COMMUNICATIONS TOOL KIT

This document will help you in the design of written materials to be both inclusive, sensitive, and compliant with the National Culturally and Linguistically Appropriate Service (CLAS) Standards and Section 1557 of the Affordable Care Act (ACA). We do not want to be exclusionary, insensitive, or contribute to people feeling they are not welcome. Using gender neutral and culturally sensitive wording when creating any documents-whether for staff, members, providers, or the community is best practice, aligns with regulations and it fosters inclusivity. We need to be aware of the language we use. Utilize the below list when writing or reviewing documents. The list includes either offensive or non-inclusive phrases or words that have been found in materials, written as indicated. When reviewing documents, perform a search for the words as written below in the various ways (utilize the "find" function – select "Control F") and replace them with sensitive terms as applicable:

Exclusionary	***Inclusive***
his, her, his or her, his/her	their, the members
he, she, he or she, he/she	they, the members
him, her, him or her, him/her	them
himself, herself, himself or herself	themselves
woman, man, men or women	the member or the individual, members or individuals
gender specific screenings – well-woman etc.	take out the gender term and leave as "preventative screening" or "annual well-check". In general, we need to use medical terms – do not "gender" services. Documents often reference "women should have a mammogram…" and instead should say "members should have a mammogram" etc.
pregnant women, pregnant woman	pregnant individuals, child-bearers, child-bearer, pregnant members – Note: there are members who do not identify as a woman who are pregnant
mother, father, mom, dad	parent as applicable
maternity	excluding any formal contract/program language requirement or information-change to "pregnancy", "childbirth", "pregnancy and childbirth" "prenatal", "postnatal" etc. as applicable
gender with Male, Female options – Note: Sex and gender/gender Identity are different. Stay away from using them synonymously because it can be exclusionary; sex should reference medical terminology and gender/gender identity should reference the social construct of gender and the many gender identities that exist.	when needing to know sex – include sex terms: male, female, or intersex. when needing to know gender – include gender/gender identity terms: woman, man, transgender, boy, girl, nonbinary, gender fluid, two-spirit, etc.- many more terms available. Consider asking "sex assigned at birth" to obtain sex information and "gender identity" to be more inclusive with the gender terms.

both sexes	for sex there is male, female, intersex (often intersex is left out but should be included). If inferring gender/gender identity there are many terms (see above) (based on context change "both sexes" to say "individuals" or "members" or just say "sex" of member or "gender identity of member")
Mr., Mrs., Ms., Miss	use first and last name or just the first name to avoid a wrong assumption
use first and last name or just the first name to avoid a wrong assumption	use first and last name or just the first name to avoid a wrong assumption
ladies and gentlemen	ladies and gentlemen
folx, everyone, friends, y'all	folx, everyone, friends, y'all

Offensive/Insensitive	***Sensitive***
hearing impaired	deaf or hard of hearing Note: many deaf members state they are not impaired, and nothing is wrong with them, they have different abilities so stating impaired is insensitive.
visual impairment	blind or low vision Note: similar reasons for not saying impairment as deaf/hard of hearing above.
LEP members	members with limited English proficiency
gender reassignment surgery, sex change	gender affirming surgery, transition, aligning mind and body – Note: reassignment or sex change are insensitive because individuals have always been who they are on the inside and they are not "changing" or "reassigning" – they are affirming and aligning.
sexual preference	sexual orientation Note: preference implies a choice, and it is not a choice, it is a part of anyone's identity.
hermaphrodite, hermaphroditism	"intersex" if applicable or if actually referencing gender affirming procedures, use "gender affirming treatment"
transgenders, a transgender, transgendered	a transgender individual - Note: Transgender should be used as an adjective, not a noun. For example, "Tony is a transgender man". Adding "ed" is insensitive-being transgender is a part of someone's identity, nothing happened to make someone transgender as the "ed" may suggest.

For additional questions on creating culturally sensitive materials: Please email Valencia Walker, HICE Co-Chair at ValenciaDenise.Walker@Cigna.com and Valerie Ridge, HICE Co-Chair at Valerie.Ridge@anthem.com