**Unconferencing Notes: Watch Your Language**

**What is the Essential Message that AgrAbility needs to communicate?**

1. Importance of Assistive Technology – everyone with varying levels of ability in any area of life
2. Focus on task – task orientation
3. Guidance – resources
4. Prevent secondary injury
5. Barrier is the “disability.” Barrier removal – making tasks easier to engage in full and normal participation
6. Enabling
7. Enhancing abilities
8. “Can do” – ability
9. Team

**Who are our Audiences?**

1. Those who acquired disability later in life
2. Congenital or acquired – pediatric
3. Ag production meeting participants– beans, cattle, etc
4. Universal design – hearing loss
5. Caregivers
6. Women in ag
7. Small vs. large farmers

**More audiences – Other programs and program types**

* Veterans
* Spinal cord commission
* Amish
* Legislators
* Employers
* Media
* Forestry
* Rural in general
* Aquaculture

**Disability – Label**

* Veterans – sometimes don’t want to be labeled disabled
* In some cultures – I.D. as disabled = become ostracized
* Bridge – connect w/message

**Alternative Strategy(s) for using the term “disability”**

* Diff-ability
* Matching people with similar skills
* Reaching youth
* Life has Detours – choose alternate routes
* Non verbal communication
* Visuals
* Multiple displays/pubs
* Be inviting to connect
* Focus on information
* Relationship building
* Establish credibility

**Alternates**

AgrAbility and Rural Life: Making Agriculture Easier

* Arthritis
* Chronic health conditions
* Disabilities
* Ergonomic Challenges

**When Should You Use the Term “Disability”?**

* With VR – when that terminology is important
* Legalities
* Grants
* Veterans programs that use that term