


Words to Use, WORDS TO AVOID

The following table shows some examples of words and phrases that may open a collaborative conversation and those that may close doors.

 Use these words and ideas ...	 ... and avoid these
Us or we (<i>we're in this together</i>).	Us/them (<i>you're one of us, or you're not</i>).
Opportunity for all, available options (<i>focused on community conditions</i>).	Choice (<i>invokes individual responsibility</i>).
People/children thrive in communities that ... (<i>focused on community conditions</i>).	People/children deserve (<i>can lead to judgment about "who deserves" to benefit based on what they have contributed, which circles back to individual responsibility</i>).
Communities where the need is greatest, resources are limited, opportunities to be healthy are limited, facing greatest health disparities (<i>focuses on the community</i>).	Vulnerable or at risk, priority populations, impacted communities, low income or poor (<i>locates the problem in people rather than conditions</i>). Historically left behind (see page 10).
... no matter their income or race. ... regardless of who they are and where they live.	Communities that receive fewer public resources.
The solution is ... The impact of making more opportunities available is (e.g. healthy employees, students ready to learn, lower rates of diabetes).	The problem is ...
Effective (<i>keeps focus on intended impact</i>).	Cost-efficient (<i>can lead to short-term or scarcity thinking</i>).
It is important to restore the balance between people who are doing well and people who are struggling. Government can play a role by making smart investments.	The government has a responsibility to restore the balance between people who are doing well and people who are struggling.
Everyone is affected when one part of our community struggles.	Society has withheld public resources from low-income communities and communities of color.