

JARGON EXAMPLES

[Excerpted from *Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact*, © 2011 by Dalya F Massachi]

Jargony phrases are in yellow highlight

FROM A CLIMATE CHANGE ADAPTATION ORGANIZATION:

Established in 2000, the program advocates for policies and practices that restore and sustain water resources, **healthy and productive forests**, and economically thriving **climate-resilient communities**. In recognition of the vital role that rural underserved communities and forested watersheds play in adapting to climate change, the program **builds capacity** by guiding communities through a rigorous climate adaptation planning process.

Last year, our participating communities:

- Planted 100,000 trees; restored 10 wetland acres; incorporated **biochar** into plantings.
- Placed 140 forest acres **conservation easement**; reduced sediment by 10%.
- Organized Volunteer Corps engaging hundreds of people as **water stewards**.

EXAMPLES OF REVISIONS:

- 1) **Original:** Our mission is to design and implement **food- and garden-based educational programs** for Pennsylvania schools that support **content standards** and promote student health and well-being.

Suggested revision: Our mission is to promote student health and well-being in Pennsylvania via standards-based education in school gardens and kitchens.

- 2) **Original:** Our organization promotes **food security** for all.

(An artist friend of mine says she visualized a carrot shackled to the floor when she first heard this term.)

Suggested revision: Our organization works to ensure that enough safe, nutritious food is always available and affordable to everyone.

3) **Original:** At our research institute, we study women's transition away from pink-color jobs and into nontraditional jobs.

Suggested revision: At our research institute, we study women's transition away from low-paying jobs traditionally held by women (such as secretary, housecleaner, waitress, and day-care provider) and into higher paying blue-collar jobs (such as electrician, plumber, and firefighter).