

# **Community Outreach Example**

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"That's so [R-WORD]."

The word [Retarded] puts down people with disabilities and using it to describe something you dislike is hurtful.



"You know how all [those people] are...."

Negatively generalizing a whole group indicates  
that everyone [in that group] is the same.

WORDS  
ARE  
POWER  
FUL



"That's so [gay]."

Comparing someone's [sexual orientation] to something you don't like creates a negative correlation to who I am. I'm proud to be gay.

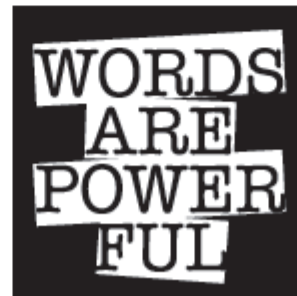
WORDS  
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*"Let's have a [Pow Wow] to discuss."*

Using a [cultural gathering] to describe a meeting diminishes its significance. A Pow Wow is an important part of my heritage.



# OUCH! THAT STEREOTYPE HURTS!

Recommendations for how to effectively speak up/respond to microaggressions/indignities

## 1) Assume Good Intent and Explain Impact

- a. I know you mean well (assume the best and that the person is a good human being), but that hurt
- b. 1st state that you acknowledge the person's good intent, 2nd describe how it impacts you

## 2) Ask a Question

- a. Choose a simple non-blaming question such as
  - i. What do you mean?
  - ii. What did you say?
- b. Sincere and open-ended questions invite conversation

## 3) Interrupt and Redirect

- a. Changes the discussion abruptly and takes you down another path
  - i. Whoa! We aren't going down that road
  - ii. I'd really like to talk about something else

## 4) Broaden to Universal Behavior

- a. I don't think it's a "gay thing," I think it applies to everyone
- b. I don't think that "all women" are like that, I think many people can be like that
- c. I don't think that "all \_\_\_\_\_" are that way, many people can be

## 5) Make it Individual

- a. Do you mean all (fill in the blank), or are you referring to a particular person?
- b. When you say that, or are you talking about all " \_\_\_\_\_", or someone in particular?

## 6) Say, "OUCH!"

- a. what do you say when someone unintentionally steps on your toe
  - i. "ouch" is an effective word that carries a lot of meaning and demonstrates that what they said has a negative impact on you or someone you care about

Adapted from: Ouch! That Stereotype Hurts: Communicating Respectfully in a Diverse World by Leslie C. Aguilar.

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