Conversation Starters re Urban-Rural Language Differences and Other Stumbling Blocks to Understanding Our Working Together

The following suggestions, in no order, are from multiple conversations with staff and colleagues; they are not absolute truths; they are intended to start conversations, not end them.

Tim Size, Rural Wisconsin Health Cooperative, Executive Director, 11/18/19

<table>
<thead>
<tr>
<th>“Urban” Talk May Tend Towards:</th>
<th>“Rural” Talk May Tend Towards:</th>
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<tbody>
<tr>
<td>1. My Values Don’t Differ from Rural</td>
<td>My Values Differ from Urban</td>
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<td>2. With Healthcare, Bigger is Better</td>
<td>With Healthcare, Local is Better</td>
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<td>3. Regulated Interdependence</td>
<td>Voluntary Interdependence</td>
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<td>4. Specialists are More Useful</td>
<td>Generalists are More Useful</td>
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<td>5. Leadership is Positional</td>
<td>Leadership is Relational, from Reputation</td>
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<td>6. Beyond Urban is “Outstate”</td>
<td>Beyond Urban is “Statewide”</td>
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<td>7. Control is Political and from Rural</td>
<td>Control is Economic and from Urban</td>
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<tr>
<td>8. Appreciate Government Support</td>
<td>Feel Get Unfair Share Government $</td>
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<td>9. Express Connection to Power Levers</td>
<td>Express Resentment/Lack of Influence</td>
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<td>10. “Power” Seen as Driver</td>
<td>“Influence” Seen as Driver</td>
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<td>11. The Wisconsin Idea is About “Outreach”</td>
<td>The Wisconsin Idea Should be a “Two Way Street”</td>
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<td>12. Reflects Lack of Local Political Diversity</td>
<td>Reflects Local Political Diversity</td>
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<td>13. Rural Politics are “Reactionary”</td>
<td>Rural Politics are “Purple”</td>
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<td>14. Urban Politics are “Progressive”</td>
<td>Urban Politics are “Socialist”</td>
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<td>15. Progressive Describes Progress</td>
<td>“Progressive” May Not be Progress</td>
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<td>16. Rural/Farmers are Less “Educated”</td>
<td>Rural/Farmers are More Practical</td>
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<td>17. Nuclear or Single Parent Families</td>
<td>Extended Families, Relations Nearby</td>
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<td>18. Refer to an Abstract Faith Community</td>
<td>Refer to Their Churches</td>
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<td>19. Separation Church &amp; State Under Siege</td>
<td>Christianity Under Siege</td>
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<td>20. VA System Reform = Privatization</td>
<td>VA System Reform = Local Access to Care</td>
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<td>21. Equity is About Outcomes</td>
<td>Fairness is About the Process</td>
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<td>22. Equity Focus on Racial Disparities</td>
<td>Fairness Focus on Economic Disparities</td>
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<td>23. Equity Within a Community</td>
<td>Equity Within AND Between Communities</td>
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<td>24. White Privilege is Real</td>
<td>Unearned Economic Privilege is Real</td>
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<td>25. Eye Contact and Waving is Optional</td>
<td>Eye Contact and Waving is Expected</td>
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<td>26. Community Organizer</td>
<td>Someone Who Gets People Together</td>
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<td>27. Long-term Climate Change Focus</td>
<td>Short-run Weather Volatility Focus</td>
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<td>28. Declaring Pronouns is Respectful</td>
<td>Declaring Pronouns “Politically Correct”</td>
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</tbody>
</table>
29. Micro-Aggressions are Real ................................Micro-Aggressions “Politically Correct”
30. Cars Optional .......................................................Cars (Often 4 Wheel Drive) Required
31. Demographic Changes Good ..............................Demographic Changes are Troubling
32. Worried About Local Youth Crime ..................Worried About Youth Leaving for Cities
33. Government is Part of Solution ..........................Too Much Government is the Problem
34. Everyone has Broadband Access ....................You’re Lucky If You have Broadband
35. Rural is Simple and Relaxed ..............................Urban is Fast & Complicated
36. Poverty is a System Failure ...............................Poverty is a Personal Failure
37. Immunizations Mandatory ...............................Immunizations Voluntary
38. Guns Kill ...............................................................Guns for Hunting
39. Emphasis on the Next Big Thing ......................Emphasis on History
41. Happy Holidays ....................................................Merry Christmas
42. Others? ..............................................................Others?