



It is important when speaking about dementia, or a person with dementia, to avoid language which is negative and implies powerlessness.

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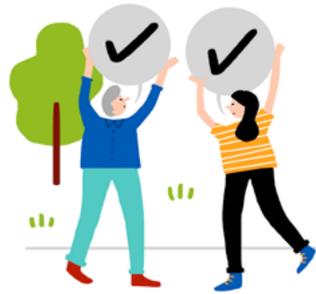


LANGUAGE IS A POWERFUL TOOL

The words we use can strongly influence how others treat or view people with dementia.

2

USE EMPOWERING LANGUAGE



We have a responsibility to use language that is empowering and inclusive of the diverse experiences of people with dementia.

3



SEE THE PERSON FIRST

Dementia is not necessarily a defining aspect of life and life does not stop when dementia starts, so let's convey that in the language we use.

4

STIGMA CAN BE REINFORCED THROUGH THE LANGUAGE WE USE



Using negative and derogatory language to describe dementia or a person with dementia can contribute to and reinforce stigma and discrimination.

	PREFERRED TERMS	NON-PREFERRED TERMS	RATIONALE
THE CONDITION	Dementia	Dementing illness	There is a need to reflect accurately that dementia is an umbrella term used to describe a range of conditions which cause changes and damage to the brain.
THE PEOPLE	Person / people with dementia	Sufferer Victim Demented person	Terms such as 'sufferer' and 'victim' contribute to the stigma surrounding dementia. Choose empowering and inclusive terms that maintain the person's dignity.
	Family carer(s) or carer(s) Wife, husband, partner, daughter, son, friend, for example. Care partner Supporter	Carer(s) of people suffering from dementia	'Family carers / supporter' may be used where someone provides care to a relative or friend In one-on-one discussions, use the terms people themselves use, e.g. husband, wife, daughter, friend.
THE IMPACT	Living with dementia Painful Distressing Emotional Challenging	Hopeless Unbearable Impossible Tragic Burden Doting/dotage A living death	Appropriate descriptive words should be chosen to suit the audience and the context. Not everyone will experience every emotion. Each person will relate differently at different times to their experience of dementia and have an individual response.



To find out more about Dementia Friendly Communities in Ireland please see www.alzheimer.ie or call 1800 341 341



**THE ALZHEIMER
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Alzheimer National Helpline: 1800 341 341



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