Diversity, Equity, Inclusion, and Justice (DEIJ) Terminology Communications Guide

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Terminology Communications Guide

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CBP Communications Workgroup
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Ola-Imani Davis
Projects Coordinator, Local Government Initiative Team
Alliance for the Chesapeake Bay

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Presentation Topics

➢ **Background**

➢ **Content Features**

➢ **Moving Forward**

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Why create the Guide?

Photo by Will Parson/Chesapeake Bay Program

Purpose

"The purpose of this document is to provide communication guidance on commonly used DEIJ terminology for organizations operating in the environmental field.

This document does not define all terms of inclusion, but provides conscientious, equitable language for commonly used or often confused terms."

- DEIJ Terminology Communications Guide

Development Timeline

- **2020: Development**
  - Draft developed by DEI & COMM Team Liaisons
  - Released to Alliance staff for feedback

- **2021: Soft Launch**
  - Distributed to partners for feedback:
    -*Choose Clean Water Coalition's Equity Workgroup*
    -*Chesapeake Bay Program's Communications and Diversity Workgroups*
    -*NFWF*

- **Sept 2021: Official launch**

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Themes, Research, & Features

Sections:

- Purpose
- General Terminology
- Environmental Terminology
- Sources

The content is based on extensive research from reputable sources as of the date of this document and combined with the current social context from online sources and feedback.

Overarching Themes:

- Do not make identity assumptions - when in doubt, ask the person or audience you are interacting with
- Understand the consequences of using terms interchangeably
- Use person-first language

General Terminology

Over 30 terms described within this Guide

Reminder: All terminology has a history and specific use for certain circumstances. Very few words can be adequately used as a blanket description for a group of people. Each of these terms has a purpose and correct use (similarly to how we want to use correct pronouns). None of them should be used indiscriminately but specifically to the topic you are discussing.

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General Terminology

All terminology has a history and specific use for certain circumstances. Very few words can be adequately used as a blanket description for a group of people. Each of these terms has a purpose and correct use (similarly to how we want to use correct pronouns). None of them should be used indiscriminately but specifically to the topic you are discussing.

African American

Acceptable for an American person having origins in any of the Black racial groups of Africa[1]. This term is to be capitalized in communication.

"People of African descent have widely varied family histories, family experiences, cultural backgrounds or origins ranging from the Caribbean islands, Latin America, the United States, countries in Africa, or elsewhere. Some American people of African ancestry prefer "Black," and others prefer "African American"[1]

The term African-American is generally accepted on a professional level but not necessarily interchangeable. For example, Americans of Caribbean heritage generally refer to themselves as Caribbean American. It is also helpful to remember, those who identify as Black may not necessarily identify as African American or vice versa.

Ally / Allyship

Allyship is a process, not an identity. It is an ongoing and lifelong process of listening and learning. Appropriate use: "doing ally work" to reference the fact that "ally" is an action, not an identity. Allyship can be in reference to justice for racial, LGBTQIA+, immigrant, differently abled, etc. peoples and movements.[4]

Asian American Pacific Islander (AAPI)

"In the 2000 United States Census, the Federal Government defines; Asian American' to include persons having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent. ; Native Hawaiian and Other Pacific Islander' includes Native Hawaiian, Samoan, Guamanian or Chamorro, Fijian, Tongan, or Marshallese peoples and encompasses the people within the United States jurisdictions of Melanesia, Micronesia and Polynesia."[5] Avoid using this acronym unless the person has identified themselves as AAPI. Allow your subject to continue

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Environmental Terminology

The Environmental Terminology has been included only to highlight the direct effects environmental issues and/or climate change can have on certain communities, communicating both the scientific and social impacts.

Community Science (previously Citizen Science)
The engagement of all people in the Chesapeake Bay watershed in the scientific process – from volunteer, community-driven water quality monitoring projects to collaborations with local, state, and federal stakeholders.
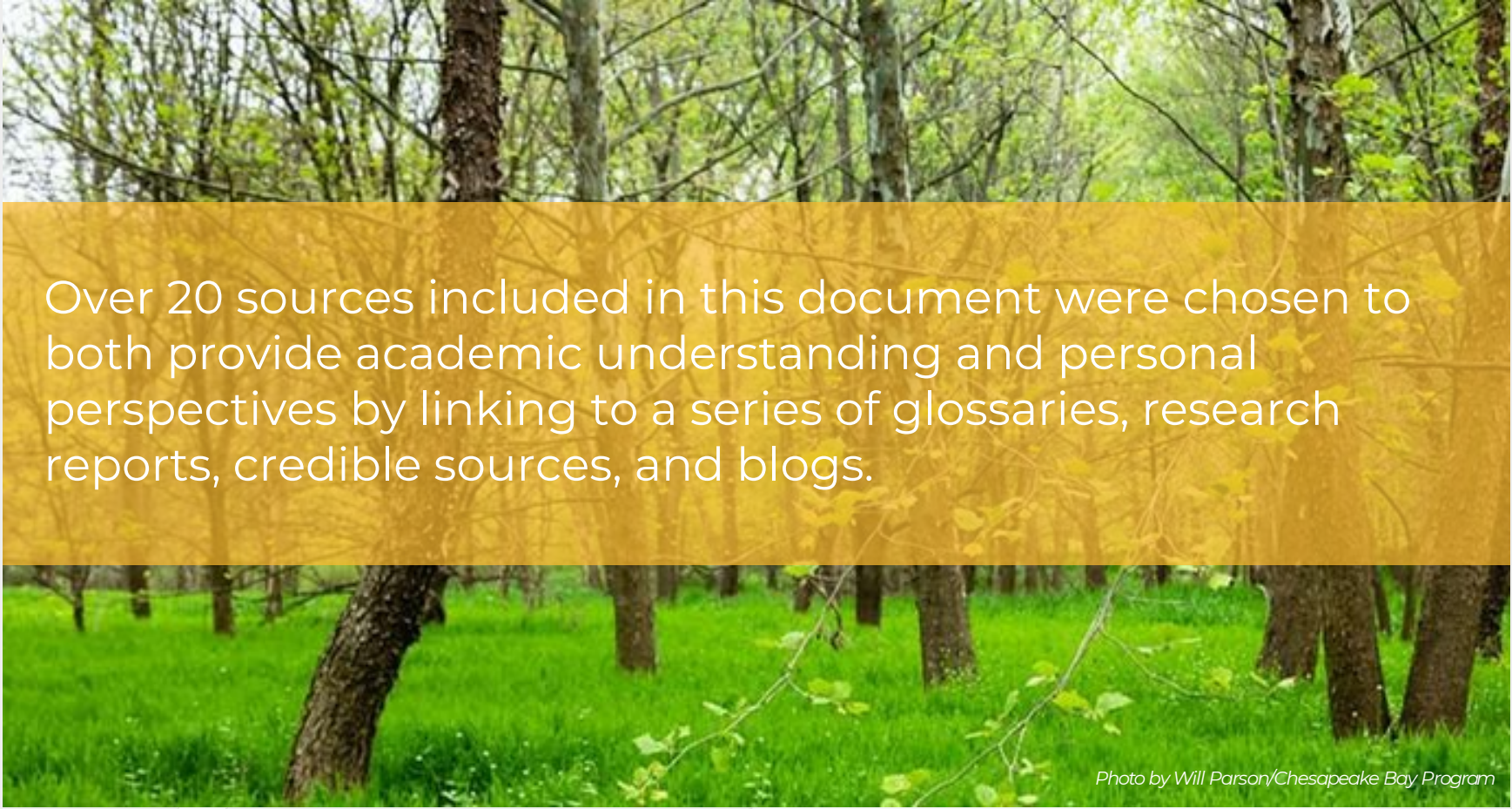
Environmental Justice
The fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations and policies, and refers to "decisions [that] support sustainable communities where people can interact with confidence that their environment is safe, nurturing, and productive."[15]

Climate Justice, Climate Inequity, Climate Chaos
Terms and concepts that "acknowledge climate change can have differing social, economic, public health, and other adverse impacts on underprivileged populations."[13] Climate justice begins with recognizing key groups are differently affected by climate change. Climate impacts can exacerbate inequitable social conditions.

Sources

Over 20 sources included in this document were chosen to both provide academic understanding and personal perspectives by linking to a series of glossaries, research reports, credible sources, and blogs.
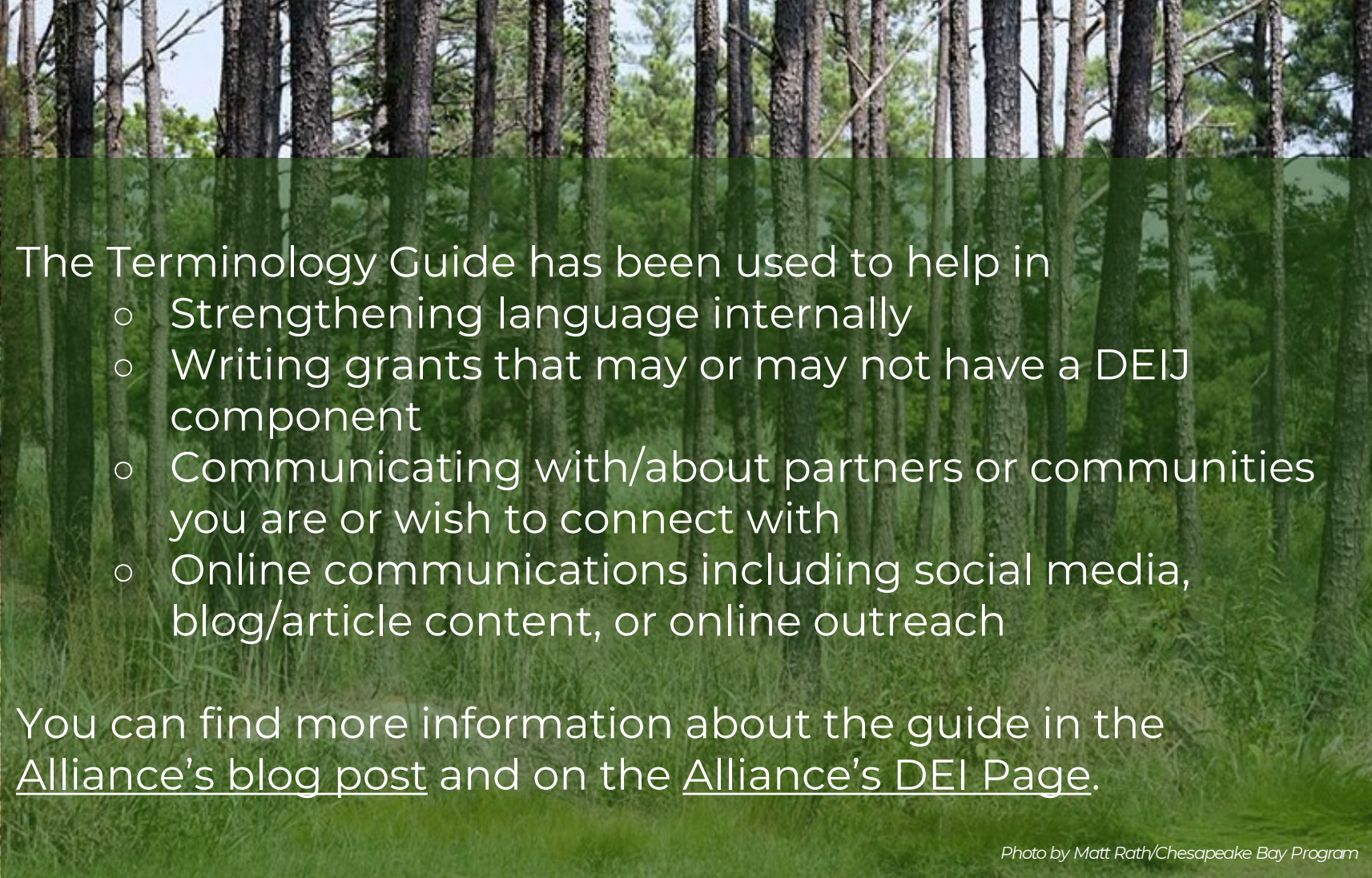
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Highlights

The Terminology Guide has been used to help in
- ○ Strengthening language internally
- ○ Writing grants that may or may not have a DEIJ component
- ○ Communicating with/about partners or communities you are or wish to connect with
- ○ Online communications including social media, blog/article content, or online outreach

You can find more information about the guide in the Alliance's blog post and on the Alliance's DEI Page.

Photo by Matt Rath/Chesapeake Bay Program

Updates to the Guide

The Alliance welcomes any questions, comments, concerns, or suggestions for the DEIJ Terminology Guide by sending to:

dei@allianceforthebay.org

Our team collects and reviews all feedback, as well as current language, and will update the Guide every 6 months

Thank You!

Ola-Imani Davis

Projects Coordinator, Local Government Initiative Team

odavis@allianceforthebay.org

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