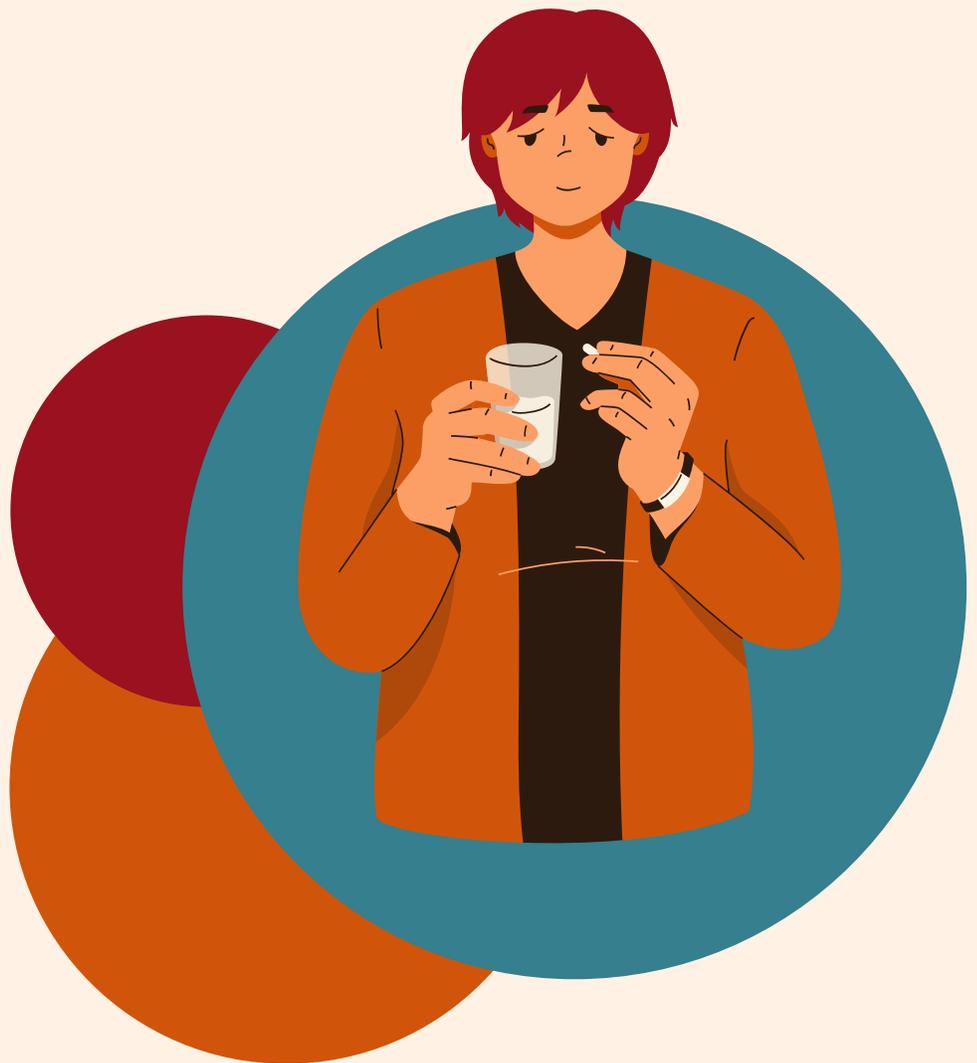


dStigmatize Communications Checklist

This simple checklist is intended to help communications, marketing, and content professionals assess or establish efforts to eliminate stigmatizing language around diabetes.



dStigmatize Communications Checklist

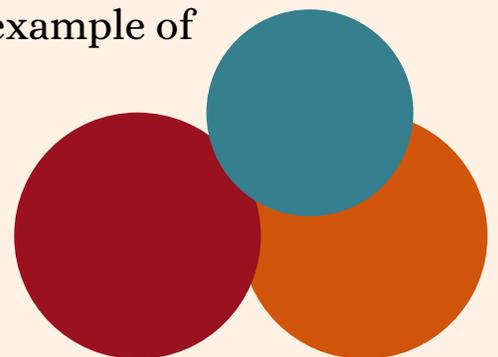
Do you have an editorial policy or style guidelines that include recommendations for language related to diabetes?

If so:

- Does it highlight why the language we use about diabetes matters?
- Do your guidelines include usage examples?
- Are these high-impact words included?
- Does it also address stigmatizing language related to weight?
 - (Although weight stigma is unique from diabetes stigma, the two are sometimes linked; awareness of weight stigma is an important part of creating a stigma-reducing culture.)
- Do you provide a link to dStigmatize so that people can learn more and stay up to date with current research and recommendations?

If not:

- Have you talked with your colleagues about the growing #languagematters movement to reduce diabetes stigma?
 - Consider sharing dStigmatize so they can learn more.
- How might you go about creating a policy or adding diabetes-specific concerns to the guidelines you currently use?
 - Can you identify a well-respected person within your organization who is willing to champion a stigma-reducing effort?
 - For ideas about specific guidelines, an example of diaTribe's policy is available at dStigmatize.



dStigmatize Communications Checklist

What processes do you use to ensure that internal and external communications teams avoid stigmatizing language when talking about diabetes, and people with diabetes and prediabetes?

- How do you communicate your expectations and commitment to non-stigmatizing language with external communications teams (design firms, freelance writers, etc.)?
- How might your copy review and approval process include a simple check for non-stigmatizing language?
- How might you enlist the input of a knowledgeable person who lives with diabetes?
 - The perspective of someone with lived experience can be very helpful when assessing whether your communications are non-stigmatizing, accurate, and appropriate.

