

How to Write Helpful Alt Text in 5 Steps

1. Determine the purpose of the image.

Why is the image on the page? It may show potential buyers your products, illustrate your services, or provide a branding boost. It might be strictly decorative, there to break up the text for a more pleasing visual experience. Some images double as buttons, including an element of navigation or control. All of these require different approaches to alt text; before you start writing, understand what the image is designed to do. Here are some guidelines for different types of images.

- For images that don't provide useful information — images like dividers and decorative patterns — omit alt text. Instead, add a null alt attribute to instruct assistive devices to skip the item.
- If an image includes text, add that message to your alt text. Screen readers and other assistive technologies don't typically scan images for text, so alt text is the only way to share it with some users.
- Images that include links or buttons should use alt text to explain the destinations or effects of these functional elements.
- For most images, alt text should consist of a simple, useful, original description.

At this point, you've got a basic understanding of the purpose of alt text. The following steps will help you write these descriptions more accurately.

2. Identify the important details.

Users may or may not be interested in image descriptions, and on a screen reader, longer alt text can lead to a frustrating experience. Therefore, it's important to strike a balance between a concise description and a complete one.

Is your image making a comparison between one product and another? In that case, describe the difference. Does a photo show people in a certain mood? Describe the smile or frown — but only if it changes the meaning of the image. Don't waste space by using descriptors like "image" or "this is a picture of..." Assistive technologies will handle that. Instead, focus on the elements that help the image convey its intent.

3. Describe the image in the first words that come to mind.

Here's where the writing begins. Describe the image — just the important details. Try to keep it to a sentence or two. Use plain, everyday language. Imagine you're speaking to someone who can't see the image, and tell them what you see. You may write a bit long on your first draft. That's okay; the next step is to cut it down to size.

4. Edit the alt text for conciseness.

Look for unnecessary words and remove them. Replace long words with shorter synonyms. Get rid of nonessential adjectives; instead of calling it a "sleek, white, brand-new iPhone," for instance, just call it a "white iPhone."

There's always tension between completeness and brevity. Let the details you compiled in Step 2 be your guide. Finally, don't be afraid to ask for help — which takes us to our last step.

5. Seek review from colleagues and partners.

Some webmasters have brand partners edit alt text to keep messaging consistent. Others review alt text as part of website redesign projects. Many companies ask copy editors to check alt text along with other site content. Whoever it is, a reader with a fresh perspective can spot important elements you may have missed. They'll also help you prune unnecessary words. There's nothing better than an editor to improve writing, and that includes alt text.





www.vadsociety.ca; vad@vadsociety.ca
Follow us on Facebook and Twitter: @VADisabilities

It's important to understand that effective alt text is just one part of a more accessible website. For more information about image descriptions, web design for assistive devices, and website accessibility more generally, contact the Bureau of Internet Accessibility today.

<https://www.boia.org/blog/5-steps-for-writing-alt-text-for-accessibility>

VAD Volunteer Appreciation

At Voice of Albertans with Disabilities (VAD), our volunteers play a vital role in helping us support individuals with disabilities and build more inclusive communities across Alberta. From assisting with our bingo fundraisers and casino events to delivering disability awareness presentations, and Board and committee work, VAD volunteers contribute their time, skills, and passion to help advance accessibility and inclusion.

These fundraising activities help sustain many of VAD's programs and services, while our presentation volunteers help educate communities, workplaces, and organizations about disability awareness and inclusion.

Because of our dedicated volunteers, VAD is able to reach more people, raise important funds, and continue self advocacy for the rights and opportunities of individuals with disabilities.

We are always looking for more volunteers who want to make a difference. Whether you can help at a bingo, assist at a casino event, or share your voice through presentations, your support helps strengthen our work and our community.

If you are interested in volunteering with VAD, we would love to hear from you. Together, we can continue building a more accessible and inclusive Alberta. Thank you volunteers for their work supporting programs and events.

National Volunteer Week (April 19–25, 2026)

Celebrating the People Who Make a Difference. During National Volunteer Week, Voice of Albertans with Disabilities (VAD) proudly recognizes and thanks the many volunteers who dedicate their time, energy, and compassion to strengthening our organization and the communities we serve. By giving their time, volunteers help create opportunities for education, advocacy, and community connection. Their commitment helps ensure that individuals with disabilities are heard, supported, and included in all aspects of community life.

This year's theme is Ignite Volunteerism: A year-long, nation-building celebration International Volunteer Year is a once-in-a-generation opportunity to celebrate the power of civic participation and renew Canada's culture of volunteering.

Ignite Volunteerism is a year-long effort to elevate the role of civic participation, rebuild volunteer infrastructure, and celebrate volunteer stories.

This National Volunteer Week (April 19-25, 2026) we will celebrate the ways in which people in Canada have ignited volunteerism in their communities, aligning NVW 2026 with Ignite Volunteerism, deepening our collective impact.

On behalf of everyone at VAD, thank you to our volunteers for the difference you make every day. Your dedication helps move us closer to a more accessible, inclusive, and supportive Alberta for all.



Come Join us!

2026-2027 VAD Membership Campaign

www.vadsociety.ca
vad@vadsociety.ca



Why Join VAD?

1. Be Part of a Strong Provincial Voice
2. Access Trusted Disability Information
3. One-on-One Support & Navigation
4. Priority Access to Programs & Events
5. Stay Informed & Connected
6. Inclusive & Welcoming Community
7. Opportunities to Share Your Voice
8. Support Disability Awareness & Education
9. Accessible, Low-Cost Membership
10. Strengthen Disability Advocacy in Alberta



VAD Membership

<https://vadsociety.ca/login-signup/>





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National AccessAbility Week (NAAW)

Join Voice of Albertans with Disabilities (VAD) for our National AccessAbility Week (NAAW) Wrap-Up BBQ and

Silent Auction on June 6, 2026, in Edmonton, Alberta. National AccessAbility Week (NAAW) takes place each year beginning on the last Sunday in May. This year, NAAW runs from May 31 to June 6. The week is an opportunity to celebrate the valuable contributions of Canadians with disabilities, increase awareness and understanding of accessibility and disability inclusion, reduce stigma and attitudinal barriers, and share best practices across communities.

To celebrate NAAW, Voice of Albertans with Disabilities (VAD) is hosting a BBQ and Silent Auction on Saturday, June 6, 2026, from 12:00 p.m. to 3:00 p.m. at Borden Park – Site 1. This inclusive community event is open to:

- The disability community
- VAD members and volunteers
- Collaborating organizations, stakeholders, and community partners

The purpose of this event is to celebrate National AccessAbility Week, recognize community efforts toward accessibility and inclusion, and bring people together in a welcoming, accessible environment. VAD is promoting this BBQ as a community wrap-up to the week's activities across Edmonton.

VAD is currently seeking:

- Food donations for the BBQ
- Event sponsorships
- In-kind donations (supplies or services)
- Silent auction items for attendees to bid on

As a bonus, we are also inviting local agencies and organizations to host an information table at the event to promote their services. This is an opportunity to network, share resources, and connect with the disability community.

**2026 BBQ Champion
Presentation Sponsor**

Preferred Client Services
Bookkeepers

FREE TAXES

What to bring:

- Government ID
- Social Insurance Number
- Tax Slips
- Charitable Donation Receipts
- Medical/Dental Receipts
- DTC Approval letter

Call for appointment

 105 Royal Alex Place
10106 111 Ave, Edmonton
Door at back of building

 780-488-9088

 vad@vadsociety.ca

Are you Eligible?

1 person	\$40,000
2 persons	\$55,000
3 persons	\$60,000
4 persons	\$65,000
5 persons	\$70,000

Voice of Albertans with Disabilities

ADAP (Alberta Disability Assistance Program)

The Alberta Disability Assistance Program (ADAP) is a new provincial program expected to launch in July 2026. Individuals currently receiving AISH (Assured Income for the Severely Handicapped) will be reassessed to determine eligibility for either AISH or ADAP.

Individuals are encouraged to begin speaking with their medical professionals about the upcoming changes and what the reassessment process may involve.

Those who are assessed as able to work will transition to ADAP, while individuals who meet the criteria for AISH will remain on that program.

If an individual is not approved for AISH, they may still qualify for ADAP, provided they meet the eligibility criteria. Decisions under ADAP can be appealed, while AISH reassessment decisions will not have an appeal option. Details regarding benefit rates and earned income exemptions for ADAP are still being finalized. The Government of Alberta has indicated that more information will be released in the near future.

Unlike some other programs, ADAP does not have a maximum duration, meaning clients will receive support for as long as they require it.

The program will include the same comprehensive health benefits currently available through AISH. Individuals on ADAP will be able to maintain access to necessary health benefits regardless of employment income. Even if a person earns enough to no longer qualify for monthly financial benefits, they will continue to be eligible for health benefits until age 65, when they transition to seniors' health benefit programs.

ADAP is designed to support Albertans with disabilities by providing financial assistance, health benefits, and access to employment supports. The program will focus on helping individuals gain skills, increase employment opportunities, and work to their full potential.

To support these goals, the Government of Alberta has indicated it will increase investment in employment supports and encourage private sector employers to reduce barriers and create inclusive workplaces for people with disabilities.

Get Involved!

Get Involved with Voice of Albertans with Disabilities! There are many ways to support the work of Voice of Albertans with Disabilities and help build a more accessible and inclusive community across Alberta.



Volunteer

Our volunteers are essential to the work we do. Opportunities include helping with bingo and casino fundraisers, assisting at community events, and supporting disability awareness presentations. Your time and skills can make a meaningful difference.

Donate a Silent Auction Item

We welcome donations of items or services for our silent auctions, including those held during community events like the National AccessAbility Week BBQ. Your donation helps raise important funds that support VAD programs and services.

Become a VAD Member

Join our network and stay informed about disability issues, programs, and advocacy efforts. Members receive newsletters, updates, and opportunities to participate in research, events, and community discussions.

Follow VAD on Social Media

Stay connected and help spread awareness by following Voice of Albertans with Disabilities on social media. Sharing our posts helps amplify important conversations about accessibility, inclusion, and disability rights.





BBQ Champion - \$1000

Burger Boss Sponsor - \$500

- Logo on promotional materials, social media and website
- Recognition at event
- Table Display at event
- Post event media



Preferred Client Services
Bookkeepers



Hot Diggity Dog Sponsor - \$100

- Logo on promotional materials and website
- Recognition at event
- Post event media



Voice of Albertans with Disabilities (VAD) will host the annual Community BBQ and Silent Auction to celebrate National AccessAbility Week (May 31–June 6, 2026) NAAW. This inclusive, family-friendly event will bring together people with disabilities, families, community organizations, service providers, volunteers, and partners to celebrate disability pride, increase awareness, and strengthen community connections.

National AccessAbility Week (NAAW) is a Canada-wide initiative that:

- Raises awareness of accessibility and inclusion
- Recognizes the contributions of people with disabilities
- Encourages communities and organizations to remove barriers

NAAW provides an opportunity to celebrate achievements while continuing important conversations about equity, accessibility, and belonging.

Borden Park Site 1, Edmonton
June 6, 2026
12 pm to 3 pm

Get in Touch

780-488-9088

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www.vadsociety.ca

VOICE OF ALBERTANS WITH DISABILITIES

**Voice of Albertans
with Disabilities**

Support. Inclusion. Community.