

FLORIDA DEPARTMENT OF EDUCATION
fldoe.org

VOCATIONAL REHABILITATION

Division of Vocational Rehabilitation Communications Manual for External Providers and Vendors

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Introduction

Thank you for taking the time to review the Division of Vocational Rehabilitation (DVR) Communications Manual. At DVR, our reputation is built through the relationships we foster with the individuals, businesses and communities we serve. Clear, consistent communication is essential to strengthening those relationships and ensuring the accurate representation of DVR-funded services.

This manual outlines communication standards, accessibility requirements, design best practices and required language for materials that promote services funded by DVR.

As you review this manual, please note that all materials promoting DVR-funded services must comply with these standards and include the required language outlined throughout this document. In addition, providers and vendors are **not permitted** to use the Florida Department of Education (FDOE) or DVR logo, branding or other identifying marks in any marketing, advertising, promotional or public-facing materials.

Required Language

To ensure consistency, transparency and accurate representation of the Division of Vocational Rehabilitation (DVR), all communications that promote DVR-funded services must include the appropriate required language.

The required statements in this section define your relationship with DVR, identify your organization as an independent provider or vendor and promote consistent messaging across all communications.

Approved Provider/Vendor Statements

Use when: Identifying your organization as an approved provider or vendor in promotional materials.

Required Statement

- “We are an approved [provider/vendor] with the Division of Vocational Rehabilitation (DVR) and may provide services to Vocational Rehabilitation (VR) participants. However, apart from providing services to VR participants, [provider/vendor] is an independent business and retains full responsibility for its operations, services and compliance obligations.”

Approved Provider/Vendor Statements

Use when: Educating or referring individuals to DVR

Required Statement

- “The Division of Vocational Rehabilitation (DVR) helps individuals with disabilities overcome barriers to employment and achieve competitive integrated employment. DVR provides individualized services and supports to help eligible individuals prepare for, obtain, maintain or advance in employment. To learn more about VR services and eligibility, visit RehabWorks.org.



Communication Best Practices

Effective communication is essential to ensuring that materials promoting DVR-funded services are clear and accessible to all audiences. The following guidance outlines best practices for creating communications that are easy to understand, respectful of individuals with disabilities and designed to be accessible.

Plain Language

Plain language is a communication standard that helps the intended audience easily find, understand and use the information they need.

When developing promotional materials for DVR-funded services:

- Use clear, familiar language and avoid jargon, acronyms and unnecessary legal or technical terms.
- Keep sentences and paragraphs short and focused.
- Organize information with descriptive headings and logical sections.
- Use active voice to make your message more direct and easier to understand.

People-First Language

People-first language emphasizes the individual before the disability and reflects a respectful, person-centered approach to communication. As a DVR provider or vendor, use people-first language throughout your promotional materials.

When referring to individuals with disabilities:

- Put the person first by using phrases such as "**a person with...", "a person who...,"** or "**a person who has...**"
- Avoid terms or phrases such as **"victim," "suffers from" or "wheelchair-bound.“**
- Recognize that preferred terminology evolves. Regularly review and update your materials to reflect current, respectful language.

Accessible Design Best Practices

Designing accessible materials helps ensure your message can be understood by the widest possible audience.

Print & Web

- Use sufficient color contrast between text and its background to improve readability.
- Do not rely on color alone to communicate information or emphasize important content.
- Choose clear, easy-to-read sans-serif fonts such as Arial, Calibri or Verdana, and use a font size that is easy to read (generally 12-point or larger for print).

Video & Other Media

- Provide captions for all videos or include a transcript for individuals who are deaf or hard of hearing.
- Include descriptive alternative text for images and meaningful visual descriptions for videos to ensure information is accessible to individuals who are blind or have low vision.



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Thank You

If you have questions about this guide or its application, please contact your Provider Manager.