Your Words Matter – End the Stigma

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
- Crazy
- Demented
- Lunatic
- Normal/not normal

- Psycho/psychopath
- Schizo
- Special
- Sufferer/victim
- Wacko

Say this ...

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.

Content courtesy of NAMI

NCAA | SPORT SCIENCE INSTITUTE™