REACH Equity Content Screen
Adapted from Vu Le

Representation: How does the issue you're exploring affect people of diverse identities?

> People of Color
>
> Women
>
> Immigrant/Refugees
>
> People with disabilities, visible and invisible
>
> LGBTQ+ folks
>
> Transgender and Intersex individuals
>
> People of different income levels
>
> Older adults
>
> Youth and younger folks
>
> People of different religions
>
> Parents of young children; caregivers
>
> Neuro-diverse individuals
>
> Rural communities
>
> People of varying levels of formal education

Experience: Are you the appropriate person/ organization to be talking about this issue?

> Do you need, and have, the lived experience to talk about this issue?
>
> Are there people from the above list who have written/spoken about this issue that you should give credit to?
>
> Are you appropriating from other cultures in creating this content?
>
> Are you Columbusing? ("Discovering" something that was already in existence)

Accessibility: Can everyone access your content?

> Are there descriptions/alt-text on every image?
>
> Are there captions/subtitles on your videos?
>
> Is there sufficient contrast in terms of text and background?
>
> Are font sizes big enough?
>
> Are your links underlined instead of just a different color, which may not be helpful to color-blind people?

> If you're doing a video or podcast, did you provide a complete transcript?
>
> Is your language too academic or full of jargon?
>
> Are your acronyms spelled out?
>
> Can people from different countries access your content?

Compensation: Who is getting paid, is it equitable?

> Are you, or will you be, benefiting financially or in other ways from this content?
>
> If you are getting compensated, does it make sense for you to be compensated? (For instance, if you're not Native, should you get paid for an article about Native issues?)
>
> Are you compensating people equitably to help create and distribute this content?
>
> Are you using women- and minority-owned businesses?

Harm reduction: Is your content unintentionally causing harm?

> Are the examples you use reinforcing stereotypes? (For instance, if you mention a fictional doctor or engineer to illustrate a point, did you make that person male?)
>
> Is the language you use reinforcing gender binaries, such as using "he or she" when you could just use "they"?
>
> Are you making vast generalizations about whole groups of people? For instance, Millennials or Boomers?
>
> Are you shaming people of different body types?
>
> Are you reinforcing stigma against poor people, such as calling something "low-class"?
>
> Are you casually using words like "tribe" and "spirit animal" that may have significant meaning to Native and other communities?
>
> Are you making light of medical conditions such as alcoholism?