

Inclusive Language Glossary

-Tucson Edition

TERM	INCLUSIVE DEFINITION	TUCSON EDITION NOTE
EQUITY vs. EQUALITY	Equality = same resources Equity = fairness through tailored support	Think irrigation- some desert plants need more water than other to flourish
INTERSECTIONALITY	Overlapping identities shape unique experiences and barriers	Consider a Queer Latinx renter navigating access in Barrio Viejo
ALLYSHIP	Ongoing, active support of marginalized groups-even when it's uncomfortable	Highlight agents who offer Spanish forms or fight exclusionary zoning.
IMPLICIT BIAS	Subconscious assumptions that influence behavior	"Safe Neighborhoods" often reflects coded racial or class bias
CULTURAL COMPETENCY	Respectfully engaging across cultural differences	Include Spanish signage, honor O'odham land, know local traditions.
MICRO-AGGRESSIONS	Subtle exclusions or stereotypes that cause harm.	"You don't look like a REALTOR®" or "That house suits a 'normal' family."
INCLUSIVE DESIGN	Spaces and communications planned for diverse needs.	ADA Access, bilingual contracts, alt text on listing photos
BELONGING	Feeling safe, seen and valued-not just included.	Invite pronouns on name badges and diverse Tucson families in marketing.
ANTI-RACISM	Intentional actions to dismantling racial inequities.	Push for Fair Housing Training, challenge biased lending practices.
LANGUAGE JUSTICE	Everyone deserves to communicate in their heart language.	Offer O'odham greetings, Spanish forms, and honor local dialects.
ACCESSIBILITY	Designing for varying physical, cognitive, and sensory needs.	Include plain language, tactile signage, clear audio cues



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