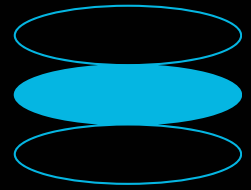


# TIPS TO REDUCE STIGMA

In Healthcare Marketing



## Stigma Reduction Tips

Healthcare marketing plays a crucial role in shaping public perceptions of health conditions. Reducing stigma in these communications can significantly improve patient experiences and outcomes. Here are key strategies:

- **Use Person-First Language:** Focus on the individual, not the condition. For example, say "a person with diabetes" instead of "a diabetic."
- **Showcase Diverse Representation:** Feature a variety of individuals in your marketing materials, representing different ages, races, ethnicities, genders, and abilities.
- **Emphasize Recovery and Resilience:** Highlight stories of individuals who are successfully managing their conditions and living fulfilling lives.
- **Provide Accurate Information:** Combat misinformation by providing clear, factual information about health conditions and treatments.
- **Avoid Sensationalism:** Refrain from using dramatic or fear-based language or imagery.
- **Promote Empathy and Understanding:** Encourage audiences to learn more about the lived experiences of individuals with health conditions.
- **Collaborate with Patient Advocates:** Partner with patient advocacy groups to ensure your messaging is respectful and accurate.

## Person-Centered Language

Person-centered language is essential for creating inclusive and respectful healthcare communications. It prioritizes the individual's identity and experiences, rather than defining them solely by their condition.

- **Focus on the Person:** Use phrases like "people with mental health conditions" instead of "the mentally ill."
- **Avoid Labels:** Refrain from using diagnostic labels as nouns, such as "an addict" or "a schizophrenic."
- **Emphasize Abilities:** Highlight what individuals can do, rather than focusing on their limitations.

- **Promote Hope:** Use language that conveys optimism and the possibility of recovery and improved well-being.
- **Be Mindful of Terminology:** Stay informed about preferred terminology within specific communities and adapt your language accordingly.

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