



BGC Consulting & Training  
Cultural Custom Solutions

# *Best Practices for Inclusive Communication*

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Pronouns: She, Her, Hers

# About Me & My Circle!



# Presentation Goals

- ▶ Make the connection between inclusion and language
- ▶ Address strategies for avoiding confusion and bias in communication



# Values

- ▶ Strengths-Based
- ▶ Trauma-Informed
- ▶ Person-Centered



*How might these established values benefit inclusive communication?*



# Discussion Rules/Agreements

In order to create a safe environment for discussion, here are some suggestions:

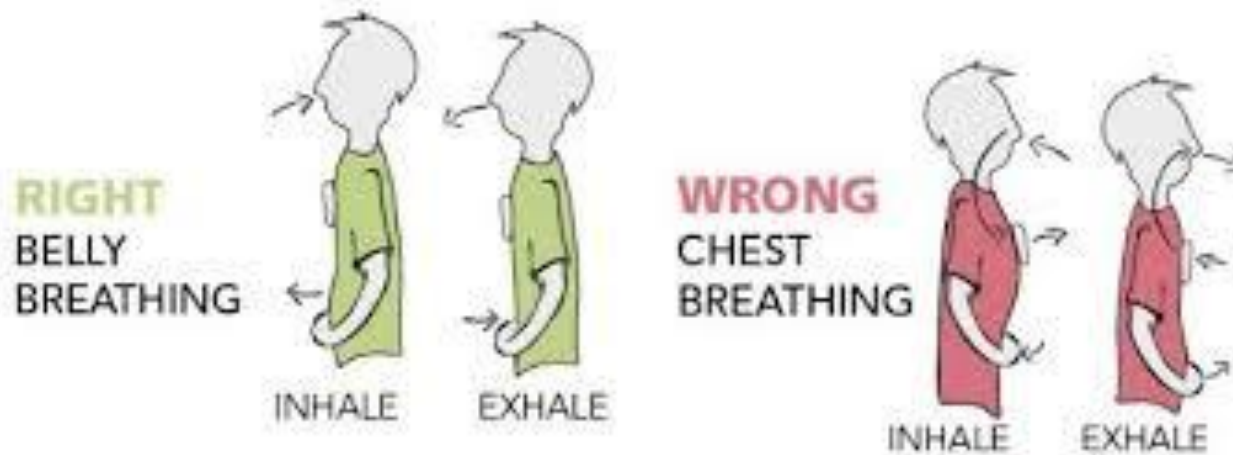
- ▶ Give others space to express themselves freely without fear of judgment.
- ▶ Allow yourself and others to not know the “right way” to say something.
- ▶ Treat others with grace and respect for where they are in their journey.
- ▶ Be open-minded to challenges on your opinions in order to explore them further.

***What do you think? What else can you think of that we should consider?***



# Self-Care

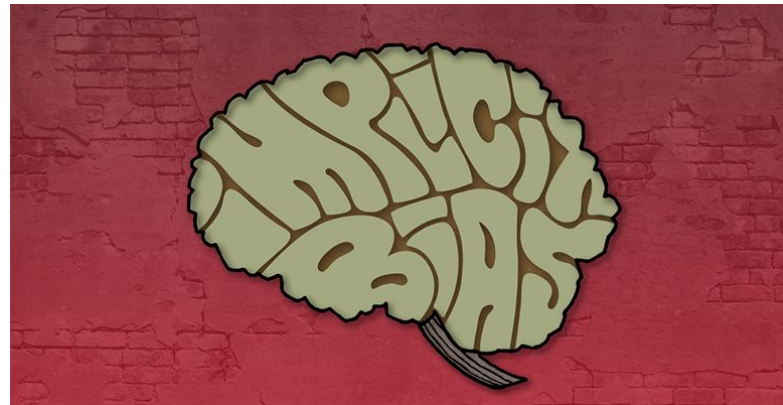
- ▶ Subjects may be triggering and cause strong emotions, such as anger, sadness, disbelief, denial, etc.
- ▶ If you are triggered, take deep breaths and a break if needed.



# Implicit Bias Defined

Also known as implicit social cognition, implicit bias refers to the attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner.

(Kirwan Institute, 2015)



# Bias, Power & “-Isms”

Ableism

Ageism

Classism

Heterosexism

Unconscious Bias

+

Power

=

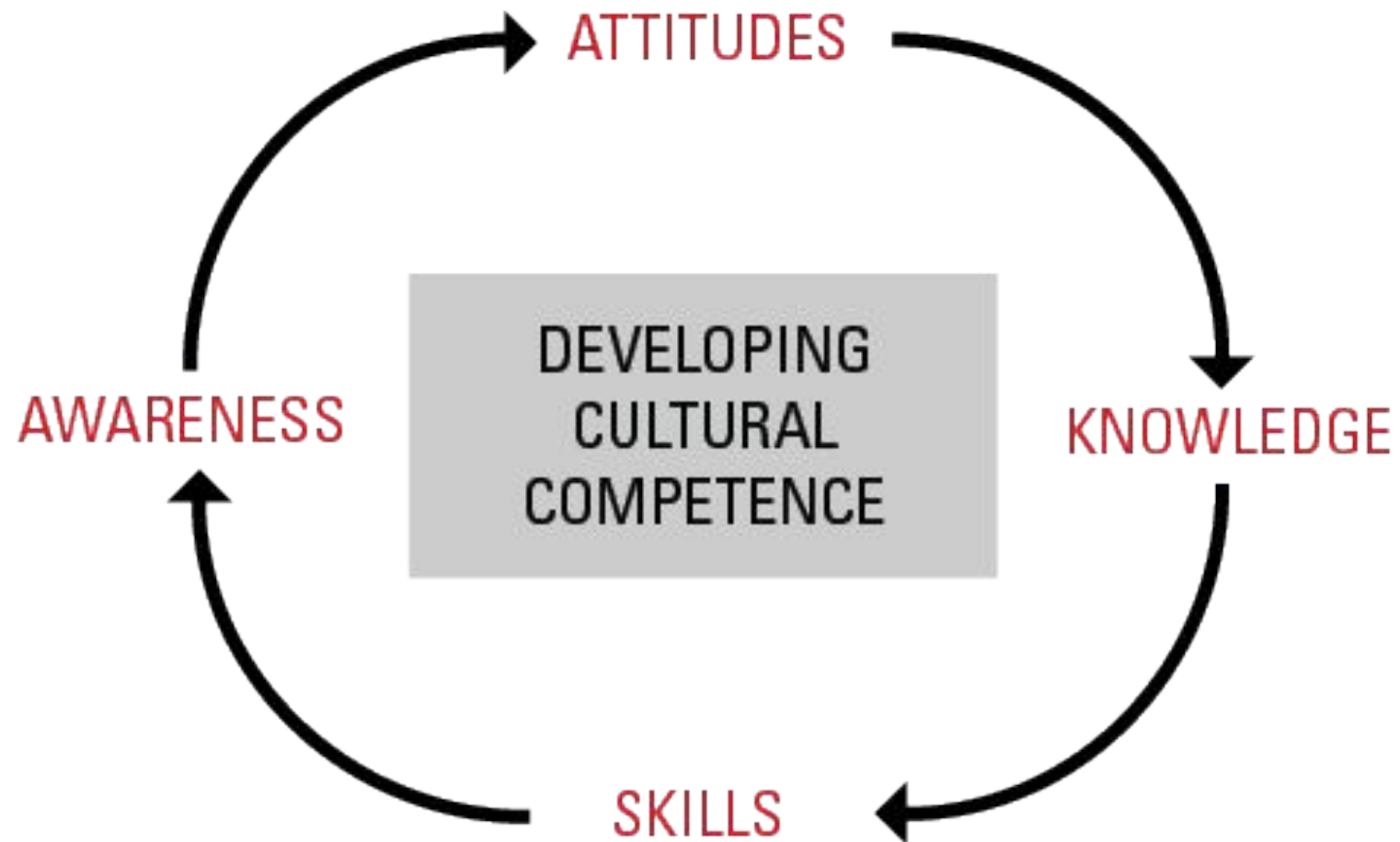
Reinforce systems of oppression “-isms”:  
Racism, sexism, homophobia, transphobia, etc.

Actions  
Decisions  
Behaviors



# Strategies & Resources

# Cultural Competency



Becoming **culturally competent** and practicing **cultural humility** are ongoing processes that change in response to new situations, experiences and relationships. Cultural competence is a necessary foundation for cultural humility.

## CULTURAL HUMILITY

### GAINING CULTURAL KNOWLEDGE

*What are other cultures like, and what strengths do they have?*

### DEVELOPING CULTURAL SELF-AWARENESS

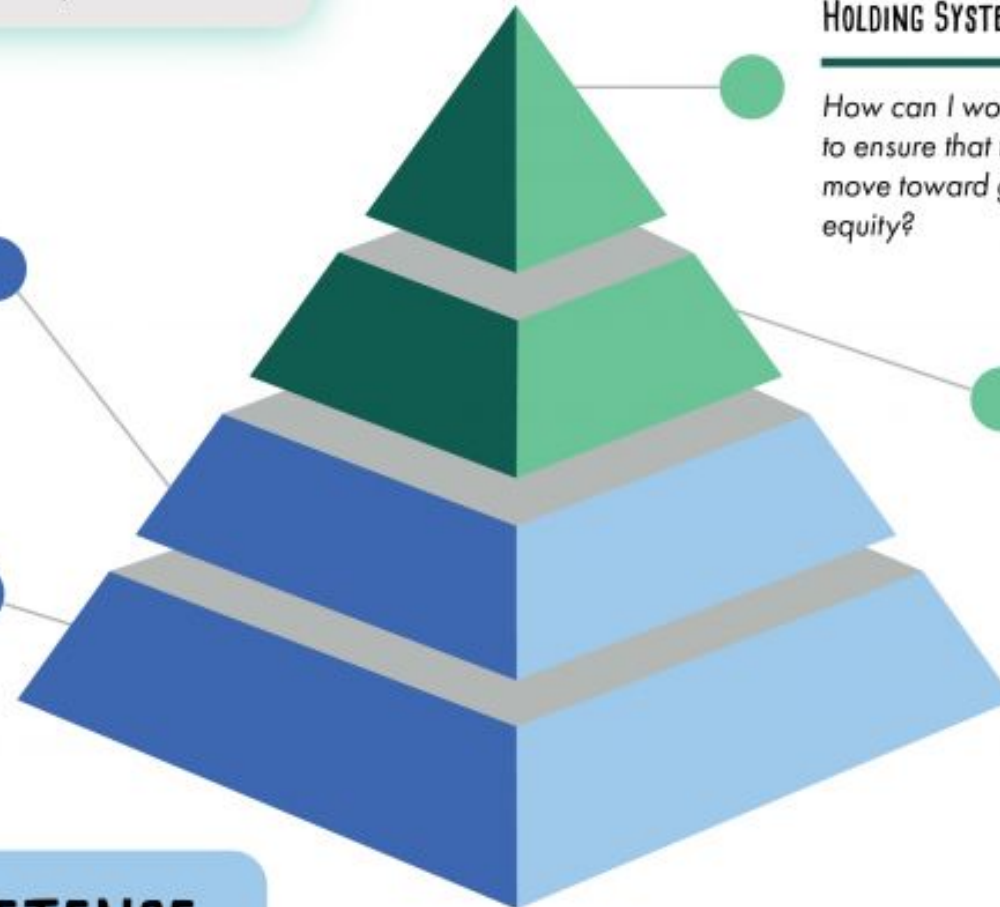
*What is my culture, and how does it influence the ways I view and interact with others?*

### HOLDING SYSTEMS ACCOUNTABLE

*How can I work on an institutional level to ensure that the systems I'm part of move toward greater inclusion and equity?*

### UNDERSTANDING AND REDRESSING POWER IMBALANCES

*How can I use my understanding of my own and others' cultures to identify and work to disrupt inequitable systems?*



## CULTURAL COMPETENCE

# Intercultural Communication

- ▶ Active listening
- ▶ Demonstrating empathy
- ▶ Engaging with respectful questions

(Guzman, et. al, 2016)



“

Empathy is a key skill in cross-cultural competence.

*Empathy helps us to shift our thinking, to see things from other perspectives; and to really imagine thoughts and feelings from another person's point of view.*

”



@susanmccuiston

Photo: Susan Mccuiston

# Accessible & Literal Language Tips

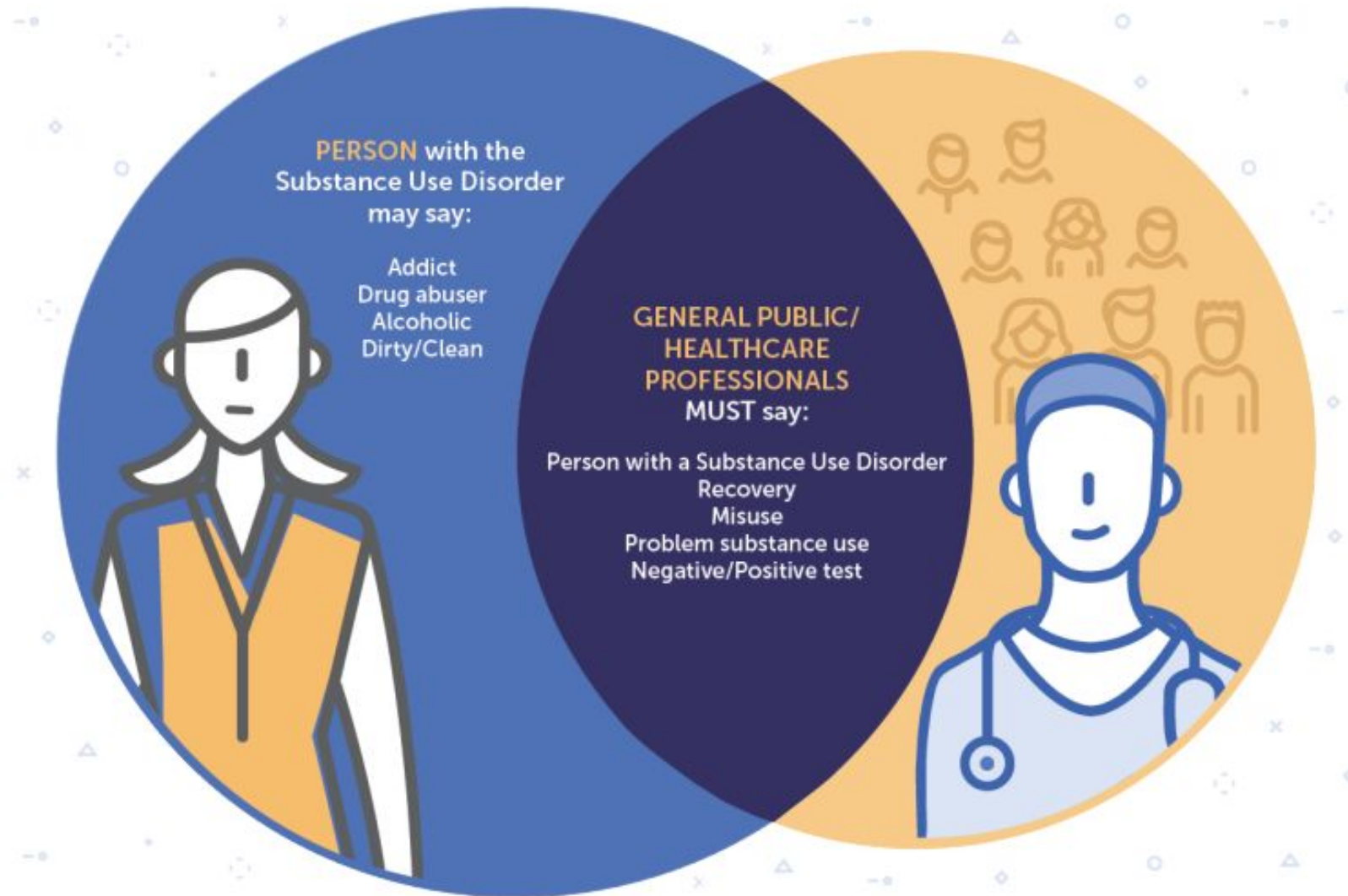
1. Use plain language when speaking to those who we serve.
2. Avoid idioms, jargon, and acronyms.
3. Avoid words that perpetuate stereotypes and stigma.
4. Be prepared to summarize, paraphrase, clarify and rephrase.

(The Inclusive Workplace, 2021)





# Avoiding Stigma Addiction Language



THANK YOU VERY MUCH!  
MUCHAS GRACIAS! GRAZIE MILLE!



# References

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