**Language and Healthcare Inclusivity Guidance:
A Comprehensive Overview of the Social Environment**
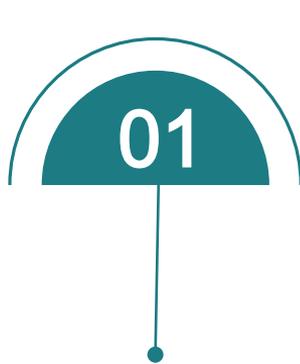
Table of Contents: Presentation Expectations

Social Research

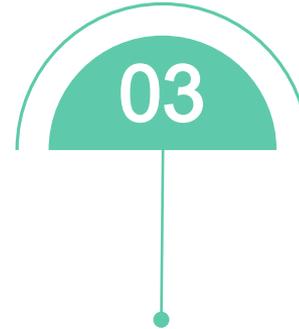Section outlines research including demographics, social trends, and community characteristics.

Glossary of Terms/Rules of Thumb

Categorizing inclusive terms and language that healthcare providers should be familiar with.

01

03

02

04

Introductory Remarks

Designed to provide a framework for the presentation. What will we be discussing.

Implications

Discusses the implications of demographics on both inclusive language and care in healthcare.

Introductory Remarks

Defining the Social Environment

The social environment refers to factors such as trends in demographics relating to population size, ethnicity, age, gender, etc. as well as culture trends or attitudes.

Why Does it Matter

Without a fundamental understanding of the social environment, inclusive language and healthcare is not possible.

Goal of the Presentation

Provide an additional perspective to the Guelph Wellington Ontario Health Team (GWOHT) that would have otherwise not been apparent.

Importance of Society

Out of the traditional external environmental factors, the social environment plays the largest role as it sets and assesses the tone of acceptability for language inclusivity.

Purpose

Discuss social demographics and trends, its implications, provide recommendations, and produce a glossary of terms and rules of thumb as an aid to healthcare providers.

Next Steps

Following this body, healthcare providers should familiarize themselves with social factors and be able to identify inclusive terms and language.

Inclusive Healthcare

LGBTQ+

GA OHT Demographic Information

Age
- 17.77% of the population is between 18-29 years old
- 27.45% of the population is between 30-49 years old
- 34.13% of the population is over 50 years old

Gender/ Sexual Orientation
- Approximately 50% of the population identifies as male
- About 50% of the population identifies as female
- Roughly 10% of the population identifies as LGBTQ+

Race
- Approximately 17.46% of the population makeup is of visible minorities

GW OHT Demographic Information (Cont'd)

Disability
- 13.66% of the population lives with a disability.
- 5.46% of the population lives with a severe disability.

Education
- 24.04% of the population is university educated.
- 22.85% of the population has solely completed high school.

Religion
- Approximately 17.46% of the population makeup is of visible minorities

Implications of Age, Gender/Sexual Orientation, and Race

Age

- One third of the GW OHT population is over 50
- About half of these individuals feel uncomfortable using non-traditional pronouns
- As it relates to inclusive language, this could pose a large barrier
- This age group tends to be most conversative
- Conservative individuals are less likely to be flexible with the use of various pronouns

Race

- Visible minorities often face discrimination and have distrust with healthcare system due to historical precedents
- COVID-19 has disproportionately affected minority communities, creating distrust and apprehension within the healthcare system – this trust must be regained

Gender/Sexual Orientation

- With population being similar between genders, it is important to understand women are more likely to be sensitive/ensure comfortability towards disadvantaged individuals than men
- LGBTQ+ people tend to be more open minded

Implications of Age, Gender/Sexual Orientation, and Race

Disability

- 13.66% of the Guelph Wellington population lives with a disability
- It is important for healthcare providers to ask themselves questions relating to if these groups have the resources they need to receive the best possible care

Educational Level

- The higher education received, the more liberal one tends to be
- People who lean left are more likely to be inclusive in healthcare
- We must figure out how to reach and spread desired message to less educated population

Religion

- 68% of Canadians say they uphold religious affiliation, so healthcare providers must understand what resources are needed to maintain the dignity of one's faith

Recommendations
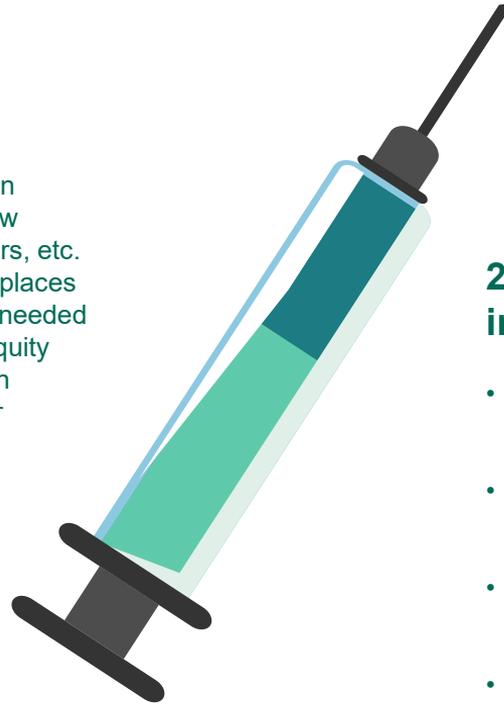
1. Education

- The GWOHT should expand its presence within Ontario's universities to continue to provide new perspectives from different ages, races, genders, etc.
- GWOHT should go into high schools and workplaces within the region to pass along the knowledge needed to uphold inclusive language and healthcare equity
- GWOHT should network with other providers in different cities and counties to allow for greater perspective

2. Providing accessible healthcare information

- The GWOHT must meet people in their domain with necessary information (Facebook, Instagram, traditional print advertisements, etc.)
- The format of these messages must vary according to language comprehension, language spoken at home, disability status, etc.
- With the vast majority of the Canadian population having internet access, we can deliver information through this channel
- For the people who do not have access to the internet or are disadvantaged, new, creative ways of delivering the information must be thought of

Recommendations (Cont'd)

3. Clearly defining a disability

- A lack of consistency from both a public and organizational perspective generates confusion and stifles progress
- Messaging around inclusive health remain consistent to limit the probability of ambiguity
- If a message is unclear, is opens the door for misinformation

4. Receiving necessary funding

- If there is not proper funding for programs, their probability of success plumets
- This funding should be used in a variety of ways, including program enhancement, community advertising, and ensuring the facility's infrastructure meets a rigorous standard

Recommendations (Cont'd)

5. Including a diverse group in the decision-making process

- This will allow for each individual to share the issues and perspectives of their community
- Having a diverse group of people making decisions increases creativity and innovation
- Omitting diversity increases the probability of decisions being flawed, less effective, and less utilitarian
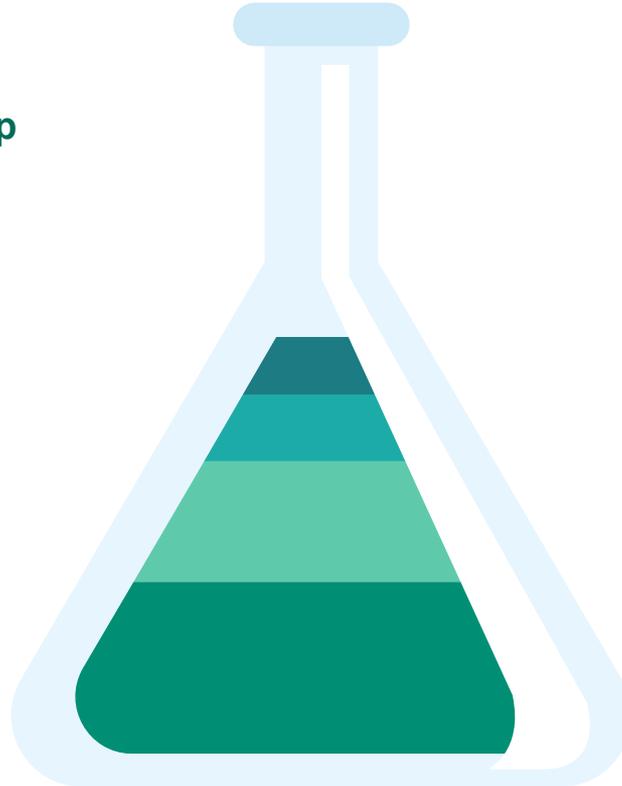
6. Use data more effectively

- Data allows for the establishment of "baselines, benchmarks, and goals to keep moving forward" and progressing
- Yearly or biyearly demographic data, healthcare and inclusive trends, and emerging and varying needs of particular demographics should be analyzed and acted upon.
- This will allow the GWOHT to proactive to the needs of the people of Guelph Wellington as opposed to reactive.

Glossary of Terms: Gender/Sexual Orientation

An umbrella term used to describe evolving labels that people may identify as when their expression, gender identity, or perception does not conform to what society's expectation is

A current First Nations person whose individual spirits blend as male and female

Cisgender

Gender diverse

**Gender Non-conforming**

Two-spirited
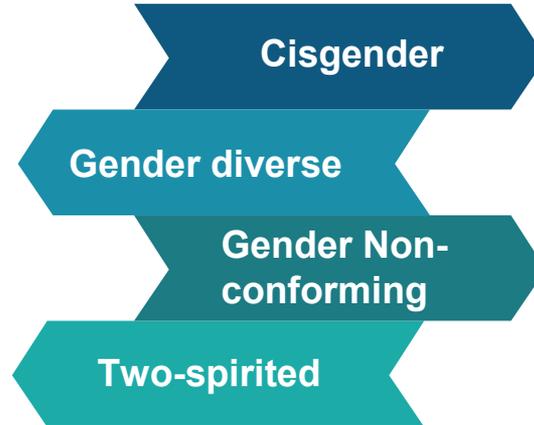
A person whose gender identity is the same as their assigned sex at birth

An individual whose "gender expression differs from society's expectations for males and females"

Glossary of Terms: Religion

Blood fractions refers to separating different parts of your blood. For example, this is done during a blood transfusion. The Jehovah's Witness religion permits this, however, patients are guided by their own conscience.

Refers to the 30 day period where Muslims abstain from eating food from dawn until sundown

Fasting

Blood fractions

Sabbath

Ramandan
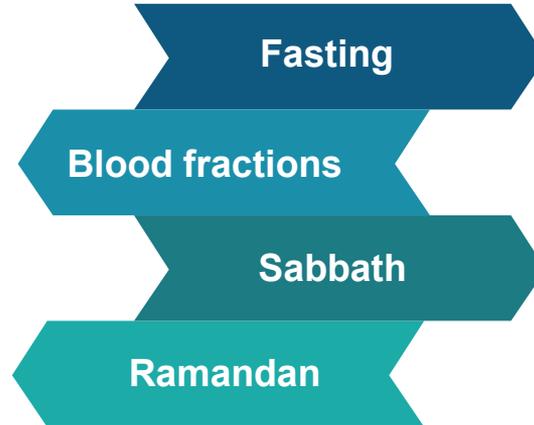
Refers to a common practice in Hinduism and other religions that consist of abstaining from some types of food and beverage

Refers to a day of abstinence from work and additional tasks. Typically from Friday night to Saturday night in the Jewish religion and on Sunday for Christians

Glossary of Terms: Additional

Microaggression

An action or statement as a result of subtle or indirect discrimination against marginalized communities with as racial or ethnic minorities

Cultural Competence

A person's ability to interact with people from different culture

Ism

Harmful beliefs, practices, or behaviours used by a group or person with power directed at a specific group (Eg – ageism, sexism)

Internalized Oppression

Refers to when people in marginalized groups accept negative aspects of stereotypes assigned to them by the dominant group

Rules of Thumb

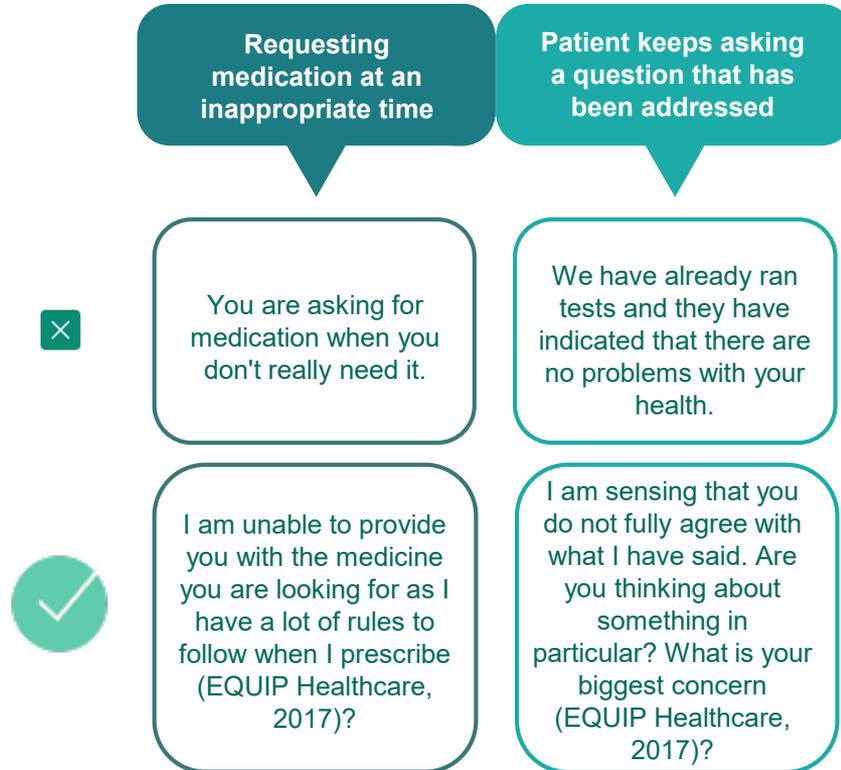| Asking patient about how much alcohol they drink	Following up with patient about a task you asked them to do	Patient comes in that is sick	When you do not understand what is wrong with a patient
How much alcohol do you drink?	You did not complete _____ like I had asked you to last time.	You will have to wait longer. You are not that sick.	We can't find anything wrong with you.
To provide the best care possible, knowing how much people use alcohol is helpful. Could you tell me if you drink alcohol (EQUIP Healthcare, 2017)?	When you were here last, we created a plan for you to _____. How did that work out? Can we modify this plan in any way (EQUIP Healthcare, 2017)?	I apologize that you had to wait today. I understand waiting can be difficult when you are concerned about your health (EQUIP Healthcare, 2017).	Our testing shows that you do not have _____. Because we know what's happening to you isn't threatening your life, we can think of strategies to manage it (EQUIP Healthcare, 2017)

Rules of Thumb (Cont'd)

Requesting medication at an inappropriate time	Patient keeps asking a question that has been addressed
You are asking for medication when you don't really need it.	We have already ran tests and they have indicated that there are no problems with your health.
I am unable to provide you with the medicine you are looking for as I have a lot of rules to follow when I prescribe (EQUIP Healthcare, 2017)?	I am sensing that you do not fully agree with what I have said. Are you thinking about something in particular? What is your biggest concern (EQUIP Healthcare, 2017)?

Correct Terminology

Mother trying to feed her new-born

Rather than saying "breastfeeding", try "nursing or lactation nursing" (Nursing License Map, 2021)

When referring to someone who is different

Rather than saying "a disabled person", try "a person who is disabled" or "a person with a disability"

When referring to parents

Rather than saying "mother or father", try "parent or guardian" (Nursing License Map, 2021)

When trying to determine a patient's sex/gender

Rather than saying "what is your sex/gender", try "what is your current gender identity?", "what sex were you assigned at birth?", or "what are your preferred pronouns?" (Nursing License Map, 2021)

When a patient is hesitant about a question you asked

Rather than saying "this is standard, so I need an answer", try "we are required to ask all of our patients these questions to ensure the best possible care. If you have any hesitations, we can discuss them" (Nursing License Map, 2021)

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