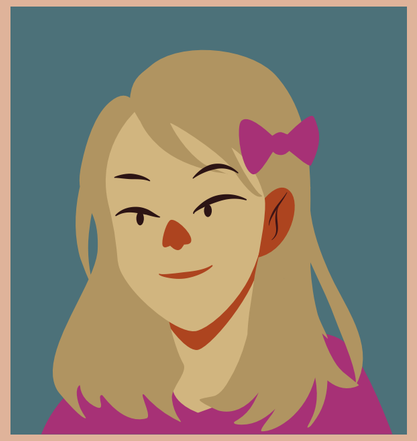
Hello Healthy Beginnings!

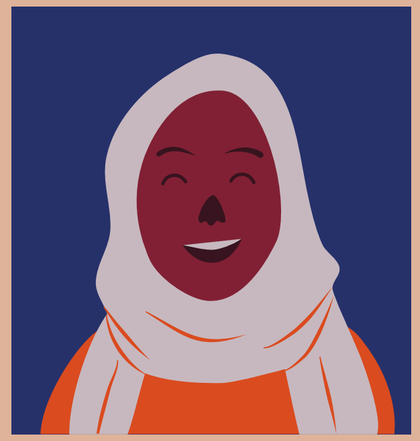
comment in the chat or share:

Name one thing that you often do for others, but not enough for yourself?

OR

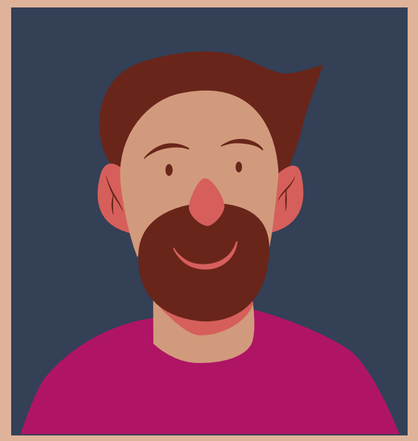
How do you self care?





A Conversation on

Harm Reducing Language



Objectives

Understand harm reducing language

Identify issues within conventional public health language

Practice reframing language

What is harm reducing language?

Avoids Stigmatization

Avoids language that stigmatizes individuals for the conditions that they experience as a result of systemic imbalances of power.

Accountability

Directs attention to root causes of inequity. Redirects blame from persons affected to acknowledging the perpetrual harm caused by systems and structures that hold power and privilege.

Environmental Scan 2021

High/At-Risk

Common and frequently used term found within Title V annual report(s)

Conventional Public Health Terms

Risky Behavior

Vulnerable Populations

Risk Factors

Social Problem

Intervention

Hofrichter, 2019

Terms within

Health Equity Lens

Dangerous Conditions

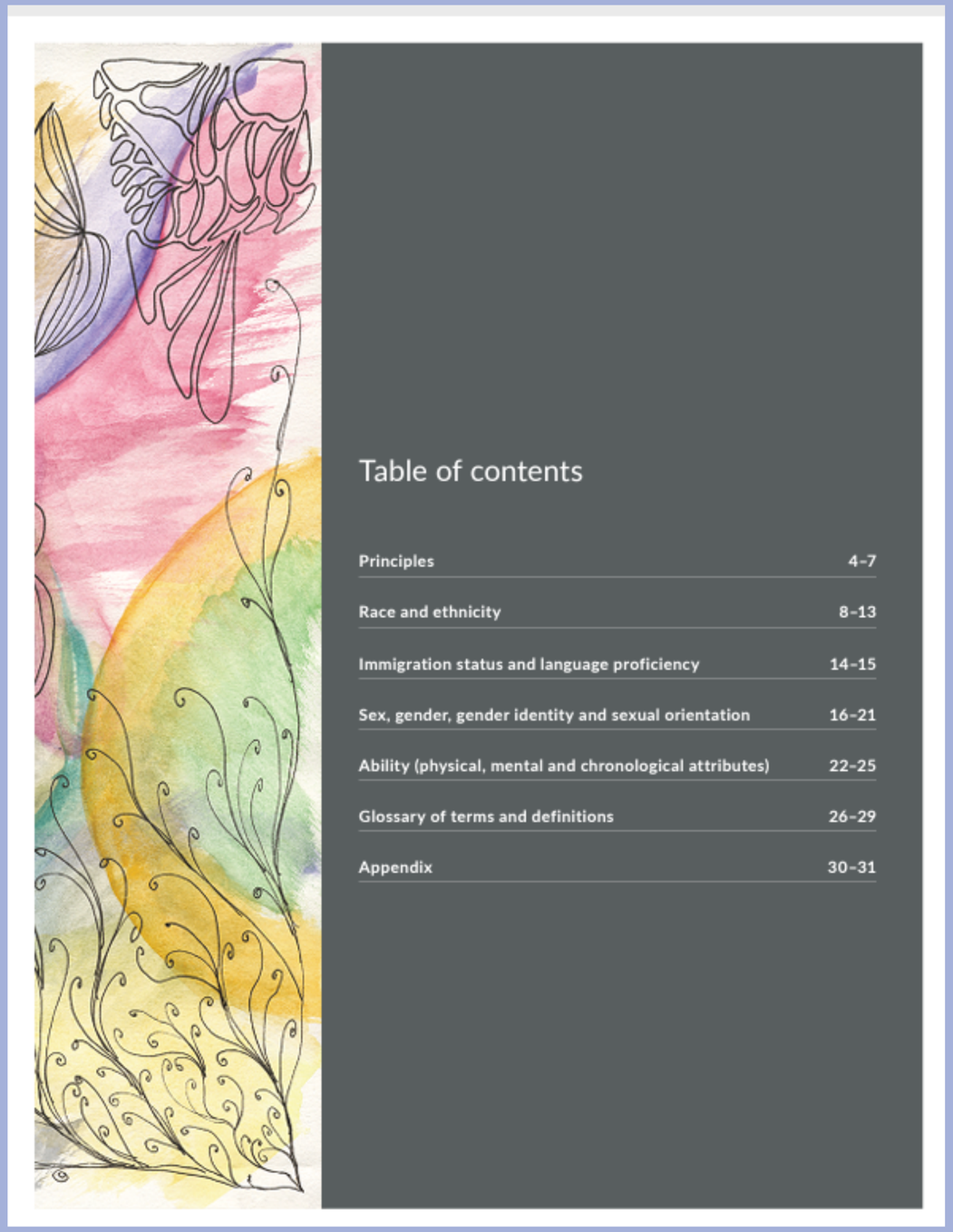
Populations oppressed or under threat by…

Racism/Social Injustice

Social Change

Hofrichter, 2019

External Guidance



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OHSU Inclusive Language Guide:

Principles

1. Identiy is personal
2. Respect
3. Be Specific
4. Be Thoughtful & Intentional

Internal Guidance

innovation hub
AMCHP | Explore. Build. Share.

Summary &Implementation Guidance Handout Glossary: Describing Key Terms/Principles

Avoid using terms such as…	Why?	Instead use…
Vulnerable groups, Marginalized groups, High-risk groups, At-risk groups, High-burden groups, Hard to reach groups, Targeted population	These terms can be stigmatizing. These terms are vague and imply that the condition is inherent to the group rather than the actual causal factors.	• Disproportionately affected • Groups that have been economically/socially marginalized • Groups that have been marginalized • Groups placed at higher risk/put at higher risk of [outcome] • Groups at higher risk of [outcome] • Groups experiencing disadvantage • Groups experiencing disproportionate impact • Population of focus • Under-resourced communities
Examples: Diabetics, Diabetes patients, The diabetes population, COVID-19 cases, The homeless, Inmates, Victims	Avoid using dehumanizing language and use first-person language instead. Describe people as having a condition or circumstance, not being a condition.	• People with [disease] • Patients with [disease] (if being treated) • People experiencing [health outcome or life circumstance] • People who are experiencing [condition] • Survivors
Tackle a community's health issue, Target communities for interventions, Stakeholder/Stakeholder engagement [1]	Avoid saying target, tackle, combat, or other terms with violent connotation when referring to people, groups, or communities. Avoid using stakeholder to mean partner. Note: "Stakeholder" has a particularly violent connotation for tribes and urban Indian organizations.	• Engage • Prioritize • Consider the needs of/Tailor to the needs of • Population of focus • Stakeholders are persons who may be affected by a course of action. Preferred terms include community members and persons affected by [policy/program/practice], partners, collaborators, allies, community engagement, tribal engagement, urban Indian conferment (See OTASA for more information).

SOURCE: Centers for Disease Control and Prevention Health Equity Style Guide, 2020

[1] *The Evidence and Implementation team is in the process of removing this language for the Innovation Hub Fall 2021 Review.*

Internal Guidance

Environmental Scan

Terms to Avoid	Why?	Alternative Language
Vulnerable Populations	Vulnerable to what? Who/what is the reason for "vulnerability"?	Populations opporessed/under threat by...
High Risk	Individuals are not inheritently 'at risk' or 'high risk' because of their demographic status.	Populations disproportionately affected by...
Underserved /Underresourced	Individuals are not responsible for limited access to care.	People who are medically underserved.

Title V Example

Despite program successes, ------ continued to be impacted by extreme amounts of violence in FY19 affecting participation levels. With Title V support, ------ plans to expand their workforce development programs to target more vulnerable young fathers in an effort to reduce both recidivism and community violence.

What language sticks out to you?

Despite program successes, ------ continued to be impacted by extreme amounts of violence in FY19 affecting participation levels. With Title V support, ------ plans to expand their workforce development programs to target more vulnerable young fathers in an effort to reduce both recidivism and community violence.

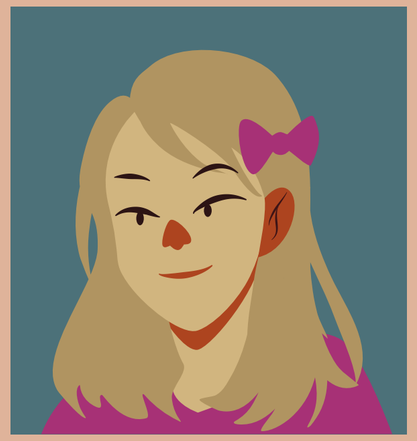
Let's Reframe!

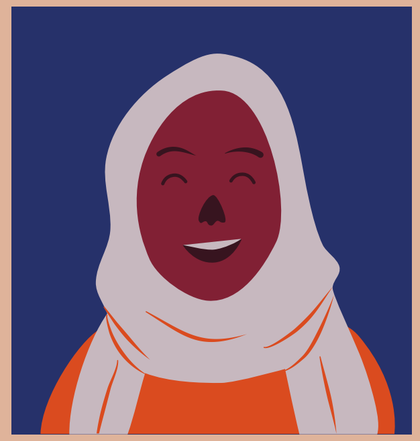
Despite the successes, the program faces extensive challenges recruiting and keeping membership due to resource and capacity limitations to keep participants protected and safely engaged. Participants face discrimination within the workplace and limited economic opportunities that perpetuate dangerous conditions resulting in preventable violent acts against them. We must implement our plans to expand workforce development programs to help young fathers within the community.

Suggestions for Reframing:
Social Justice-Based Public Health Narrative

- CONSIDER HISTORY AND ROLE OF PUBLIC HEALTH
- IDENTIFY WHAT'S AT STAKE. NAME THE THREATS AND THE SOURCE
- ENSURE THAT RESIDENTS TELL THEIR OWN STORIES
- CHALLENGE DOMINANT PUBLIC NARRATIVES AND HIGHLIGHT ROOT CAUSES

Hofrichter, 2019





Sources:

Advancing Public Narrative for Health Equity & Social Justice, Richard Hofrichter, PhD (2019)

Summary &Implementation Guidance Handout Glossary, Innovation Hub, AMCHP (2021)

Additional Sources

(In your google folders)

CDC Health Communication, Health Equity Lens:

https://www.cdc.gov/healthcommunication/Health_Equity_Lens.html

Oregon Health & Science University Inclusive Language Guide

https://www.ohsu.edu/sites/default/files/2021-03/OHSU%20Inclusive%20Language%20Guide_031521.pdf

Thank you!