



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center presents:

## Equitable Language: Why it Matters

Webinar: Thursday, August 31, 2023  
1:00 PM – 2:30 PM (EST)

Words have power and the way in which we do our work as prevention professionals relies greatly on how we communicate and engage with the audience we are trying to reach. Our language - from the words we use in our communication tools and events, to terminology, framing and representation – can have an immense impact on the communities we serve. Using equitable language is a skill that can be learned and applied in the work we do as prevention professionals, paving the way to greater successes at achieving our outcomes. At the end of this 1.5-hour webinar, participants will be able to:

- Define “equitable language” to support prevention efforts to reach their intended audience
- Learn about the benefits of using equitable language in communication tools and events
- Identify strategies for using equitable language as part of a community engagement approach when building partnerships and sharing information with communities of focus

Presenter:

Sarah Gabriella Hernandez is an evaluator and researcher specializing in community-engaged and participatory approaches. She has collaborated with diverse organizations and community partners across Chicago to conduct mixed-methods research, culturally responsive and developmental evaluations, program development and coordination, community health assessments, and dissemination.

Dr. Hernandez leads evaluation projects that focus on evaluation capacity building and improving equity in health and education. Her recent areas of work include substance use services and recovery, trauma-informed work, and health equity in education.

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