The Power of Language: Inclusive Communication within the Pharmacy Profession

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Visual settings

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When poll is active respond at **PollEv.com/ichp**   Send **ichp** to **22333**

Pre-Test 1: Which of the following is a benefit of inclusive communication in practice? Select all that apply.
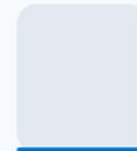
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It shows respect	It improves engagement	It devalues cultural humility	It devalues empathy

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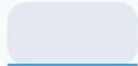
When poll is active respond at **PollEv.com/ichp**   Send **ichp** to **22333**

Pre-Test 2: Which of the following are considerations in person-first language? Select all that apply.

♥ 0

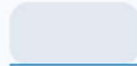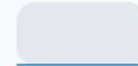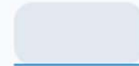| 0%	0%	0%	0%
It places any diagnosis, condition, or disability in the context of the whole person	It is an essential component of a person-centered model of care	t emphasizes that the physician is an expert in the patient's life and condition	Provides emphasis on the humanistic nature of care

Pre-Test Question 3

HPI One-Liner:

HY is a 48 homeless, black female patient who comes to the emergency department complaining of an increasingly worse diabetic foot infection. She is noted upon entering that she is a "frequent flyer" in the ED, and reports noncompliance to her insulin regimen.

Moderate | Visual settings | Edit

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Pre-Test 3: HY is a 48 homeless, black female patient who comes to the emergency department complaining of an increasingly worse diabetic foot infection. She is noted that she is a "frequent flyer" in the ED, and reports noncompliance to her insulin.

♥ 0

Nobody has responded yet.

Hang tight! Responses are coming in.

Questions to Consider Regarding the Case

- What is your response to the way that this is presented. What are your concerns?
- What examples of exclusionary communication exist in this case? How would you replace these with more inclusive styles?
- How might a learner working with you process this?
- What assumptions about the patient have been made in this encounter?
- What are the pros and cons to utilizing social constructs in this situation? When should they be included?

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Objectives

1. Define inclusive and de-stigmatizing language and discuss the consequences of exclusionary language in the workplace.

2. Identify strategies to incorporate inclusive language into your workplace.

3. Given a case study, compare and contrast inclusionary and exclusionary language.

Bias, Stigmatization, Discrimination

- Racism, poverty, and historical discrimination drive downstream health outcomes through harmful policies and practices
  - Based language is one method in which damaging narratives about communities of individuals are perpetuated and propagated
  - Current practices can activate unconscious bias in others

- Documentation and clinical communication that is not inclusive can cause patients to feel judged or offended and can affect their likelihood of seeking future care

- Literature shows that patients from the most marginalized groups are more likely to have stigmatizing language in their medical charts

Definition: Inclusive Language

- Language that avoids the use of certain expressions or words that might be considered to exclude particular groups of people

- Aims to treat people with respect, and avoid offence
  - Avoids words and expressions that exclude, stereotype, discriminate, or assign negative connotations to person characteristics of individuals and communities

A Quick Guide to Inclusive Language (utah.edu)

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Inclusive Language: Why Does it Matter?

- Shows respect
- Improves belonging and engagement
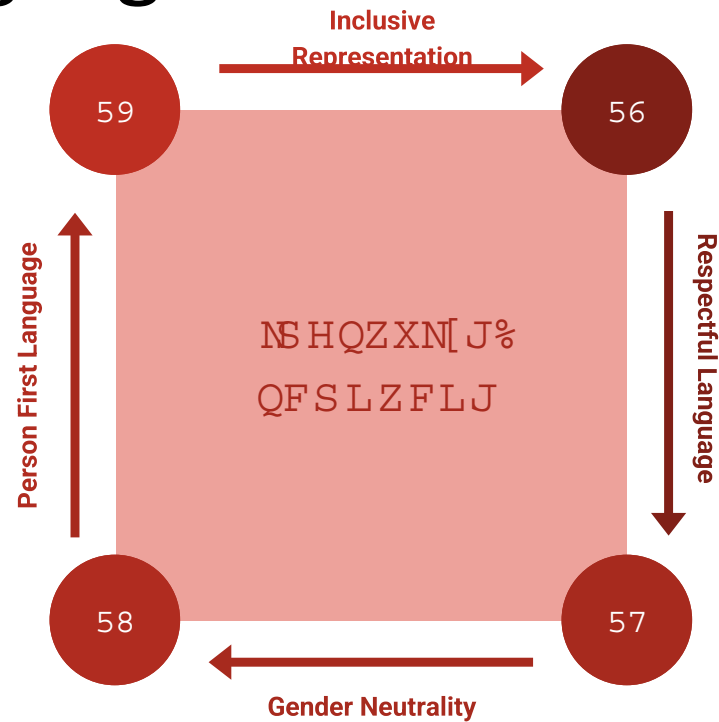- Demonstrates understanding and empathy
- Values cultural competency
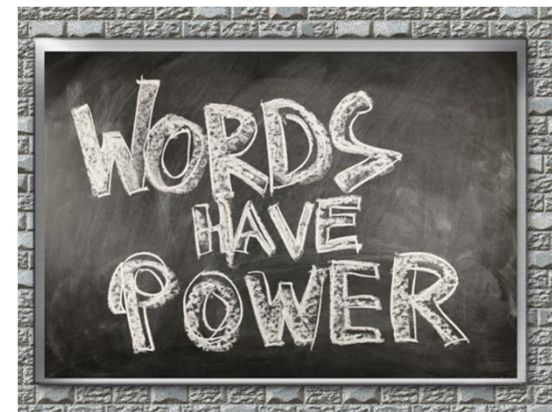
Our language is always evolving; what we discuss today may not be the case in the future

A Quick Guide to Inclusive Language (utah.edu)

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Clinical Communication

- Exchange of information and ideas between healthcare providers and their patients
  - Everything from how clinicians peak to patients and capture notes in electronic health records (EHRs) to a facility's onsite signage and social media content, to how teams build a respectful and strong internal culture
  - Words we choose in our clinical communication frame narratives about patients and their experiences
    - Transmits messages to each other and to our patients about identity, agency, and blame
    - At its best, our language can humanize, empower, and build trust
    - At its worst, it can exacerbate disparities for marginalized groups

- Negative documentation can cause patients to feel judged or offended and can affect their likelihood of seeking future care

- Patients who are termed with negative terms, are less likely to access medical treatment when they perceive stigma from healthcare providers.

Speaking to All Identifies - Four Aspects of Inclusive Language

Inclusive Representation

59   56

Person First Language

Respectful Language

NSHQZXN[J%
QFSLZFLJ

58   57

Gender Neutrality

OHSU Inclusive Language
Guide_031521.pdf

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Patient-Centered Language

- Acknowledges the person first and foremost
  - Places any diagnosis, condition, or disability in the context of the whole person
  - Essential component of a person-centered model of care
  - Emphasizes that people are experts in their own lives, health, and needs
  - Provides emphasis on the humanistic nature of care

An exception to "person-first language" is "identity-first language," which means that some people prefer to identify with their disability or condition first because they value their disability as a vital part of who they are

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Patient-Centered Language

6   **Uses Person-First Language**

7   **Asks Individuals for Language Preferences**

8   **Describes Who the Person Is**

9   **Uses Strength-Based Language**

:   **Avoids Language that Perpetuates Stereotypes**

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Race, Ethnicity, and Genetics: Distinct Terms, Often Utilized Interchangeably

Race

Ethnicity

Ancestry

Genetics

Inclusive Communication: LGBTQIA+

Terms to avoid	Alternatives	Comments
● Ladies and gentleman ● Boys (guys) and girls ● Brothers and sisters ● He or she (s/he) ● Sir/madam ● Chairman	● Esteemed guests, friends and colleagues ● students/everyone ● siblings ● That person or They ● Dear __ ● Chair	Gender neutral terms are preferred. Good judgement is always critical.
● birth sex ● natal sex ● Biological man/woman ● Sex change or sex reassignment	● assigned sex ● sex assigned at birth ● Cis-gender male, Cis-gender female ● gender affirmation, transition care	These are examples of better go-to language, though sometimes the terms replaced might still be appropriate in certain situations or contexts.
● hermaphrodite ● tranny (slur) ● transvestite ● transsexual (unless being used medically)	● LGBTQ+, LBGTQIA+, etc. ● transgender people trans and ● gender nonbinary folks or folx ● genderqueer ● queer*	*Consider your audience when using the term "queer"; not everyone receives this word positively; many members of the LGBTQIA+ community have now reclaimed it

https://www.apa.org/ed/precollege/psn/2022/09/inclusive-language

Disability Inclusive Language

ABLEISM:

- Assumption that the "normal" able body is the superior and preferred.

- Prejudicial attitudes and discriminatory behavior and policies that exclude, denigrate and harm people with disabilities

- Can be structural, interpersonal or internal

Campbell F. A. K (2001) Griffith Law Review
Mackelprang & Salsgiver, 2016

Disability Inclusive Language

Terms to avoid	Alternatives	Comments
X - Handicapped, crippled X - **Handicap parking**	✓ - Person with a disability; disabled person ✓ - **Accessible parking**	Some words are outdated and come from time of eugenics andinstitutionalization
X - victim of [condition]; X- **Suffering from [condition]**	✓ A person who has [name of disability] ✓ - **Person living with [condition]**	Some common phrases paint disability as negative or victimize the person
X - **Wheelchair bound**	✓ - **Wheelchair-user,** person who uses a wheelchair	
X - Retarded X - Mentally challenged, slow	✓ - Intellectual disability ✓ -Intellectual developmental delay (IDD)	
X- Vision impaired X - Hearing impaired X - Mute, non-verbal	✓ Low vision or blind ✓ Deaf or hard of hearing ✓ Communicates non-verbally	
X - Differently-abled X - Special needs/learning issues	✓ - Disabled ✓ - Diverse learners	Avoid disability euphemisms
X - insane, crazy, nuts, psycho	✓ Person with behavioral or emotional or mental disability	
X Normal/health person, **X able-bodied**	✓ **Person without a disability, non-disabled**	Anyone can become disabled at any point in one's life Implies negative stereotype

Demystifying disability : what to know, what to say, and how to be an ally / Emily Ladau

Ableist language

While it's often used without meaning harm, it's important to be aware and sensitive to the fact that ableist language devalues disability. When writing or speaking in a conversational tone, this language tends to emerge in everyday language and as figures of speech.

Below are some examples and some alternative suggestions:

Ableist language	Alternatives
crazy, insane, moronic	unbelievable, unreasonable, outrageous, unreal
lame	bad, awful, boring
tone-deaf	not in tune with, oblivious
following blindly	following aimlessly
stupid	frustrating, perplexing, confusing

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Inclusive Communication:
Individuals who are NeuroDiverse
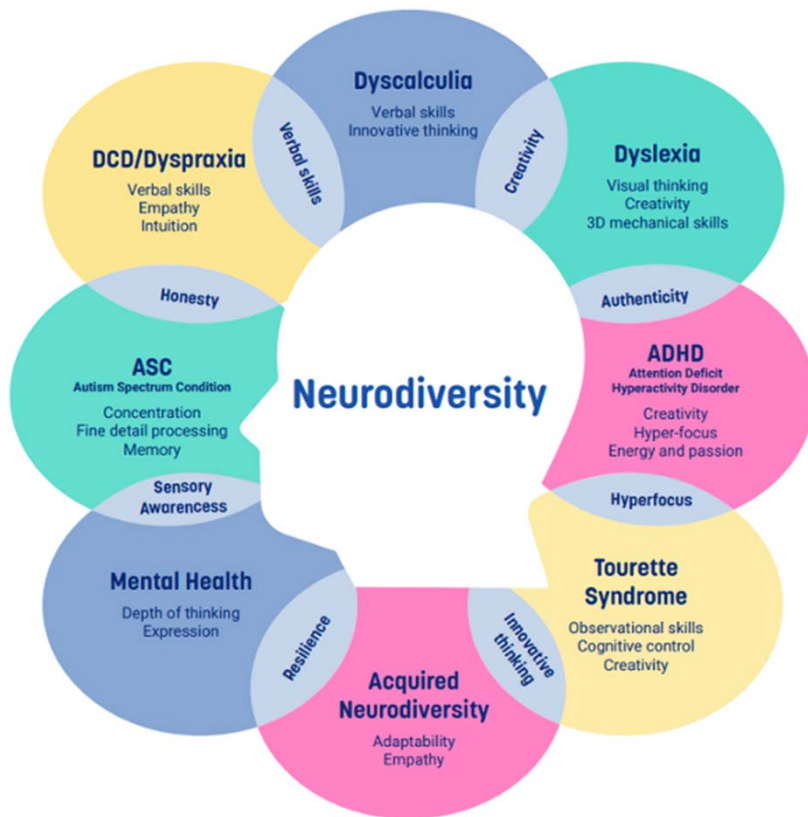
Individuals who are neurodiverse have unique ways in which the brain works to interpret information

There may be differences in social preferences, ways of learning, ways of communicating and/or ways of perceiving the environment

Guidelines for Effective Communication

- Be clear and succinct, don't rely on nonverbal cues
- Active Listening
- Use visual aids
- May use written communication
- Keep Stress in Check
- Ask Questions
- Respect the person's intelligence

https://phw.nhs.wales/services-and-teams/healthy-working-wales/workplace-guidance/healthy-work-environments/eq

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Strategies to Promote Inclusive Language and Remove Stigmatization

Use person-first language

Eliminate pejorative terms

Choose inclusive language

Don't weaponize quotes

Do not lead with social constructs and social identifiers unless necessary

Avoid language that perpetuates blame

Avoids verbs that undermine individual experiences

The Power in Our Words: Reducing Bias in
Clinical Communication | AAFP

Facilitating, Kind, Safe, and Brace Spaces

6 Controversy with Civility

7 Owning Intentions and Impacts

8 Challenge By Choice

9 Respect

: No Attacks

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Keeping Ourselves Accountable when We Make a Mistake

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Being Brave, and Being Allowed to Make Mistakes - Responding to Non-Inclusive Language

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Panel

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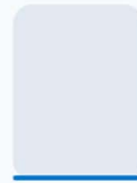## Post-Test 1: Which of the following is a benefit of inclusive communication in practice? 0

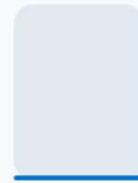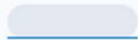| 0%	0%	0%	0%
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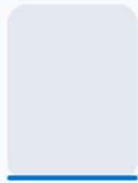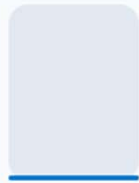
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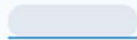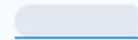
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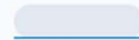| 0%	0%	0%	0%
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Post-Test Question 3

HPI One-Liner:

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Moderate   Visual settings   Edit

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0

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Hang tight! Responses are coming in.

Questions to Consider Regarding the Case

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Questions?

❤0

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Resources

https://www.apa.org/about/apa/equity-diversity-inclusion/language-guidelines.pdf

Advancing Health Equity: A Guide to Language, Narrative and Concepts | AMA (ama-assn.org)

Crocker AF, Smith SN. Person-first language: are we practicing what we preach?. J Multidiscip Healthc. 2019;12:125-129.

LGBTQ+ Inclusive Language Guide Infographic.pdf (adaa.org)