



Making a world of difference  
**in people's lives**

# **Using the Power of Language:** *to Increase Self Esteem and Social Standing*

**6/27/16**



Making a world of difference  
in people's lives

- Over 35 years providing support to people with IDD
- Started as a DSP
- 10 years as a FLS
- 20 + in Staff Development

- People we support are fine just the way they are

***DISABILITY IS NATURAL.com***



**MAY**



BUT Names will never .....

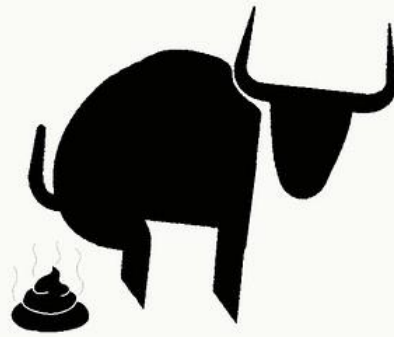
Bullshit



Bullshit  
+ InfoDesign



Bullshit



Bullshit  
+ InfoDesign





Words are powerful!

As Humans we place  
a value on everything

*Including people*

# As Humans we place a value on everything

Is person first language just an exercise in  
political correctness?

Today is about the why not the how.



# NADSP CODE

preamble, 2<sup>nd</sup> paragraph

A primary purpose of the DSP is to assist people who need support to lead self directed lives and to participate fully in our communities and nation. This emphasis on empowerment and participation is critical because the ***prejudices of society form powerful barriers that prevent many people with mental or physical disabilities from enjoying a high quality of life.***

You've got to be taught  
To hate and fear,  
You've got to be taught  
From year to year,  
It's got to be drummed  
In your dear little ear  
You've got to be carefully taught.  
You've got to be taught to be afraid  
Of people whose eyes are oddly made,  
And people whose skin is a diff'rent shade,  
You've got to be carefully taught.  
You've got to be taught before it's too late,  
Before you are six or seven or eight,  
To hate all the people your relatives hate,  
You've got to be carefully taught!

**Songwriters**

Rogers and Hammerstein



# As Humans we place a value on everything

- <https://implicit.harvard.edu/implicit/takeatest.html>
- Go here and see if society has been successful in shaping your thinking too
- These happen unconsciously – but powerfully

# Perceptions not to reinforce

work of Dr. Wolf Wolfensberger (Normalization – SRV)

- Less than human
- Sick
- Menace
- Objects
- Objects of pity
- Child

Our job is to support the public  
in changing their perception of  
people with disabilities

# Person First Language

Putting the person before “the disability”  
a person with i.e.

Emphasising what we have in common

# Person First Language

- Learn more
- Get examples
  
- Take the Person First Language Pledge

[www.disabilityisnatural.com](http://www.disabilityisnatural.com)

# NADSP CODE

## **Promote Physical and Emotional Well – Being**

relationship that is respectful based on  
mutual trust



- Self esteem elevator
- Feed back loop (Human Growth and development)
- We have to help people feel better about themselves – they too have been programmed

# NADSP CODE

preamble, 2<sup>nd</sup> paragraph

And

Too often

The very social policies and service systems  
designed to help can create other barriers.

HMMM?

# What do we call “Them,”

- Patients
- Clients
- Consumers
- Individuals
- All mean



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Resolution 1280x1024 px  
Free Photoshop PSD file download  
[www.psdgraphics.com](http://www.psdgraphics.com)



PEERS?

# Label jars not people

- HIPAA anyone?
- PSS - everybody you support has a disability.....

# More like us than different

- Use language that emphasizes what we have in common

# Why is language important

❖ Because Prejudice exists!

Golden Rule of First Aid is ...  
do no further harm

Stop the negative branding  
Positively brand

# Language is a tool

- Language is a window to your soul
  - *Tom McCluskey*



# Euphemisms

- Correctional facility instead of
- On the streets instead of
- Fell off the back of a truck instead of
- Differently-abled instead of
- Passed away instead of
- Departed instead of
- Ethnic cleansing instead of
- Negative patient outcome instead of
- Collateral damage instead of
- Letting someone go instead of
- Friendly fire

# Empowering Language

- Environmental Engineer
- Pre-owned
- Repurposed
- Re engineered
- Re imagined
- Boss, employer

# OPWDD CORE COMPETENCY AREAS

- G1, A skill 1 – person first language
- G3, skill 1 – respect in diversity and culture (recognizing bias)

# NADSP CODE

## **Person Centered Supports**

- My first allegiance
- Commit to person centered supports
- Recognize gifts

# NADSP CODE

## **Integrity and Responsibility**

- Be conscious of my own values and how they influence my work
- Recognize the importance of modeling valued behaviors to coworkers, persons receiving support, and the community at-large

# NADSP CODE

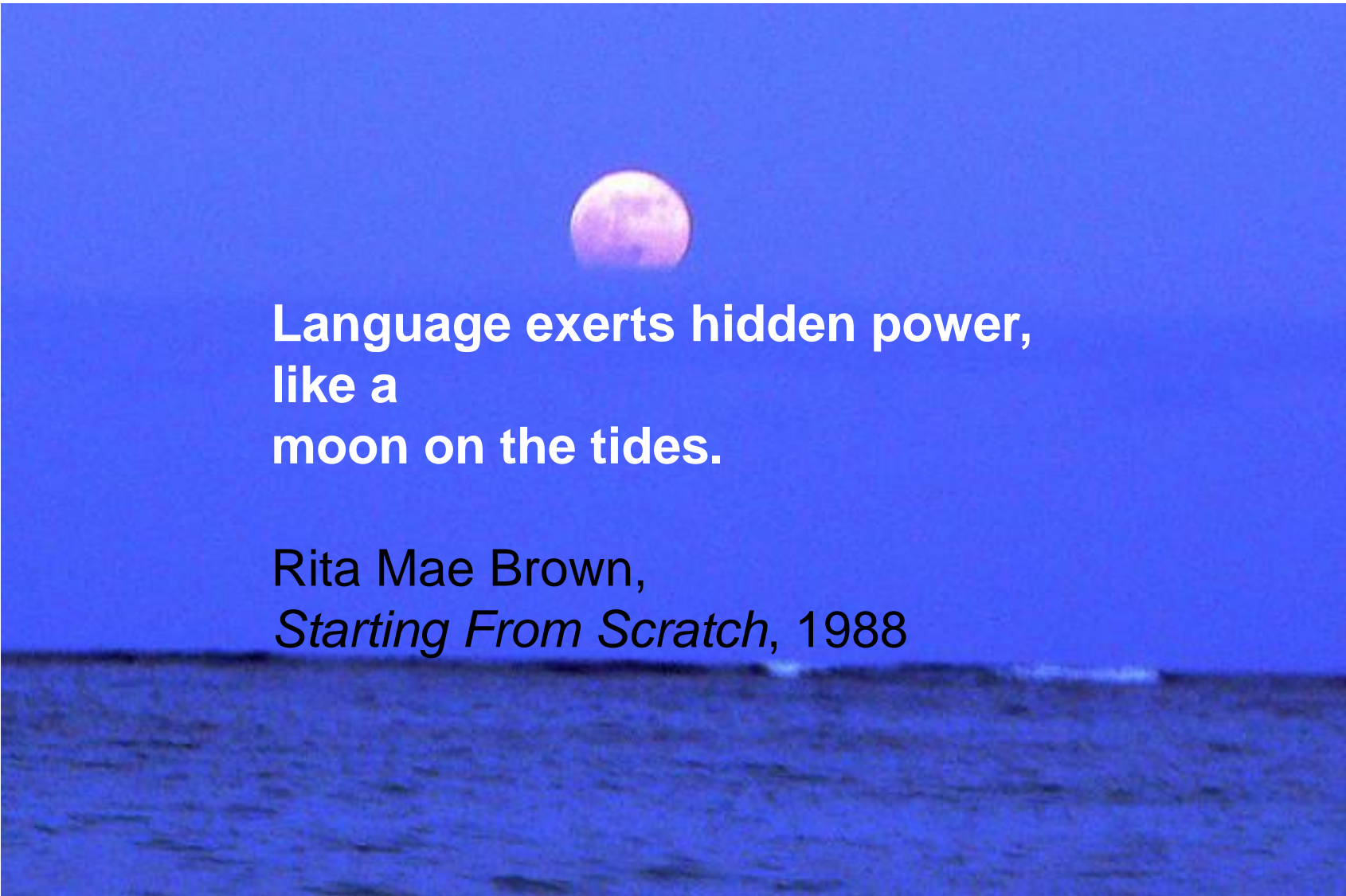
## **Justice, Fairness and Equity**

- Promote and practice justice, fairness, and equity for the people I support and the community as a whole

# NADSP CODE

## Respect

- I will respect the human dignity and uniqueness of the people I support. I will recognize each person as valuable
- Interact with people I support in a respectful manner
- Provide opportunities and supports that help people I support to be viewed with respect and as integral members of our communities



Language exerts hidden power,  
like a  
moon on the tides.

Rita Mae Brown,  
*Starting From Scratch*, 1988



# WORDS Matter

- Choose yours purposely
- “I know words, I have the best words. I have the best...” *Donald Trump 12/30/15*



# WORDS Matter

Become conscious  
Do no further harm  
Be a self esteem elevator  
Educate others  
Choose your words wisely  
Use your best words

# Resources

- [Disabilityisnatural.com](http://Disabilityisnatural.com)
- Rolling around in my head
- [NASDP.org](http://NASDP.org) or on Facebook