-ce que cette personne c'est vous ou quelqu'un d'autre?

Moi-même.....1 – **DOIT MENTIONNER**

Quelqu'un d'autre.....2

6. Quel type d'handicap avez-vous?

J'utilise une chaise roulante ou autre moyen de déplacement.....1_____ précisez

J'ai un déficience qui affecte mon utilisation d'un ordinateur (ie arthrite, syndrome du canal carpien, amputation, problèmes neurologique qui affecte ma mobilité c.).....2_____ précisez

J'ai un mobilité réduite (ie amputé, utilise une marchette ou cane, ai des problèmes à marcher etc...).....3 _____ précisez

Je suis complètement aveugle..... 4

Je suis légalement aveugle..... 5

J'ai une déficience visuelle mais pas classifié légalement aveugle..... 6

7. Au cours de la dernière année, avez-vous eu ou avez-vous essayé d'avoir une interaction auprès du Gouvernement du Canada en ce qui concerne le besoin d'information?

Oui.....1

Non.....2 - **TERMINEZ**

8. -

DEMANDEZ À CEUX AVEC UNE DÉFICIENCE VISUELLE OU AVEUGLE SEULEMENT

9. Quel logiciel avez-vous / utilisez vous?

_____ **PRÉCISEZ**

DEMANDEZ À TOUS :

10a. Lequel/lesquels des suivants avez-vous présentement à la maison et utilisez personnellement?

Ordinateur..... 1 – **(6) DOIVENT MENTIONNER – (6) NE MENTIONNE PAS**

Internet2 – **(6) DOIVENT MENTIONNER – (6) NE MENTIONNE PAS**

Imprimante..... 3

Autre _____ 4

10b. À quel point êtes-vous confortable à utiliser l'internet et naviguer les sites web?

Très confortable.....1 } **(6) DOIVENT MENTIONNER**

Assez confortable.....2 } **(6) DOIVENT MENTIONNER**

Assez inconfortable.....3 } **(6) DOIVENT MENTIONNER**

Très inconfortable.....4 }

Les prochaines questions font appel à votre imagination. Les questions sont pour le plaisir seulement et sentez-vous libre de répondre comme vous voulez étant donné qu'il n'y a pas de bonne ou mauvaise réponse.

12. Quel serait la première chose que vous feriez, si vous veniez de gagner un million de dollars?

<input type="checkbox"/> RÉPOND INSTANTANÉMENT	<input type="checkbox"/> TRÈS SÛRE DE LUI/D'ELLE-MÊME
<input type="checkbox"/> ENTHOUSIASTE	<input type="checkbox"/> ENTREPREND UNE BONNE CONVERSATION

NOTE: PAYEZ UNE ATTENTION PARTICULIÈRE AUX RÉPONSES DES RÉPONDANTS – RECHERCHEZ UNE RÉPONSE ÉLABORÉE. LES RÉPONSES DOIVENT ÊTRE CRÉATIVES. CHERCHEZ UN SENS DE L'IMAGINATION ET UN SENS DE LA CRÉATIVITÉ/PARTICIPATION

13. Nous demandons aux participants du groupe de discussion d'émettre leurs opinions et leurs idées devant d'autres personnes, jusqu'à quel point êtes-vous confortable à faire ceci ? Êtes-vous...

- Très confortable.....1 – **MIN 50% PAR GROUPE**
- Assez confortable.....2
- Confortable.....3
- Pas très confortable.....4| **REMERCIEZ ET TERMINEZ**
- Très inconfortable.....5| **REMERCIEZ ET TERMINEZ**

14a. Avez-vous déjà participé à un groupe de discussion ou une entrevue face-à-face pour lequel vous avez reçu une somme d'argent, ici ou tout autre endroit?

- Oui 1 – **MAX (50%) PAR GROUPE**
Non 2 – **PASSEZ À LA Q.15**

14b. À quand remonte votre dernière participation?

TERMINEZ SI AU COURS DES 6 DERNIERS MOIS

14c. À combien de groupe de discussions ou d'entrevue face-à-face avez-vous participé au cours des 5 dernières années?

(PRÉCISEZ) SI PLUS DE 5 – REMERCIEZ ET TERMINEZ

14d. Pouvez-vous me dire le(s) sujet(s) discuté(s)?

SI HANDICAPS- REMERCIEZ ET TERMINEZ

15. Avez-vous vous-même vécu au Québec:

- Moins de 2 ans1 – **THANK AND TERMINATE**
Entre 2 à 5 ans2
Plus de 5 ans3

16. **Avez-vous été invité à un autre groupe de discussion ou entrevue face-à-face prochainement?**

- Oui.....1 – **REMERCIER ET TERMINEZ**
Non.....2

IMPORTANT :

La session durera 1 heure, cependant nous vous demandons d'arriver 10 minutes à l'avance. Seriez-vous en mesure de vous présenter à la salle de recherche 10 minutes avant la session?

- Oui.....1
Non..... 2 – **TERMINEZ**

Tous les participants sont demandés d'apporter une PIÈCE D'IDENTITÉ au groupe. Si vous n'apportez pas une pièce d'identité, vous ne pourrez pas participer au groupe et ne recevrez pas d'incitatif. Allez-vous pouvoir amener une pièce d'identité ?

- Oui.....1
Non..... 2 – **TERMINEZ**

Le groupe de discussion va durer 1 heure approximativement et nous remettrons à chaque répondant la somme de 100\$ en guise de remerciement. Je dois aussi vous mentionner que les groupes seront enregistrés sur audio pour les raisons de la recherche et que des membres de l'équipe de recherche observeront la discussion d'une salle voisine. Tout ce que vous direz restera confidentiel.

[] COCHEZ POUR INDIQUER QUE VOUS AVEZ LU L'ÉNONCÉ AU RÉPONDANT.

MONTRÉAL

MERCREDI, LE 15 MARS À:

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15 MARS

MONTRÉAL

CRC

1250, rue Guy

Bureau 802