

## AVOID

- “Population control”
- Dehumanizing words for human procreation (e.g. breed)
- “Educate girls”
- Claiming that population growth is the only issue
- Doom and gloom

## INSTEAD

- End population growth, population stabilization, achieve a sustainable population
- Having kids
- Remove barriers to girls’ education (also: family planning)
- Acknowledge other drivers of environmental degradation
- Inspire hope and motivate people into action

Disarming tip: lead with empowering solutions