



Our Shared Terminology and Concepts

Commercial Tobacco

Commercial tobacco is tobacco that is manufactured and sold by the commercial tobacco industry, and is linked to addiction, disease, and death. Commercial tobacco includes any product that contains tobacco and/or nicotine, such as cigarettes, cigars, electronic cigarettes, hookah, pipes, heated tobacco, smokeless tobacco, and other oral nicotine products. Commercial tobacco does not include FDA-approved nicotine replacement therapies such as nicotine patches or gum.

Traditional Tobacco

Some American Indian tribes use tobacco as a sacred medicine and in ceremony to promote physical, spiritual, emotional, and community well-being. This traditional tobacco, which may be tobacco and/or other plant mixtures, is different from commercial tobacco and is used differently in sacred practices. When used appropriately, traditional tobacco is not associated with addiction and adverse health impacts.

Coalition

A Coalition is a group of diverse individuals and organizations working to influence outcomes on a specific problem. - *The Prevention Institute*

A Coalition is a group of individuals representing diverse organizations who agree to work together to achieve a common goal. - *Feighrey & Rogers. "Building and Maintaining Effective Coalitions". 1990*

Communities Most Impacted by Commercial Tobacco

Communities that experience higher prevalence of commercial tobacco use and higher incidence of tobacco-related diseases and death in Washington State are African Americans/Black, American Indian/Alaskan Natives, Asian Pacific Islanders, Latinx, LGBTQ+, lower socioeconomic status individuals, rural communities, veterans, and people with behavioral health concerns. These disparities result from a combination of factors, including:

- targeting by the commercial tobacco industry,
- disparities in protection from laws and policies,
- inadequate recognition of the disparities due to oversights or flaws in data collection and research studies,
- disparities in availability of resources and access to programs and interventions, and
- contributing stressors and factors from social and economic injustices and other adverse experiences in these communities.

Equity

Developing, strengthening, and supporting policies and procedures that distribute and prioritize resources to those who have been historically and currently marginalized, including tribes. It requires the elimination of systemic barriers that have been deeply entrenched in systems of inequality and oppression. Equity achieves procedural and outcome fairness, promoting dignity, honor, and respect for all people. - *Equity Office Task Force of the Governor's Interagency Council on Health Disparities, July 2020*

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Health Equity

Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care.

For the purposes of measurement, health equity means reducing and ultimately eliminating disparities in health and its determinants that adversely affect excluded or marginalized groups.

- *Braveman P, Arkin E, Orleans T, Proctor D, and Plough A. What Is Health Equity? And What Difference Does a Definition Make? Robert Wood Johnson Foundation, 2017.*

Determinants of Equity

The social, economic, political and environmental factors in which people are born, grow, live, and age determine equity. Determinants of equity include affordable and safe housing, equitable justice system, quality education, access to health and human services, and access to wealth and family wage jobs. All people regardless of race, class, gender, language spoken or sexual orientation need these conditions to thrive. Inequities are created when barriers prevent people from accessing these conditions and reaching their full potential. - *Healthy King County Coalition*

Disparities

Health disparities are “a particular type of health difference that is closely linked with social, economic, and/or environmental disadvantage. Health disparities adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; age; mental health; cognitive, sensory, or physical disability; sexual orientation or gender identity; geographic location; or other characteristics historically linked to discrimination or exclusion. If a health outcome is seen to a greater or lesser extent between populations, there is disparity. - *Healthy People 2020*

See also the term “inequities” which refers to the causes of disparities.

Equitable Enforcement

Equitable enforcement is a process of ensuring compliance with law and policy that considers and minimizes harms to underserved communities. An equitable enforcement approach means considering equity – both at the level of the public entity’s overall enforcement strategy and at the level of individual enforcement actions. It also means considering equity at all stages of enforcement, from determining when to undertake an enforcement action – and against whom – to deciding which enforcement tools to use.

Implicit Bias

Thoughts and feelings are “implicit” if we are unaware of them or mistaken about their nature. We have a bias when, rather than being neutral, we have a preference for (or aversion to) a person or group of people. Thus, we use the term “implicit bias” to describe when we have attitudes towards people or associate stereotypes with them without our conscious knowledge. A fairly commonplace example of



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this is seen in studies that show that white people will frequently associate criminality with black people without even realizing they're doing it. – *Perception Institute*

Inequities

Health inequities are differences in health status or in the distribution of health resources between different population groups, arising from the social conditions in which people are born, grow, live, work and age. Health inequities are unfair and could be reduced by the right mix of government policies. –

Health Inequities and Their Causes, World Health Organization

See also the term *disparities*: *disparities result from inequities.*

Intersectionality

It is a way of thinking about how multiple identities together shape how a person experiences oppression or privilege. While we tend to separate racism from sexism from other forms of discrimination, they often come together and make situations worse for people who face them. Considering intersections helps us think about how the multiple identities of a Black refugee Muslim woman, for example, work together and intensify conditions of power, privilege or oppression in that person's life. – *Healthy King County Coalition*

Institutional Racism, Systemic Racism, and Structural Racism

Racism is not always conscious, explicit, or readily visible—often it is systemic and structural.

Systemic racism emphasizes the involvement of whole systems, and often all systems—for example, political, legal, economic, health care, school, and criminal justice systems—including the structures that uphold the systems.

Structural racism emphasizes the role of the structures (laws, policies, institutional practices, and entrenched norms) that are the systems' scaffolding. Because systemic racism includes structural racism, for brevity we often use systemic racism to refer to both; at times we use both for emphasis.

Institutional racism is sometimes used as a synonym for systemic or structural racism, as it captures the involvement of institutional systems and structures in race-based discrimination and oppression; it may also refer specifically to racism within a particular institution.

–*Paula Braveman et al. 2022 Health Affairs 42, "Systemic And Structural Racism: Definitions, Examples, Health Damages, And Approaches To Dismantling"*

<https://www.healthaffairs.org/doi/10.1377/hlthaff.2021.01394>

Lobbying

Under WA law, "lobby" and "lobbying" each mean attempting to influence the passage or defeat of any legislation by the legislature of the state of Washington, or the adoption or rejection of any rule, standard, rate, or other legislative enactment of any state agency under the state administrative procedure act, chapter 34.05 RCW. Neither "lobby" nor "lobbying" includes an association's or other organization's act of communicating with the members of that association or organization.

Learn more at: [Lobbying | Washington State Public Disclosure Commission \(PDC\)](#).

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Microaggressions

Brief and commonplace daily verbal, behavioral, and environmental indignities, whether intentional or unintentional, that communicate hostile, derogatory, or negative racial, gender, sexual orientation and religious slights and insults to the target person or group - *Derald W. Sue*

Policy, Systems and Environmental (PSE) Change Strategies

Policy, Systems and Environmental (PSE) Change Strategies address the systems and structures of the communities in which we live, learn, work and play.

- *Policy strategies*: Interventions that create or amend law, ordinances, resolutions, mandates, regulations or rules
- *Systems strategies*: Interventions that impact all elements of an organization, institution or system
- *Environmental strategies*: Interventions that involve physical or material changes to the economic, social or physical environment

PSE Change

Policy, systems and environmental change approaches seek to go beyond programming and into the systems that create the structures in which we work, live and play. These approaches often work hand-in-hand where, for example, an environmental change may be furthered by a policy or system change. An effective PSE approach should seek to reach populations and uncover strategies for impact that are sustainable. - *The Food Trust*

Practice-Based Evidence

A range of treatment approaches and supports that are derived from, and supportive of, the positive culture of the local society and traditions. These are practices that come from the local community, are embedded in the culture, and are accepted as effective by local communities and support healing of youth and families from a cultural framework.

- *Dolores Subia BigFoot, PhD and Dr. Jami Bartgis, Healthy Indian Country Initiative Promising Prevention Practices Resource Guide, National Indian Health Board, Dec. 2009; [link to chapter excerpt](#)*

Reflective Listening

Reflective Listening is a communication technique in which the listener tries to understand the speaker's idea and then communicates it back to them to confirm it was understood correctly. As opposed to most conversation techniques, which typically require the listener to provide a response to the speaker's message, reflective listening requires the speaker to be able to reflect the speaker's ideas and feelings as accurately as possible. The main elements of reflective listening are:

- Focusing on what the other person has to say and trying to understand what they are trying to communicate through words, tone of voice and body language
- Responding to their message by reproducing their own thoughts and feelings, as they expressed them through their voice, tone, posture and gestures

- *from How To Practice Reflective Listening (With Tips and Examples) [article on Indeed.com](#)*