



HealthyBabiesUK

Because every baby matters

Language and Inclusivity Statement

As a Community Interest Company, it is very important to us that we are meeting the needs of our community. Most of our clients are women and their families and so our language will reflect this. In our language we aim to not take away words, considering the importance of preserving women-centred language.

We do recognise the importance of varying language where appropriate to both recognise and affirm diverse gender identities. We acknowledge the right of all persons to recognise themselves and receive a high level of personalised care irrespective of age, disability, marriage, civil partnerships, race and ethnicity, sexual orientation or gender reassignment for example, and will continue to strive to offer this.

Language and behaviour are two ways that we can strengthen this aim. We strive to pay careful attention to the language we use and aim to positively contribute to inclusive thought and behaviour to work to support all people to feel represented and to receive care which is culturally sensitive and upholds their dignity and human rights.

We are aware that this is an arena that provokes a wide range of very different views and beliefs. We recognise that all respectful compassionate and genuine debate has a place in maternity care.

In future materials from Healthy Babies, you will see that we will always use women, but we may use gender neutral language in addition in some communications when appropriate. Best practice in inclusive language is evolving and HBUK will strive to ensure it communicates as effectively as possible with stakeholders, families and our team.