

Conscious and Inclusive Language

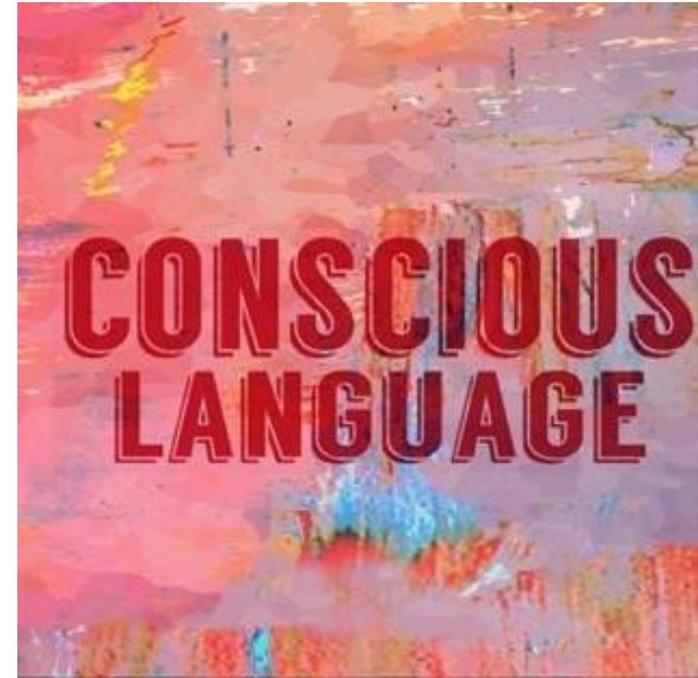
The Art
of Writing
**ENGAGING
CONTENT**



Conscious Language

“Conscious language is the art of using words effectively in a specific context.”

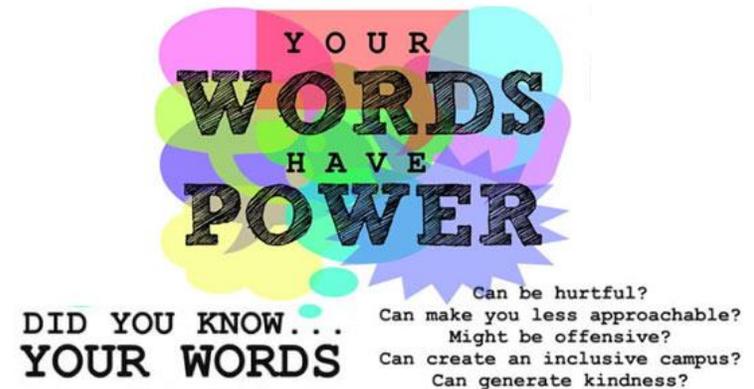
[Conscious Style Guide](#)



Inclusive Language

“Inclusive language is language that is free from words, phrases or tones that reflect prejudiced, stereotyped or discriminatory views of particular people or groups. It is also language that does not deliberately or inadvertently exclude people from feeling accepted.”

[BC Public Service](#)



Words Matter

Words we use can determine difference between success and failure

When people we communicate with feel alienated, marginalized, or disempowered, nobody wins

Look at this content as guidelines, not hard-and-fast rules

Words MATTER.

**Words can HELP,
words can HEAL, and
words can HURT.**

Choose them WISELY.

#TalkEarly

allthingsfadra.com

Words to Watch

Grandfather clause

Thug

Gypsy and gyp

Uppity

Master

Welfare queen

Peanut gallery

Shuck and jive

Sold down the river

Words to Watch

Coloured

Crazy

Lame

Illegal

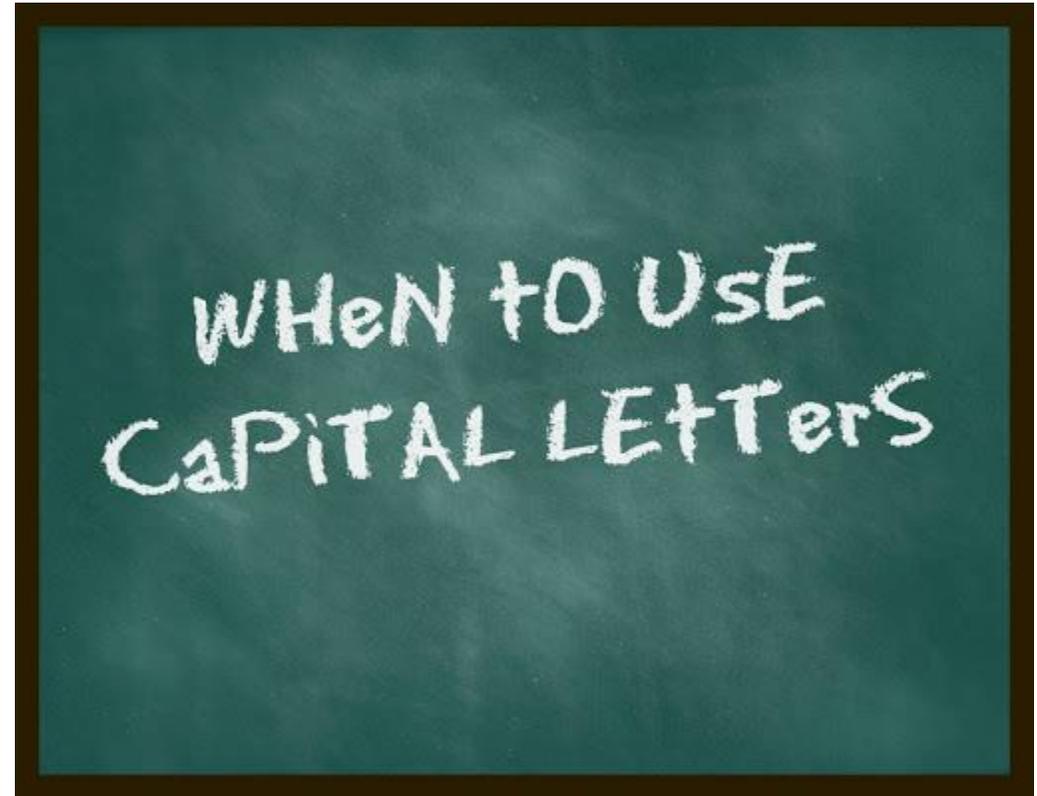
OCD



Capitalization

See “Black” capitalized now

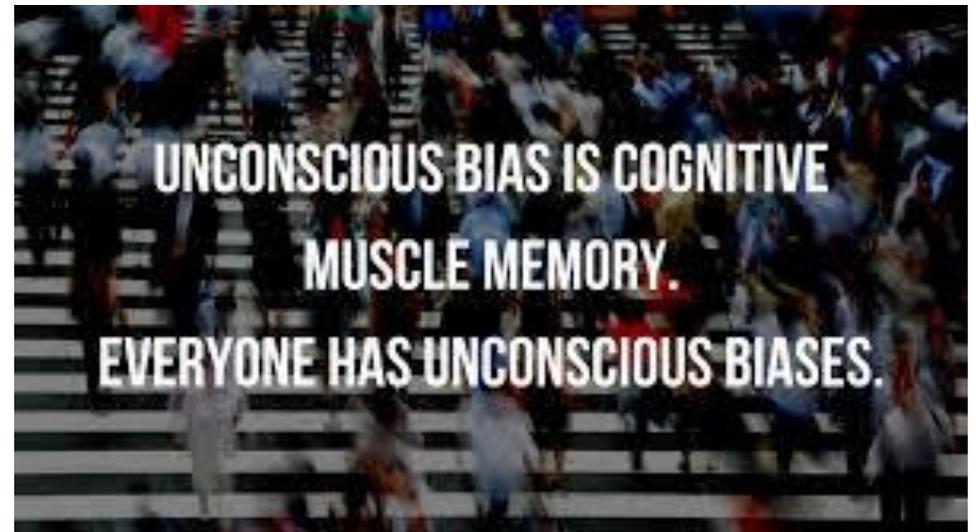
Same for “White” sometimes



Choosing Words to Describe Food and Our Bodies

Information increases our awareness of how we can use words to combat our culture's biased messages about food, weight, and body size, as well as how to address eating disorders in an inclusive and non-triggering way

Not a set of rules



Addiction Language

Addictive

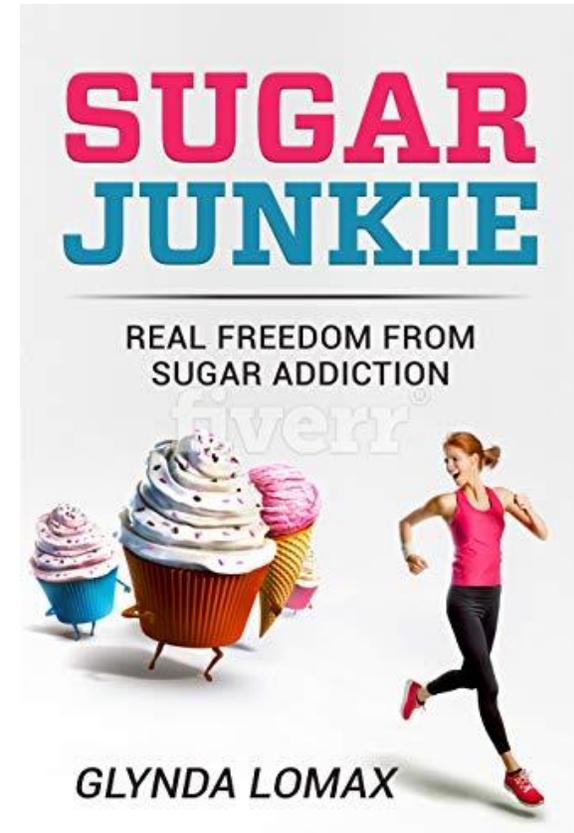
Addicting

Sugar Junkie

Chocoholic

Can make light of drug addiction

Insensitive toward people with eating disorders



Words to Avoid or Use Correctly

Authentic

Binge: using this word to describe food can trivialize binge eating disorder and bulimia

Ethnic

Exotic



Moralizing Terms

Good, bad

Clean, toxic

Junk food

Guilty pleasure

Sinful, scandalous

Guilt-free, naughty

Cheat meal, splurge

Detox, cleanse

**INDULGE, TREAT,
NAUGHTY, BAD, SINFUL,
CHEAT, GUILT**

**STOP TALKING ABOUT
FOOD LIKE IT'S A CRIME.**

IT'S CAKE, NOT MURDER.

Be careful in the message we deliver to children

Once they learn food moralizing, it's difficult to unlearn



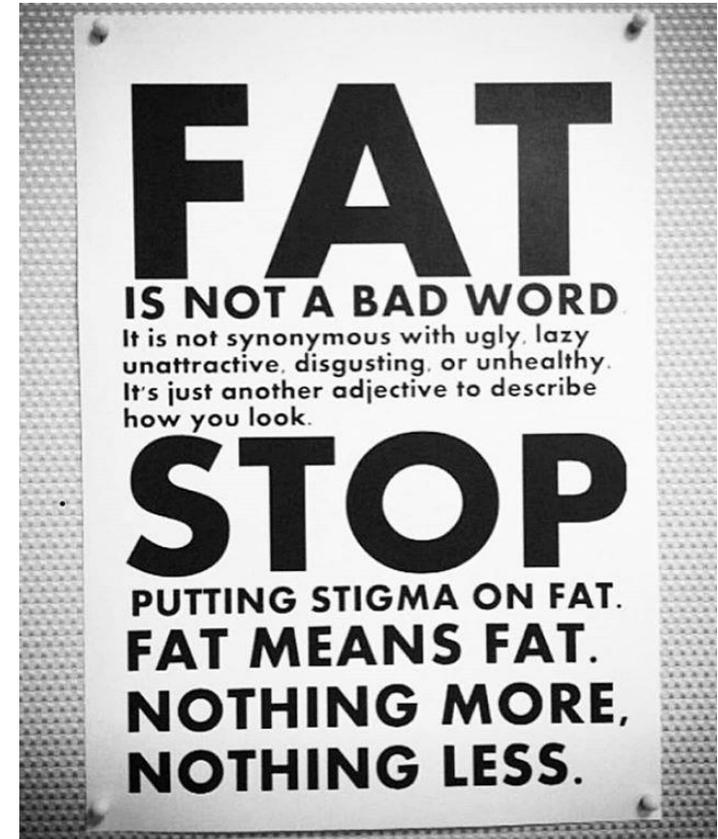
Weight Stigma

The word “fat” is not an insult

Fat is merely a neutral descriptor

Every time you associate someone’s body size with their other negative qualities, you’re reinforcing stereotypes that harm all fat people

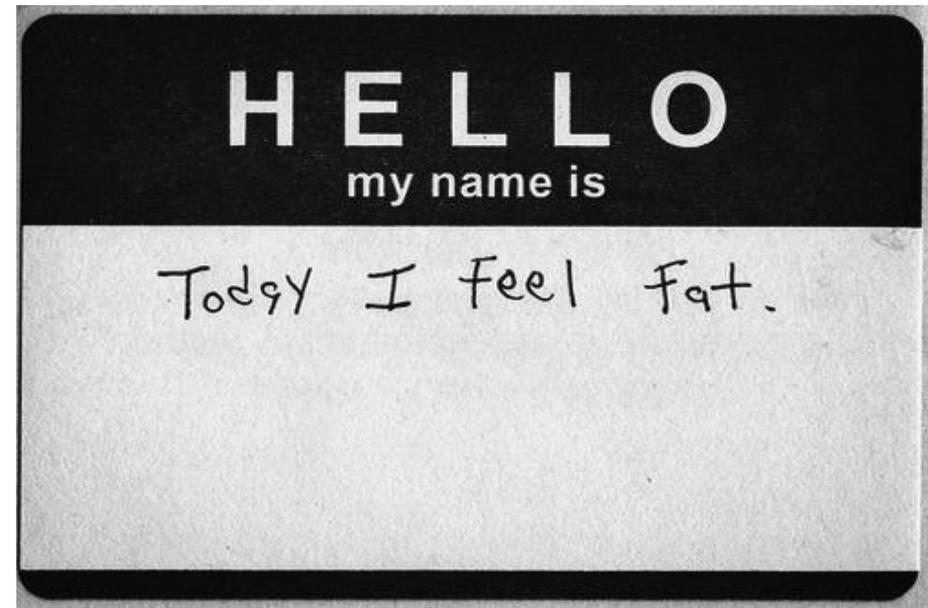
When we use “fat” in a more neutral way, we give it less power



Fat not a feeling; it's a physical trait

People often say "I feel fat" when they mean "I feel uncomfortable/unattractive/full"

Pick a word that says what you really feel



The “O” Words

Overweight and obese

Many people consider these words harmful

Overweight suggests there is a correct weight rather than embracing size diversity

Consider using person-first language and phrasing them as nouns rather than descriptors: people with obesity and people with overweight; people having obesity



Weight-Inclusive Language

Don't refer to people as having/being normal weight

Talk about moderate weight

People with more/less weight

People at higher/lower weights

People in larger/smaller bodies



Eating Disorders

Don't describe or compare a person's body

Don't mention numbers related to body size or food (weight, measurements, clothing size, calories)

Don't show photos of people weighing or measuring themselves or photos of excessively thin bodies



Awareness

Many of above ideas not yet mainstream

Difficult because some of these ideas contradict our internal beliefs and biases

Awareness is first step

Changing way we talk about food and bodies can change the way that we think about them

Means that our message may change

