

# Accessibility Case Study TexasZika.org

## Background

Zika arrived in Texas and the state quickly stood up a site with downloadable materials to help combat the spread and effects of the disease. When I joined the team in 2017, I was tasked to find ways to improve the many disjointed health campaign sites, make them brand-compliant, easier to maintain, and accessible.

## The Issue

- Four versions of site existed. Any attempt to update was time-consuming and duplicative. (English Desktop, English Mobile, Spanish Desktop, Spanish Mobile)
- Design was dated and didn't match extensive campaign materials or agency brand guide.
- Campaign logo missing from site.
- Was not geared towards the primary audience: general public.
- Site was accessible, but not user-friendly or visually appealing.

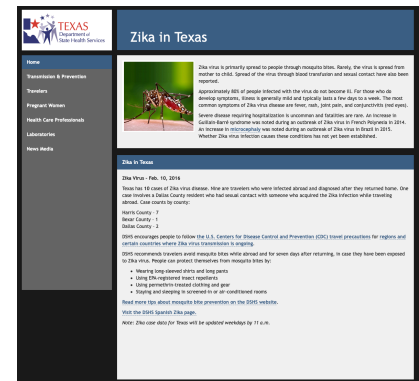
## The Goals

- Build brand-compliant web template for campaign websites.
- Template and future sites should be:
  - Accessible (508 & WCAG AA compliant)
  - User-friendly
  - Responsive
  - Easier to maintain
- Use and customize campaign template for new Zika site:
  - Match site to campaign materials
  - Audience-first architecture
  - Visually appealing
  - Contemporary design and layout
  - Set example for future campaigns.

## The Solution

- Build template using Assets. <https://assets.cms.gov>
  - Bootstrap-based accessible website framework with government-vetted plugins and tools.
- Use HTML5 to for more advanced usability features and attributes.
  - ARIA (Accessible Rich Internet Applications)
- Use CSS3 for styling

## Old Site & Campaign Logo



## Materials



### What is Zika?

The Zika virus is spread through the bite of certain types of mosquitoes. While it can cause fever, rash, joint pain and red or pink eyes, about 80 percent of people with Zika do not become ill or have symptoms. Zika also can be spread through blood transfusions and sexual contact.

### Should I Worry?

Most of Texas has a long mosquito season and many people travel to places where Zika is active. This means you have a greater chance of coming into contact with the Zika virus and potentially spreading it to your loved ones and other. Though, although rare, the Zika virus may also be among the causes of Guillain-Barre syndrome, a condition in which your immune system attacks part of your nervous system.

The Zika virus also can be spread from mother to child, if the mother is infected with the Zika virus during pregnancy. The Zika virus has been linked to birth defects such as microcephaly, a condition where a baby's head is much smaller than expected and can cause developmental delays.

### What Can I Do to Prevent Zika?

Take these simple steps to protect yourself and your loved ones from the Zika virus.

#### WHEN YOU'RE OUTSIDE:

Apply EPA-approved insect repellent.  
Wear pants and long sleeve shirts and cover exposed skin.  
In warmer weather, wear lightweight, loose-fitting clothing that covers exposed skin.

Use screens on close windows and doors to keep mosquitoes out of your home.

Remove standing water in and around your home. This includes water in car tires, lawn, plant saucers, and any container that can hold water.

Cover trash cans or containers where water can collect.

\*For more information on Zika virus prevention visit [texaszika.org](http://texaszika.org)

TALK TO YOUR DOCTOR IF YOU HAVE CONCERNS OR THINK YOU MIGHT HAVE ZIKA.

**KEEP UP WITH THE LATEST INFO AT [TexasZika.org](http://TexasZika.org)**

## The Result

- Brand Compliant
  - Agency name displayed at top
  - Agency colors & fonts used
- Responsive
  - Site will adjust to screen sizes
  - One version per language to maintain
- Matches campaign materials
  - Campaign logo
  - Campaign colors
  - Campaign icons
- Accessible
  - High-contrast
    - Colors run through WCAG contrast checker
    - Brand colors altered to be meet AA standards where needed
  - Hover states on buttons & links
  - ALT tags
  - TITLE tags
  - HTML5
    - ARIA labels and section tags (header, nav, main, footer)
    - Language indicators
    - Nested heading tags
    - Closed Captioning & Transcripts
    - Accessible PDFs

## Lessons Learned

- The site was put together in two weeks to enter competition.
  - The site didn't place, but we took judges comments on accessibility and applied them to the Zika site and the template used to build it.
- Used lessons to update several other campaign sites.
- Applying accessibility principles resulted in:
  - Lower bounce rate
  - Increased time on site
  - Higher search engine rankings

Site is still in use by agency: [TexasZika.org](https://TexasZika.org).



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