

Your Words Matter – End the Stigma

Say this ...

Everyone can play a role:

- Use respectful language to talk about mental health conditions.
- Challenge misconceptions when you see or hear them.
- See the person, not the condition.
- Offer support if you think someone is having trouble.

Avoid labels such as:

- | | |
|---------------------|---------------------|
| • Challenged | • Psycho/psychopath |
| • Crazy | • Schizo |
| • Demented | • Special |
| • Lunatic | • Sufferer/victim |
| • Normal/not normal | • Wacko |

Promote the use of stigma-free language

“She has bipolar disorder/She’s living with bipolar disorder.”

AVOID: “She’s bipolar.”

“Person with schizophrenia.”

AVOID: “Schizophrenic.”

“Person with bipolar disorder.”

AVOID: “Manic depressive.”

“People with a mental illness/mental health condition.”

AVOID: The mentally ill.

“Died by suicide.”

AVOID: Committed suicide.



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