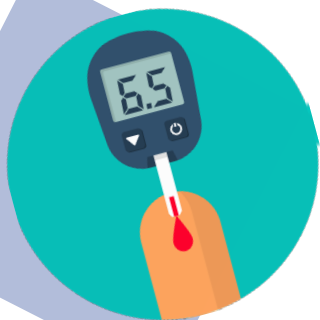




# What you say matters

## I WILL SAY 'PERSON WITH DIABETES'

Describing a person this way makes them feel they are not being labelled by their health condition. Diabetes is a part of them but doesn't define who they are. They may call themselves diabetic, but it is their choice to do so.



## I WILL USE 'OPTIMAL OR TARGET BLOOD GLUCOSE LEVELS'

Using words like this is positive, and avoids judging the person as good or bad. No one needs criticism when things are not going well.

## I WILL DESCRIBE DIABETES AS A CONDITION

Diabetes should be referred to as a **condition** rather than a **"disease"**. Diabetes is a chronic condition that people can live with. Disease is often used to describe something that is contagious, nasty, or life threatening.



## I WILL INFORM RATHER THAN JUDGE

Avoid blame and any language that implies judgment about behaviours. They have the right to make their own choices and take responsibility for their diabetes.

## I WILL USE SUPPORTIVE LANGUAGE

By using supportive language to have more meaningful and helpful conversations, you will build stronger relationships with the people you talk to. Ask questions, be realistic, and acknowledge their feelings.

