

Stigmatizing Language

Changing the Narrative

What is stigmatizing language?

- “Language that communicates unintended meanings that can perpetuate socially constructed power dynamics and result in bias” (Shattell, 2009)
 - i.e. noncompliant, difficult, combatative, eye-rolling

How do we address stigmatizing language?

- Identify it
- Raise awareness and provide education
- Evaluate for change in documentation
- Continuously engage community members

Who helps change the narrative?

- Researchers quantify the issue and share lived experiences and potential health effects
- Quality and safety champions use change frameworks to promote patient-centered language
- Leaders role model and embrace accountability
- Frontline staff unlearn biases and implement patient-centered documentation



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learn more!**

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