



Tennessee Rural Health Association's

**Health for All: A Language
Inclusion Webinar Series**

Race and Ethnicity

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Elizabeth Hart has over 20 years of experience in communications and marketing strategies, crisis and reputation management, storytelling and community engagement. Originally from Indianapolis, IN, Hart moved to Tennessee in 2012 spending five years as the Public Information Officer for the Shelby County Health Department and six years at the Tennessee Department of Health as the Associate Director of Communications and Marketing as well as the Director of the Office of Faith-Based and Community Engagement.

From Hart to Heart, LLC

Launched on August 13, 2022 in honor of the birthday of our founder's grandmother who is affectionately remembered as Grandmama, From Hart to Heart, LLC will help amplify YOUR organization's brand and voice through content strategies, media training, messaging, social media management and storytelling. Our goal is to empower you with our resources and tools to share your heart and passion with the world.



Race vs. Ethnicity

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Race

Any one of the groups that humans are often divided into based on physical traits regarded as common among people of shared ancestry

A group of people sharing a common cultural, geographical, linguistic, or religious origin or background

The descendants of a common ancestor: a group sharing a common lineage

-- Merriam-Webster Dictionary

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Ethnicity

A term that refers to the social and cultural characteristics, backgrounds, or experiences shared by a group of people.

These include language, religion, beliefs, values, and behaviors that are often handed down from one generation to the next.

Some conditions or diseases, such as cancer, may be more common in certain ethnic groups than in others.

-- National Institutes of Health

Question #1: Race

There are five categories of race.

I need five volunteers to name one.



5 Categories of Race



American Indian or Alaska Native

A person having origins in any of the original peoples of North and South America (including Central America) and who maintains tribal affiliation or community attachment.



Asian

A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.



Black or African American

A person having origins in any of the Black racial groups of Africa.



Native Hawaiian or Other Pacific Islander

A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.



White

A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Question #2: Ethnicity

There are two categories of ethnicity.

I need two volunteers to name one.



2 Categories of Ethnicity



Hispanic or Latino



Not Hispanic or Latino

Ethnic Varieties of English



African American English



Puerto Rican English



Italian English



Jewish English



American Indian English

Social Media Images and Messaging



Emmy Nominated PSA

Representation Matters

Communication with the Community about Health Equity and Addressing Health Disparities



Meet Community Where They Are

Learn your audience's beliefs, attitudes, values, and biases towards health equity concepts.



Communicate Health Equity as a "We" Issue

Build on society's shared values, interconnectedness, and empathy. Help your audience see themselves as impacted by inequities and prevent an "us versus them" mentality.



Frame Health Equity as Achievable

Health equity can be broken down into more manageable concepts when solutions are offered across multiple levels. Provide examples of how individuals and communities can advance health equity.



Use Action Terms

When educating communities about situations, conditions, and policies that create inequities, show pathways to address disparities. That way, audiences can see that achieving health equity is feasible and within their control.

Best Practices and General Guidelines

**Focus on the person,
not their characteristics**



**Do not use adjectives as nouns
(ex: Asian people not Asians or the Asians)**



Be sensitive to self-identification



When in doubt, ASK



**Focus on strengths rather than deficits
(ex: amplify voices rather than give voices)**



**Be thoughtful about the imagery you use
(ex: lazy, dirty, primitive, etc.)**



**Use universal phrases instead of idioms,
industry jargon and acronyms**



**Be specific; do not hide behind
vague words or generalizations**



**Ask yourself if race/ethnicity
descriptor is necessary**



**Do not hyphenate nation origins (ex:
African American not African-American);
the hyphen was used in the late 19th to
early 20th centuries to ridicule those not
born in America**



Key Points to Remember



RESPECT

Preferred Ethno-Racial Identification

Respect the preferences of the person you are speaking about or with. Ask what preferred ethno-racial identification term they use and recognize that individual preferences vary.

Be Considerate

Always be considerate of words, both in casual conversation and when addressing others.



Promote Equity, Justice and Fair Treatment

Make it clear you are committed to making changes promoting equality, justice and fair treatment for all. .



Understand Your Own Experience

Be prepared to understand how your own experience, because of your race and background, will shape what you bring to and take from any conversation



Storytelling Example #1:
A physician's perspective



Storytelling Example #2:
An educator's perspective



Storytelling Example #2:
A rural health perspective



Questions?????



Contact Us:

We are here to help!



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Thank You

F o r Y o u r A t t e n t i o n

