



Inclusive Language

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The Canadian Association of
Financial Institutions in Insurance

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MacPhie

ABOUT THIS WEBINAR

This webinar focused on:

- Defining Diversity, Equity, and Inclusion
- Introducing Inclusive Language and why it matters
- Sharing specific tenets and examples to boost attendees' knowledge and confidence about inclusive language choices

The slides that follow represent a small snippet of what was shared. If you are interested in learning more about [Inclusive Language](#), or [Inclusive Communications](#) more broadly, visit our website or reach out to Elissa Gurman at elissa@macphie.ca.



Introducing Diversity, Equity, and Inclusion

Diversity



Visible and invisible dimensions that result in different work styles, problem-solving techniques, life experiences and perspectives, and perceptions of the workplace.

Equity



Working towards fair outcomes for people or groups by treating them in ways that address their unique advantages or barriers.

Inclusion



When all employees perceive that they can be authentic, contribute fully, and meaningfully grow, develop, and thrive.



Inclusive Language: Tips and Tactics

WHAT IS INCLUSIVE LANGUAGE?

Inclusive language is an ever-evolving practice of selecting words and phrases that are the most empowering and inclusive – and conversely, avoiding words and phrases that are exclusionary or that carry discriminatory connotations.

The goal of inclusive language is to help people feel **seen and respected**.



INCLUSIVE LANGUAGE – CATEGORIES & TENETS

The goal of inclusive language is to help people feel seen and respected.

Disability & Illness	Race & Culture	Gender & Sexuality
Use people-first language	Be specific	Remember, not everyone is a straight, cisgender man
<i>Be direct – avoid idioms or expressions that may be rooted in discrimination and bias</i>		
<i>Consult with, respect, and defer to people with lived experience</i>		

INCLUSIVE LANGUAGE – DISABILITY & ILLNESS

Use people-first language

Instead of...	Try...
Victim	Person who has experienced... Survivor of...
Wheelchair-bound	Person who uses a wheelchair
Mentally ill Crazy, nuts	Person living with a mental health condition Person with a mental illness
Addict	Person with a substance use disorder
Special needs Cripple, invalid	Person with a disability Disabled person

INCLUSIVE LANGUAGE – RACE & CULTURE

Be direct – avoid idioms or expressions that may be rooted in discrimination and bias.

Instead of...	Try...
Savage	Rough, cutting edge, brutal, ruthless
Powwow	Gathering, check-in, regroup
Ghetto, inner city	Just name the neighbourhood
Peanut gallery	The rest of the group
Grandfathered in	Exempt from new rules, legacy policy
Spirit animal	Alter ego, soulmate
Gypped	Cheated

INCLUSIVE LANGUAGE – GENDER & SEXUALITY

Consult with, respect, and defer to people with lived experience

“Gay” or “Homosexual”

Respect individuals' preferences. Be mindful of the appropriate terms (eg. LGBTQQIP2SAA – lesbian, gay, bisexual, transgender, queer, questioning, intersex, pansexual, 2-spirited, asexual, and allies) and be inclusive. Avoid umbrella terms such as “gay” or “homosexual.”

“Queer”

“Queer” is an acceptable term when referring to queer communities; it is best to avoid describing an individual as queer unless they have specified that this is how they identify.

Pronouns

Don't make assumptions about people's pronouns. Ask people for their pronouns and make it a habit of sharing yours.



*Want to Learn
More?*

INCLUSIVE COMMUNICATIONS TRAINING



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