

Understanding Equity: Begin with Language

Presented by La NRC
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Be Present

Participate

Stay Open

Be Willing to Reflect

Reserve Judgement

Honor this SAFE BRAVE SPACE

How are you feeling today? (in one word)

Distracted

Engaged

Tired

Enthusiastic

Curious

Tired & Stressed

Curious

Curious

Overwhelmed

How are you feeling today? (in one word)

Hopeful

Discouraged

interested

Run down

Thankful

Tired

Overwhelmed

stressed

Engaged



How are you feeling today? (in one word)

Tired and all over the place

Interested

Doing well!

Tired

Interested

ok

Encouraged

ready to learn

Ready to learn



How are you feeling today? (in one word)

too much to do

Engaged

Worried



“We learn from history that we do not learn from history.”

— Georg Hegel

“The limits of my language mean the limits of my world.”

– Ludwig Wittgenstein

What words come to mind when you hear "equity"?



“Language is the road map of a culture. It tells you where its people come from and where they are going”

- Rita Mae Brown

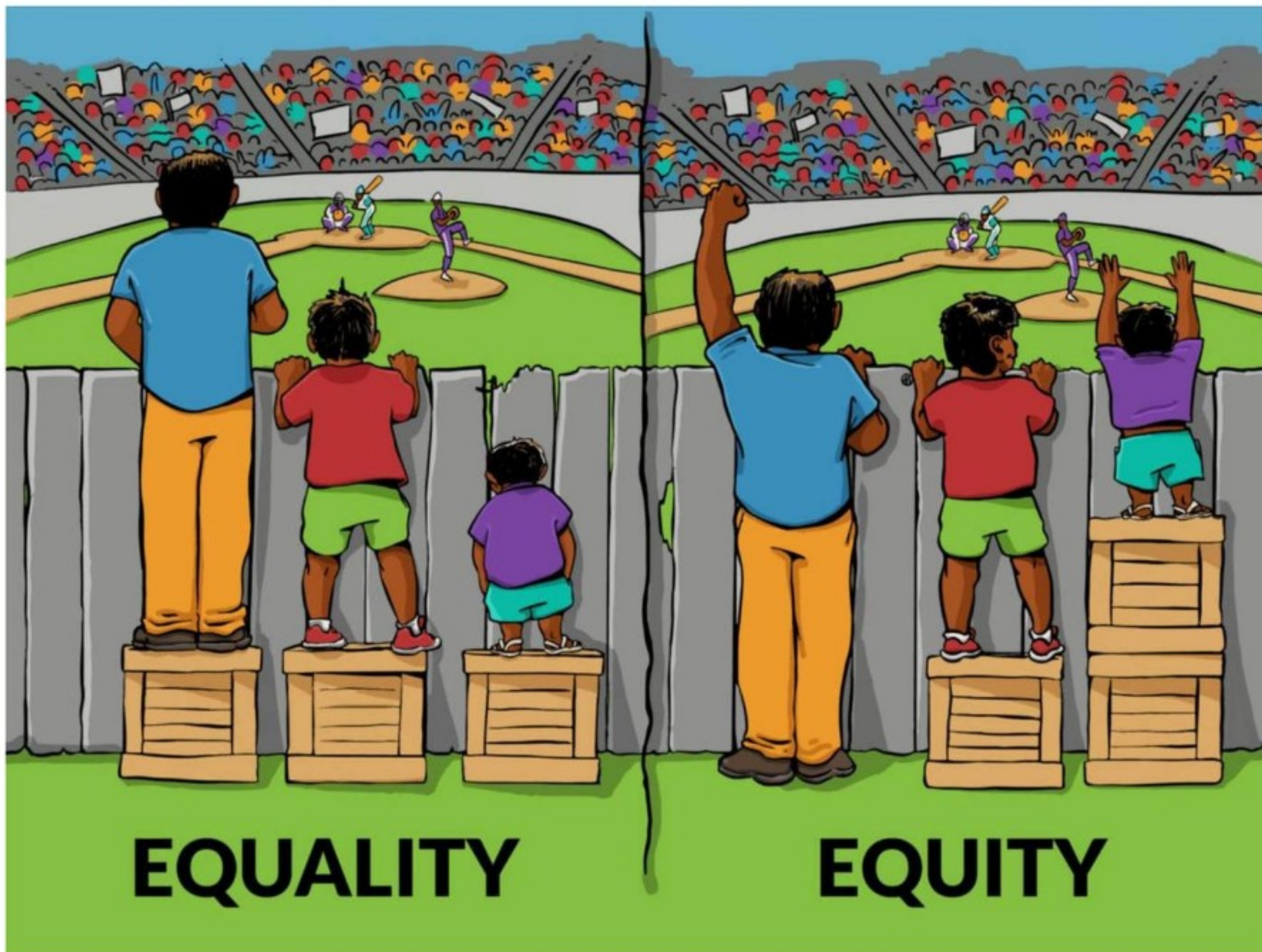
“A journey is called that because you cannot know what you’ll discover on the journey; what you will do with what you find, or what you find may do to you.”

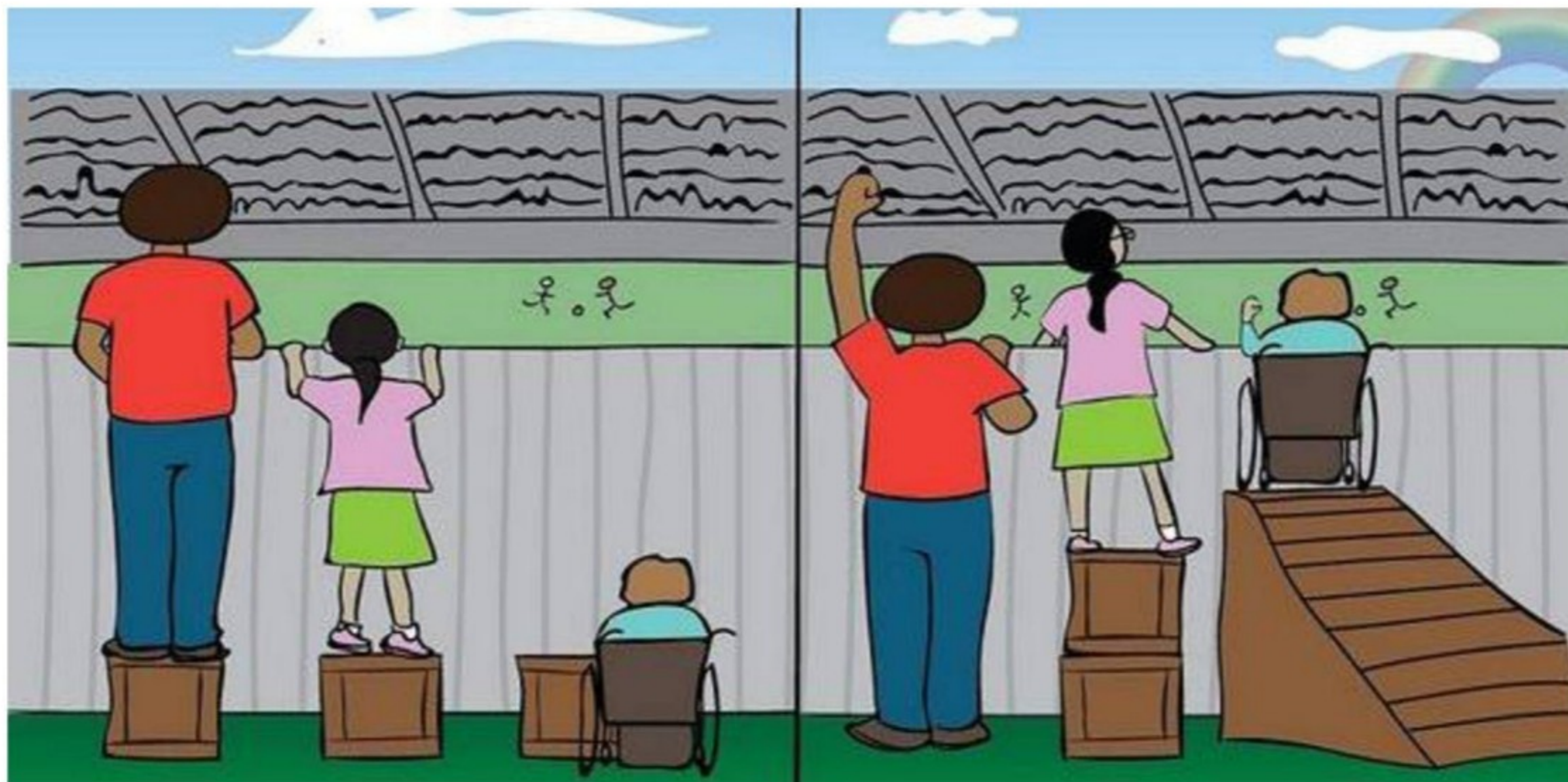
- James Baldwin

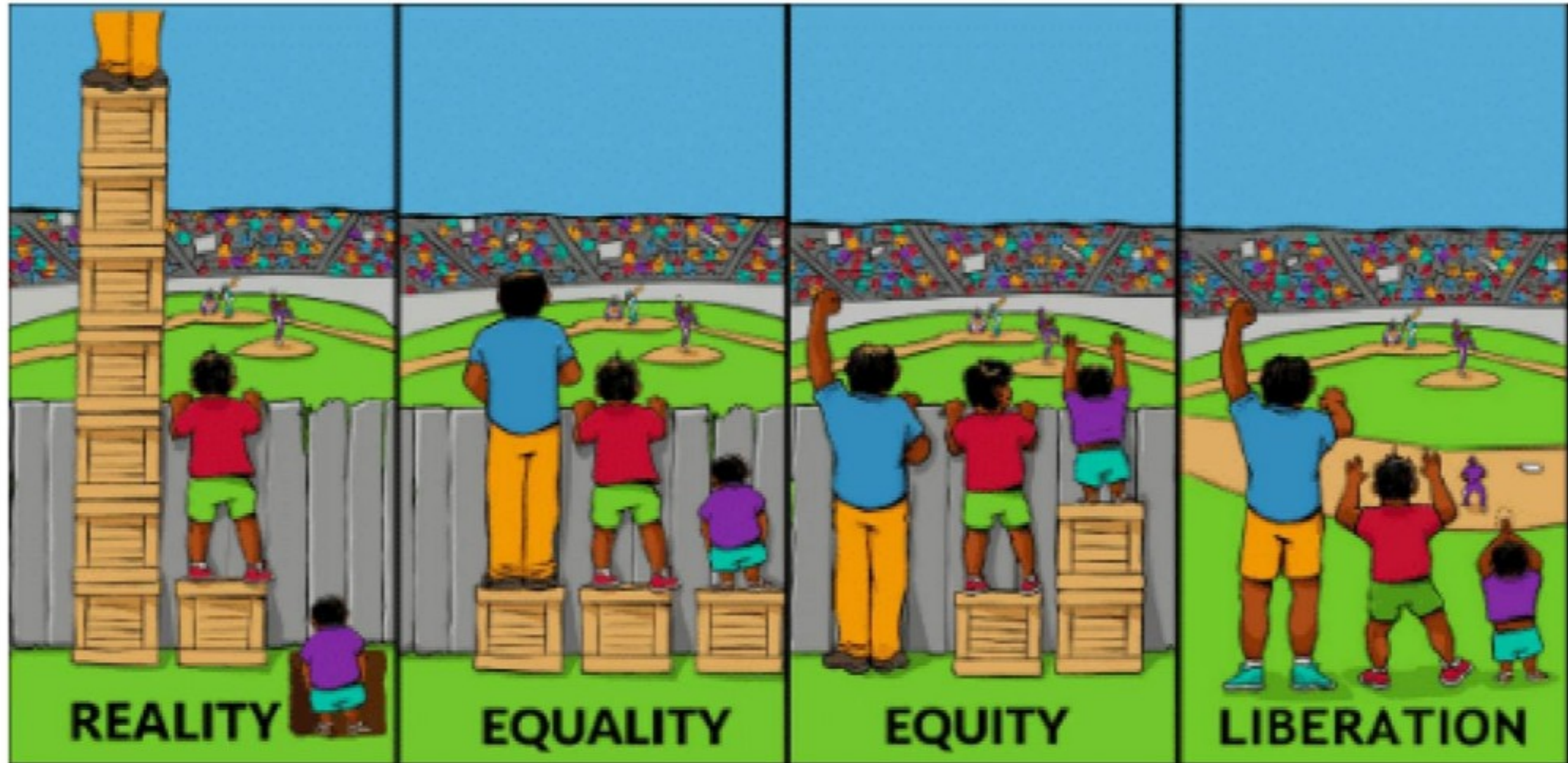
LANGUAGE IS NOT STATIC

“Language will never stop changing; it will continue to respond to the needs of the people who use it. So the next time you hear a new phrase that grates on your ears, remember that like everything else in nature, the English language is a work in progress.”

If we know language is important, and we recognize we must know our market(s) to communicate effectively, how then do we know what language to use when?







Descriptor / Identifier Type Vocabulary

- Latino or Hispanic or Latinx
- African American or Black or Black American
- Folks or Folx
- BIPOC
- Indigenous or American Indian or Native American or Native
- LGBTQIA+
- Sex
- Gender

**Not exhaustive lists*

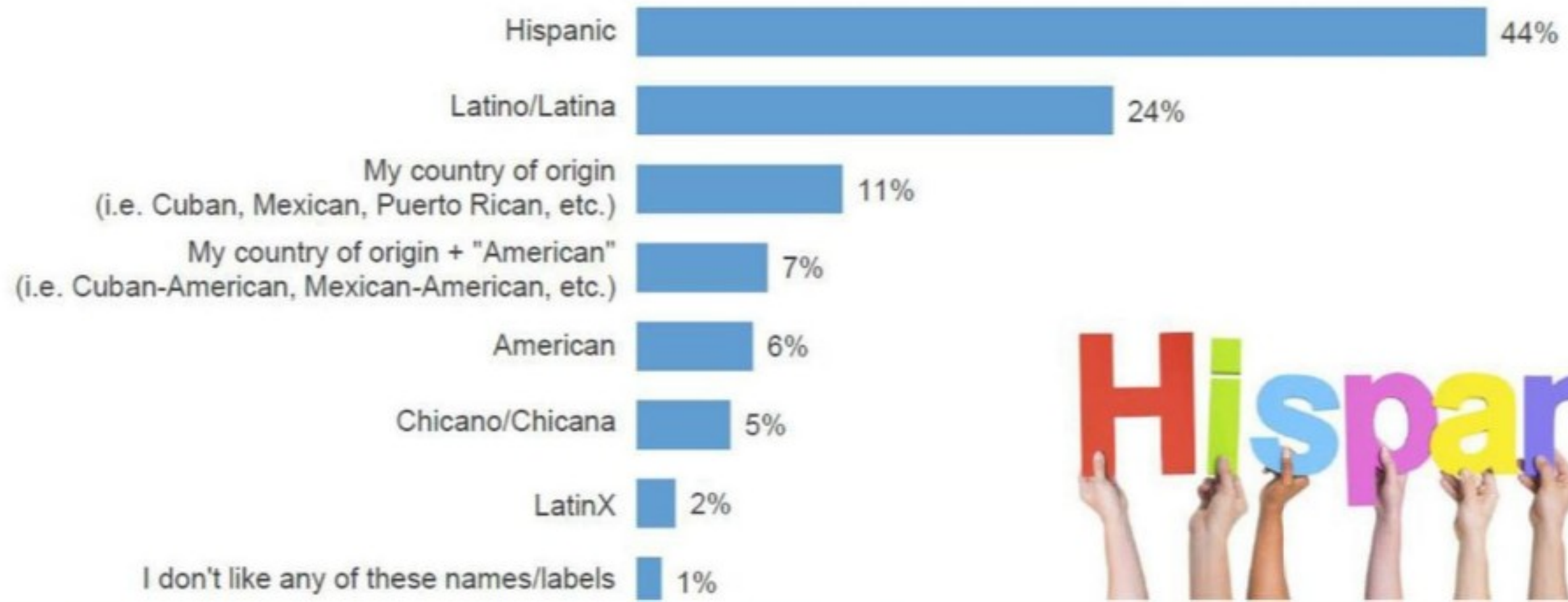
Terminology / Concept(ual) Type Vocabulary

- Equity
 - Racial Equity
- Equality
- Diversity
- Inclusion
- Privilege
 - White Privilege
- Race / Racism
 - Individual
 - Systemic
 - Structural
 - Institutional
- Ethnicity
- Intersectionality
- Implicit Bias
- Liberation

U.S. Hispanics prefer to self-identify as “Hispanic” to describe their ethnicity.

- Based on our nationwide survey of 508 U.S. Hispanics
- Latino/Latina ranks second
- Social media favorite “LatinX” is the least preferred identity overall, resonating with only 2% of respondents

Which of these names do you prefer to describe your ethnicity?



WHAT IS THE CORRECT TERMINOLOGY: AMERICAN INDIAN, INDIAN, NATIVE AMERICAN, OR NATIVE?

All of these terms are acceptable. The consensus, however, is that whenever possible, Native people prefer to be called by their specific tribal name. In the United States, Native American has been widely used but is falling out of favor with some groups, and the terms American Indian or indigenous American are preferred by many Native people.

L.G.B.T.Q.I.A.+ : Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual/Ally, + to cover anyone else not included

BIPOC: Black, Indigenous, People of Color

Equity is the absence of avoidable, unfair, or remediable differences among groups of people, whether those groups are defined socially, economically, demographically or geographically or by other means of stratification. "Health equity" or "equity in health" implies that ideally everyone should have a fair opportunity to attain their full health potential and that no one should be disadvantaged from achieving this potential.

Health equity means giving patients the care they need when they need it. Or as the Institute of Medicine (IOM) report put it, health equity means "providing care that does not vary in quality because of personal characteristics such as gender, ethnicity, geographic location, and socioeconomic status."

Why is it important for you, your organizations, & the alliance, to invest in this work?

Because it's the right thing.

make change and support those most in need

Make a difference

I want a future that is safe for everyone.

So that all families have hope and confidence in their strengths and the opportunities available for them to flourish under those strengths.

To support all

We strive to see and act out of the belief that families are experts on themselves. If that is true, then we should refer to them as they prefer and as they see themselves

It is our responsibility

To make the people we support feel like they matter and they have hope for a brighter future for themselves and their children



Why is it important for you, your organizations, & the alliance, to invest in this work?

There is so much to learn in order to become more sensitive and connected to communities. Shows we are invested.

To seek justice and support the ones who cannot advocate for their selves.

Because the real work cannot be accomplished apart from relationship. Relationship starts with honor and respect.

Human kindness!

To be respectful to others in our communication and all inclusive. To support diversity and welcome all

To avoid ignorance and show respect for the families we serve.

I want to see my clients thrive & accomplish their dreams & goals

This is how we treat others with dignity

To support the people who are trying to support others



<https://www.racialequitytools.org/home>

https://ssir.org/articles/entry/what_the_heck_does_equity_mean#

<https://americanindian.si.edu/nk360/didyouknow#topq2>

<https://www.pewresearch.org/hispanic/2020/08/11/about-one-in-four-u-s-hispanics-have-heard-of-latinx-but-just-3-use-it/>

<https://ywcaaz.org/21-day-challenge/>

<https://www.eddiemoorej.com/21daychallenge>

https://bcorporation.net/anti-racism-resources?utm_medium=site&utm_source=homepage&utm_campaign=slide&utm_content=resource_guide

Specific information about Arizona's history:

https://www.roguecolumnist.com/rogue_columnist/2009/11/phoenix-101-minorities.html?fbclid=IwAR28jtiXAZwO4-Z9B2N7SUPy5vEvmBGMlkP9REvQIXHOQtjLrK2w44fmJ6U

THANK YOU!



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