Stigma Training Video Series
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Stigma Training Video #4 (Part 1 of 2): HOW CAN I MAKE A DIFFERENCE?

LABELING THEORY

Labeling theory suggests that a person’s self-identity and behavior may be determined or influenced by the terms used to describe or classify them.  

LANGUAGE AND LABELS

Describing the person as SEPARATE from a condition or behavior.  

Describing the person as the SAME as the illness or condition, or implying the person IS the problem.

WORDS ARE POWERFUL!

- Use non-stigmatizing, person-first language. 
- Avoid describing people as the problem or the condition.

ACTIVITY

Consider these common words or phrases, and think about better words or phrases to describe the situation in a way that more uses “person-first language.”

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<th>ADDICT</th>
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REFLECTION QUESTIONS

- What language choices – personal or professional – could be more inclusive and less stigmatizing?
- How do you believe stigma can be changed or impacted simply by language choices?
- How do you believe that change will occur?