# Ryerson University

Graphic Communications Management
GCM 490 - 011: Thesis

# The Current State of Braille on Packaging in Canada and Whether it Should Change

Prepared by:
Betty Lim
500714268
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# Abstract

This paper aims to explore the current state of braille on packaging. It provides a brief history and overview on braille and braille on packaging that highlights key milestones. It offers facts and statistics on braille and visually impaired people. It also demonstrates the guidelines and how to properly execute braille on the packaging. The paper compares both sides of the topic to come to a final conclusion as to whether braille on packaging should be more commonplace in Canada. The advantages of implementing braille on packaging is that it is more inclusive, increases accessibility, convenience and independence for the visually impaired people. The disadvantages of implementing braille on packaging is that it is costly, it statistically benefits few, it is hard to implement and more importantly check. Other alternatives such as devices and emerging technologies are also examined as other means of providing the same solution that increased braille on packaging would. The paper evaluates the topic from three different perspectives: the everyday consumer, the manufacturer and the visually impaired to determine whether braille on packaging should be more commonplace in Canada.

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# Introduction

Braille is a reading and writing language system for the visually impaired. It contains different combinations of raised dots that represents the letters of the alphabet, numbers, punctuation marks and symbols ("The Canadian Federation of the Blind", n.d). Each braille character has a unique pattern which is identified by feeling the sequence of the raised dots on the paper with the fingertips ("The Canadian Federation of the Blind", n.d).

The typical braille "cell" includes six dots that resembles the number six on a die (IADD & BANA, n.d). There are 64 possible characters that can be created using these six dots (IADD & BANA, n.d). Most braille characters are standardized and common between countries, but others have special symbols that only pertain to their own language as shown in figure 1 (IADD & BANA, n.d).

**Letters - Internationally Standardized**
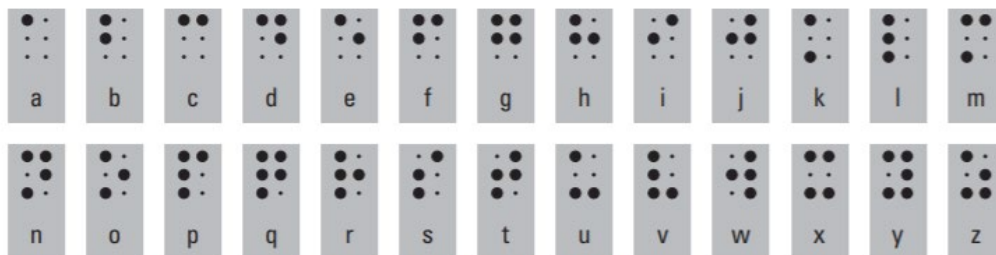
Note: There is no capitalization in braille text on folding cartons.

**Numbers - Internationally Standardized**
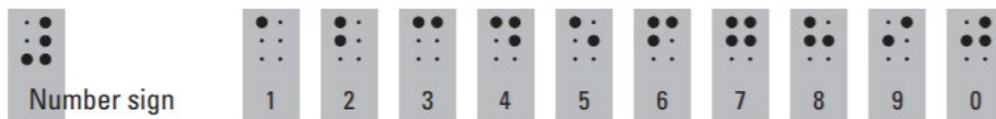
Note: To indicate numbers, a number sign is followed by the letters a-j. The effect of the number sign continues until a space or a letter k-z occurs. When numbers are immediately followed by letters a-j, a letter sign is required. See example:
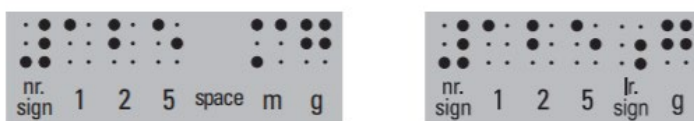
Figure 1. Braille Alphabet, Numbers & Punctuation Marks

## Punctuation marks



Note: In ink print, thousands separators and decimal points may be either "." or "," depending on the country, but in braille they are usually as shown above.

Figure 1 (continued). Braille Alphabet, Numbers & Punctuation Marks

(IADD & BANA, n.d)

Over the years, there has been many different methods and approaches that were used to accommodate the blind; such as reading raised letters ("The Canadian Federation of the Blind", n.d), but braille has remained one of the most prevalent ways of accommodating visually impaired people. Nowadays braille can be found everywhere like signs, elevator buttons, ATM keypads, etc. However, a relatively untouched application of braille is on packaging. Although braille is seen primarily on pharmaceutical labels and packaging (PharmaBraille, n.d), it has not been widespread in everyday common consumer product packaging (PharmaBraille, n.d) such as food packaging or cosmetic packaging.

Wider distribution of braille on packaging will be more accessible to the visually impaired.  It provides increased convenience and more independence and can be viewed as a step forward for society.  On the other hand, additional implementation is costly, hard to effectively control and proofread and statistically only benefits few.

## Literature Review

Braille was first developed by a young Frenchman named Louis Braille in 1825 (IADD & BANA, n.d). After losing his sight from a tragic accident at a young age, Louis had to learn how to read raised letters ("The Canadian Federation of the Blind", n.d). During this process, he realized how long it took to read raised letters and decided to invent a new form of communication system that would enable visually impaired people to read and write faster ("The Canadian Federation of the Blind", n.d). He based this system off of a military coding system ("The Canadian Federation of the Blind", n.d) and thus, the braille code was born; which is named after Louis himself. This system is now used internationally and in all languages (IADD & BANA, n.d).

Since then, braille has been increasingly implemented everywhere in printed products; like books, and on important signs in public places, such as bathroom signs. However, the introduction of braille on packaging only began in October 2005 when the European Union enforced a law that all pharmaceutical products were required to include braille on the packaging (PharmaBraille, n.d). This legislation opened the concept of incorporating braille on packaging and consumables for other countries and pharmaceutical companies. In May 2009, the International Association of Diecutting and Diemaking (IADD) declared a new standard called "Can-Am Braille" (PharmaBraille, n.d). This standard consists of a general guideline for implementing braille on pharmaceutical packaging in Canada and the USA (PharmaBraille, n.d). Can-Am Braille was modelled very closely to the European Braille Standard (PharmaBraille, n.d), but is not mandatory in North America (PharmaBraille, n.d). Although, the implementation of Can-Am Braille encouraged many manufacturing companies to adopt this concept in their packaged goods, there are still various products that do not include braille on their packaging today.

There are opposing views on whether braille on packaging should be more commonplace. Some individuals believe that manufacturers are overlooking the blind. These people agree that braille on packaging should be more widely spread because it is more convenient for the blind, allows them to be independent, increases accessibility and is more inclusive. However, other people argue that the inclusion of braille on

packaging is costly, hard to implement, statistically benefits few, and there are other alternatives available.

For the visually impaired, the universal presence of braille in packaging is helpful. Without braille labels on packaging, blind people would have an extremely difficult time analyzing what is around them; especially when they're shopping in stores. Not only do they have issues with navigating the store, they also struggle with identifying products (Yuan et al, 2019). The problem doesn't stop after leaving the store either. A less talked about issue is that visually impaired people will continue to struggle with this at home as well (Yuan et al, 2019). If they purchased any items that feel similar in shape, size, etc., they might have issues distinguishing them ("The Canadian Federation of the Blind", n.d), or even remembering what they bought if it was a lot of things. Visually impaired people have the additional task of labelling their items so they know what and where they are placed afterwards (Yuan et al, 2019). By incorporating braille on product packaging, people who are blind could easily differentiate between all the different products and recognize what item they have in their hand. Instead of feeling all the boxes and bags of items and trying to figure out what each item is ("The Canadian Federation of the Blind", n.d), they could simply find the braille dots and determine this for themselves. This would make their shopping experience a lot more convenient (Chadwick, 2010) since it would be easier and faster to find the product they're looking for at the store.

The inclusion of braille in everyday packaging would also enable visually impaired individuals to be more independent in their daily lives (Chadwick, 2010). People who are blind often get help from other people when shopping; whether that's by going grocery shopping with a friend, asking a store employee for help or hiring a shopping assistant to purchase their groceries for them ("The Canadian Federation of the Blind", n.d). However, if braille on packaging was more commonplace, visually impaired people wouldn't have to wait around or rely on other individuals to help them; therefore, living a more independent life.

Most importantly, incorporating braille on packaging would be more inclusive and accessible to visually impaired people (Paige, 2020). When it comes to graphic communications, designers are always trying to be more inclusive in their designs. As society evolves overtime, people are becoming more aware and mindful of societal issues in the world. As a result, companies and designers try to conform to these new concepts and take them into consideration when designing a product. In this case, the product is the packaging. Designing with visually impaired people in mind would encourage more inclusive designs to accommodate these individuals and their needs as well.

Likewise, another crucial element in graphic communications is designing for accessibility. One of the main functions of packaging is to provide information about the product (Chadwick, 2010) and this information should be readily available to everyone. Besides including standard information like the brand or product name, packaging also contains vital information like the ingredients, expiry date, directions and suggested use, etc. Product packaging is an essential resource that is used to inform consumers and allows brands to communicate with them. However, without braille on packaging, this information is not easily accessible, if at all, to people who are blind. This could be especially dangerous when it comes to things like medicine and other pharmaceutical products (Chadwick, 2010). In addition, this could be problematic to visually impaired people who also have allergies to certain foods or ingredients in skincare products, etc. (Chadwick, 2010).  By designing for accessibility and taking into account of those with disabilities, companies can reach a wider user demographic.

However, the use of braille on packaging might not be as impactful as believed. According to Statistics Canada, approximately 3% of Canadians above the age of 15 years old are visually impaired (Statistics Canada, 2016) and not even 10% of them can read braille (Mulholland, 2010). That means only about 0.3% of Canada's population can actually read braille and therefore use it when shopping in stores. This is a rather small amount of people that would actually benefit from the use braille on packaging. Not to mention that there may be even less braille users since some blind people prefer to have someone else purchase their groceries at the store for them; especially if

they're also elderly people. Statistics show that 9.5% of these visually impaired individuals are elderly adults above the age of 75 (Statistics Canada, 2016). In addition, the older people get, the more their hand functions deteriorates; especially above the age of 65 (Carmeli, 2003). As a result, there will be loss of tactile senses in their fingertips (Carmeli, 2003), which means that they will have a harder time or won't even be able to read the braille on the packaging. Therefore, the use of braille on packaging does not have a statistically large impact overall and the number of people that benefit from braille on packaging is low.

Furthermore, incorporating braille on packaging is technically challenging. There are a lot of different factors to take into consideration when printing braille on packaging. For instance, the packaging should fulfill the requirements for both seeing and visually impaired people (IADD & BANA, n.d). In order to accommodate the visually impaired, highly pronounced braille embossing is needed to ensure that they can read the braille text on the packaging (IADD & BANA, n.d). However, this can cause breaks on the carton surface, which can ruin the legibility and overall appearance for sighted people (IADD & BANA, n.d). If the damage is bad enough on the packaging, manufacturers would not be able to sell it to the public or consumers might not want to purchase the product. There needs to be a good balance between the features for visually impaired and the sighted consumers, but it is difficult to achieve this without compromising one side since the two are so different.

With material selection, braille is typically embossed on paper board materials (IADD & BANA, n.d), so it may be difficult to implement braille on non-paper packaging, such as glass. However, printing braille on paper board material is challenging as well (IADD & BANA, n.d). Can-Am Braille has a very demanding set of guidelines to follow when implementing braille on pharmaceutical packaging. One of the most important printing specifications is the size and spacing of the braille dots. The dot diameter should be exactly 1.6 mm (IADD & BANA, n.d) and the braille dots spacing should be as shown in figure 2.

a) Horizontal dot spacing = 2.5 mm (From dot center to dot center)

b) Vertical dot spacing = 2.5 mm (From dot center to dot center)

c) Character spacing = 6.0 mm

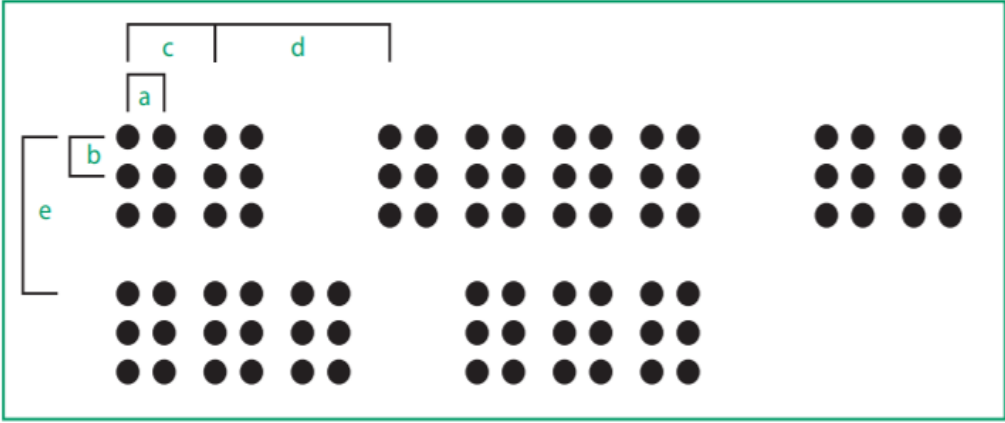d) Hyphenation spacing = 12.0 mm

e) Line spacing = 10.0 mm



Figure 2. Guidelines for Braille Dot Spacing (IADD & BANA, n.d)

These standards are very particular and it is hard to get the dimensions spot on because there is no way of controlling or avoiding variations in dot heights during the embossing process (IADD & BANA, n.d). Afterwards, the packaging undergoes posterior processes which causes some deterioration on the dots (IADD & BANA, n.d). Not only could these issues potentially ruin the legibility of the braille dots and be dangerous for the visually impaired, it could also interfere with the legibility of the regular text and aesthetics of the packaging for the sighted customers.

Another issue is whether or not there is enough space on the product packaging to include all the necessary information in braille in the given space. There are very specific printing specifications pertaining to the placement of braille text and the suggested amount of text that make it more difficult to incorporate on packaging. For instance, it is recommended to allow a gap of 8 mm between the edge of the dot and the cutting lines, creasing lines, etc. (IADD & BANA, n.d), which means besides requiring adequate space for the braille text, there needs to be additional blank space for a sort of gap allowance as well. This increases the amount of space needed, but decreases the amount of space available for the actual information. Moreover, the amount of text depends on the dimensions of the packaging as shown in figure 3.

| Number of braille lines on a main panel of the folding carton | | | |
|---|---|---|---|
| 1 | 2 | 3 | 4 |
| 22.6 | 32.6 | 42.6 | 52.6 |
| Dimension A/B (minimum) of the folding carton in mm | | | |

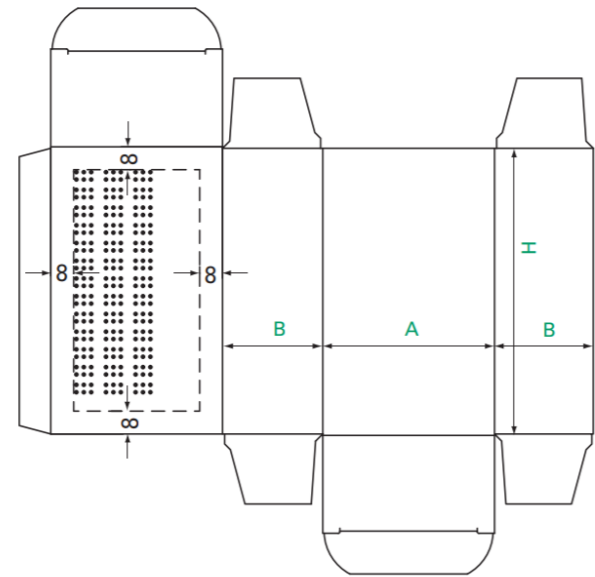| Number of braille characters per braille line | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 50.1 | 56.1 | 62.1 | 68.1 | 74.1 | 80.1 | 86.1 | 92.1 | 98.1 | 104.1 | 110.1 | 116.1 | 122.1 | 128.1 | 134.1 |
| Dimension H (minimum) of the folding carton in mm | | | | | | | | | | | | | | |



Figure 3. Guidelines for Amount of Text & Placement of Braille (IADD & BANA, n.d)

Something to keep in mind is that braille text takes up more space for the same amount of information than regular text (American Foundation for the Blind, n.d). This means that not only does the amount of text have to be minimized to match the requirements, but it would essentially occupy more space at the same time. This might be problematic for packaging like medicine containers; which are usually smaller in size, but have a lot of important information required on the packaging. Hence, with all these guidelines further limiting the amount of space available, it would be very difficult to fit all the necessary information on the packaging.

Implementing braille on packaging requires various additional steps, like the extra quality control process on top of the existing quality control processes to ensure the braille text is accurate and meets the requirements (Chadwick, 2010). As a result, all these extra steps means there are more chances for errors to occur during the process. Each step has to be done very precisely, otherwise it will be deemed unusable (Chadwick, 2010) and can result in an unnecessary increase of materials wasted and money spent. Besides additional steps, producing braille also requires additional time, resources, costs, etc.; such as purchasing expensive equipment and machines (Chadwick, 2010). Moreover, if there are errors with the final products, it will require

even more assets to fix the mistakes afterwards. These errors can be costly to fix and can be even more problematic if they go unnoticed (Chadwick, 2010).

There are alternate means of accessibility for the blind. The use of assistive technology to help improve the quality of life for the visually impaired community has greatly expanded, especially with the constant technological advancement in society today. For instance, there are countless screen reader devices and softwares on the market to aid the visually impaired such as, 'JAWS' or 'Kurzweil 1000' that use text-to-speech to enable them to read the information, as well as other helpful features (Hersh, 2008). There are also devices that provide information to the visually impaired through scanning. 'Tactile' is an in development device that instantly converts printed text to braille or delivers it through audio (Teo, 2018). Another scanning device is 'TeleEye' (Craddock, 2003). It works by scanning the barcode of products, which then presents information about the item from its database; including information like ingredients and nutrition levels (Craddock, 2003). It compares this information with the user's diet profile that is created beforehand and generates warnings for things like food allergies (Craddock, 2003). Additionally, there are camera and sound based systems like 'Horus' and 'OrCam MyEye 2.0' (Teo, 2018). These wearable devices use a camera and internal database to identify text, faces, objects, etc, which then audibly delivers this information to the user (Teo, 2018). Most impressively, 'eSight' is a headset; similar to a virtual reality headset, that actually enables blind people to see (Teo, 2018). It uses cameras and image-processing systems to display moving images in real-time on OLED screens placed close to the eyes (Teo, 2018).

## Methodology

In order to determine whether braille on packaging should be more commonplace in Canada, secondary sources were analyzed to explore and weigh the advantages and disadvantages on the topic. Facts and statistics about braille and the visually impaired were utilized to support each side as well. This was done to gather context on the topic, gain a better understanding on the two sides and to ensure there was no bias in the final conclusion. To further evaluate the research question, the topic was approached

from three different perspectives in order to consider every angle: the everyday consumer, manufacturers and visually impaired people.

For the everyday consumer, a short four question survey was utilized. These questions contained a five point linear scale indicating how much they agreed or disagreed with the statement "Braille on packaging should be more commonplace in Canada". The next question was a short answer inquiry asking participants to briefly explain their reasoning for the previous question. Then there were two multiple choice questions inquiring whether braille on packaging affects their perception of a brand or product, and if it influences their purchasing decisions as a consumer. Due to COVID-19, no in-person surveys were conducted, instead the survey was conducted online using Google Forms. Since the survey was used to examine the general publics' perspective on the topic, the survey was available to all 'everyday consumers'. The survey was conducted and opened to the public for 24 hrs before closing. The goal sample size for the survey was 100 participants. However, only 55 responses were received within the given timeframe, and thus only those responses were considered in the study. Including the perspective of the everyday consumer is significant because majority of the customers are sighted people.

On behalf of manufacturers, a small questionnaire was sent out to both manufacturers that already provide braille on packaging and those that may not offer braille on packaging. This was completed through their email or company websites, in hopes of analyzing their perspective on the topic. The questionnaire consisted of three short answer questions, including questions like whether they include braille on packaging, whether they distribute to generic stores and what factors would encourage wider distribution to more generic stores, etc. Unfortunately, due to the pandemic and the holiday season approaching, manufacturers appeared to be understaffed or were not readily available resulting in a lack successful responses to the questionnaire. As a result, secondary sources were obtained to evaluate the perspective instead. These sources were obtained from third party's studies such as Vogue Business (Sicardi, 2019) and Inside Packaging (Paige, 2020). It is important to include the manufacturer's perspective because it analyzes the topic from a technical and business aspect. As

manufacturers are ultimately in charge of production of the packaging, their perspective provides a significant impact on the topic at hand.

As a result of the timeframe of the thesis and the current state of COVID-19, secondary sources was used to represent and examine the perspective of visually impaired people on the topic. This includes information like their thoughts and opinions on shopping in stores and how helpful braille on packaging is for them. In order to get a better understanding of their point of view on the topic, this information was sourced from other publications' interviews with the visually impaired. This includes articles from CTV News (Mulholland, 2010) and Food Navigator (Southey, 2020). It is essential to include visually impaired individuals' perspective since the topic mostly pertains to and directly affects them. It is also important to include all sides of the spectrum.

## Results

According to the results from the survey conducted on the 55 everyday consumers shown in figure 4, it was heavily agreed upon that braille on packaging should be more commonplace in Canada; with an overwhelming 80%. These included reasons such as equality and rights, more inclusive, increased accessibility and convenience for the visually impaired, etc.



How much do you agree with the following statement:
Braille on packaging should be more commmonplace in Canada

5.5% 0%
12.7%
50.9%
30.9%

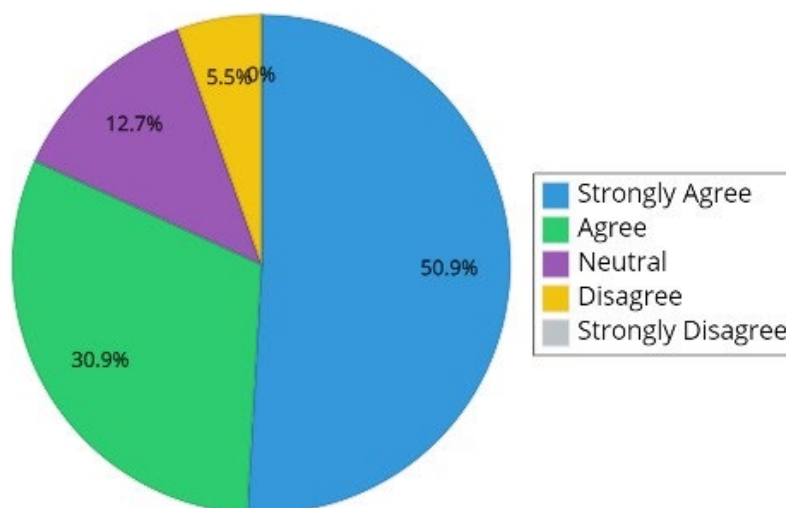Strongly Agree
Agree
Neutral
Disagree
Strongly Disagree

Figure 4: Survey Question 1 Results

Survey results also show that people are perceptive to things like the universal inclusion of braille on packaging. However, it does not necessarily correlate or influence their purchasing behaviour.

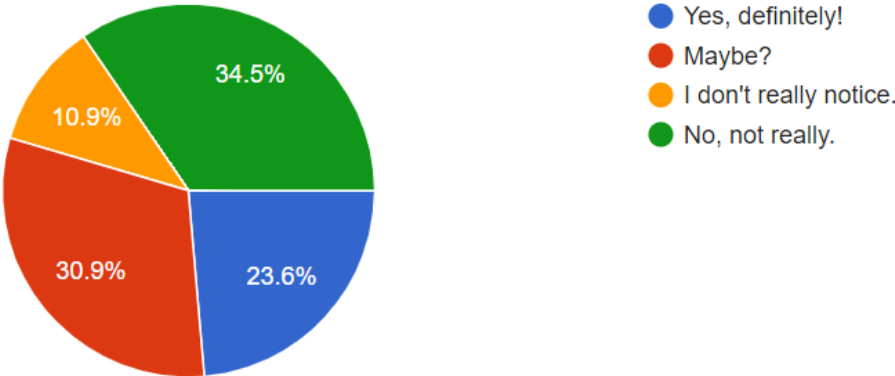Does braille on packaging affect your perception of a brand or product?

55 responses



Figure 5: Survey Question 3 Results

Although over half the participants reported that they would have positive or partially positive perceptions of a brand or product that includes braille on their packaging, as shown in figure 5, only about 30% indicated that it would potentially affect their purchasing decisions, as shown in figure 6.

Does braille on packaging influence your purchasing decisions as a consumer?
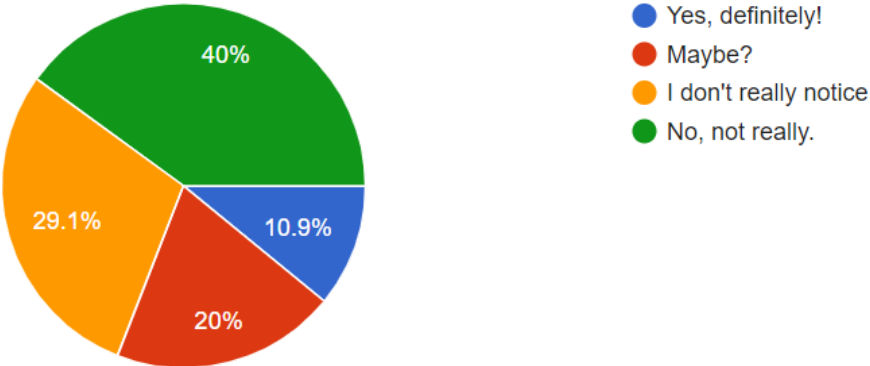
55 responses



Figure 6: Survey Question 4 Results

Studies show that only several brands use braille on their packaging (Sicardi, 2019). One of the few brands that includes braille on their packaging is L'Occitane. They have been implementing braille since 1997 after the founder saw a blind consumer trying to shop in their store (Sicardi, 2019). Due to technical challenges, only 70% of all their product packaging consists of braille (Sicardi, 2019). However, the brand is still investigating despite the increase in costs by approximately 25% because they feel it is meaningful (Sicardi, 2019).

In 2018, Kelloggs's launched their very first braille packaged item, the special 'Love Notes' packaging for their Rice Krispies (Paige, 2020). This packaging contained braille stickers and audio messages for visually impaired children (Paige, 2020). Although the advertising promotion for this braille packaging was deemed successful, the 'Love Notes' packaging was discontinued afterwards (Paige, 2020).

Some brands try to approach accessibility for the blind through other features, such as Too Faced's unique scented cosmetic lines, or P&G's Herbal Essences that incorporates raised shaped on their bottle to distinguish between shampoo and condition (Sicardi, 2019).

From the statistics available, of a randomized sample size of 1000 people buying a manufacturer's product, approximately 30 consumers (3%) would be visually impaired and only about 3 of them (0.3%) would be able to read braille as shown in representative pictograph of figure 7. However, consumers are not a randomized sample and due to factors like the product type, targeted audience, age group, gender, etc., the expected numbers for visually impaired and braille literate consumers could be even lower.
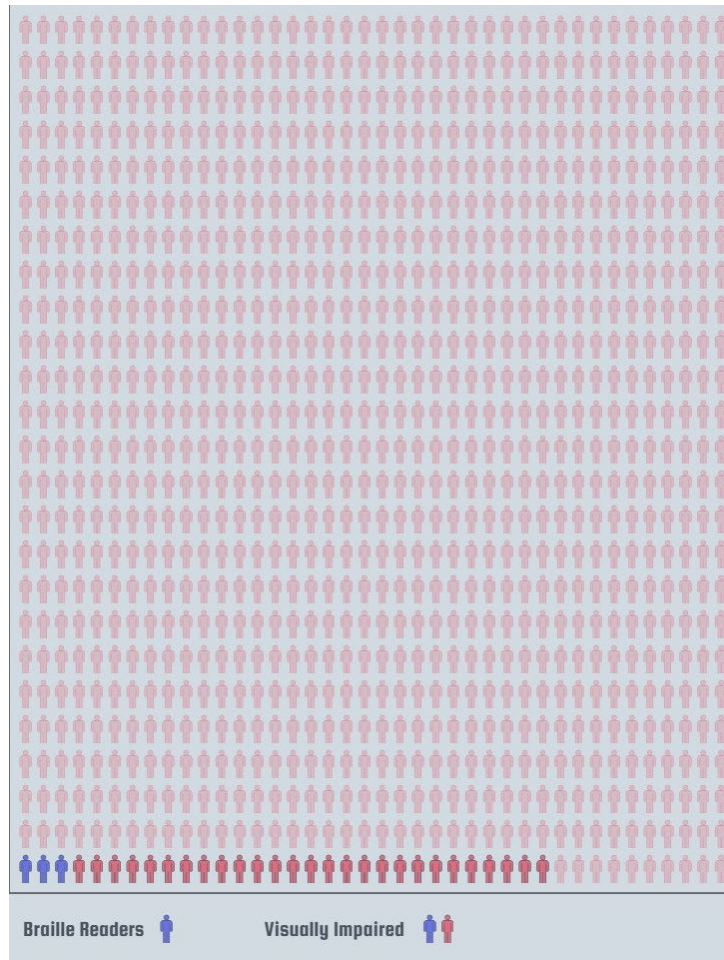
Figure 7: Pictogram of Proportion of Braille Readers/Visually Impaired Individuals in a Random Sample of 1000

For visually impaired people, most of them believe that implementing braille on packaging is useful, like Samantha Britain; who is a RNIB Member. According to Food Navigator, she claims "I truly believe that blind and partially sighted people are at a disadvantage when it comes to being able to make healthy food choices, because the food labelling system currently in place is not accessible..." (Southey, 2020). However, there are some visually impaired people who don't think that braille is useful, like Jason Mitschele; a blind federal prosecutor (Mulholland, 2010). On CTV News, he explains that he lost his vision in his early teens, but was not interested in learning braille (Mulholland, 2010). Instead, he turned to technology for assistance (Mulholland, 2010).

In a telephone survey conducted by the Royal National Institution of Blind People (RNIB), it states that 96% out of the 165 visually impaired participants found braille labels on pharmaceutical packaging useful (PharmaBraille, n.d). However, many participants have come across several low quality embossing on medicine packaging, and even more people have experienced labels and tags covering the braille text (PharmaBraille, n.d). Although, majority of the visually impaired participants conveyed that using technology would be really helpful (PharmaBraille, n.d).

## Discussion

Although an increase in awareness of societal issues says we should be more inclusive of all groups, the people that have the largest say in whether or not braille on packaging becomes more common are the manufacturers. However, statistics show that implementing braille on packaging would not increase their customer base very much and would not be very profitable due to more complex processes.  The survey results indicate similarly as many individuals agree their perceptions of the brand would be impacted but not so much their purchasing decisions.  It would thus be a significant challenge then to convince such profit oriented corporations to implement the necessary changes to make a large impact on the issue.  Although laws regulations can be applied, such as with pharmaceutical packaging in Europe, these regulations take a lot of time and government resources to implement and may have further issues with enforcement.

In the study with the visually impaired participants, it was established that the quality of braille isn't good and there are still a lot of improvements needed to be made. Furthermore, a vast majority of the visually impaired participants agreed that new technology is the preferred route to take as most individuals are already familiar and more easily adapted new emerging technology.  The introduction of more braille on packaging introduces more challenges as more and more people are opposed to the concept of learning braille and prefer these technological alternatives.

There are better alternative means of accessibility for the visually impaired. Currently, there are so many different devices and software that can help visually impaired people

read, navigate their surroundings, identify objects, etc. – and technology will only continue to progress. Despite not fully replacing the ability to read and write, technology can be used to substitute braille. These technological devices provide everything that braille does, like accessibility, independence, etc. except without the technical issues that comes with printing braille. As can be seen by the statistics, the braille literacy rates are currently very low and have been trending downwards. Despite some ongoing efforts, the braille literacy rate might not see a large increase anytime soon and may take several generations. As braille is a form of literacy, to significantly increase its usage would be equivalent to teaching an unfamiliar language, reading and writing system, to a group of individuals who may already be engrained in other alternatives. The focus might be on improving new alternatives as technology allows it. Using a device will put the visually impaired individual in charge instead of surrendering the power to manufacturers to assist the blind.

A limitation of the studies conducted is that the target sample size for the survey was not met. Due to the current state of the pandemic, it was difficult to reach out to and obtain a large sample size for the survey. Without a large sample size, there lacks a degree of randomization and the survey results for the perspective of the everyday consumers may not be representative of the general population. Additionally, the results of the perspective for the manufacturers were also impacted. Response rates from manufacturers were very poor since they were busy due to the pandemic and the holidays. As a result, other sources had to be utilized which may have introduced biases that were present in those sources, although it may have the slight benefit of removing any biases from the manufacturers providing favourable answers for themselves.

## Conclusion

In conclusion, there are a lot of limitations on how to help the visually impaired community through packaging. At first glance, the use of braille on packaging seems like the obvious answer since it is move inclusive and accessible to visually impaired people. However, after looking at the topic from the graphic communications aspect, the idea of universal inclusion of braille sounds nice, but the actual process is very challenging and complex.

It is hard to justify spending all these additional resources, materials, money, etc when braille does not even reach all the blind population. The blind population is statistically low and even less of this population can actually read braille. Therefore, there is not a big enough impact.

Braille is yesterday's solution. Although it has been the most predominant solution for many years, that is no longer the case. Technology has developed over the years and it is now a better alternative to braille. These technological devices are more effective and efficient at assisting visually impaired people. They do everything that braille does for the blind, like being more inclusive and accessible, and allows them to be more independent. However, it does not face all the challenges that comes with producing braille on packaging. With all these technology, more and more blind people are hesitant on learning braille, which does not fare well for the already dwindling braille literacy rates. Moreover, these technological devices would eliminate the material waste caused from errors and faulty packaging during the braille printing process.

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# Appendix

Survey Questions

1) How much do you agree or disagree with the following statement "Braille on packaging should be more commonplace in Canada"

2) Please explain your reasoning for the question above.

3) Does braille on packaging affect your perception of a brand or product?

4) Does braille on packaging influence your purchasing decisions as a consumer?

Responses to Question 2

Does not impact me directly

Increases accessibility for the visually impaired

In order to be more inclusive, as well as make life easier for those with physical disabilities, braille on packaging will help the blind and visually impaired to navigate through grocery stores easier.

It helps visually impaired people

accessibility is important, why wait til something becomes an issue, when you can take preventative measures

More barriers for the impaired might have to be considered before braille on packaging would make a significant impact

Blind people can't read

Don't (see) why not

I believe everything in Canada and even around the world should be inclusive to everyone despite any disabilities or medical complexities. This will create a more equal and equitable society.

Because it should be.

With online shopping being more abundant, in addition to the quarantine, people are receiving alot more packages. While there may be only a few people that are visually impaired, the addition of braille on products will benefit those who need it, and at the same time not affect the remaining consumer base.

The cost required to make it more common is far less then benefit to accessibility it would provide.

Everybody has a right to know what they are purchasing or what they are recieving.

Just easier for those who need

We should consider people of all modes of communication!

The product is more accessible for and inclusive of people who might need it.

I'm not really sure if it should be more common because it may cost more money and require more energy for companies to manufacture it. Furthermore, would all of the information be in braille, or would it just be on the company name and product? It definitely depends on the range of how people can see (blind to hard of seeing even with glasses). I'd assume that those who are hard of seeing can tell big brands such as Coca Cola because of it's colour and shape. However, those who are harder of seeing may have someone to help them with their groceries already, or know how to maneuver on their own.

Braille is a feature of accessibility so it should be included and normalized on packaging and other areas that are applicable

Blind people deserve to shop too

Why not? It doesn't bother people who can see and helps blind people. Win win

Braille is cool

Blind people should be able to read too

By using braille on packaging the blind will be easily determine what product it is quickly and efficiently. This will help them figure out what they need without help.

I agree that it should be more commonplace in Canada as it is more inclusive of people with disabilities which affect their ability to see.

Some products would be nice to have braille for blind people to read.

It would make products more accessible and consumers with disabilities would have an easier time obtaining products they need.

To make products more accessible and equal to citizens with disabilities

inclusion for people who need braille in canada is important

Braille is very uncommon especially within packaging when people who are unable to read can benefit hugely from braille

It would be more fair and inclusive to the visually impaired people. Braille would make the products more accessible to those who need it and help them be more independent in their daily lives.

accessibility is important but it sounds costly so I'm conflicted

It will be technically challenging to construct

Higher accessibility to items for those that are visually impaired should be a thing.

If I lose my sight, it would be very convenient to have products that already have Braille to improve my quality of life.

Equality for everyone and more inclusive for those who need it

Indifferent because it does not necessarily affect me but I understand the need for those who require it to make the environment more accessible

enviornmental friendly

I think that braille on packaging should be more common so that visually impaired people can be more independent when shopping and not have to rely on others.

Ensures that everyone has the right to know more about their products

It's convenient for them when purchasing items

There is a need for more accommodations for people with disabilities

I believe there are better solutions to help the visually impaired

i am indifferent since it does not directly impact me and my shopping experience

Braille on packaging almost seems non existent at the moment. Braille should especially be a feature on packaging as it will allow the blind and visually impaired to be more independent and also ensures the safety of them when considering braille on packaging for pharmaceuticals.

I agree that Braille should be commonplace on packaging in Canada because it could be of assistance to blind individuals and accessibility is a human right. I don't strongly agree because I don't know how many blind individuals actually know and use Braille or the logistics of how it would be implemented

Accessibility is important for everyone. Doing so, would be inclusive of visually impaired persons. Every product we look at in stores and purchase all have packaging, why not make it more inclusive.

No reason for it not too. Canada already required French and English to be on packaging.

How else would a blind person independently know if a package was for them?

It could help out visually impaired people with being more independent.

Because everyone should be equal and have equal access to everything

Packagings many functions is to inform customers on what they are buying and this information should be readily available to all consumers, especially for those that are visually impaired.