What is an Equity Lens? It is a set of questions we ask ourselves when we plan, develop, or evaluate an article.

Why should we use an Equity Lens? It can help us to identify potential impacts on institutionally underserved and marginalized individuals and groups, as well as identify and potentially eliminate barriers. An Equity Lens *can help create a positive, respectful, and inclusive environment* within our branches.

When should we use an Equity Lens? We can use an Equity Lens when we are writing or proofing articles for our branch Triad.

Magazine planning --
As the Triad editor uses an Equity Lens to author articles for the Triad, members should be encouraged to also read articles with an equity lens, raise DEI concerns, and discuss and work through issues when they arise,giving everyone a chance to be heard.

Please ask the following questions when we plan, develop, or evaluate an article:

Purpose/Assumptions:
- What is the issue of the article?
- What is our goal for this article?
- What assumptions are we making?
- Is the article planned to attract a diverse group of members, considering for example, age, ethnicity, gender identity, religion?

Inclusion/Representation:
- Does our Triad show members of color and of varied ages and abilities?
- Do we use language that is inclusive and welcoming?
- Do we specify that events are open to the public?
- How are we intentionally engaging multiple perspectives?
- How have potential barriers been addressed in the article? Venue accessibility, time of event, expense, childcare needs, family friendly, interpreter or closed caption availability, or virtual versus in-person.

Impact:
- What outcomes do we hope to create?
- What are potential unexpected outcomes?
  - How can we address them?
- How might our decisions increase, decrease, or ignore equity?

Communication:
- How will we ensure the visual, textual, and aural communication of the article is demonstrated in an inclusive and culturally sensitive manner?
- Are we showing multiple viewpoints?
- Will others see themselves in our communications?

Evaluation/Feedback:
- How will we know if we have accomplished our goal?_____

- How can we collect varied feedback about our actions? _____

- What have we learned for the next time? _____

*Modified for the Mid – Peninsula branch from Equity lens developed by AAUW of California: B.Finnegan, P.Hesik, G. Langkusch; 5/22