

STIGMA

“Warm hand off” is for a plate of food

An exploration of stigmatizing language



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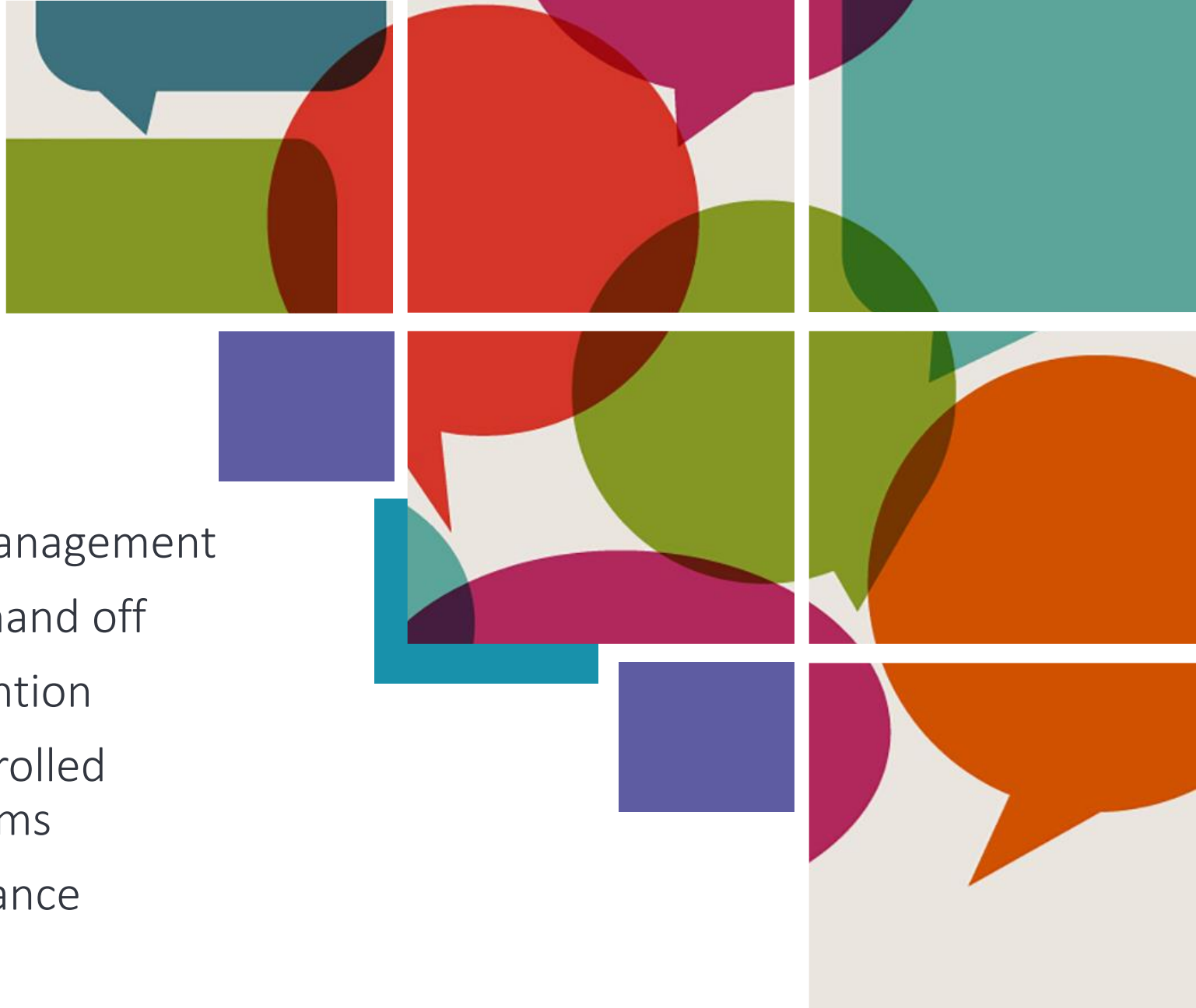


CHALLENGING STIGMA THROUGH
UNDERSTANDING & INTENTIONAL ACTION

In-Groups & Out-Groups & Language

Language has the power to other people and groups

- Case management
- Warm hand off
- Intervention
- Uncontrolled symptoms
- Compliance





In-Groups & Out-Groups & Language

“Those committed to effecting change must acknowledge language as a powerful tool that can draw us closer together or drive us further apart [...] The words we use are key to creating psychologically safe, inclusive, respectful, and welcoming environments.”

American Psychological Association. (2021). Inclusive language guidelines.
<https://www.apa.org/about/apa/equitydiversity-inclusion/language-guidelines.pdf>

Stigmatizing language has an immediate, visceral adverse reaction

When we hear certain words we immediately label the person as “bad”





We have a choice!

- What assumptions are you making?
- Can you challenge them?
- Can you replace them?

Thank you!

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Every family deserves to be heard and understood

SUPPORT EDUCATE ADVOCATE EMPOWER