



WORDS MATTER

INSIGHTS FROM A PATIENT ADVOCATE

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DISCLAIMER

- Chronic Illness Advocacy & Awareness Group has no financial relationships to disclose relating to the subject matter of this presentation

CHRONIC ILLNESS ADVOCACY & AWARENESS GROUP



- National non profit
- Patient rights organization
- Teach others how to engage the democratic process when advocating
- Advocate for access to palliative care/opioids

WHAT WE CAN TEACH YOU



- How to engage the patient population
- Breaking down barriers and building bridges
- Social issues facing the patient population
- Why the words we use matter
- What not to do
- Put yourself in the patients shoes

HOW TO ENGAGE THE PATIENT COMMUNITY



- Go to places where the patients are
 - Social Media—Twitter
 - Hashtags
 - Online surveys/polls
- Reach out to patient organizations and advocacy groups

BREAKING DOWN BARRIERS & BUILDING BRIDGES



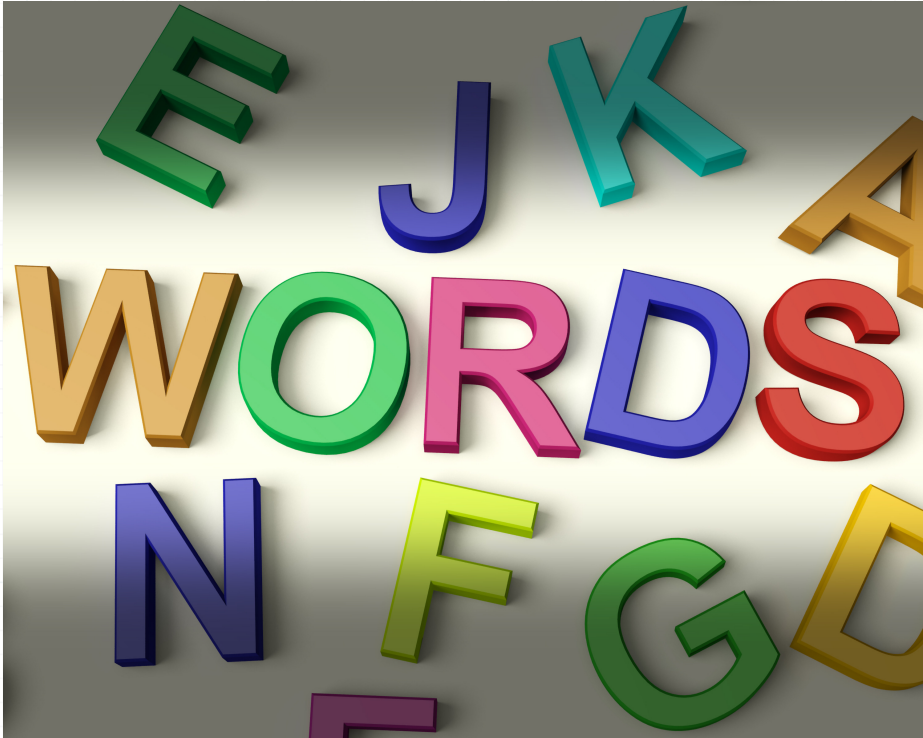
- Patient values
- Be forthcoming about your job
 - Your goals, intentions and approach
- Be yourself
- Learn what you share in common
- Find a common language

SOCIAL ISSUES FACING THE PATIENT POPULATION



- Identify current political and social issues impacting this population
- Be engaging and empathetic to their position
 - Is illness/disability a factor?
- What is the current climate?

WHY THE WORDS WE USE MATTER



- What we say effects how others perceive us
- How words effect relationships
- The “wrong” words prevent participation

WHAT NOT TO DO



- Avoid stigmatizing language
- Avoid “us” versus “them”
- Avoid generalizing statements
- Avoid assumptions
- Be cautious with sources

PUT YOURSELF IN THE PATIENTS SHOES



- Patients need empathy
- Imagine how you would feel
- Learn what the patients value
- Listen without judgement

IF YOU HAVE ANY QUESTIONS

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THANK YOU



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