DHH Survey Analysis

Appendix A, B, & C

for

CRTC 2025-180

November 21, 2025

Submitted by DWCC

DEAF WIRELESS CANADA COMMITTEE

COMITÉ POUR LES SERVICES SANS FIL DES SOURDS DU CANADA

Appendix A

DHH Survey Questions

DWCC 2025-180 - DDBHH Accessibility of the National Public Alerting System

DDBHH Accessibility of The National Public Alerting System

The Deaf Wireless Canada Consultative Committee (DWCC) is conducting a national survey to help improve the National Public Alerting System (NPAS), with a focus on accessibility for Deaf, Deaf-Blind, and Hard of Hearing individuals across Canada.

The initiative is part of the Canadian Radio-television and Telecommunications Commissions (CRTC) ongoing proceeding to improve the public alerting systems: CRTC 2025-180.

What are Public Alerts?

Public alerts are important messages sent by the government to warn people about emergencies or danger. These alerts help keep people safe during urgent situations like wildfires, floods, or missing children. You might see or feel these alerts on your phone, TV, radio, or other devices. It is also known as an emergency alert. In this survey, we will use the word “emergency alert.”

What is the survey about?

This survey asks about your experiences with emergency alerts (also known as public alerts or public alerting) which are the the messages sent to your phone, TV, or other devices during emergencies like wildfires, floods, or missing persons.

DWCC wants to better understand:

- Accessibility barriers to receiving alerts
- Preferred languages and sign languages
- Nationwide gaps or inconsistencies in alerting
- How the system can be monitored and improved over time with feedback

This is an opportunity to have your voice and perspective included in national discussions about accessibility and public safety for DDBHH individuals in Canada.

Survey Details:

- Available in English, French, ASL, and LSQ
- Hosted on SurveyMonkey
- Available by request: PDF or paper mailed copy
- Up to 38 questions, covering both multiple choice and open-ended responses
- Approved by the CRTC (see link)

Why is this important?

DWCC’s goal is to ensure that NPAS becomes fully accessible, especially through:

- Alerts in sign languages (ASL and LSQ)
- Compliance with the Accessible Canada Act, which aims to remove barriers for people with disabilities by 2040.

- Compliance with Canadian Human Rights Act to duty to accommodate persons with disabilities including Deaf, Deaf-Blind, and Hard of Hearing individuals across Canada

Your participation will provide valuable data that can help guide policy and implementation of accessible alerts in Canada.

Conditions for participation

To take this survey, you must be:

1. At least 18 years old; and
2. A Canadian consumer of a wireless or internet company for at least one year; and
3. Deaf, Deaf-Blind, Hard of Hearing, Oral deaf, or Late-deafened.

Your privacy, confidentiality and trust are important to us. All data collected will be stored according to industry wide data security standards. At the end of the survey you will have the option, it is your choice, to enter your name and e-mail to enter your name in a prize draw. *This contact information is used only for the verification purposes for the prize draw. Once the draw finishes, your contact information will be erased from our records.*

If you have any concerns or questions, you may contact Jeffrey Beatty, DWCC Chair at chair@deafwireless.ca.

Thank you for participating in this survey.

PART I: QUALIFYING QUESTIONS (3 questions)

1. **I hereby consent that my responses will be used to present the information to the Canadian Radio-television and Telecommunications Commission (CRTC) Notice of Consultation 2025-180.**
   a. Yes
   b. No

2. **Are you Canadian or a resident of Canada?**
   a. Yes
   b. No

3. **Are you 18 or older?**
   a. Yes
   b. No

PART II: DEMOGRAPHICS (8 questions)

ABOUT YOU (6 questions)

4. **Are you Deaf-Blind or DeafBlind? (answers will lead to related questions)**
   ***SKIP LOGIC* if No go to #6**
   a. Yes
   b. No

5. **Which modes of communication do you use?**
   ***SKIP LOGIC* go to #7**
   a. Sign Language
   b. Tactile ASL or Tactile LSQ (hand on hand communication)
   c. Protactile
   d. Two hand manual

6. **How do you self-identify?***
   a. Deaf (a sign language user-- for example: ASL or LSQ)
   b. Hard of Hearing
   c. Oral deaf
   d. Late-deafened

7. **How old are you?**
   a. 18 to 24 years
   b. 25 to 34 years
   c. 35 to 44 years
   d. 45 to 54 years
   e. 55 to 64 years
   f. 65 years or older
   g. I prefer not to provide information

8. **What is your gender?**
   a. Female
   b. Male
   c. Non-binary
   d. I prefer not to provide information

9. **Which languages do you use? Click on all applicable languages.**
    a. ASL
    b. LSQ
    c. English
    d. French

RESIDENTIAL INFORMATION (2 questions)

10. **Which Canadian province or territory do you currently live in?**
    a. British Columbia
    b. Yukon
    c. Alberta
    d. Northwest Territories
    e. Saskatchewan
    f. Nunavut
    g. Manitoba
    h. Ontario
    i. Québec
    j. Newfoundland and Labrador
    k. Nova Scotia
    l. Prince Edward Island
    m. New Brunswick

11. **Where do you live (metropolitan vs. rural)?**
    a. City or metropolitan/suburban area (50,000 or more people)
    b. City or town (between 2,500 – 50,000 people)
    c. Village (fewer than 2,500 people)
    d. I am nomadic, living from town to town
    e. I prefer not to provide information

PART III: DEVICE AND SERVICE USAGE (3 questions)

12. **Do you use wireless and/or internet services?**
    a. Wireless only (LTE/5G)
    b. Internet only (wifi)
    c. Both, Wireless and Internet (wifi)

13. **Do you currently have a wireless Accessibility Plan (a plan that offers a discount or features specifically for people with disabilities)?**
    a. Yes
    b. No
    c. I did not know such a plan exists

14. **What kind of device do you own that you receive or do not receive the alerts on? Click on all applicable answers.**
    a. Apple iPhone
    b. Android (i.e. Blackberry, Google, LG, Samsung, Sony)
    c. Windows device
    d. Tablet (i.e. Apple iPad, or Android: Galaxy, Lenovo, or Amazon)
    e. I do not receive any alerts
    f. Other (please specify): [Textbox]
15. **What other platforms do you receive emergency alerts other than smartphones or tablets?** *(Select all that apply)*
    a. TV
    b. Visual Display in transportation centres (airport, ferry or train stations)
    c. Visual Signage on highways
    d. Public spaces in building spaces (ie. lobby)
    e. Instant Messenger and Chat
    f. Social media (e.g., Facebook, Twitter/X)
    g. Email or text from government sources
    h. Emergency Alert app

PART IV: NATIONAL PUBLIC ALERTING SYSTEM (EMERGENCY ALERTS)

PERSONAL EXPERIENCE (3 questions)

16. **Have you ever received an emergency alert on your device(s)?**
    a. Yes ***skip to 17***
    b. No

17. **If you do not receive any alerts, why not?**
Please type in your answer: _____ ***skip to 18***

18. **What kind/type of emergency alerts have you received? Click on all applicable answers.**
    a. Test Alert (Alert Ready system test)
    b. AMBER Alert (child abduction emergency)
    c. Weather Alert (tornado, blizzard, extreme heat/cold, severe thunderstorm etc.)
    d. Natural Disaster Alert (wildfire, flood, earthquake, etc.)
    e. Civil Emergency Alert (dangerous person, shooting, bombing, etc.)
    f. Environmental & Technological Hazards (radiological, chemical, infrastructure failure, etc)
    g. Emergency Alert (9-1-1 service outage, public health, etc.)

19. Do you want to be able to review past alerts?

a. Yes
b. No

TEST EMERGENCY ALERTS (3 questions)

20. Have you ever received a test emergency alert?

a. Yes
b. No ***skip to 24***

21. Is it important that you give feedback on a test emergency alert?

a. Yes
b. No ***skip to 24***

22. Where would you like to submit your feedback about the alert?

a. Click a button on the alert notification
b. Email
c. Designated text number
d. Alert Ready website
e. Provincial or Territorial Emergency Management Office
f. Local Broadcaster or Wireless Carrier
g. I don't know/Not sure

23. Why is it important for you to be able to give feedback on a test emergency alert?

a. To ensure alerts are delivered in accessible formats (e.g., visual, text, tactile, braille)
b. To verify that alerts are effective for DDBHH individuals
c. To test the technical effectiveness of current alert delivery methods
d. To identify how alert language, visuals, or delivery might cause confusion
e. To educate about the specific needs of the DDBHH community
f. To support the development of more inclusive public safety systems
g. To raise awareness about accessibility issues in emergency communication

EMERGENCY ALERTS ACCESSIBILITY (6 questions)

24. Do you find current alert systems accessible for you as a Deaf, DeafBlind, or Hard-of-Hearing person?

a. Yes
b. Somewhat
c. No
d. I'm not sure

25. What are the main barriers you face when receiving emergency alerts?

a. No visual notification (e.g. no flashing light or pop-up)
b. No vibration haptic alert
c. Audio-only alerts without text
d. Alert not available in ASL or LSQ
e. Poor timing or delays in alert delivery
f. Difficult language (too complex or unclear)
g. Alert not accessible on device
h. Lack of instructions in the alert
i. Internet or cellular service too weak to receive alerts
j. Alerts don't match location
k. Information on screen disappeared too quickly/could not review information
l. Not enough details
m. No photos of missing person
n. Other (please specify): [Textbox]

26. Which format is the most accessible for you during an emergency? *(Select all that apply)*

a. Sign language video (ASL or LSQ)
b. Text captions
c. Visual flashing alerts
d. Haptic alerts
e. Vibration alerts
f. Visual icon or emoji for a specific emergency event
g. Background and font colours
h. Audio alerts
i. Other: _____

27. **Are you satisfied with the information included in the emergency alerts?**
    a. Yes
    b. No **skip to question 29**

28. **What information would you like included in emergency alerts? (Select all that apply)**
    a. Plain language description of the emergency
    b. What to do next (instructions), ie. food rationing in supply chain crisis
    c. Links to where to go for shelter and safety (ie. cooling/warming centre)
    d. Specific phone number, text, or email to contact for help
    e. Visual alert with symbols or icons
    f. ASL or LSQ video explanation
    g. Location-specific details (e.g. nearby danger zones)
    h. How long the emergency is expected to last (be specific or say “unknown”)
    i. Where to go for updates (website, social media, etc.)
    j. Accessibility support information (e.g. VRS/VRI, DeafBlind assistance)
    k. Other (please specify): [Textbox]

PART V: LANGUAGES IN EMERGENCY ALERTS (3 questions)

29. **Which languages do you prefer to receive the emergency alerts in? Click on all applicable languages.**
    a. ASL (American Sign Language)
    b. LSQ (Langue des signes québécoise)
    c. English
    d. French

30. **Do you support a federal requirement for sign language inclusion in all emergency alerts?**
    a. Yes
    b. No
    c. Not sure

31. **Do you believe emergency alerts should be available in sign language across all platforms (TV, phone, social media)?**
    a. Yes
    b. No
    c. Not sure

PART VI: REAL LIFE EXPERIENCES (4 questions)

32. Have you been in a location where there was a disaster, shooting, extreme weather, or any other emergency event(s)?

a. Yes
b. No (skip logic)

33. What kind of emergency event was it?

a. AMBER Alert (child abduction emergency)
b. Weather Alert (tornado, blizzard, extreme heat/cold, severe thunderstorm etc.)
c. Natural Disaster Alert (wildfire, flood, earthquake, etc.)
d. Civil Emergency Alert (dangerous person, shooting, bombing, etc.)
e. Environmental & Technological Hazards (radiological, chemical, infrastructure failure, etc)
f. Emergency Alert (9-1-1 service outage, public health, etc.)
g. Other (please specify): [Textbox]

34. Are you willing to participate in a follow-up interview or focus group to share your experiences and barriers you faced in that emergency event(s)?

a. Yes (skip logic)
b. No

35. Please share your preferred contact method (optional):

[Textbox for Email or Phone]

Note: this contact information is used only for the draw. Once the draw finishes, your contact information will be erased from our records.

PART VII: YOUR COMMENTS

36. Anything else that you would like to share with us and/or with the Canadian Radio-television and Telecommunications Commission (CRTC) related to accessibility of public alerting?

[type in text or video in ASL, LSQ, any ISLs in youtube and insert link here]

[Please write on the lines below or on the back of the last page of this survey]

_____

_____

Part VIII: TO ENROLL IN THE DRAW - OPTIONAL

37. I want to enter my name into the prize draw for this survey.

a. Yes ***SKIP LOGIC to #38**
b. No ***SKIP LOGIC to end thank you message**

38. If you would like to enter your name in the draw for the prizes - Choose which prize you want:

⬜ iPhone
⬜ Android

Name:
City of Residence:
Province:
Email or phone number (your preferable contact):

⬜ By entering this draw, I acknowledge and agree that winners' names and their cities will be made public. No other identifying information will be made public.

Note: this contact information is used only for the draw. Once the draw finishes, your contact information will be erased from our records.

PART IX : Thank you for your participation

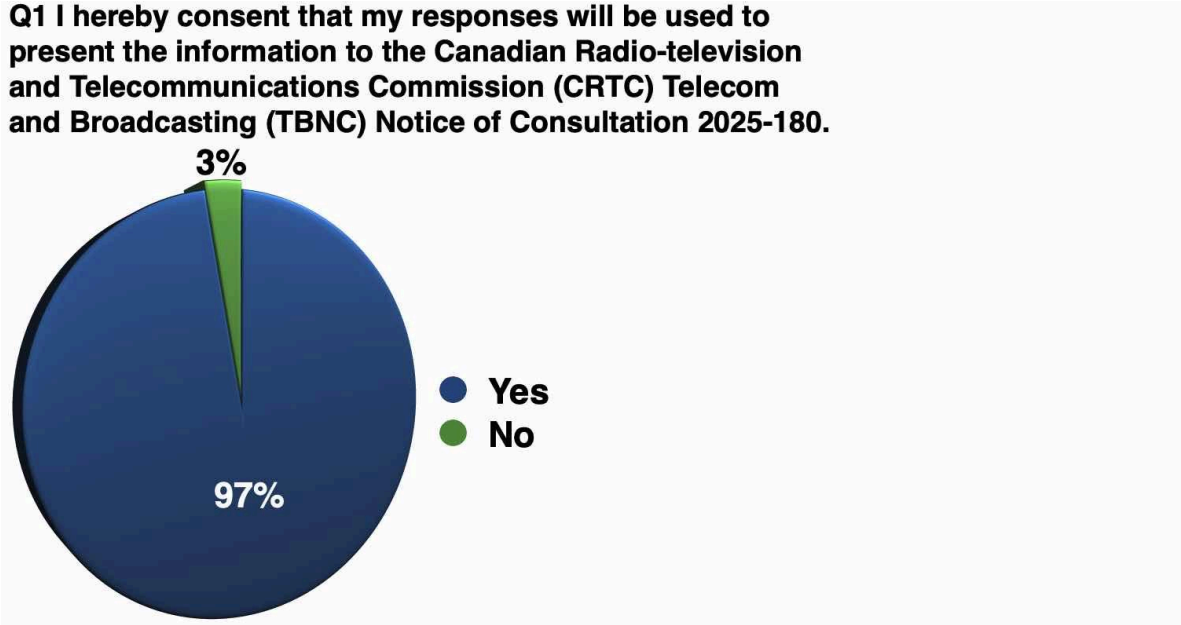
Thank you for your participation in this survey. Your feedback will help improve accessibility of public alerts for the Deaf, DeafBlind, and Hard of Hearing community in Canada.

Appendix B

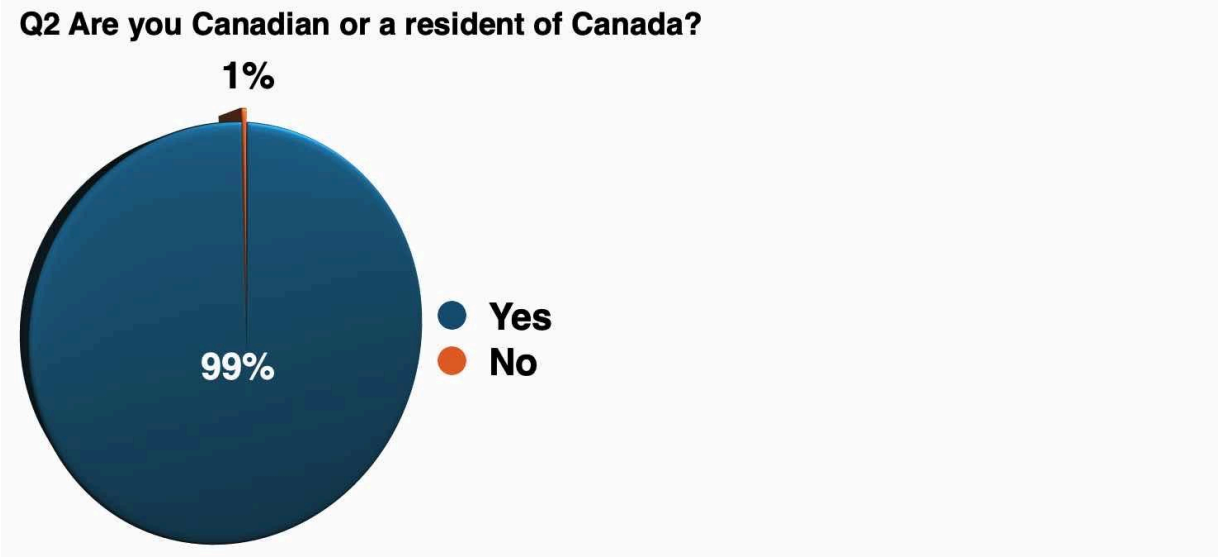
DHH Survey Charts & Infographics for all Survey Questions

QUALIFYING QUESTIONS

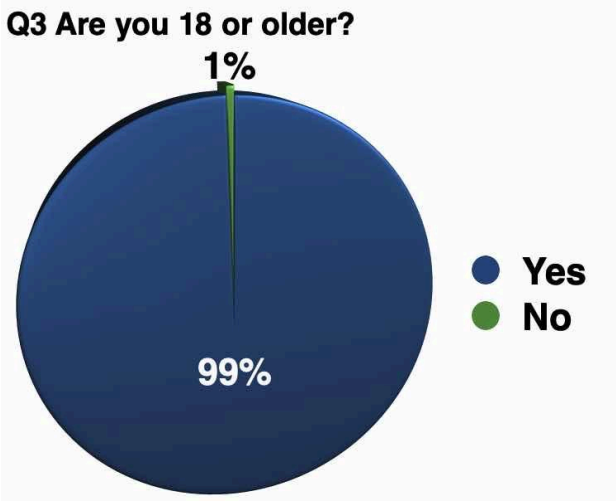
1. This question explained that the results would be shared with the CRTC and gave DHH respondents the option to withdraw from the survey if they didn't consent. Only three respondents (3%) did not give permission, and 97% did.



2. This question was used to ensure that the respondent is eligible for the prize raffle, to be drawn on October 20, 2025. Almost all of them (99%) indicated they were either Canadian or residents of Canada, while five respondents said they were not.



3. This question was used to ensure that the respondent is at least 18 years old to qualify for the prize raffle held on October 20, 2025. Almost all of them(99%) indicated they were over 18, while **1%** were not.

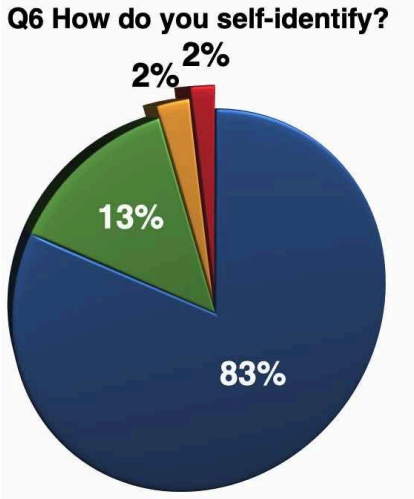


About Deaf and Hard of Hearing Respondents

4. The purpose of this section was to create a demographic profile of the 1,204 DHH respondents, including gender, age, geographic location, home area, and language and communication use.

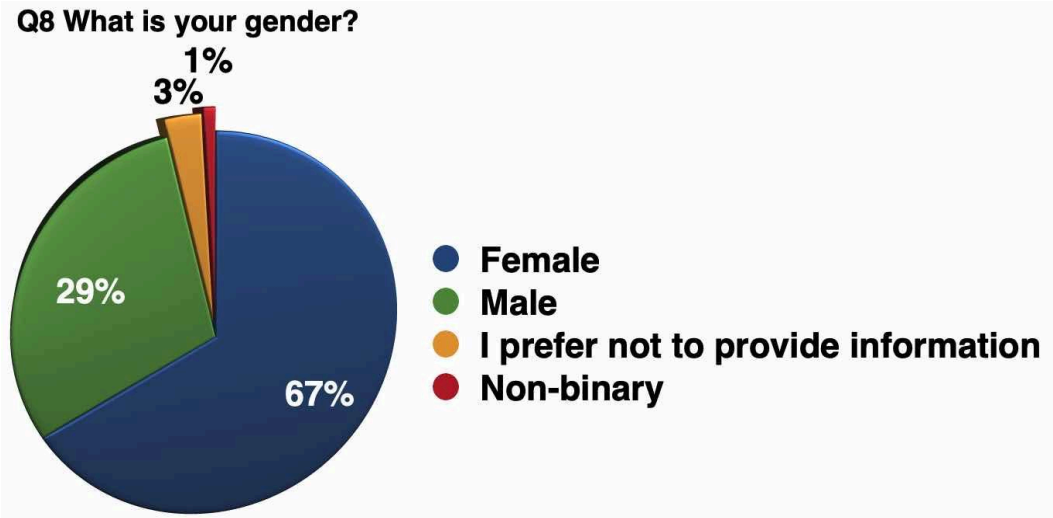
Self-identification

5. Of the DHH respondents, **83%** identified as Deaf and as sign language users (such as ASL or LSQ). Another **13%** identified as Hard of Hearing, **2%** as Oral Deaf, and **2%** as late-deafened.



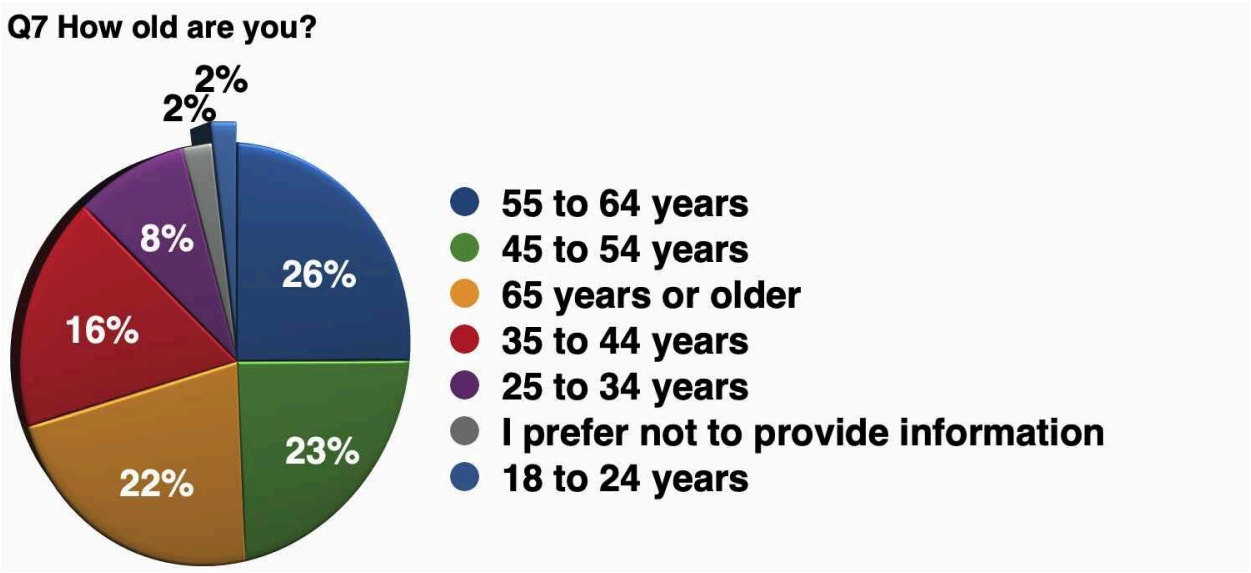
Gender

6. Among the respondents, **67%** identified as female, **29%** as male, and **1%** respondents identified as non-binary. The remaining participants chose not to disclose this information.



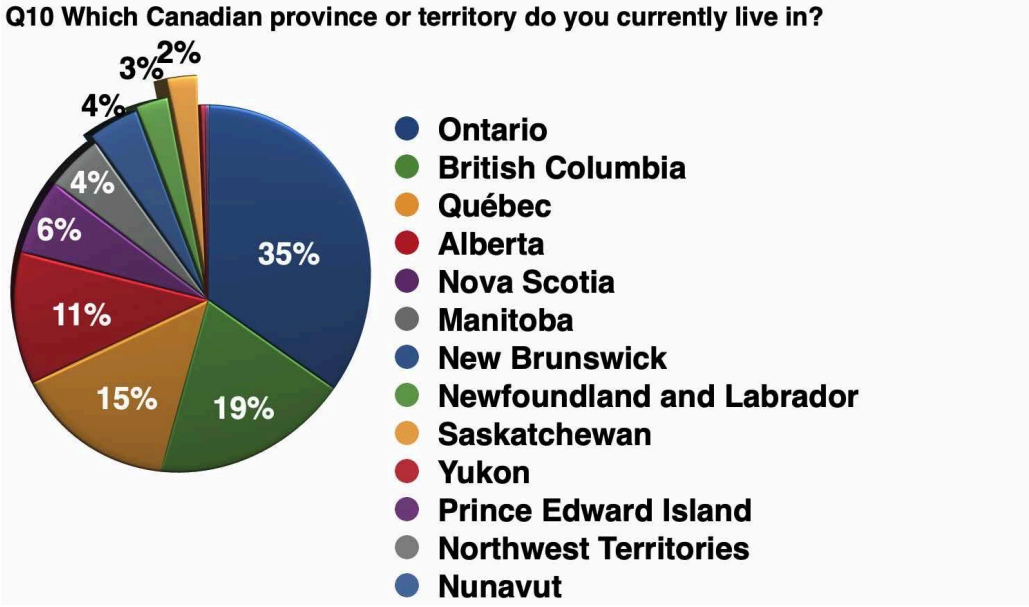
Age

7. Survey respondents were distributed across various age groups: 26% aged 55 to 64, 23% aged 45 to 54, 22% aged 65 or older, and **16%** aged 35 to 44. Additionally, **8%** fell into the 25-34 age group. The youngest participants were less represented, at just **2%** between 18 and 24. The remaining participants chose not to disclose this information.



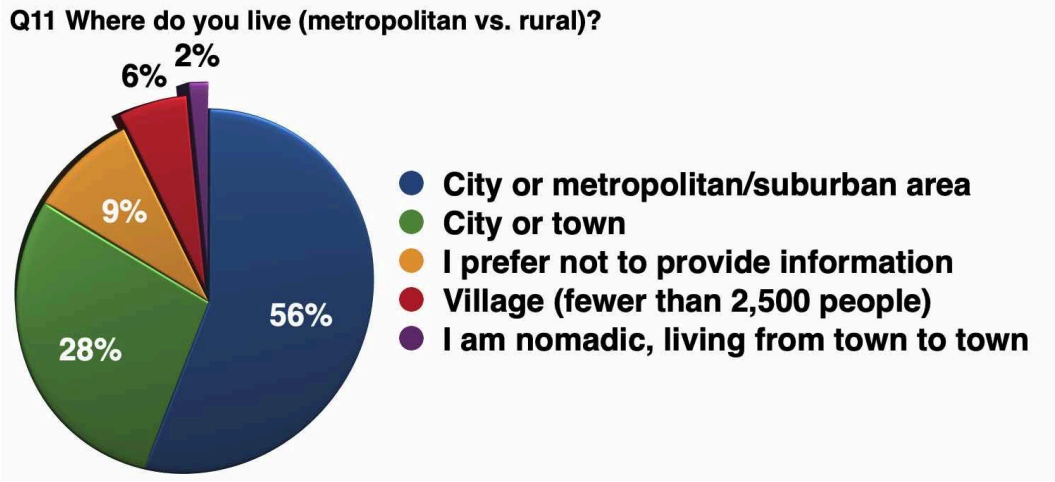
Geographic location

8. Among respondents, **35**% resided in Ontario, **19%** in British Columbia, **15%** in Quebec, and **11%** in Alberta. This was followed by Nova Scotia (**6%)**, Manitoba (**4%**), New Brunswick (**4%**), Newfoundland and Labrador (**3%**), and Saskatchewan (**2%**). There were also **four** respondents from Yukon, **three** from Prince Edward Island, and **one** from the Northwest Territories.



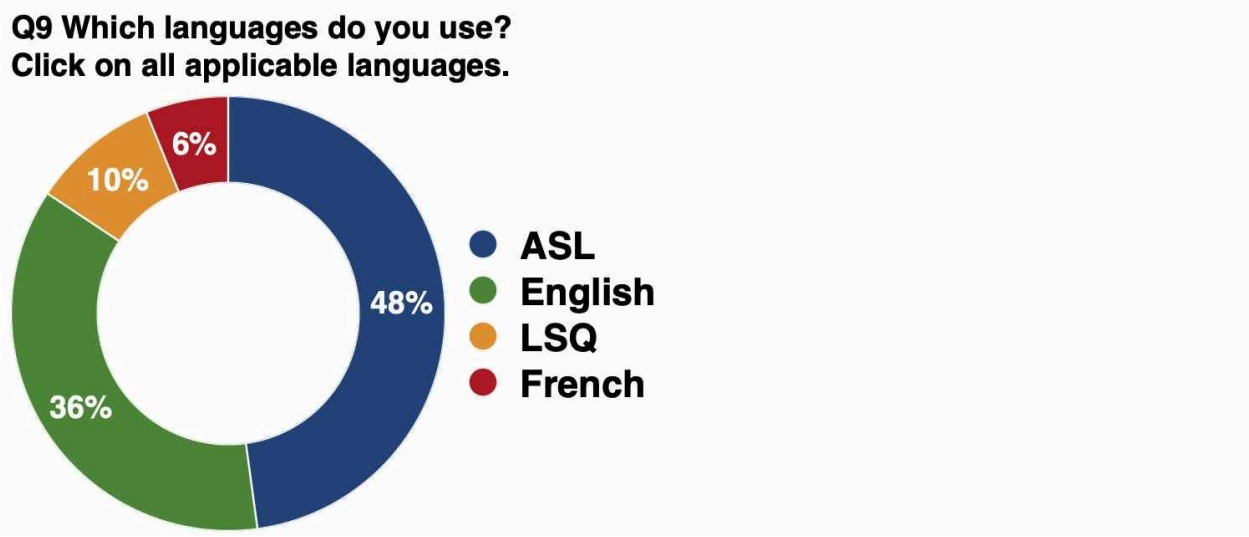
9. Of the respondents, **56%** reported living in a city or metropolitan/suburban area, while **28%** reside in a city or town with a population of 2,500-50,000. An additional

6% live in villages with fewer than 2,500 residents. Meanwhile, **9%** chose not to disclose their location, and **2%** indicated they do not have a fixed place of residence.

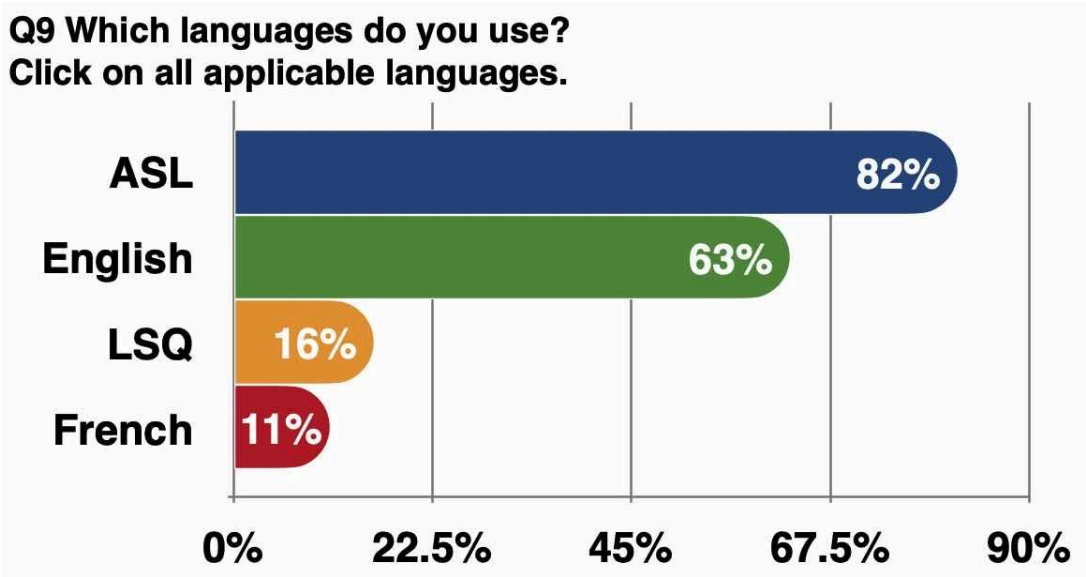


Language Use

10. A total of **2,015 language selections** were provided. These findings indicate the following language-use breakdown: 48% for ASL, 36% for English, 10% for LSQ, and **6%** for French.

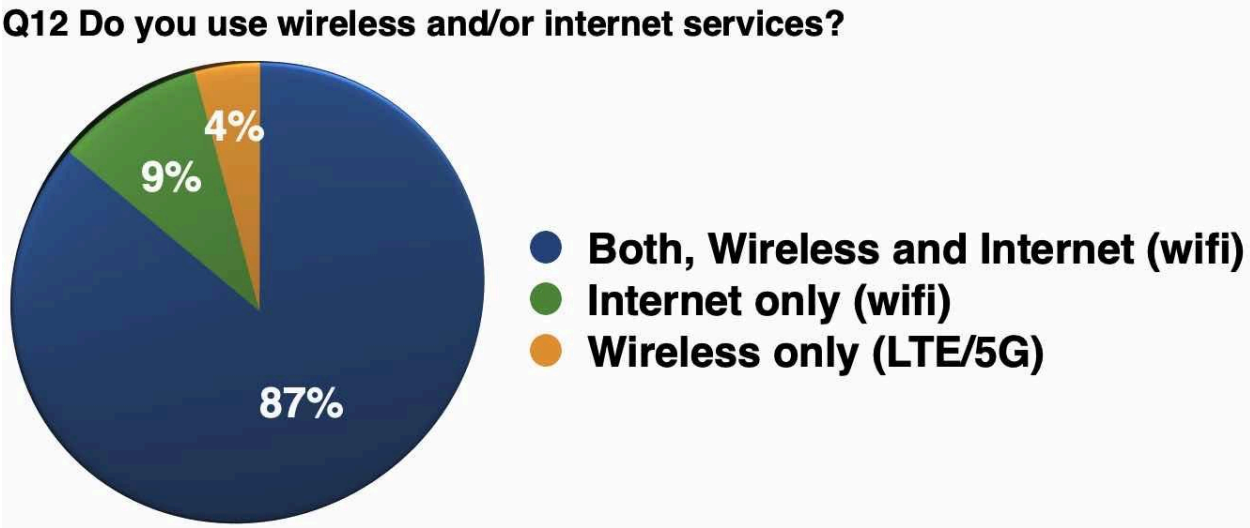


11. The highest percentage of DHH respondents use ASL and English, at **82%** and **63%** respectively. **16%** use LSQ, while **11%** use French.

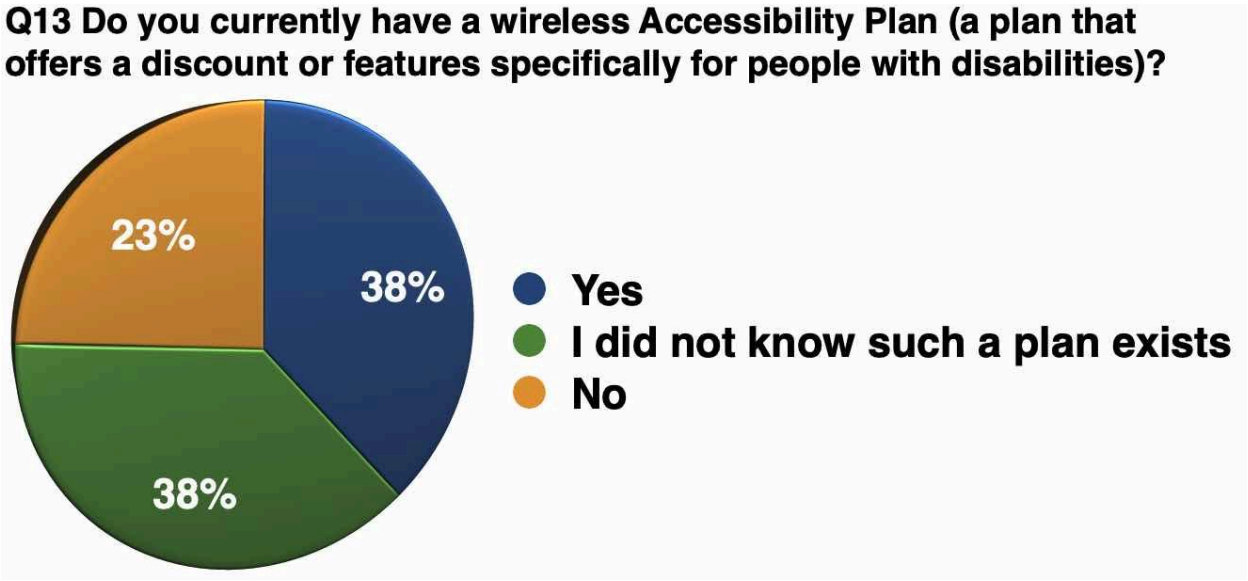


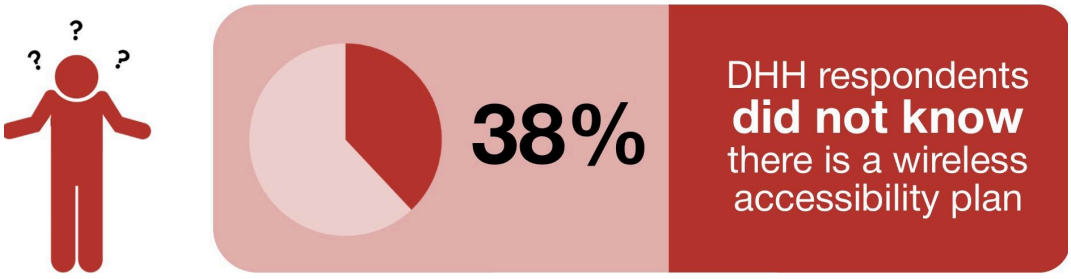
Service Usage

1. Of the 1,204 DHH respondents, a majority **(87%)** had both wireless and Internet services, while **9%** had Internet access only and **4%** had wireless access only.



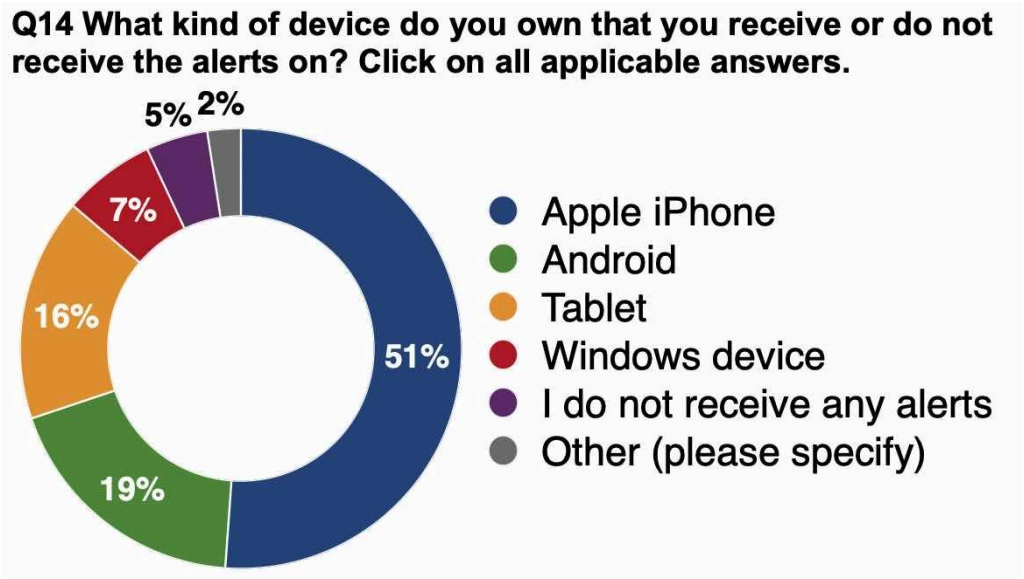
2. Only **38%** of DHH respondents had a wireless accessibility plan. In comparison, **38%** were unaware of its existence and **23%** did not have one, meaning that a total of **61%** did not have an accessibility plan.



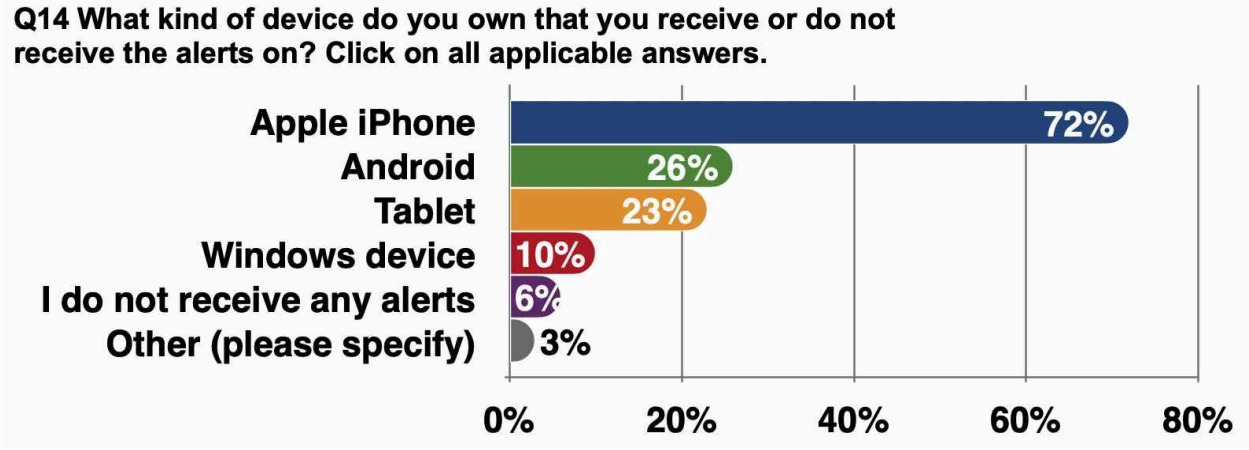


Device Usage

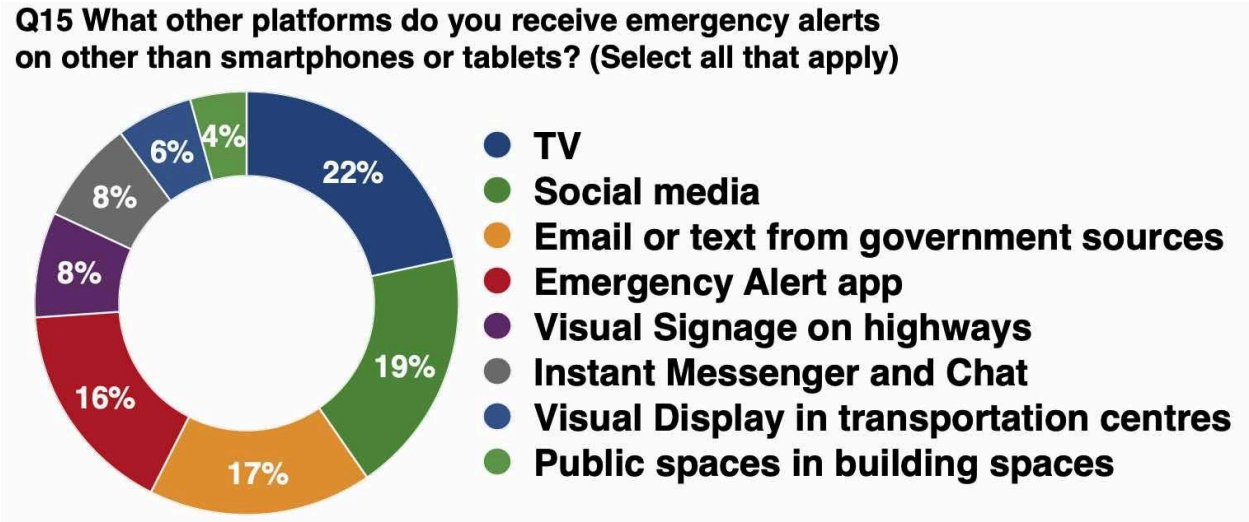
3. DHH respondents provided a total of **1,592 responses** indicating the type of device they owned to receive public alerts or are unable to use for that purpose. More than half (**51%)** indicated owning an Apple iPhone, followed by Android at **19%**, tablets at **16%**, Windows devices at **7%**, other devices at **2%**, and **5%** reported not receiving any public alerts.



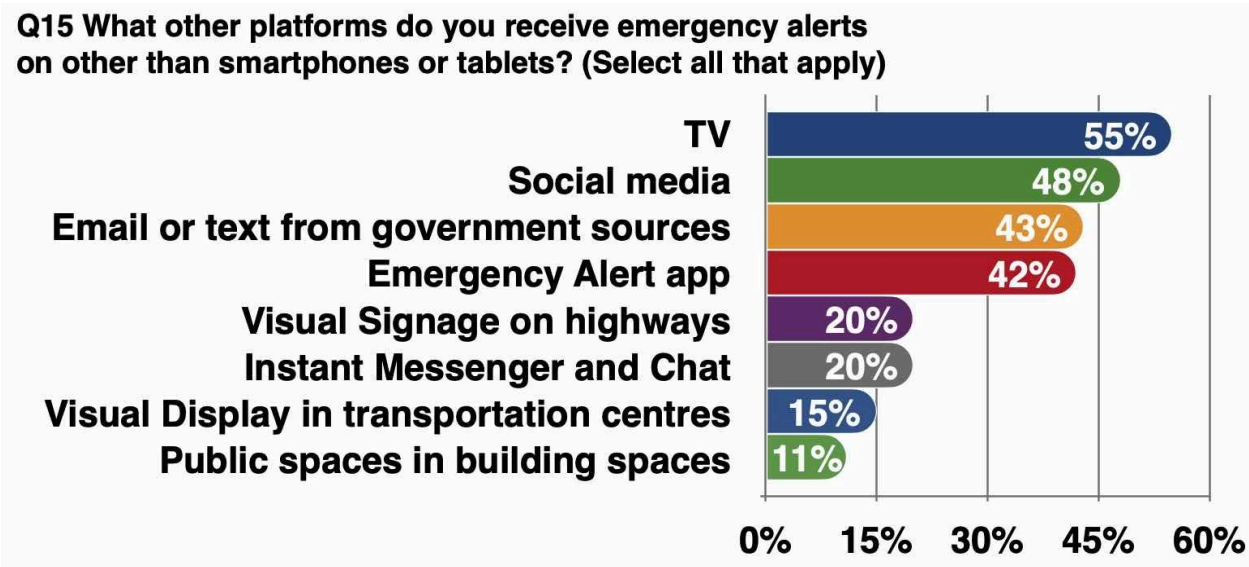
4. DHH respondents indicated the devices they own to receive public alerts or cannot use for that purpose. Of these, **72%** use an Apple iPhone, **26%** an Android device, **23%** a tablet, **10%** a Windows device, **3%** other devices, and **6%** do not receive any alerts.



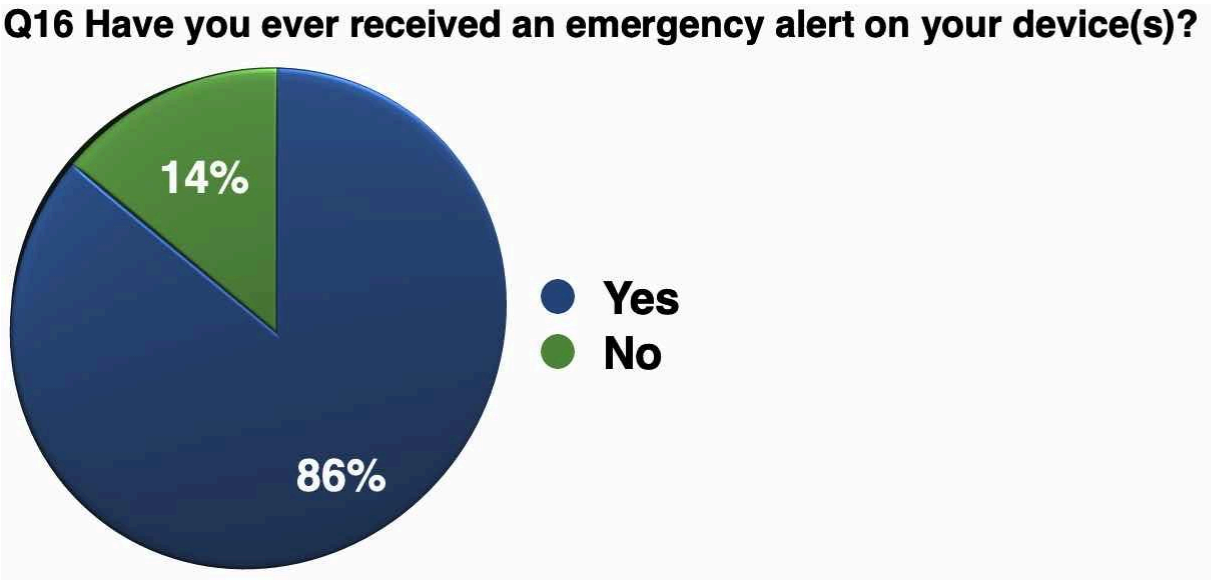
5. DHH respondents provided a total of **2,860 responses** indicating the platforms they used to receive public alerts. Of these, **22%** use a television, **19%** use social media, **17%** use government emails or texts, and **16%** an Emergency Alert app. The remaining responses included **8%** each using instant messaging and chat and visual signage on highways, **6%** for visual displays in transportation centres, and **4%** in public buildings.



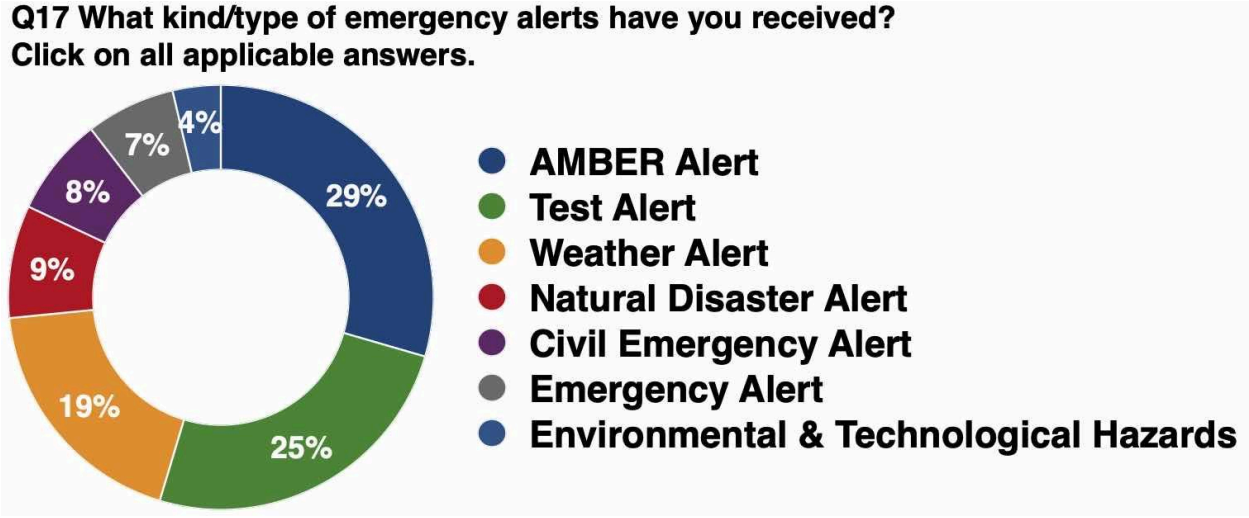
6. DHH respondents indicated the platforms they use to receive public alerts. **55%** use a television, **48%** use social media, **43%** use government emails or texts, and **42%** an Emergency Alert app. The remaining responses included **20%** each using instant messaging and chat and visual signage on highways, **15%** for visual displays in transportation centres, and **11%** in public buildings.



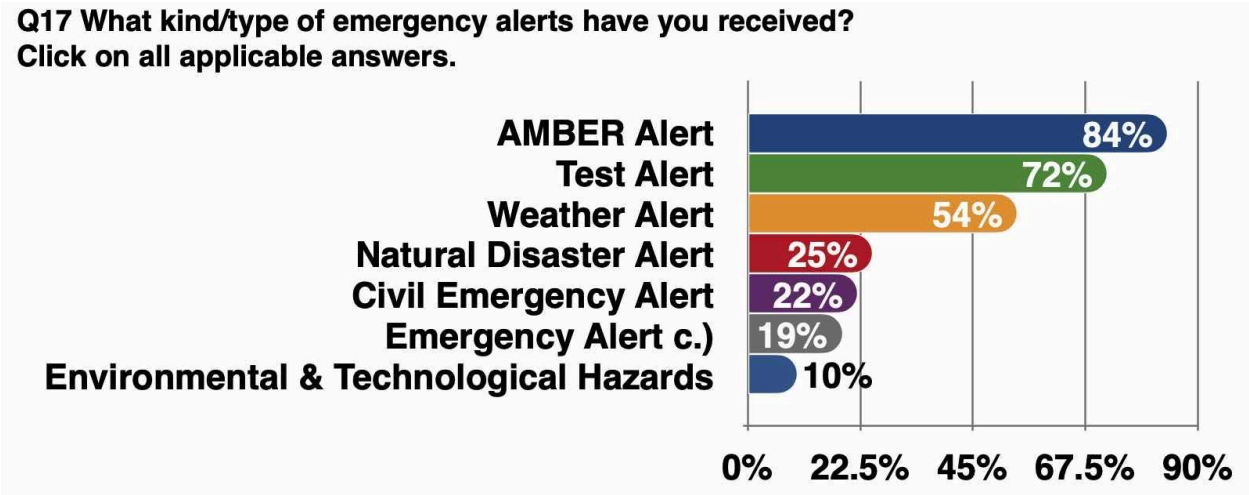
7. **86%** of DHH respondents have received a public alert on their device(s), whereas **14%** have not.



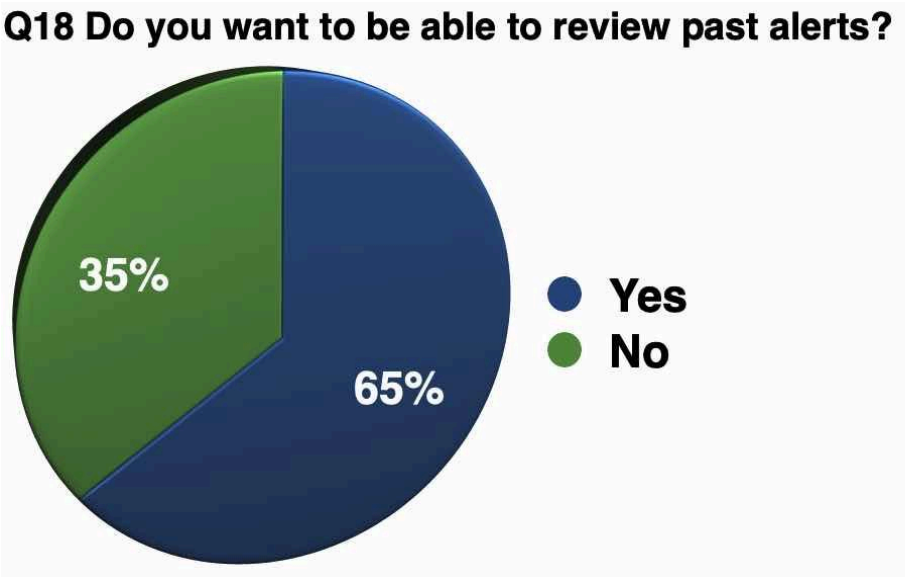
8. DHH respondents provided a total of **2,736 responses** regarding the type of public alerts they had received. Of these, **29%** received AMBER alerts, **25%** received test alerts, **19%** received weather alerts, **9%** received natural disaster alerts, **8%** received civil emergency alerts, **7%** received emergency alerts, and **4%** received environmental and technological hazard alerts.



9. DHH respondents indicated the type of public alerts they have received. Of these, **84%** received AMBER alerts, **72%** received test alerts, **54%** received weather alerts, **25%** received natural disaster alerts, **22%** received civil emergency alerts, **19%** received emergency alerts, and **10%** received environmental and technological hazard alerts.

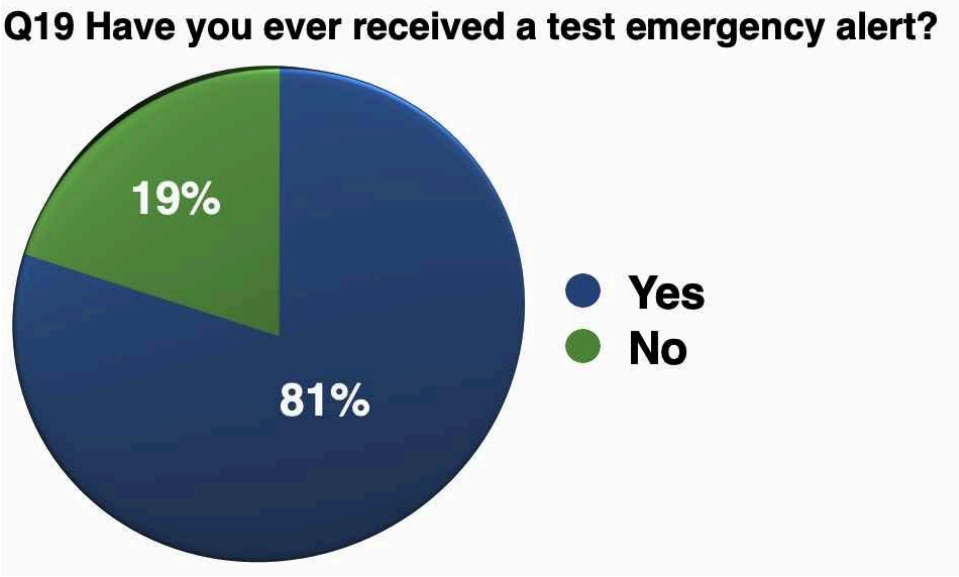


10. **65%** of DHH respondents wanted the ability to review past public alerts, whereas the remaining **35%** indicated that they did not.

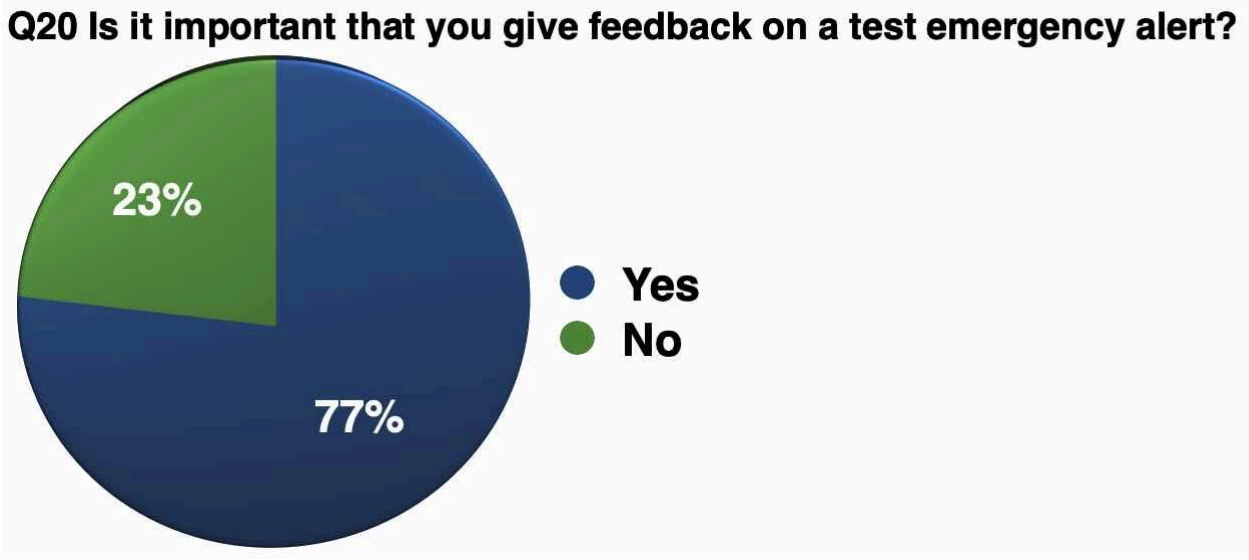


Test Public Alerts

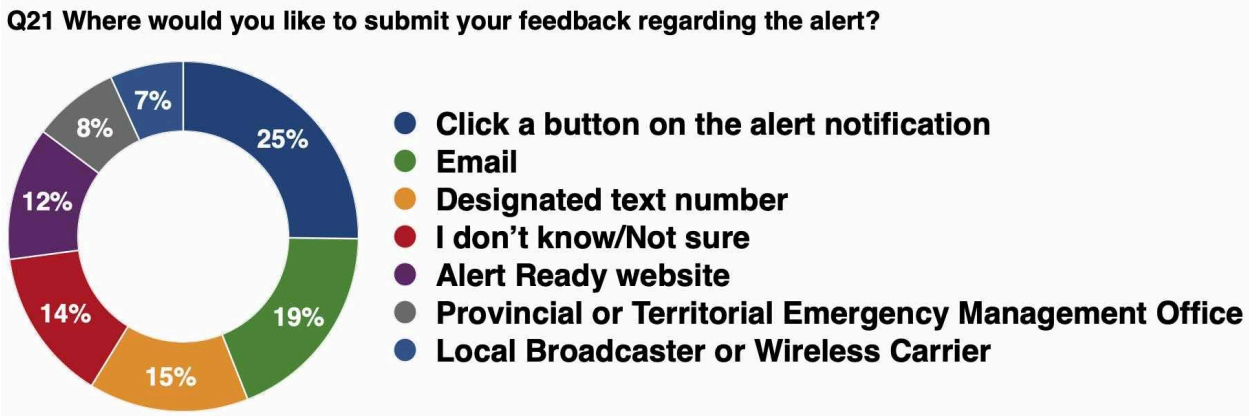
11. **81%** of DHH respondents reported that they have received a test public alert, while the remaining **19%** indicated that they did not.



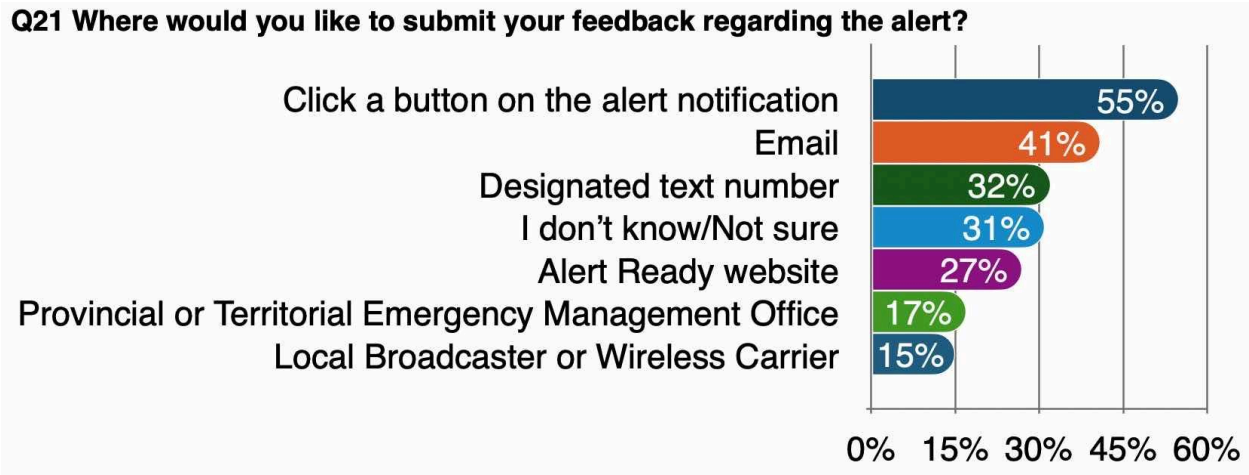
12. **77%** of DHH respondents indicated it was important to provide feedback on test public alerts, while the remaining **23%** indicated that they did not.



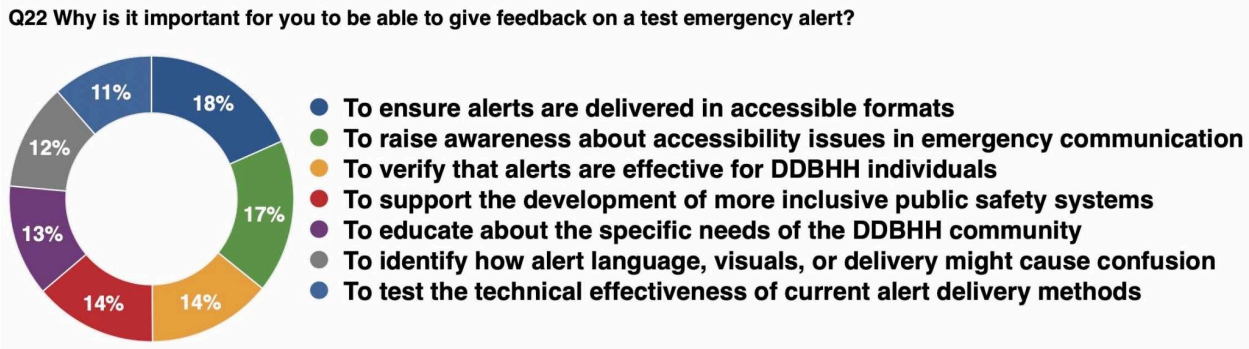
13. DHH respondents provided **1,266 responses** regarding where feedback on test public alerts should be submitted. Of these, **25%** preferred a clickable button on the notification, **19%** an email, **15%** a designated text number, **12%** an Alert Ready website, **8%** the provincial or territorial Emergency Management Office, **7%** a local broadcaster or wireless carrier, and **14%** were uncertain.



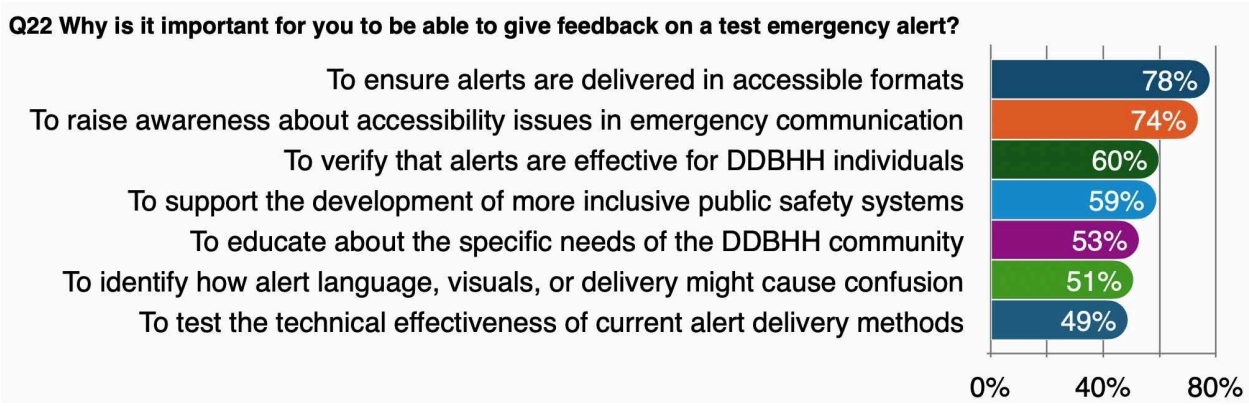
14. DHH respondents submitted preferences regarding where feedback on test public alerts should be submitted. Of these, **55%** preferred a clickable button on the notification, **41%** an email, **32%** a designated text number, **27%** an Alert Ready website, **17%** the provincial or territorial Emergency Management Office, **15%** a local broadcaster or wireless carrier, and **31%** were uncertain.



15. DHH respondents provided **2,432 responses** explaining why it is essential to give feedback on test public alerts. Of these responses, **18%** indicated that it ensures alerts are delivered in accessible formats, **17%** aimed to raise awareness about accessibility issues in emergency response, **14%** each wanted to verify that alerts are effective for DHH individuals and support the development of more inclusive public safety systems. Additionally, **13%** sought to educate others about the needs of the DHH community, **12%** wanted to identify how language, visuals, or delivery might cause confusion, and **11%** aimed to test the technical effectiveness of current delivery methods.

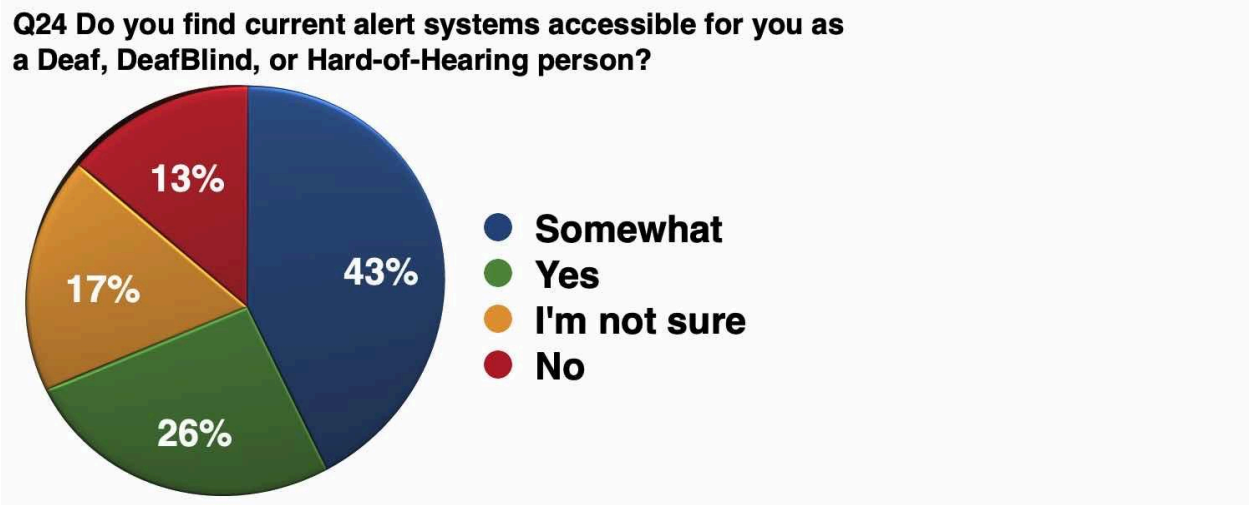


16. DHH respondents rationalized why it is essential to provide feedback on test public alerts. Of these, **78%** indicated it ensures alerts are delivered in accessible formats, **74%** wanted to raise awareness about accessibility issues in emergency response, **60%** wanted to verify that alerts are effective for DHH individuals, and **59%** wanted to support the development of more inclusive public safety systems. Additionally, **53%** aimed to educate others about the needs of the DHH community, and **51%** wanted to identify how language, visuals, or delivery might cause confusion, and **49%** wanted to test the technical effectiveness of current delivery methods.

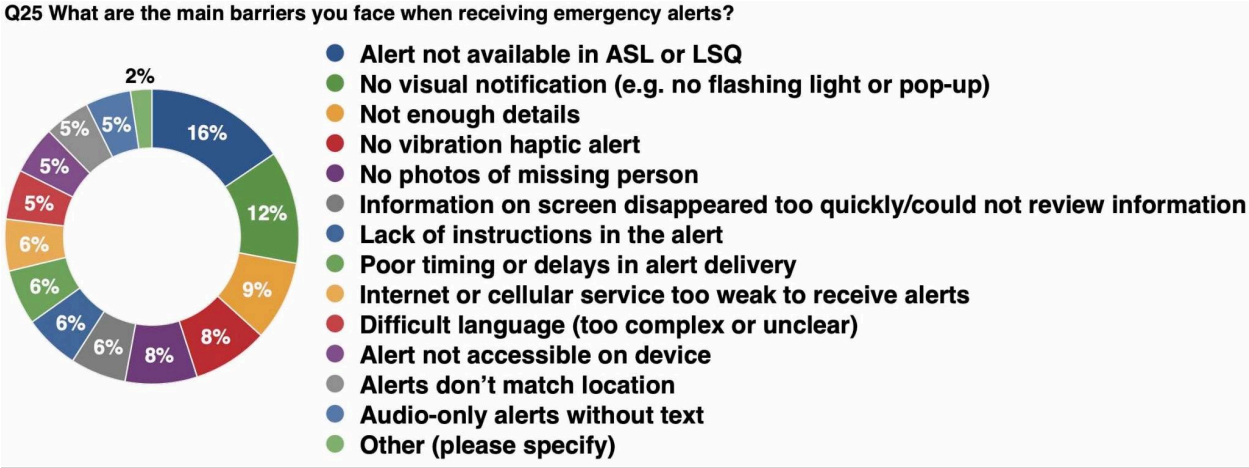


Accessibility of Public Alerts

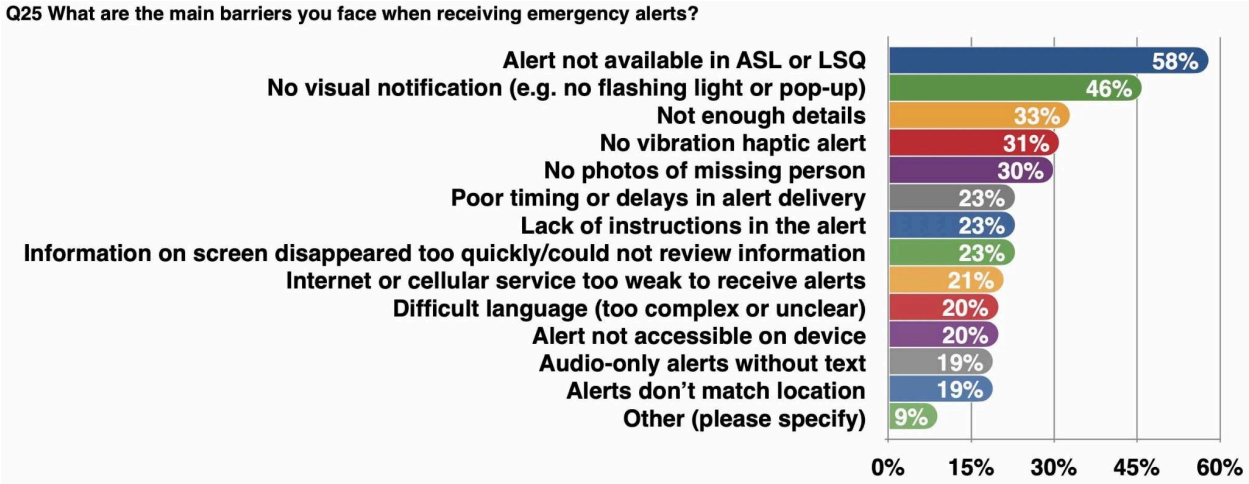
17. **43%** of DHH respondents thought the current public alerting system is somewhat accessible, **26%** thought it is accessible, while **13%** thought it is inaccessible. The remaining **17%** were uncertain.



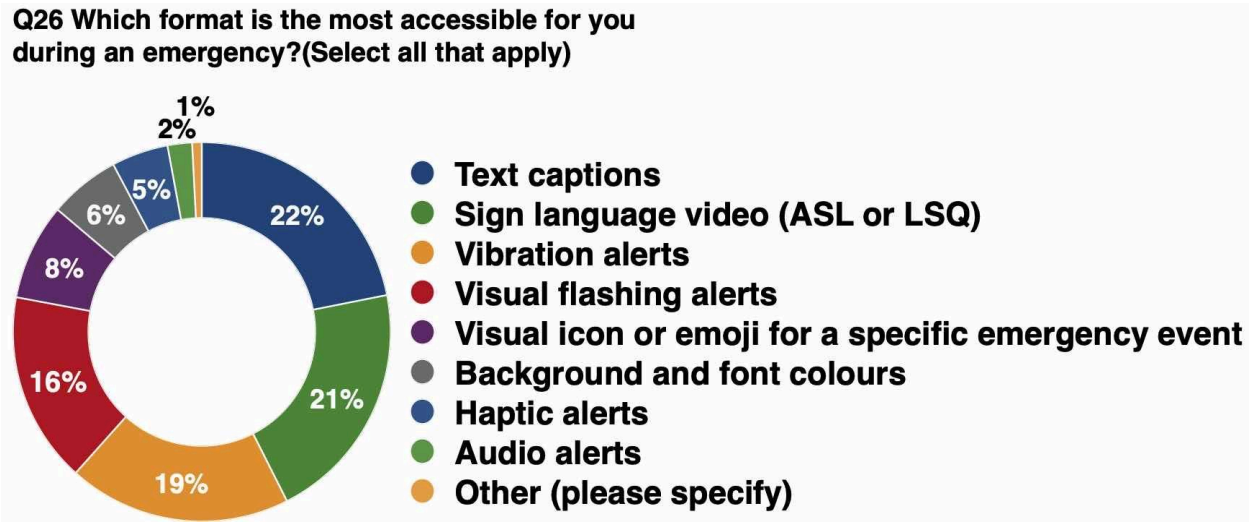
18. DHH respondents provided **3,772 responses** regarding the barriers they face when receiving public alerts. Of these:
    a. **16%** said alerts are not available in ASL or LSQ.
    b. **12%** reported no visual notifications.
    c. **9%** stated that there were insufficient details.
    d. **8%** each cited no vibration or haptic alert, or no photos of missing persons.
    e. **6%** each stated the information on screen disappeared too quickly or could not be reviewed, lack instructions in the alert, have poor timing or delays in alert delivery, or cannot be received due to weak Internet or cellular service.
    f. **5%** each said the language is too difficult to comprehend, are inaccessible on their device, alerts do not match their location, or alerts are audio-only without text.
    g. **2%** selected other.



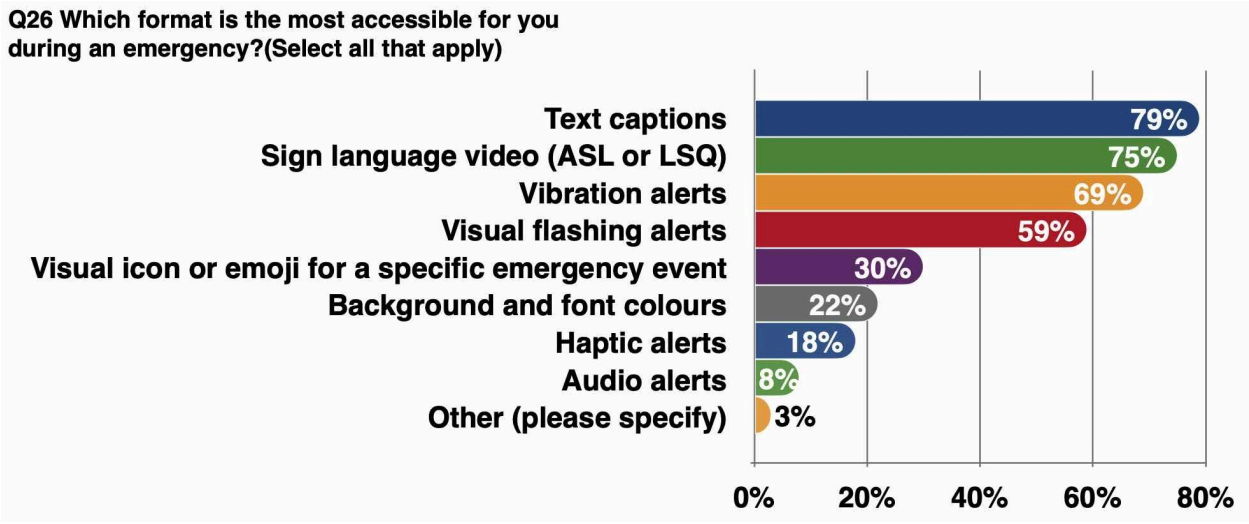
19. DHH respondents shared the barriers they face when receiving public alerts. Of these:
    a. **58%** said alerts are not available in ASL or LSQ.
    b. **46%** indicated there are no visual notifications.
    c. **33%** stated that there were insufficient details.
    d. **31%** cited the absence of vibration or haptic alerts.
    e. **30%** mentioned that alerts do not include photos of missing persons.
    f. **23%** each reported that the information on screen disappeared too quickly or could not be reviewed, that alerts lack instructions, or that there are poor timing or delays in alert delivery.
    g. **21%** reported that alerts cannot be received due to weak Internet or cellular service.
    h. **20%** each said the language is too difficult to comprehend, or that alerts are inaccessible on their device.
    i. **19%** each indicated that alerts do not match their location or are audio-only without text.
    j. **9%** selected other.



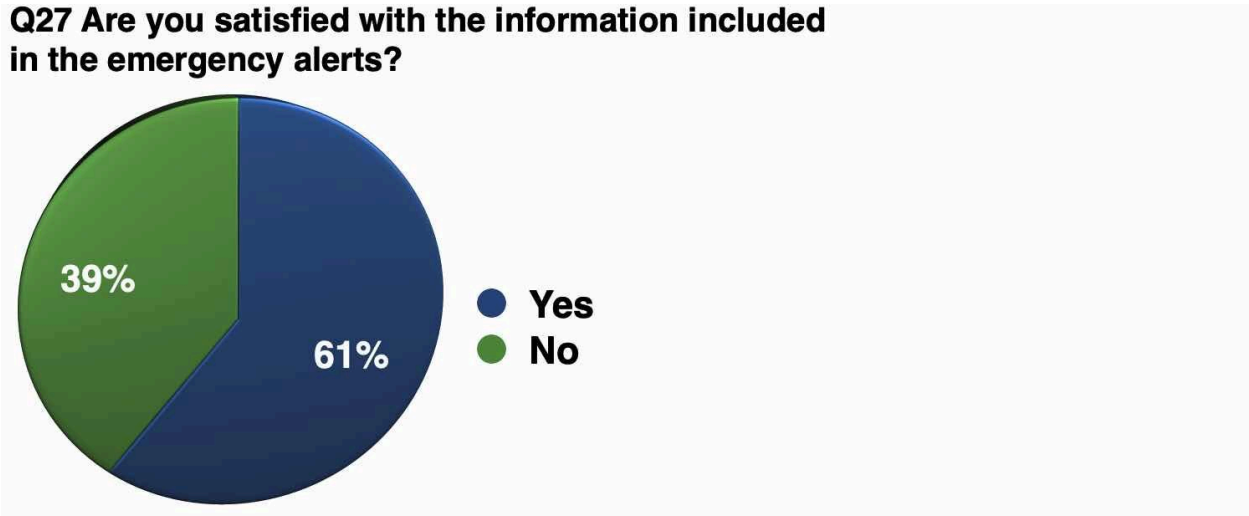
20. A total of **3,770 responses** indicated which alert formats are most accessible to DHH respondents during an emergency. Among them, **22%** identified text captions, and **21%** sign language videos (ASL or LSQ) as their preferred formats. **19%** required vibration alerts, while **16%** preferred visual flashing alerts. **8%** selected visual icons or emojis for specific emergency events, and another **6%** emphasized the importance of background and font colours. Finally, **5%** required haptic alerts, **2%** preferred audio alerts, and the remaining **1%** preferred other alert types.



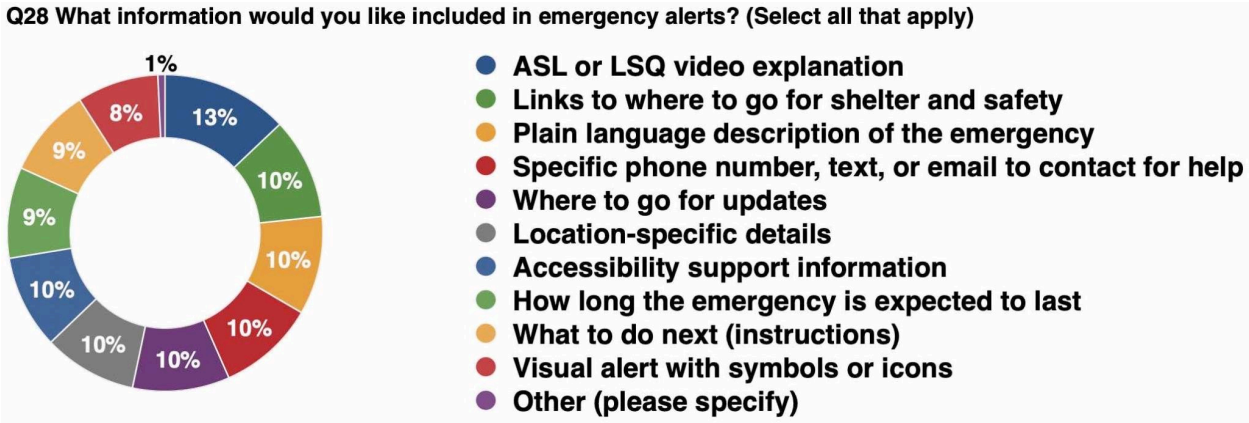
21. DHH respondents identified the alert formats that are most accessible to them. Of these, **79%** indicated that text captions are most accessible, while **75%** preferred sign language videos. **69%** cited vibration alerts, and **59%** selected visual flashing alerts. **30%** required visual icons or emojis for specific emergency events, and **22%** highlighted the background, font, and colours. In addition, **18%** preferred haptic alerts, **8%** preferred audio alerts, and **3%** selected other formats.



22. **61%** of DHH respondents reported being satisfied with the information in public alerts, while **39%** were not.

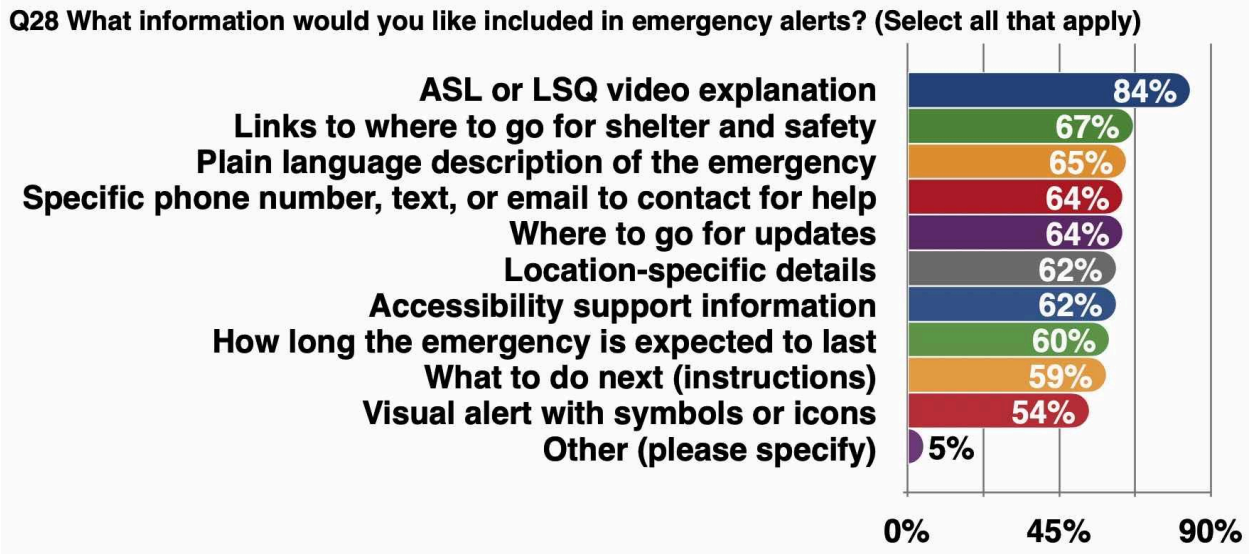


23. A total of **2,594 responses** indicated what information DHH respondents desired during an emergency. Among them, **13%** preferred ASL or LSQ video explanations. Another **10%** each desired links to shelter and safety resources, identified the need for a plain language description of the emergency, specific contact information, sources for ongoing updates, location-specific details, and accessibility support information. Additionally, **9%** each required information on the expected duration of the emergency and instructions. **8%** preferred visual alerts with symbols or icons, and the remaining **1%** selected other formats.

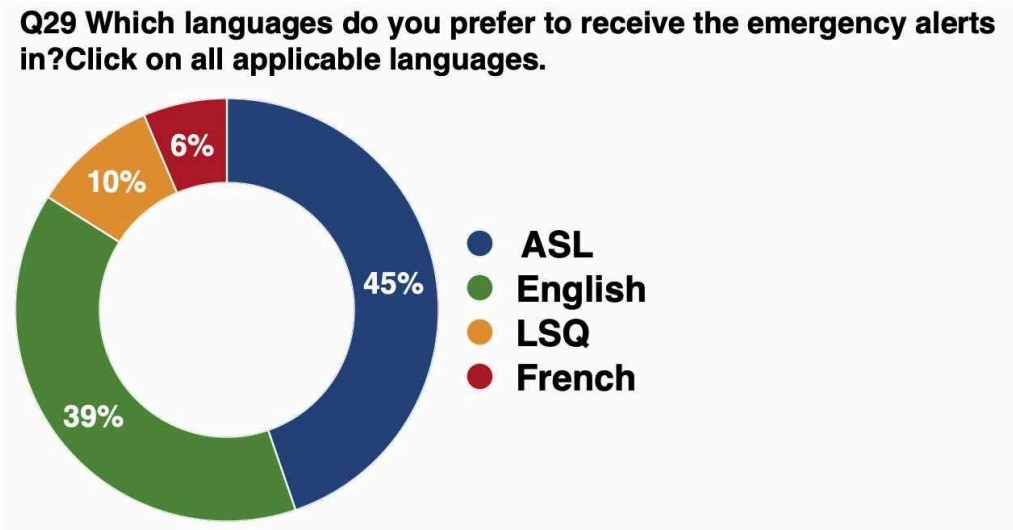


24. DHH respondents indicated what information they desired during an emergency. Of these, **84%** preferred ASL or LSQ video explanations, 67% desired links to shelter and safety resources, and 65% needed a plain-language description of the emergency. **64%** of each group wanted specific contact information and ongoing update sources, and 62% of each group preferred location-specific details and accessibility support information. Additionally, **60%** each required information on the

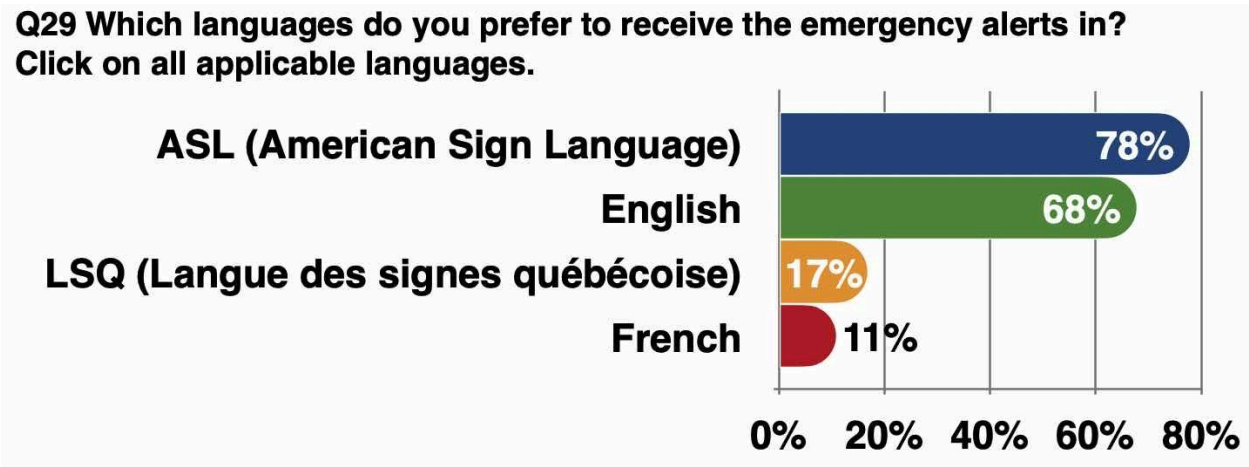
expected duration of the emergency, and **59%** desired clear instructions. Finally, **54%** preferred visual alerts with symbols or icons, and the remaining **5%** selected other formats.



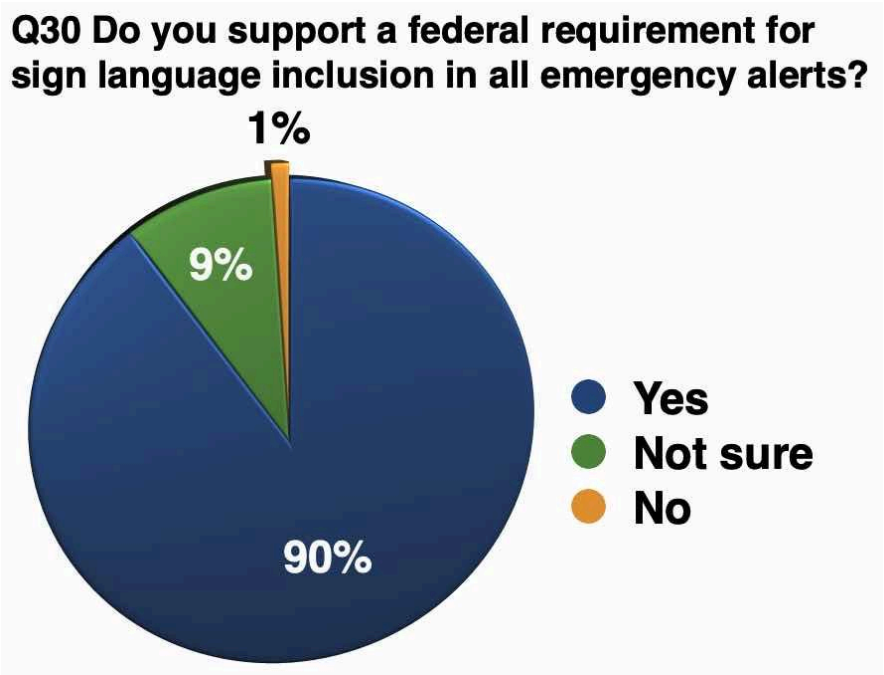
25. DHH respondents provided **1,795 language selections,** indicating the languages in which they would like to receive public alerts. The language preferences are as follows: **45%** for ASL, **38%** for English, **10%** for LSQ, and **6%** for French.



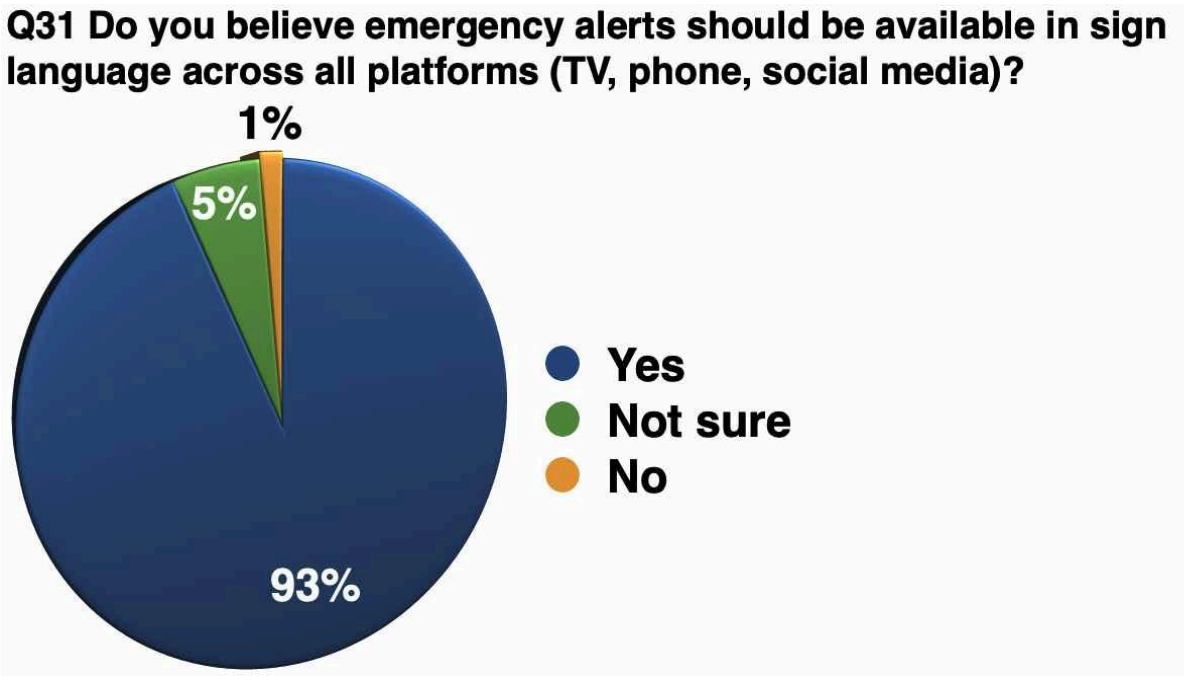
26. The highest percentage of DHH respondents indicated that they would like to receive public alerts in ASL and English, at **78%** and **68%** respectively. In comparison, **17%** preferred LSQ, while **11%** preferred French.



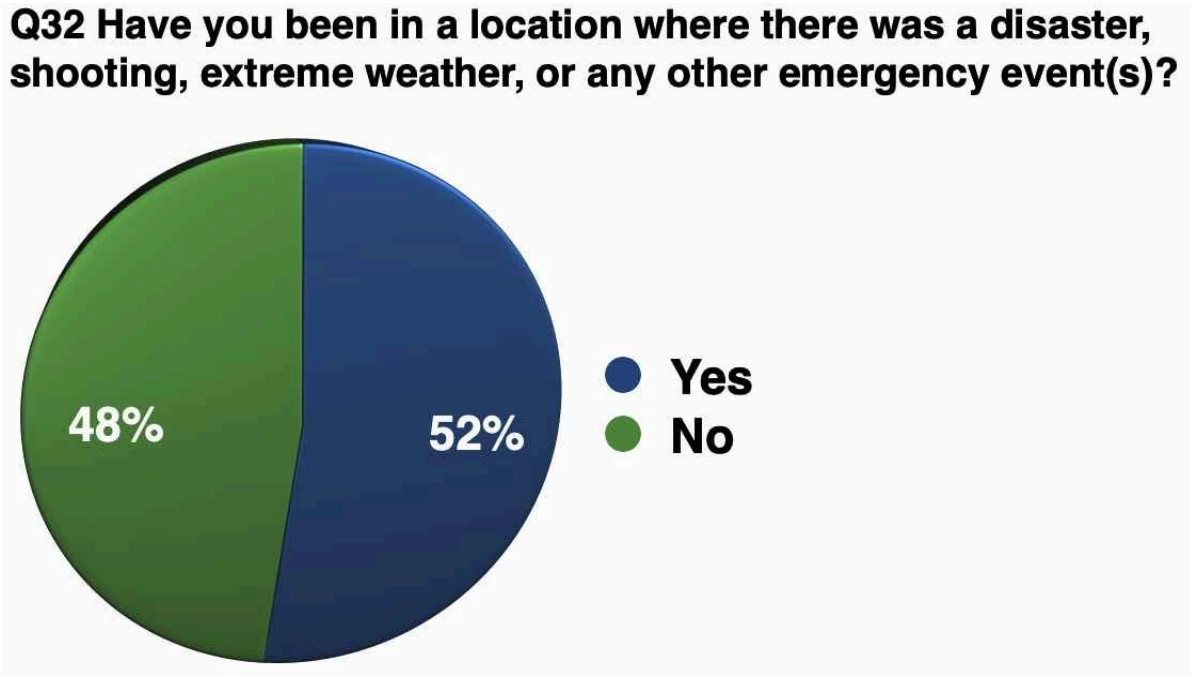
27. An overwhelming majority **(90%)** of DHH respondents supported a federal requirement to include sign language in all public alerts, while **9%** were unsure and 1% opposed it.



28. A majority **(93%)** of DHH respondents believed that public alerts should be made available in sign language across all platforms. In comparison, **5%** were uncertain, and **1%** indicated that they did not consider it necessary.

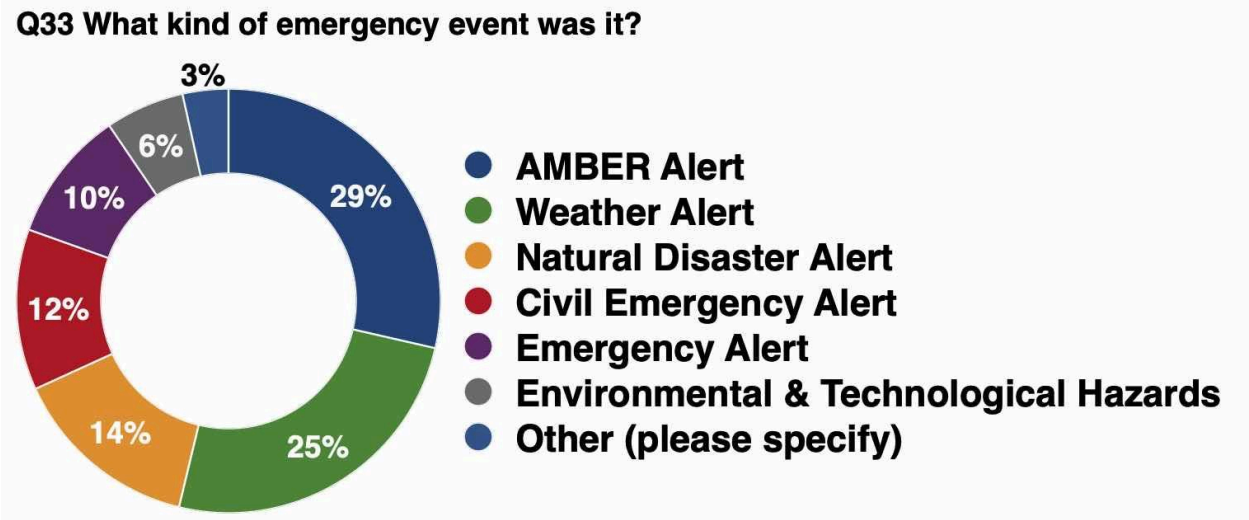


29. **52%** of DHH respondents have been in a location where a disaster, shooting, extreme weather, or other emergency event(s) occurred, while **48%** indicated they had not.

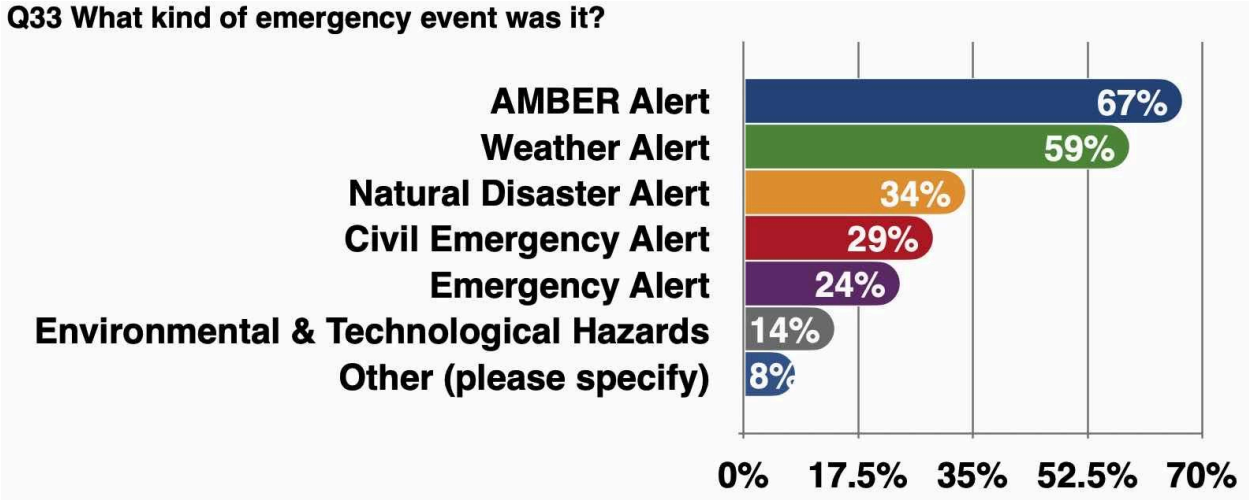


30. A total of **2,292 responses** were provided by DHH respondents who had been in a location where an emergency event occurred. Of these, **29%** reported it was an AMBER alert, **25%** a weather alert, **14%** a natural disaster alert, **12%** a civil

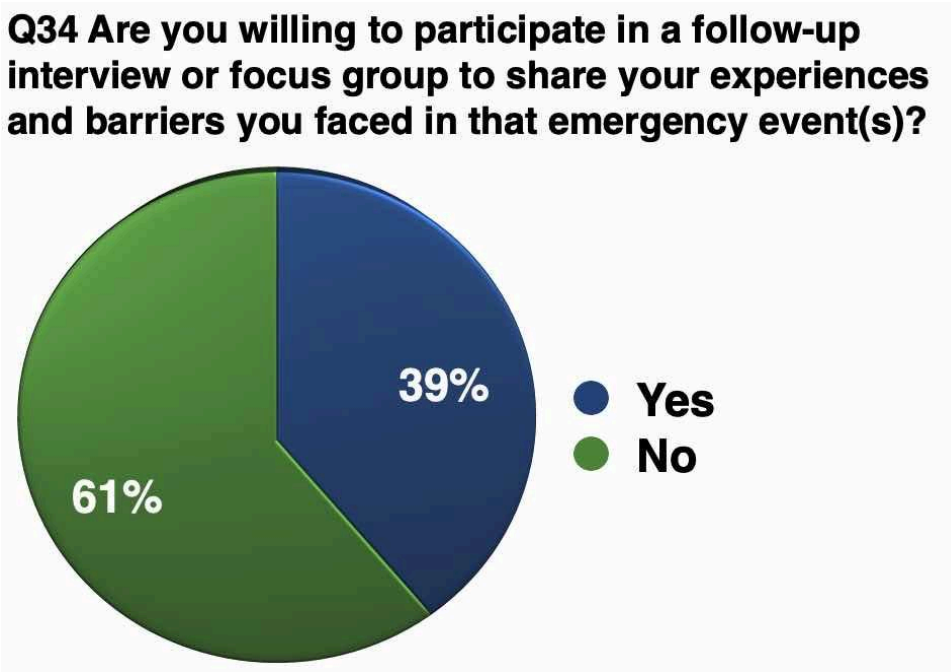
emergency alert, **10%** an emergency alert, **6%** an environmental or technological hazard, and **3%** selected other.



31. DHH respondents identified the emergency events they experienced. Of these, **67%** reported an AMBER alert, **59%** a weather alert, **34%** a natural disaster alert, **29%** a civil emergency alert, **24%** an emergency alert, **14%** an environmental or technological hazard, and **8%** selected other.



32. **39%** of DHH respondents indicated they they were willing to participate in a follow-up interview or focus group to share their experiences and barriers encountered in that emergency event, while the remaining **61%** were not.



Appendix C

DWCC National Outreach and Coordination

Evaluation Report

to build

Survey and Project Challenges for

DHH Survey Report

DWCC National Outreach and Coordination Evaluation Report

CRTC TNC 2025-180

SURVEY REPORT

OCTOBER 2025

DEAF WIRELESS CANADA COMMITTEE

COMITÉ POUR LES SERVICES SANS FIL DES SOURDS DU CANADA

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Project Summary Overview

About the DWCC Community Connector Collaboration

The Deaf Wireless Canada Consultative Committee (DWCC) is a Deaf-led organization advocating for full inclusion, accessibility, and equity for Deaf, DeafBlind, and Hard of Hearing (DDBHH) Canadians in all areas of communication and public life. The DDBHH community represents a wide spectrum of experiences, including native ASL and LSQ users, DeafBlind individuals, newcomers learning English or French as an additional language, and people with varying degrees of hearing loss.

DWCC's national mandate focuses on:

- Promoting cost-reasonable, accessible wireless and emergency communication services for ASL and LSQ users.
- Ensuring fair industry practices and the removal of price disparities in accessibility products.
- Supporting equivalent mobile apps and wireless services for DDBHH consumers.
- Advancing accessible emergency communication, including public alerts and direct text-to-911.
- Increasing nationwide awareness, education, and outreach on accessible communication tools.

To strengthen participation in federal accessibility initiatives, DWCC established the Community Connector Network, a Deaf-led outreach model that empowers regional leaders to link national advocacy with local realities. This approach ensures that accessibility policies are informed by lived experience and grounded in Deaf cultural and linguistic expertise.

Survey Rationale

The Community Connector initiative was launched to close participation gaps within Canada's accessibility and public alerting processes. Historically, Deaf, DeafBlind, and

Hard of Hearing Canadians have been underrepresented in national consultations due to limited access to ASL, LSQ, and tactile communication.

In support of CRTC Telecom and Broadcasting Notice of Consultation 2025-180: Improving the National Public Alerting System (NPAS), DWCC coordinated a national outreach campaign to:

- Strengthen DDBHH engagement in public alert policy consultations.
- Deliver linguistically accessible participation through ASL, LSQ, English, and French materials.
- Collect evidence-based data on accessibility barriers, outreach strategies, and technical performance.
- Empower Deaf and DeafBlind leaders, known as Community Connectors, to facilitate regional engagement and feedback.

This model reaffirmed DWCC's principle that accessibility must be co-designed with the communities it serves. By combining national coordination with local leadership, DWCC produced findings that will help guide future CRTC policy improvements on equitable, accessible public emergency alerts.

Community Connector Network

Community Connectors represented every province and major region: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland and Labrador, as well as national DeafBlind networks. Each Connector contributed regional knowledge, cultural insight, and strong community trust to ensure authentic participation across Canada.

Their key responsibilities included:

- Sharing survey materials in ASL, LSQ, English, and French for linguistic and cultural accessibility.
- Partnering with Deaf organizations and advocacy groups to strengthen local engagement.

- Promoting participation through social media, community meetings, and personal outreach.
- Providing accessibility feedback and documenting barriers and successes.
- Creating ASL and LSQ vlogs, infographics, and visual summaries to explain the survey's purpose and connection to public emergency alerts.

Through this structure, DWCC successfully merged national coordination with local expertise, ensuring diverse, equitable, and meaningful representation across all DDBHH populations.

Survey Challenges

The Community Connector Survey identified key challenges in accessibility, participation, and design. The most frequent barrier was the survey's length and linguistic complexity. The 38-question format caused fatigue and confusion, especially among participants who used visual and tactile communication methods. Future surveys will need a shorter, plain-language structure to maintain engagement and comprehension.

Timing also presented difficulties, as the survey coincided with International Week of the Deaf and Deaf Awareness Month, when communities were already occupied with events. This overlap limited participation and the momentum of outreach. Launching surveys during quieter periods with extended timelines will enhance participation and inclusivity.

Accessibility and technical issues were also significant. Some ASL, LSQ, and French video links were incorrect or missing, captions failed to appear on mobile, and dropdown menus were inaccessible to braille device users. DeafBlind participants reported difficulty with tactile navigation and slow video loading. Pre-launch accessibility testing must therefore become a standard step in DWCC survey deployment.

Several connectors reported that participants were unaware of the survey's connection to the CRTC process, leading to confusion about its legitimacy and purpose. This

highlights the need for clearer branding, plain introductions, and the use of familiar interpreters to build trust.

Finally, online outreach alone was insufficient to reach all DDBHH individuals, particularly those without social media access. In-person contact, visual aids, and local networking proved far more effective in ensuring inclusive participation and comprehension.

Project Challenges

At the project level, DWCC encountered several structural and operational barriers. The first was uneven participation across provinces. While regions like Ontario and British Columbia showed strong response rates, rural and northern communities were underrepresented, emphasizing the need for localized engagement strategies and equitable resource distribution.

Timeline constraints also created challenges. Due to federal consultation schedules, connectors were expected to manage outreach, translation, and reporting within a short period. This limited time mainly affected DeafBlind outreach, which requires additional coordination and tactile interpretation. More extended preparation periods and staggered phases would support more equitable participation.

Another concern was workload disparity. Some connectors managed large regional populations, while others covered smaller areas. This imbalance raised issues around compensation and fairness. A standardized framework for honoraria tied to workload and outreach scope would help resolve these disparities.

Internal communication between provinces also varied. Although national leadership remained strong, inconsistent posting schedules and delayed coordination occasionally affected progress. Establishing clear communication channels, structured check-ins, and mentorship between experienced and new connectors would improve efficiency.

Lastly, there was limited infrastructure to support DeafBlind-specific coordination, such as dedicated intervenors or tactile testing processes. This gap restricted full

participation from one of the most affected groups in emergency alert accessibility. Dedicated DeafBlind coordination staff and tactile-first outreach protocols are critical for future campaigns.

Despite these challenges, connectors demonstrated resilience, adaptability, and exceptional teamwork. Their commitment ensured that DWCC's national consultation achieved one of its highest participation levels to date.

Methodology

The Community Connector Survey was designed to evaluate the effectiveness of DWCC's outreach and coordination during the NPAS consultation. It was written in plain language, translated into ASL, LSQ, English, and French, and included both quantitative and qualitative questions. Each question was paired with a signed video to ensure accessibility.

Survey Design

The survey consisted of ten core questions divided into two sections:

- **Section 1: Outreach Experience** – measured outreach methods, communication strategies, accessibility barriers, and community feedback.
- **Section 2: Coordination and Project Experience** – assessed collaboration, timing, internal communication, and suggestions for improvement.

Data Collection

- **Timeline:** Conducted in October 2025 following DWCC's national NPAS outreach.
- **Respondents:** 17 Community Connectors, including DeafBlind representatives.
- **Analysis:** Quantitative data were summarized using descriptive statistics, while written responses were thematically coded to identify significant trends in accessibility, coordination, and engagement.

This mixed-method approach ensured that the survey itself reflected DWCC's accessibility principles. The process demonstrated how Deaf-led, community-driven research can strengthen equity and inform national policy for inclusive emergency alerting systems.

Top Recommendations

1. **Simplify and Shorten Surveys:** Use plain language and visual summaries to improve accessibility and comprehension for all DDBHH participants.
2. **Plan Ahead for DeafBlind Outreach:** Begin DeafBlind coordination early to ensure tactile access, intervenor support, and longer timelines.
3. **Strengthen Coordination with Deaf Organizations:** Develop a national contact list of Deaf, DeafBlind, and Hard of Hearing organizations before campaign launches to expand reach.
4. **Invest in Professional Marketing and Design:** Engage a marketing team to create consistent, accessible visuals and broaden awareness across multiple communication platforms.
5. **Balance Workloads and Honoraria:** Adjust expectations and compensation based on provincial population, effort, and geographic scope.
6. **Broaden Representation:** Include CODAs, interpreters, hearing family members, Deaf youth, and neurodivergent individuals to strengthen community inclusivity.
7. **Enhance DeafBlind Leadership:** Hire or contract specialized personnel to manage DeafBlind outreach and data collection.
8. **Improve Technical Testing:** Conduct full accessibility testing—videos, captions, screen readers, and mobile compatibility—before public release.
9. **Use Ongoing Feedback Loops:** Share progress dashboards and provincial participation updates to motivate teams and maintain transparency.
10. **Maintain and Expand the Connector Network:** Continue the DWCC Community Connector model as a proven foundation for national accessibility research and consultation.

Policy Implications

The findings of this report are directly relevant to the goals outlined in the Telecom and Broadcasting Notice of Consultation CRTC 2025-180: Improving the Public Alerting System. The experiences and data gathered through the DWCC Community Connector Survey demonstrate that accessibility in public alerting must extend beyond compliance to reflect real-world usability for Deaf, DeafBlind, and Hard of Hearing Canadians.

By demonstrating that visual, signed, and tactile communication methods are essential for timely, accurate access to information, this project reinforces the need for Deaf-led participation at all stages of NPAS design, testing, and monitoring. Policies that only address auditory or written formats fail to meet the intent of the Accessible Canada Act, which requires proactive removal of barriers and equitable access for all citizens.

Integrating ASL, LSQ, and Indigenous Sign Languages into the Common Look and Feel (CL&F) framework would advance both linguistic rights and public safety objectives under federal accessibility and broadcasting mandates. Moreover, the DWCC's findings support adopting tactile alerting options, plain-language messaging, and community-specific education campaigns as national standards.

Finally, this consultation highlights the policy importance of community-driven governance. The DWCC model—linking national coordination with regional Deaf leadership—offers a proven structure for inclusive policy engagement. Embedding this model into future CRTC and Public Safety Canada collaborations will ensure that accessibility measures are co-designed with those directly affected, leading to a more equitable and trusted National Public Alerting System.

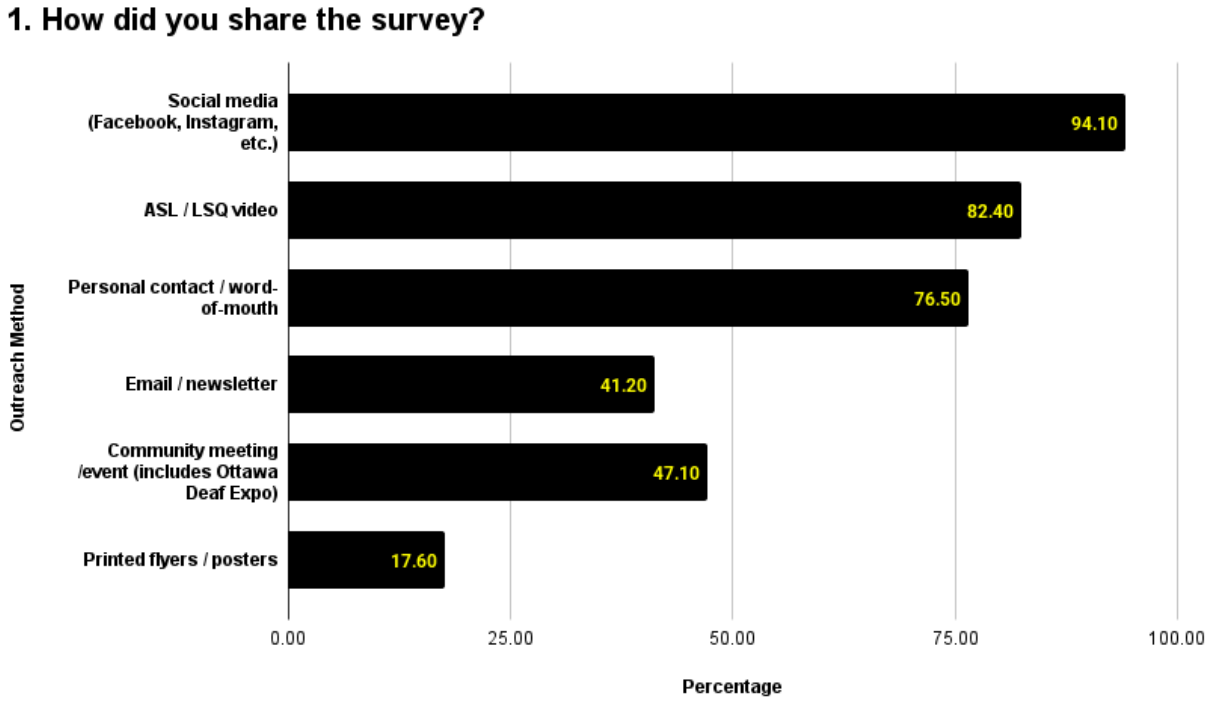
Conclusion

The 2025 DWCC Community Connector Survey and outreach campaign represent a milestone in Deaf-led accessibility research and national coordination. Through the efforts of 17 connectors across every province and DeafBlind network, DWCC achieved one of the most inclusive and linguistically accessible consultations to date. The findings demonstrate the importance of visual-language communication, community trust, and

Deaf-led leadership in achieving equitable engagement. While challenges in timing, accessibility design, and DeafBlind inclusion persist, the initiative's overall success confirms the strength of DWCC’s model for future national accessibility consultations. Continued collaboration between DWCC, the CRTC, and community partners will be essential to building a fully inclusive National Public Alerting System (NPAS)—one that reflects the communication rights, safety, and dignity of every Deaf, DeafBlind, and Hard of Hearing Canadian.

DWCC Community Connector Survey –
Summary Report (October 2025)

1. Outreach Experience: This question explored how Community Connectors distributed the public emergency alert survey across Canada, identifying which outreach methods were most effective in reaching Deaf, DeafBlind, and Hard of Hearing participants.



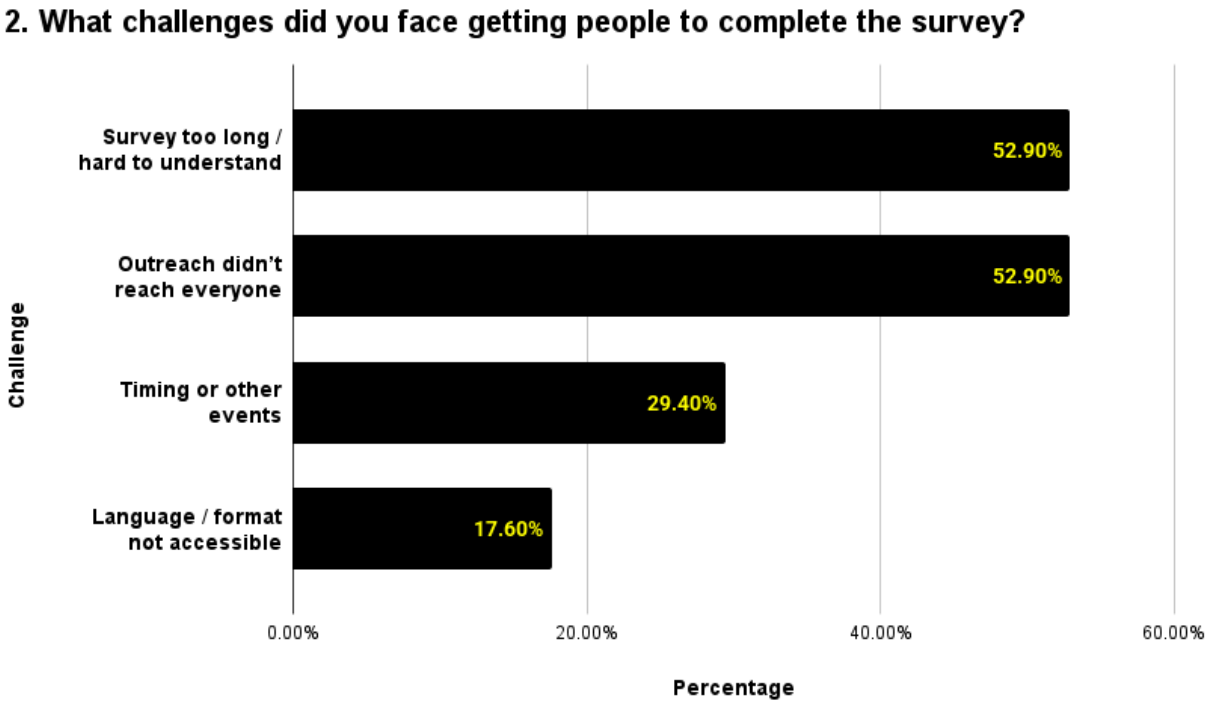
Analysis:

Most Connectors relied on visual and relational communication strategies—particularly social media, ASL / LSQ videos, and personal contact—to reach participants. These approaches reflect the cultural and linguistic norms of the Deaf community, where trust and visual clarity are essential. In-person engagement, including events such as the Ottawa Deaf Expo, strengthened participation by allowing direct dialogue in sign language.

Insights and Lessons Learned:

- Visual and signed content must remain at the core of DWCC's outreach strategy.
- Social media posts are most effective when paired with ASL/LSQ videos.
- Personal connections and community events drive trust, especially among older adults and rural participants.
- Printed materials should be used selectively, always supported by accessible digital formats.

2. Challenges in Getting People to Complete the Survey: This question explored the main barriers Community Connectors faced while encouraging Deaf, DeafBlind, and Hard of Hearing individuals to complete the national outreach survey



Challenge	Percentage	Summary
Survey too long/hard to understand	52.9%	Length and complex language discouraged participation and caused fatigue.
Outreach didn't reach everyone	52.9%	Many participants were not on social media and required direct or in-person outreach.
Timing or other events	29.4%	The survey coincided with Deaf Awareness Month and International Week of the Deaf.
Language/format not accessible	17.6%	Braille device users faced dropdown accessibility issues, and some preferred plain language.

Summary of "Other" Responses:

- Some provinces had low completion rates and required extensive follow-up to increase participation.
- Braille device users could not access dropdown menus; checkboxes were recommended as an alternative.
- Many participants were already busy with Deaf Awareness Month events, reducing focus on the survey.
- Seniors preferred to work with interpreters they already knew or trusted.
- Participants without social media access required more plain-language, in-person explanations.

Analysis:

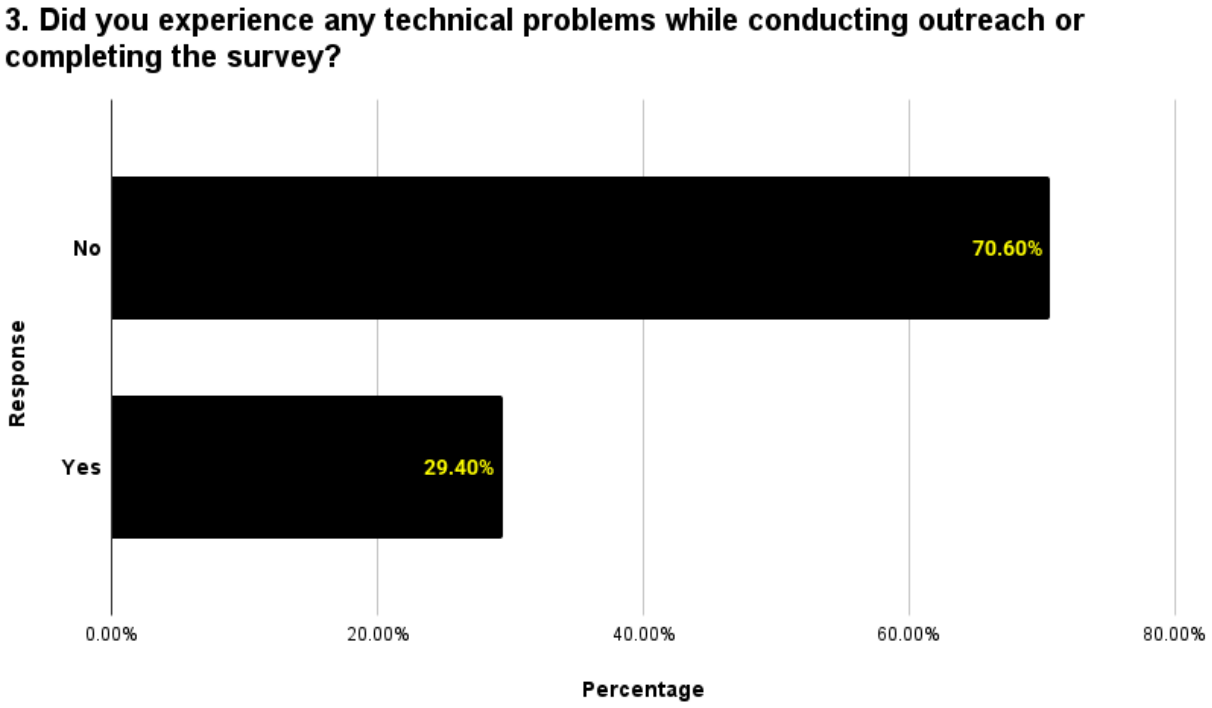
The most common challenges were survey complexity and limited reach, both reported by over half of all Connectors. Many found that participants struggled with lengthy or text-heavy questions, indicating a need for clearer, more concise language and better visual accessibility. Timing was also a barrier, as the survey overlapped with major

community events, leaving potential respondents preoccupied. Accessibility issues, such as non-functional dropdown menus for Braille users, further reduced participation, especially among DeafBlind individuals and seniors.

Key Insights:

- **Survey design matters:** Length, structure, and language directly influence participation. Shorter, plain-language surveys—paired with ASL and LSQ videos—improve comprehension and completion.
- **Timing must be strategic:** Launching surveys during major cultural events limits participation. Aligning timelines outside these periods ensures stronger engagement.
- **Trust and accessibility intersect:** Deaf seniors and DeafBlind participants rely on interpreters or devices they trust. Future projects should build in tactile and relational accessibility, not just visual or digital.
- **Inclusive outreach tools are essential:** accessible dropdowns, tactile options, and community-centred timing are not optional—they determine whether Deaf and DeafBlind Canadians can participate equitably in policy consultations.

3. Technical Problems: This question examined whether Community Connectors or participants encountered any technical difficulties during outreach or survey completion.



Challenge	Percentage	Summary
No	70.6	Most Connectors completed outreach without major issues.
Yes	29.4	Several minor but notable technical barriers affected accessibility.

Summary of Reported Issues:

- LSQ, French, and DeafBlind French links did not direct correctly on Facebook due to broken URLs.
- The ASL video version was missing in some shared posts.

- Braille users could not navigate province dropdown menus; checkboxes were recommended as an alternative.
- Skip logic errors forced participants to answer irrelevant questions, causing confusion.
- Captions occasionally failed to load, especially on mobile devices.
- Videos often buffered slowly or froze due to Wi-Fi limitations in rural or off-grid areas.

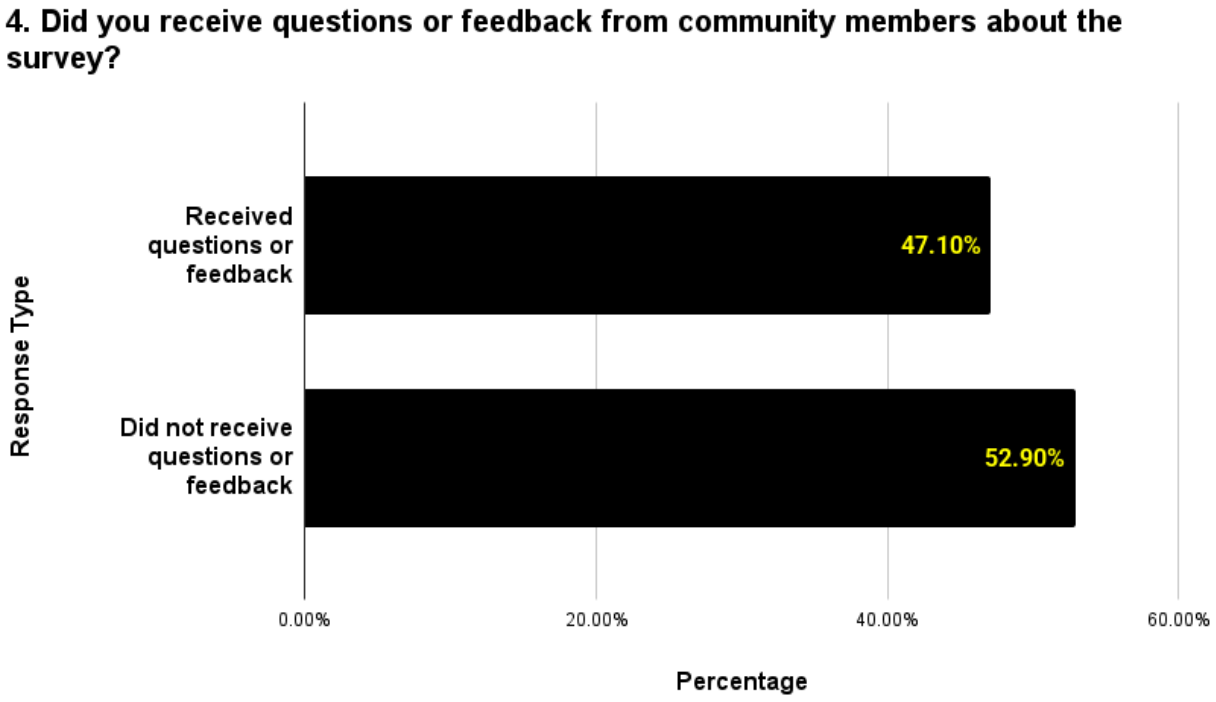
Analysis:

Roughly one-third of Connectors experienced technical barriers that disrupted accessibility and participant experience. Most problems could have been avoided through thorough pre-launch testing. Issues such as inaccessible dropdown menus and missing ASL/LSQ video links disproportionately affected DeafBlind and bilingual participants, while caption delays hindered smooth comprehension for mobile users.

Key Insights:

- Pre-launch accessibility testing should involve Deaf, DeafBlind, and bilingual users to verify links, captions, and tactile compatibility.
- Surveys must be optimized for mobile performance, including faster video playback and stable caption display.
- Clear skip logic pathways and redundant accessibility options (e.g., checkboxes instead of dropdowns) prevent frustration and dropout.
- Centralized posting and quality assurance of ASL/LSQ video links will ensure all versions remain functional across platforms.

4. **Community Feedback:** This question explored whether Community Connectors received to queries, concerns, or comments from community members during the survey period.



Response Type	Number of Respondents	Percentage	Interpretation
Received questions or feedback	8	47.1%	Nearly half of connectors engaged in active dialogue with community members.
Did not receive questions or feedback	9	52.9%	Indicates some regions had one-way communication or lower community interaction.

Key Themes from Written Responses:

- Several respondents said the survey was too long (38 questions) and repetitive, leading to frustration or fatigue.
- Seniors struggled to understand some interpreters in the ASL/LSQ videos and preferred interpreters they already knew and trusted.
- Some community members did not understand the survey's connection to the CRTC, leading to confusion about its purpose and authority.
- Participants suggested gift cards as a better incentive than a smartphone, as they are more practical and inclusive.
- Requests for extended deadlines were common, especially during Deaf Awareness Month when many were already busy with community events.
- Minor accessibility issues, such as dropdown menus not working with Braille devices, were mentioned (see also Technical Problems).

Analysis:

The written responses show that community members appreciated being consulted but faced barriers that reduced participation. Roughly half of the connectors reported direct engagement with their communities, emphasizing the importance of clarity, trust, and accessibility in national consultations. Many participants wanted more precise explanations of who was behind the survey and why it mattered, reflecting the cultural values of transparency and relational trust in Deaf communities.

Survey fatigue also emerged as a key challenge, showing that simpler, shorter surveys with visual support are more effective. A preference for known interpreters suggests that cultural familiarity and linguistic comfort are central to accessibility—not just the presence of interpretation.

Key Insights:

- **Build trust through clarity:** Community members want to understand the survey's purpose and its connection to the CRTC before engaging.
- **Simplify design:** Shorter surveys written in plain language, supported by ASL/LSQ videos, encourage completion and comprehension.
- **Prioritize timing:** Avoid launching during Deaf Awareness Month or similar events that divide attention.
- **Offer inclusive incentives:** Small-value rewards, such as gift cards, are perceived as fairer and more motivating.
- **Leverage familiar interpreters:** Consistency in interpretation builds trust and confidence, especially among seniors.

5. What Worked Well / What Didn't

Out of 17 responses, most Community Connectors described the outreach process as positive, collaborative, and practical, with many praising the clear coordination and accessibility of ASL and LSQ videos. Visual storytelling, personal connections, and friendly competition between provinces were strong motivators that helped increase participation, particularly toward the end of the campaign. The teamwork between provinces and DWCC leadership was repeatedly highlighted as a key success, with connectors noting that cross-provincial collaboration "pulled numbers up in the last mile." Several respondents emphasized that ASL and LSQ accessibility was essential for engagement, while vlogs and personal outreach helped build trust and interest among Deaf participants.

However, challenges included inconsistent communication among some connectors, delays in posting updates, and difficulty maintaining coordination across provinces. Some noted that training sessions could have been scheduled earlier to ensure consistency, and that survey fatigue caused by the 38-question format reduced motivation to participate. In a few provinces, low participation required significant follow-up, especially in Ontario and Saskatchewan, where connectors had to contact organizations and individuals to reach their targets directly.

Overall, respondents described the campaign as a great team effort across Canada, praising the national collaboration and leadership from DWCC while identifying clearer communication, shorter surveys, and more training time as priorities for future improvement.

6. Accessibility Rating: This question assessed how accessible the survey was for community members across different communication needs.

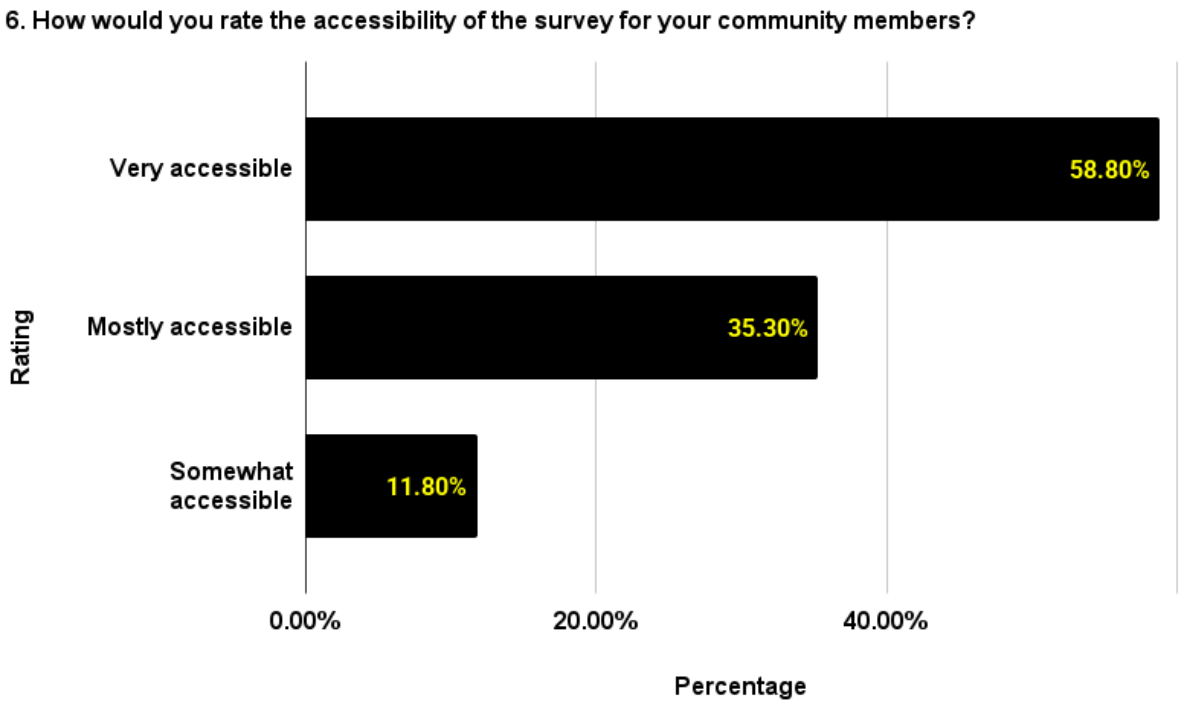


Table 6. Accessibility Rating of the Survey

Rating	Number of Responses	Percentage	Key Observations
Very accessible	10	58.8%	Strong praise for ASL/LSQ videos and improved visual accessibility compared to past DWCC surveys.
Mostly accessible	6	35.3%	Positive experience overall; some suggestions for plainer language and more time for DeafBlind participants.
Somewhat accessible	2	11.8%	Identified issues with dropdown menus, plain-language clarity, and interpreter familiarity.
A little accessible	0	0%	—
Not accessible	0	0%	—

Analysis:

Most respondents praised the inclusion of ASL and LSQ videos, bilingual plain-language text, and cross-platform compatibility. Several commented that accessibility had significantly improved compared to previous DWCC surveys, crediting the expanded visual-language resources and DWCC's clear guidance throughout the campaign.

However, some accessibility gaps were identified. DeafBlind participants often rely on intervenors or tactile communication, and several respondents questioned whether enough time and coordination were provided to accommodate their participation. Others

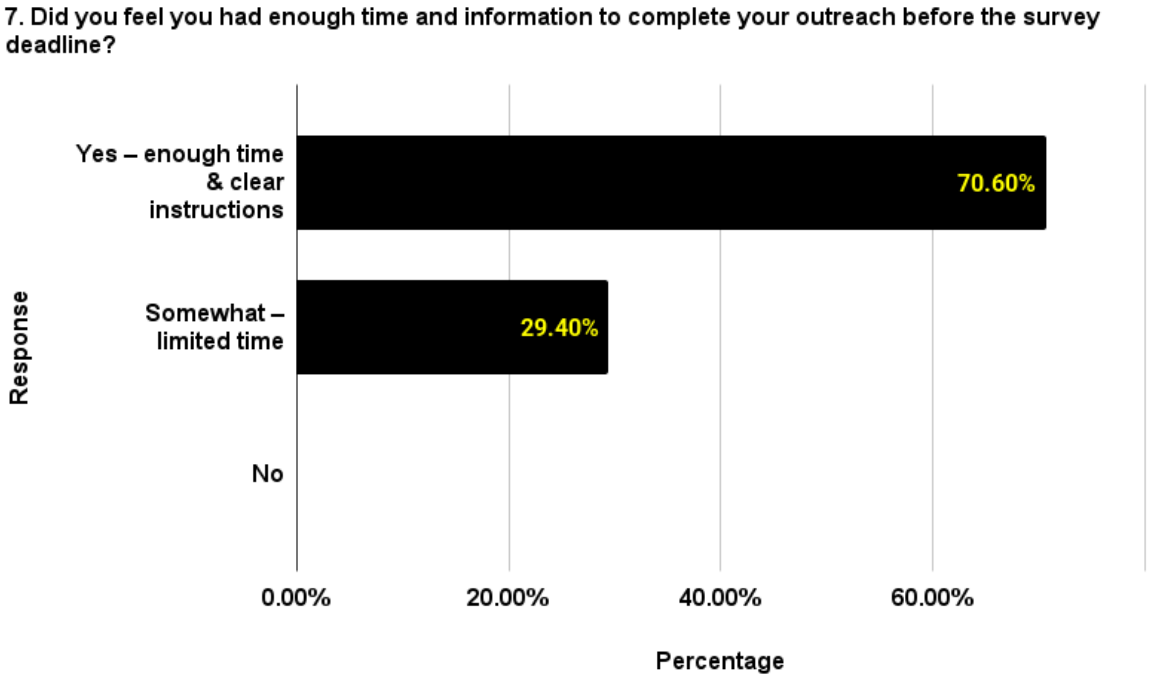
noted that survey language could be simplified further, suggesting shorter questions and clearer phrasing. Seniors emphasized a preference for interpreters they personally know and trust, highlighting the importance of relational familiarity in accessibility planning.

Key Insights:

- Accessibility has grown substantially over past years, particularly with the use of visual-language tools and national coordination.
- Plain language and consistent ASL/LSQ quality remain essential for comprehension across age and literacy levels.
- DeafBlind inclusion must be strengthened by providing earlier timelines, tactile support, and flexible formats.
- Community relationships are an integral part of accessibility—trust and familiarity with interpreters encourage participation and understanding.

Conclusion:
Overall, 94% of connectors rated the survey as accessible, marking a significant success for DWCC's visual and linguistic inclusion efforts. Continued improvement in DeafBlind outreach and simplified, relationship-based communication will ensure that future consultations achieve full accessibility for all.

6. Time and Information for Outreach: This question examined whether Community Connectors felt they had enough time, guidance, and information to complete their outreach before the survey deadline.



Analysis

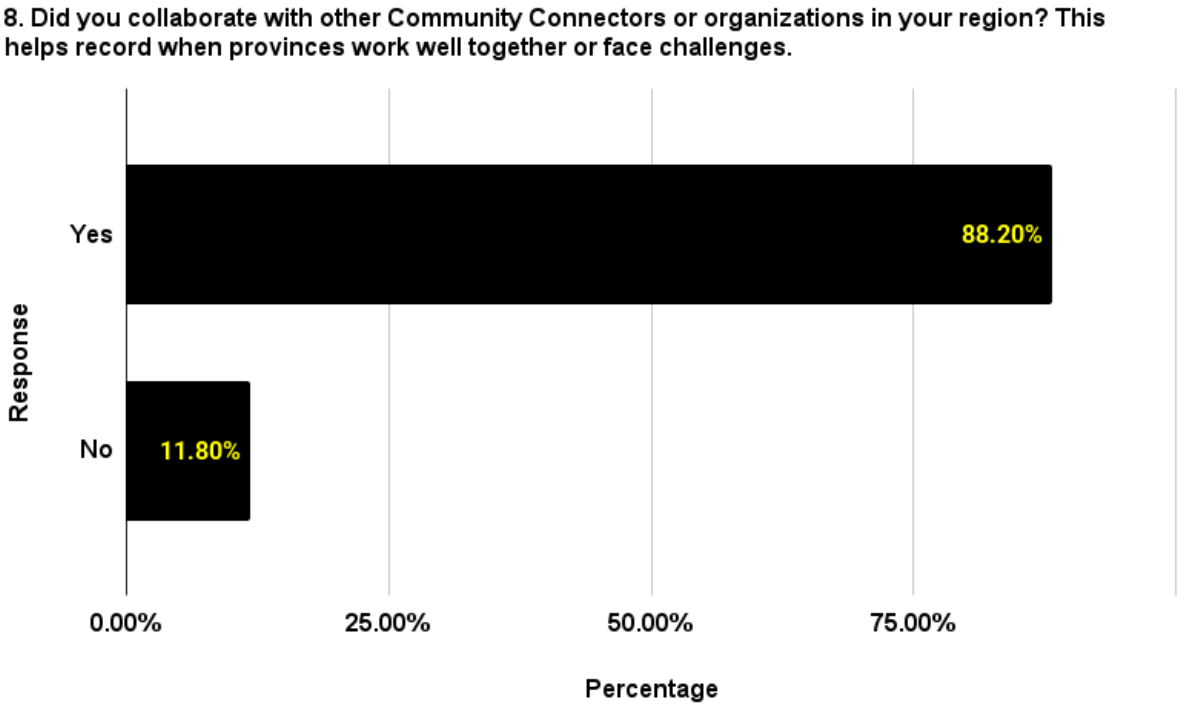
A strong majority of connectors (70.6%) reported having sufficient time and clear instructions to complete their outreach, indicating that DWCC's communication and coordination systems were effective. However, nearly one-third (29.4%) felt that while information was adequate, the timeline was compressed, especially for regions with DeafBlind participants who require additional time for tactile communication and coordination with intervenors.

Respondents also noted that overlapping timelines with major community events, such as International Week of the Deaf, reduced participation opportunities. One participant observed that even though the workload was heavy, the strong collective effort was worthwhile, resulting in over 1,000 national responses.

Insights

- **Planning Ahead for DeafBlind Outreach:** Campaigns should begin DeafBlind engagement earlier to accommodate the extra time needed for accessible coordination.
- **Event-Aware Scheduling:** Major cultural or community events should be considered when setting deadlines to prevent overlap and outreach fatigue.
- **Maintain Clear Communication:** The clarity of DWCC's communication and expectations contributed significantly to overall success; this structured approach should continue for future initiatives.

7. Collaboration Across Provinces: This section examines how effectively Community Connectors collaborated across provinces during the DWCC national outreach campaign. It evaluates coordination, communication, and shared resource strategies used to enhance participation and ensure consistent engagement across Canada.



Examples of Collaborative Efforts Reported:

- Connectors worked regionally but noted occasional delays and uneven commitment among partners.
- Several teams developed creative materials such as bar infographics to track progress and foster friendly provincial competition.
- Many highlighted strong ASL and LSQ coordination, especially between Alberta, British Columbia, and Quebec.
- In-person meetings, Deaf club visits, and cross-posting on social media were standard methods of coordination.
- National DWCC meetings and regional group chats provided consistent feedback loops and helped improve outreach efficiency.

- Some connectors collaborated effectively despite workload differences, while others found coordination challenging due to limited response or unclear communication.

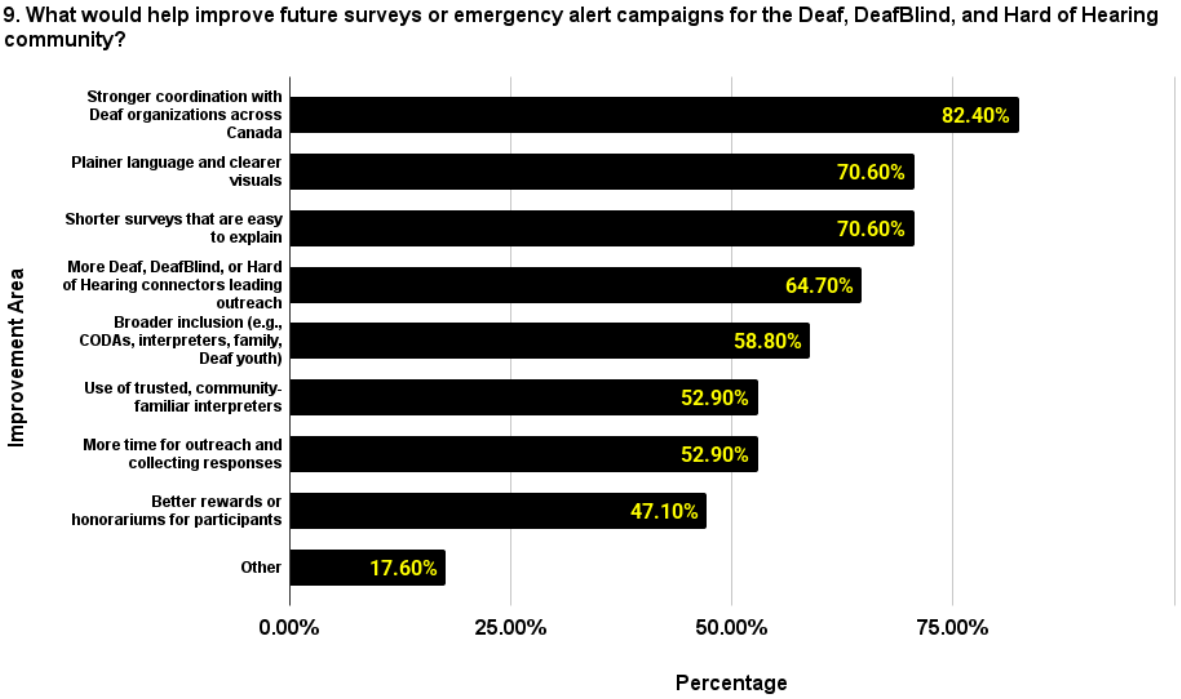
Analysis:
Collaboration was one of the campaign's strongest elements, with 88 percent of connectors working with others across regions. The success of cross-provincial teamwork demonstrates the effectiveness of DWCC's coordinated approach, which kept participants motivated through shared goals and regular updates. However, a few respondents noted delays or uneven contributions from specific regions, suggesting the need for clearer expectations and accountability for future outreach campaigns.

Key Insights:

- **Collaboration drives impact:** Provincial teamwork directly increased survey participation, particularly when connectors shared visuals and progress updates.
- **Accountability strengthens outcomes:** Screening new connectors for reliability and responsiveness would help maintain consistency across all provinces.
- **Visual communication motivates engagement:** The use of infographics and "friendly competition" between provinces inspired rapid response and boosted national numbers.
- **National coordination builds unity:** Regular DWCC meetings fostered a cohesive sense of purpose and strengthened collaboration among regional teams.

8. Improving Future Campaigns: This question gathered feedback on how future DWCC outreach or emergency alert campaigns could be improved to better engage Deaf, DeafBlind, and Hard of Hearing communities. Respondents reflected on what worked, what could be streamlined, and what additional supports would make future national projects more effective and inclusive.

The goal was to identify practical, community-driven strategies to strengthen accessibility, coordination, and overall participation in upcoming DWCC and CRTC initiatives.



Improvement Area	# of Responses	Percentage	Key Insights
Stronger coordination with Deaf organizations across Canada	14	82.4%	The top priority across all regions; connectors emphasized that unified national planning and better communication would strengthen engagement.
Plainer language and clearer visuals	12	70.6%	Simplified language and visually intuitive design are essential for accessibility and comprehension.
Shorter surveys that are easy to explain	12	70.6%	Long surveys caused fatigue; participants requested concise, focused

			questions with ASL/LSQ video summaries.
More Deaf, DeafBlind, or Hard of Hearing connectors leading outreach	11	64.7%	Deaf-led leadership fosters trust and authenticity; representation improves response quality.
Broader inclusion (e.g., CODAs, interpreters, family, Deaf youth)	10	58.8%	Expanding outreach beyond traditional Deaf networks increases diversity and reach.
Use of trusted, community-familia r interpreters	9	52.9%	Familiar interpreters build confidence, especially for seniors and culturally Deaf participants.
More time for outreach and collecting responses	9	52.9%	Tight timelines limited effectiveness; connectors requested longer campaigns with flexible deadlines.
Better rewards or honorariums for participants	8	47.1%	Small, equitable incentives, like gift cards, encourage participation and show respect for contributors' time.
Other	3	17.6%	Suggested creating a national contact list, a real-time participation dashboard, and using Deaf media for promotion.

Analysis

The open-ended “Other” responses provided additional insights into how future DWCC campaigns could be strengthened through better planning and coordination. Respondents emphasized the value of early preparation, suggesting that DWCC should build a contact list of Deaf, DeafBlind, and Hard of Hearing organizations before launching future surveys. This would help generate early participation and prevent last-minute outreach pressure. Another strong recommendation was to engage a marketing or communications professional to assist with promotion, visual design, and campaign visibility. Several respondents noted that this would have helped the survey reach a wider audience faster and with greater consistency.

Participants also recommended incorporating lessons learned from this project into future consultation cycles to refine methods and tools continuously. Others encouraged DWCC to use established Deaf community media such as newsletters and Newspaper-Sign, which remain trusted and accessible platforms for many older or offline participants. Finally, some emphasized the importance of including Deaf youth under 18 and maintaining regular updates on provincial participation to inspire friendly motivation across regions.

Insights

- **Planning:** Preparing a national directory of DDBHH organizations before survey rollout ensures timely outreach and early engagement.
- **Professional marketing support:** Hiring marketing expertise can strengthen visibility, brand consistency, and accessibility of national campaigns.
- **Community media inclusion:** Utilizing newsletters, Deaf newspapers, and visual media extends reach to those less active on social platforms.
- **Youth engagement:** Involving Deaf youth fosters leadership development and long-term inclusion in accessibility advocacy.
- **Ongoing feedback:** Applying lessons learned from each outreach cycle builds institutional knowledge and strengthens future campaigns.
- **Motivational transparency:** Sharing regional participation updates sustains momentum and reinforces a collective national effort.

Together, these insights reinforce that future outreach success depends on strategic preparation, diversity in communication platforms, and the integration of lessons learned from past campaigns.

9. **Additional Ideas for DWCC Team:** Question 10 invited open feedback and creative suggestions from Community Connectors on how DWCC could improve future national outreach campaigns and internal coordination. Respondents provided a mix of practical, structural, and motivational ideas ranging from small participation incentives to broader inclusion and improved communication methods.

Analysis

Responses reflected both appreciation for DWCC's leadership and a thoughtful critique on how to strengthen future outreach. Many Connectors expressed pride in the campaign's success, describing it as one of DWCC's most inclusive and coordinated national efforts. At the same time, participants noted key areas for refinement — including the need for better workload balance across provinces, more varied outreach materials, and early planning for DeafBlind participation.

Connectors highlighted that future campaigns should include a fairer honorarium system based on regional size and effort. Several emphasized that larger provinces like Alberta and Ontario require multiple connectors to ensure full coverage. They also called for clearer role definitions and more consistent communication within teams to prevent overlap or confusion.

Outreach diversity emerged as a recurring theme. Participants encouraged DWCC to use a wider range of platforms, such as TikTok, LinkedIn, newsletters, and text messaging, to reach audiences beyond Facebook. The inclusion of infographics, short ASL/LSQ storytelling clips, and visual summaries was seen as vital to maintaining engagement and ensuring comprehension.

In addition, Connectors advocated for extending participation to CODAs, interpreters, Deaf youth (aged 16+), hearing family members, and neurodivergent individuals who

depend on visual alert systems. This reflects growing recognition that accessibility policy benefits from multiple community perspectives.

Finally, many respondents reaffirmed their commitment to DWCC's mission and celebrated the collaboration, creativity, and teamwork that drove the campaign's success.

Insights

- **Incentives strengthen engagement:** Offering small regional prizes or practical gifts like phone stands or tripods can boost motivation and participation while recognizing community effort.
- **Outreach variety matters:** Using diverse, creative media such as infographics and storytelling videos keeps content accessible and engaging across regions and age groups.
- **Equity in workloads:** Balancing roles, honoraria, and representation across provinces ensures fairness and prevents burnout among connectors.
- **Representation and inclusion:** Expanding outreach to include CODAs, interpreters, Deaf youth, and neurodivergent allies increases community ownership and representation.
- **Dedicated DeafBlind outreach:** Hiring specialized staff or intervenors for DeafBlind participants ensures tactile access and equitable participation.
- **Ongoing communication:** Active group messaging and regular coordination meetings build morale, transparency, and shared accountability.
- **Model for future policy work:** The NPAS survey model stands out as a successful example of Deaf-led collaboration that could inform future CRTC and accessibility consultations.

Overall, these responses affirm that DWCC's national connector model is effective and respected, with opportunities to make it even more inclusive, equitable, and innovative in future outreach efforts.

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