

People First - Equitable Language Guide 2022

| - | + | Explanation |
|---|---|---|
| <u>Feeding</u> <u>Feed</u> | <u>Provide food for</u> <u>Provide access to meals</u> | Feed is often a word used for animals/livestock; HFB is helping provide food that people use for meals. |
| <u>Hungry people</u> <u>Struggling kids</u> <u>The hungry</u> | <u>Neighbors facing hunger</u> <u>People experiencing hunger</u> | People-first language puts a person before a diagnosis, describing what a person "has" rather than asserting what a person "is" |
| <u>Houstonians</u> <u>In Houston</u> | <u>across southeast Texas</u> <u>southeast Texans</u> <u>across 18 counties</u> | HFB serves 18 counties, not just the city of Houston. |
| <u>Leading the fight to end hunger</u> | <u>Provide food for better lives</u> | This refers to HFB's previous mission, HFB updated the mission in 2019. |
| <u>Fight hunger</u> <u>When hardship strikes</u> <u>When the pandemic hit</u> | <u>When challenges happen</u> <u>When hardship happens</u> | Fight, strike, and hit are examples of combative language is negative and aggressive. |
| <u>Stand up</u> <u>Step up against hunger</u> | <u>Join us to provide food</u> <u>Partner with us</u> | Standing and stepping excludes people with disabilities. |
| <u>lifesaving [program]</u> <u>life-changing [impact]</u> | <u>Program</u> <u>Impact</u> | While HFB programs are beneficial for neighbors, the neighbors should be at the center not the organization, program, gift or donor. |
| <u>Clients</u> | <u>Neighbors or Community Members</u> | Using the word client can perpetuate ideas about power dynamics between those who access HFB services and those who provide donations, we want to remind readers that we are all community members. |
| <u>Those we serve</u> <u>Those in need</u> | <u>Neighbors or Community Members</u> | Using <i>those</i> can be seen as othering and using <i>serve</i> or <i>need</i> creates a power dynamic. We want to remind readers that we are all community members. |