lowa Medicaid Competency-Based Training (CBT) Session

#### Universal Language







...Overcoming Life's Obstacles

Please consider completing this pre-test while we wait. Link: <a href="https://www.surveymonkey.com/r/universal-language-pre">https://www.surveymonkey.com/r/universal-language-pre</a>

Thomas E. Pomeranz, Ed.D.

#### **Session Goals**

#### Participants will be able to:

- Define Universal Language
- Define Politically Correct Language
- Define People First Language
- Explain why utilizing Universal Language is difficult
- Provide examples of the language utilized in each of the four models of service delivery
- Explain the difference between a word's denotation, connotation and slang

### Session Goals (cont'd)... Participants will be able to: Demonstrate an appropriate strategy to support and encourage others in utilizing **Universal Language** Consistently utilize Universal Language in all verbal and written communication

#### What is Universal Language?



•Promotes dignity and respect –
By allowing people with disabilities to
describe themselves in the same way
others are commonly referenced,
universal language prevents reduction
to diagnoses or deficits.

- •Encourages true inclusion It removes the artificial separation created by medical or rehabilitative labels and emphasizes shared human identity first.
  - •Shifts from deficit to equality —
    Instead of focusing on what someone
    "lacks" (as in medical/developmental
    models), universal language affirms who
    they are as full participants in society.

#### What is Universal Language?



- •Improves communication and understanding Normative, familiar language makes it easier for others (employers, educators, community members) to relate without needing to decode jargon.
- •Reduces stigma By eliminating terms rooted in pathology or abnormality, universal language lessens the social barriers and prejudices attached to disability labels.
  - •Empowers self-definition —

People are given agency to express their identities on their own terms, fostering pride and autonomy.

#### What is Universal Language?



•Supports policy and practice change — Language influences systems; adopting universal language can reshape service models, employment practices, and community inclusion efforts.

#### •Bridges communities —

When the disability field speaks in the same language as the general public, it fosters shared understanding and reduces the "us versus them" divide.

#### Speak the Same

I SPEAK TO **EVERYONE IN** THE SAME WAY, WHETHER HE IS THE GARBAGE MAN

#### **Heart and Mind**

Words are an MRI of the mind and deeds are an EKG of the heart.

#### **Almost Right**

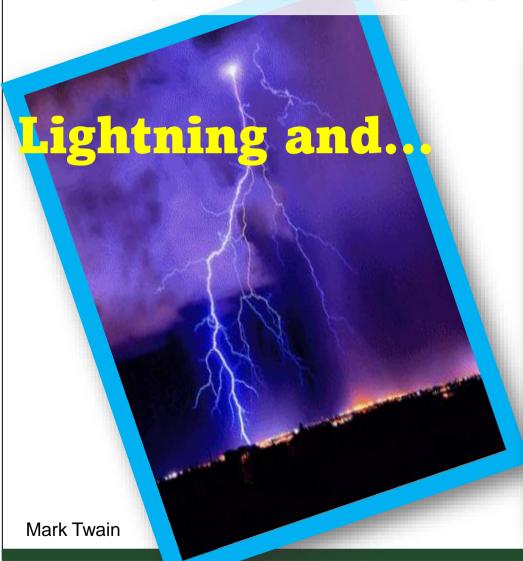
# The difference between the right word,

Mark Twain

### and the almost-right word

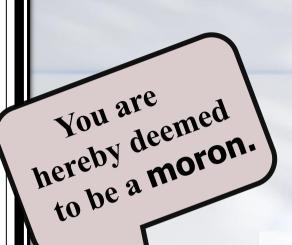
#### Almost Right (cont'd)

is the difference between





#### **Words Are Important**



If how we reference people is not important, then CALL them:

Morons dicts



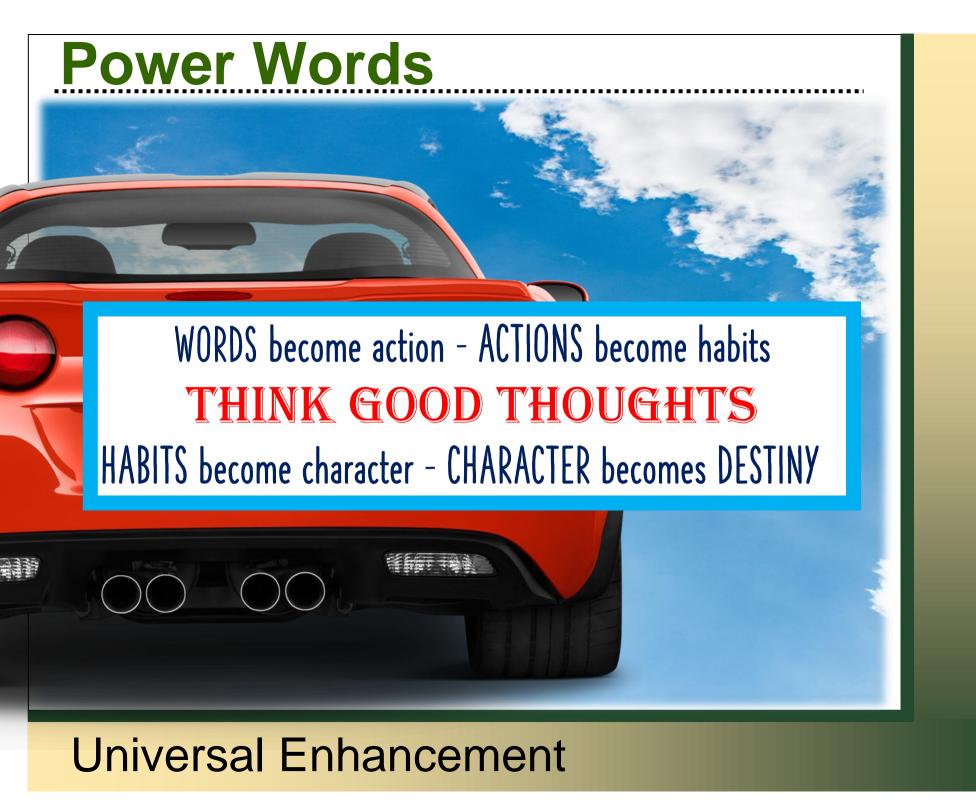
This was the legal and medical terminology used well into the 1950's.

#### **Universal Language**

The words and language we use when talking about our friends and that they use when talking about us







#### Newbie

Staff with no experience or training in the disability field use pristine language –

**UE Language!** 

When exposed to experienced and professionally educated staff, their language



becomes tainted and trashed.

## Politically Correct Language po·lit·i·cal·ly cor·rect

A term which denotes language, policies and behavior seen as seeking to

minimize social and institutional offense

in occupational, gender, racial, cultural, sexual orientation, certain other religions, beliefs or ideologies, disability and age-related contexts and as purported by the term, doing so, to an excessive extent.

-Wikipedia

#### Politically Correct Language



-Wikipedia

#### **Test Scores Revealed**

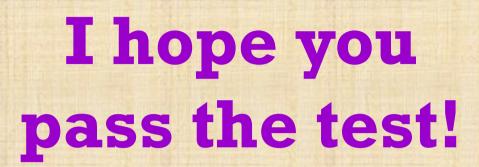
The UE Language test will be administered *immediately* following this presentation



All those around you will be assessing the words you SPEAK and WRITE



#### **Test Scores Revealed**





#### **Getting It Right**

in using
Universal
Language
Is forgivable.



## Indifference to using it is NOT!

#### Benign Disparaging Language



**Gypped** – To deprive of something by fraud, cheating or swindling

**Gypsy** – A member of a people that arrive in Europe migrating from northern India around the 14<sup>th</sup> Century, now also living in North American and Australia.

-American Heritage

#### They Don't Speak Up

"People are comfortable using 'retard' as a 'dis' because in the past no one has stood up and said anything in numbers counting

Most marginalized groups come from places of family pride and tradition. They are able to stand strong together out of their heritage and make a statement.

But people with intellectual disabilities, scattered through different families, are not part of a celebrated culture."

Gail Williamson, Executive Director of the Down Syndrome Assoc. of Los Angeles

#### **Limited Feedback**

People who are the focus of insensitive language give feedback to modify the speaker's language.



People with intellectual disabilities tend not to give this feedback, thus may inadvertently perpetuate the insensitivity.

#### **An Alternative Perspective**

"Treat others, not as you would wish to be treated...

but rather the way you would treat yourself

in the most challenging of circumstances.

paraphrased from Burton Blatt

#### **Empathy**

"The intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another."

- The Random House Dictionary of the English Language

#### **No-No Words**

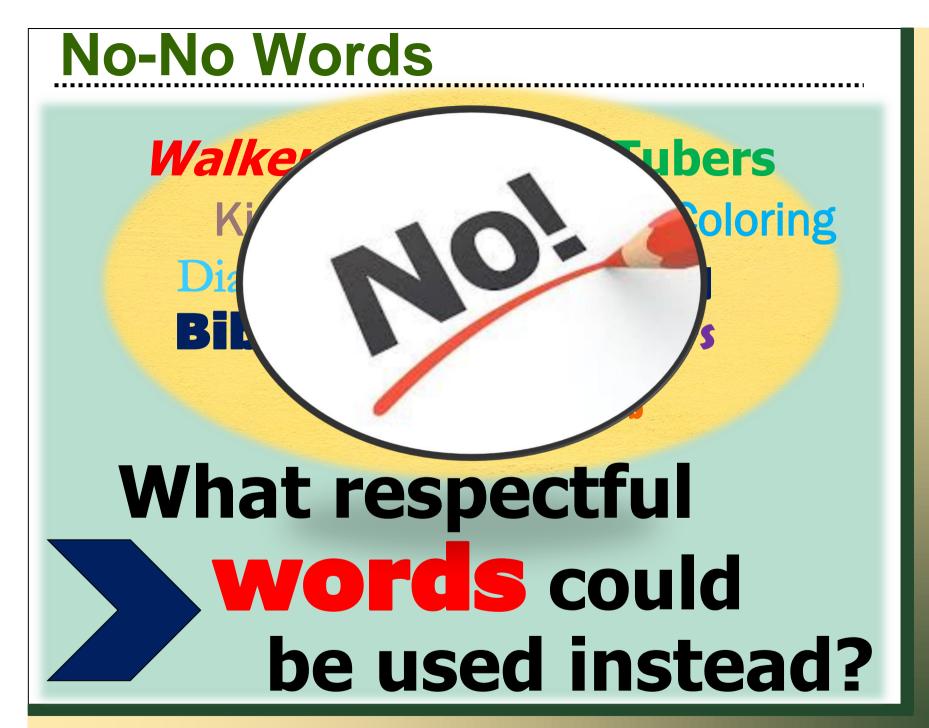
Walkers Girls/boys Tubers

Kids Living Unit Coloring

Diapers Eaters Playing

Bibs Normals Feeders

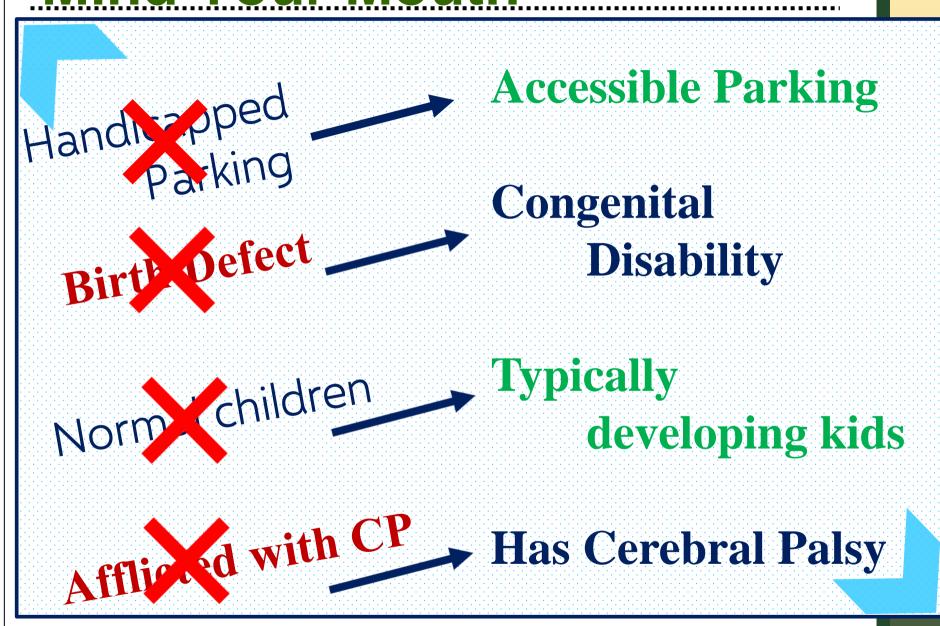
Toys Droolers



#### **Mind Your Mouth**



#### **Mind Your Mouth**



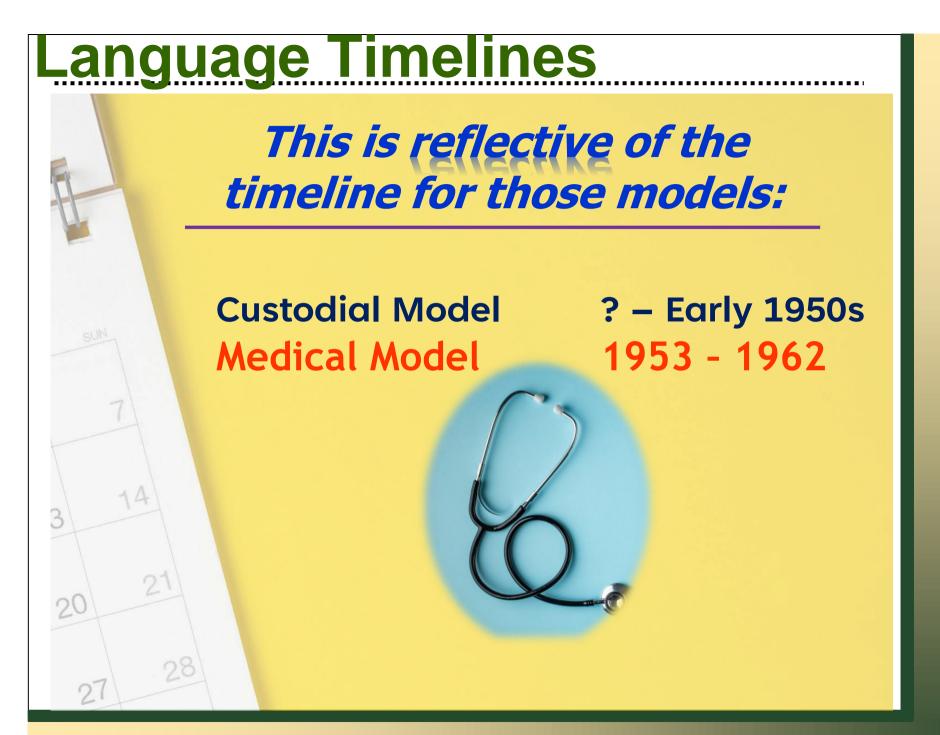
#### Use - Don't Use

The WORDS emanating from or associated with a service model are not summarily to be discarded as the service model transitions.

The continued use and function of a word are influenced by the connotation and slang that it has attracted through its use.

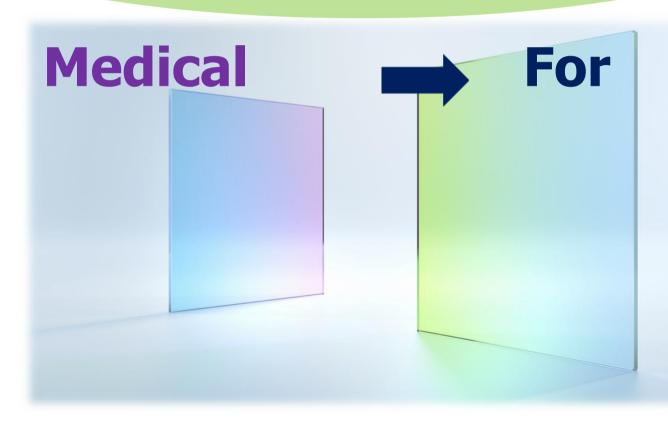


# Language Timelines OUR service and professional language evolves from the clinical models that are embraced

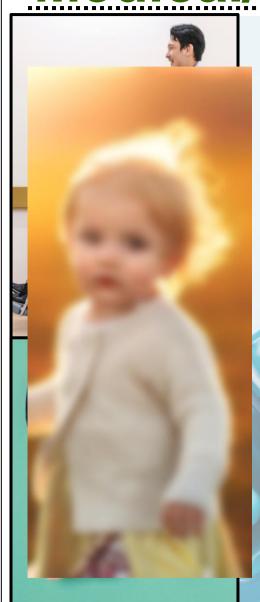


#### **Model Driven Language**

The always evolving "models" of service delivery are the impetus for and driver of our language.



#### Medical/Custodial Model



Defines the condition of intellectual disabilities in terms of its etiology.

Structures services to provide care and protection from harm.

Holds the belief that people with intellectual disabilities cannot grow, develop, and become more independent.

Perceives and treats individuals as if they were child-like.

#### **Care For Words**

I DO...

Nail care
Tooth Brushing

ADL's
Toileting
Hygiene

Grooming







So Ken, did you DO your ADL's today?



#### **Note The Difference**

**Serve:** To work for somebody

as a domestic servant

Support: To keep from weakening or failing; strengthen; to act in a secondary or subordinate role; active assistance and encouragement to, or an approving and encouraging attitude toward somebody



## **Note The Difference** These words are not interchangeable!

# Medical Model Language

PATIENT Living Unit



Community Outreach

Discharge

Crib Babies

Intra-disciplinary

Dietary Supplement Admit

**Direct Care Staff** 

Sharps

Active Treatment



Custodial Care

**Check 'n Change** 



### Language Timelines

#### This is reflective of the timeline for those models:

**Custodial Model** Medical Model Developmental Model 1963 - 1972

? - Early 1950s

1953 - 1962



# **Model Driven Language**

The always evolving "models" of service delivery are the impetus for and driver of our language.



#### Developmental Model Language



- **✓ Simulated Tasks**
- ✓ Readiness
- ✓ Task Analysis
- ✓ Backward Chaining
- ✓ Developmental Data

  Document
- ✓ Developmental Domains
- ✓ Prevocational
- ✓ Splinter Skills

#### Language Timelines

# This is reflective of the timeline for those models:

Custodial Model
Medical Model
Developmental Model
Habilitation Model

? - Early 1950s

1953 - 1962

1963 - 1972

1973-1991

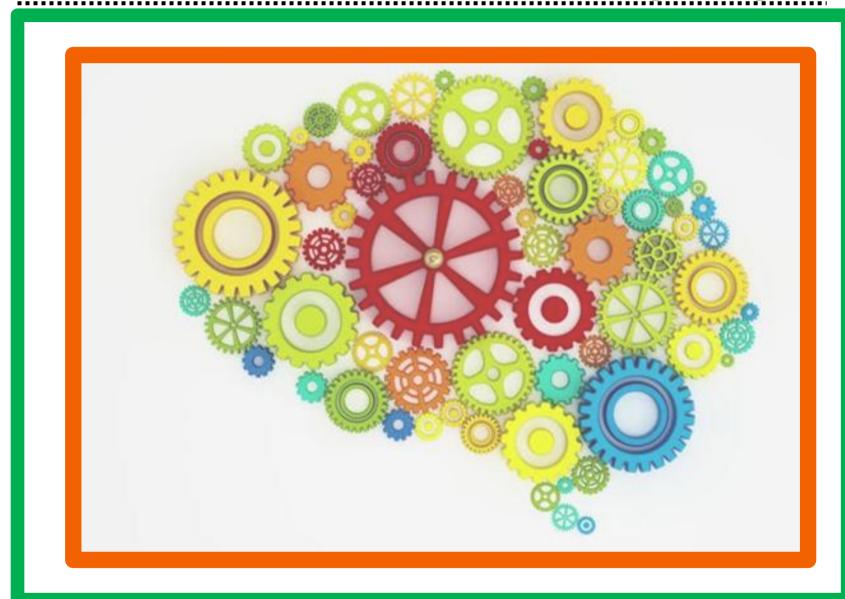


# **Model Driven Language**

The always evolving "models" of service delivery are the impetus for and driver of our language.



# Habilitation Model Language



# Habilitation Model Language

Principle of Normalization

**Least Restrictive Alternative** 

**Hierarchy of Intervention** 

**Continuum of Service** 

Inter-Disciplinary

**Time-out Room** 

**Protective Oversight** 

Right to Risk

Level of Engagement

**Programs Restraints QMRP** 

**Maladaptive Behavior** 

#### Language Timelines

# This is reflective of the timeline for those models:

**Custodial Model** 

Medical Model

**Developmental Model** 

**Habilitation Model** 

Participatory/Inclusionary

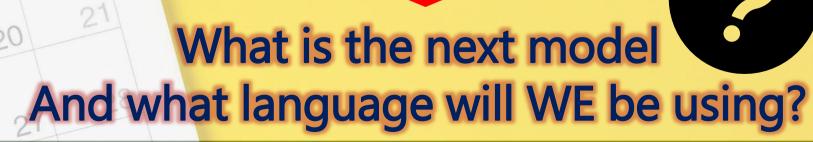
? - Early 1950s

1953 - 1962

1963 - 1972

1973-1991

1992- Current



# **Model Driven Language**

The always evolving "models" of service delivery are the impetus for and driver of our language.



#### Participatory Model Language

**Self-Determination** 

Accessible

Work

**Quality of Life** 

**Inclusion** 

**Outcomes** 

**Community** 

Relationships

**Advocacy** 

**Futures Planning** 

Wraparound Services

Transdisciplinary

**Choices** 

Support

**Options** 

Rights





# **Model Driven Language**

Our language connotes our clinical values



#### **Changing Names**

The evolution of the names of state operated facilities from the early 1800's to the present serve as an ideal representation as to how the service models impact our professional language.

St. Louis Training School (1922), St. Louis State School and Hospital (1948), Belfontaine Habilitation Center (1976)

St. Louis County Lunatic Asylum (1869), St. Louis City Insane Asylum (1876), City Sanitarium (1910), St. Louis State Hospital (1948), St. Louis Psychiatric Rehabilitation Center (1997)

Institution for the Feeble-Minded (1904), Grafton State School (1934), Grafton Developmental Center (1978), Developmental Center at West Park (approx. 2004)

#### Changing Names (cont'd...)

Illinois Asylum for the Feeble-Minded (1877), Illinois State School (1954), Lincoln Developmental Center (1975)

Indiana Farm Colony for the Feeble Minded (1920), Muscatatuck State School (1941) Muscatatuck Developmental Center (approx. 1979)

Alabama Home for Mental Defectives (1923), Partlow State School (1927), Partlow Developmental Center (approx. 1975)

Willowbrook State School (1947), Staten Island Developmental Center (1974)

Sunmount Veterans Administration Hospital (for the treatment of veterans with tuberculosis) (1924), Sunmount Developmental Center (1965)



#### Changing Names (cont'd...)

Missouri State Colony for Feeble Minded and Epileptic (1901), Marshall State School and Hospital (1959), Marshal Habilitation Center (1976)

Farmington State Hospital (1903), Southeast Missouri Mental Health Center (1987)

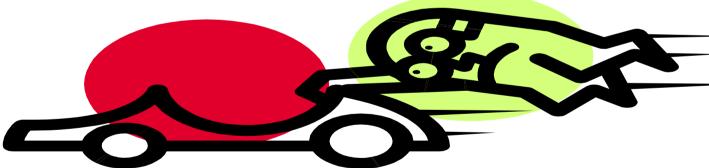
Indiana Lunatic Asylum (1846), Central State Hospital for the Insane (1889), Central State Hospital (approx. 1940)

Wyoming Insane Asylum (1886), Wyoming State Hospital for the Insane (1897), Wyoming State Hospital (1923)

State Hospital for Epileptics (1903), Parsons State Hospital and Training Center (1957)

#### **Violators**

"But my supervisor doesn't use Universal Language"
"The agency Newsletter is not written in Universal Language"
"Assessments, evaluations don't embrace Universal Language"

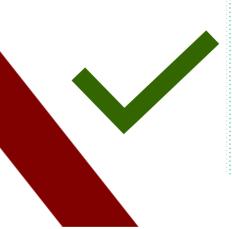


What's your point; people drive over the speed limit!

#### In With The New



# Mental Retardation



# Intellectual Disabilities



Adopted in 2006 by the American Association on Intellectual & Developmental Disabilities (AAIDD) (formerly the American Association on Mental Retardation/AAMR)

#### **High Functioning Autistic**

The professional community is finally acknowledging that the descriptor "high functioning Autistic" is both misleading and insensitive.



#### **High Functioning Autistic**

Originally, the term was used to reference individuals with

Autism Spectrum Disorder without an intellectual disability.



Over time, this term has become synonymous with expectations of greater functional skills and better long-term outcomes.

## High Functioning Autistic (cont'd...)

The study concludes **that**"high functioning autism" is an inaccurate clinical description when based solely on intelligence demarcations — and this term should be abandoned in research and clinical practice.





The study "substantiated that individuals with 'high functioning autism' – in fact have marked challenges with their everyday skills compared to what we would typically expect from their IQ."

Gail Alvares, Lead Researcher, University of Australia

#### High Functioning Autistic (cont'd...)

The study concludes **that**"high functioning autism" is an inaccurate clinical description when based solely on intelligence demarcations — and this term should be abandoned in research and clinical practice.





"By continuing to use this term, we may be inadvertently perpetuating a cycle that denies people access to services and supports that they need based solely on their IQ."

Gail Alvares, Lead Researcher, University of Australia

## **Good Words**



#### **Consider This**

If you are not comfortable saying it to their face,

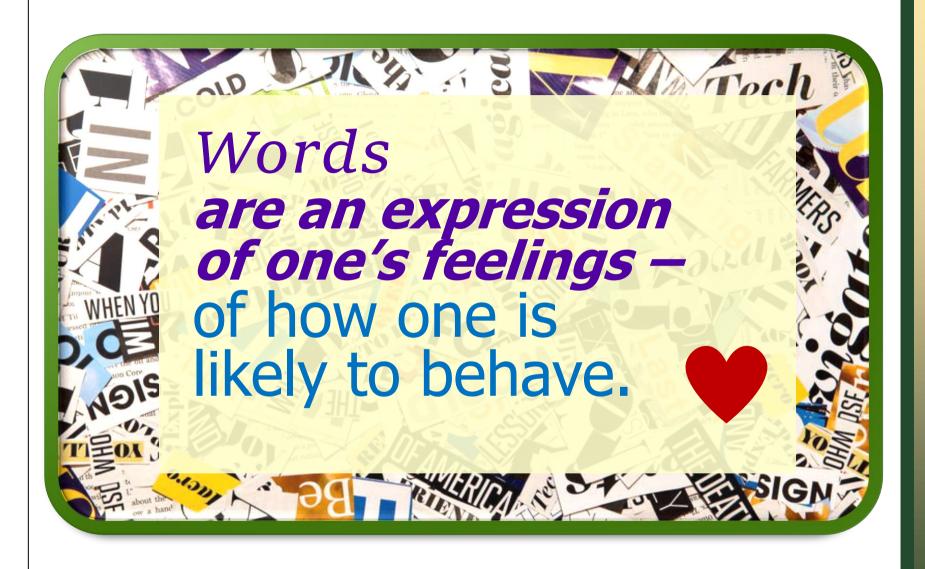
why
say it
behind
their
back?



#### **Just Words**



#### **Just Words**



#### What's The Difference?

Would you offer employment to a job applicant who:



- •Uses racial slurs?
- •Makes sexist comments?
- Vilifies a particular culture?

#### What's The Difference?

Would you offer employment to a job applicant who:



- Denigrates a religious group?
- •Impugns a nationality?

#### What's The Difference?

Would you offer employment to a job applicant who:



# Degrade people with disabilities?

#### Indifference

The Nay Sayers proclaim

"Why use Universal Language,
won't the words just be
changed again?"

That's correct; the words will change again, and again, and again and again, and again, and again and again and again and again and again, and again and again, and again and again, and again...

# Prejudice

Inevitably
human descriptors
evolve to connote
negative or devaluing
meaning.



# Prejudice

It seems there are always people who hold a prejudice based upon:



- Nationality
- Sexual orientation
- Mental health status
- •Skin color
- ·Religion
- Age
- Sensory integrity
- Physical condition
- •Gender
- Sect
- Ethnicity

#### Choices

Our lives are impacted

MORE by the

choices people

make about US

than by

the choices we make

the choices we make about them!

# Choices > Offer of employment > Consideration for promotion > Admission to college > Beneficiary of insurance > Proposal to marry > Designation for inheritance



# **Words Change**

Mongolian Idiot

Fits

Lunatic

Mentally Deficient

Tactile Defensiveness Tactile Selectiveness

**Down Syndrome** 

Seizures

**Mental Illness** 

**Intellectual Disability** 

# **Words Change**





Down drome

Seizures

Mental Liness

Intellectual Disability

Tactile Selectiveness

#### **Words Transition**

The transition of these



reflects our changing expectations of and relationships with the individuals we support.

The Free Dictionary by Farlex

#### **Words Transition**

Teed: To give food to; to provide as food or nourishment "Feed the children"

To take into the mouth and swallow for nourishment; to take into the body by the mouth for digestion "Eat your breakfast"

**Dine**: To have dinner; entertain at dinner; provide with dinner

"Did he have dinner?"

The Free Dictionary by Farlex

#### It Evolves

#### **CHANGING WITH THE TIMES**

1953-1973 National Association of Retarded Children (NARC)

1973-1981 National Association of Retarded Citizens (NARC)

1981-1992 Association of Retarded Citizens of the United States (ARC)

1992- Present The ARC of the United States (The ARC)



We believe the ONLY 'R-Word' that should be used is RESPECT.

thearc.org

#### **Denotation-Connotation-Slang**

#### Denotation:

The most specific or direct meaning of a word, in contrast to its figurative or associated meanings.

#### **Connotation:**

The set of associations **implied** by a word in addition to its literal meaning. The set of attributes constituting the meaning of a term.

#### Slang:

A kind of language occurring chiefly in casual and playful speech. To use angry and abusive language.

#### **Connotation-Denotation**

"CRIPPLED"

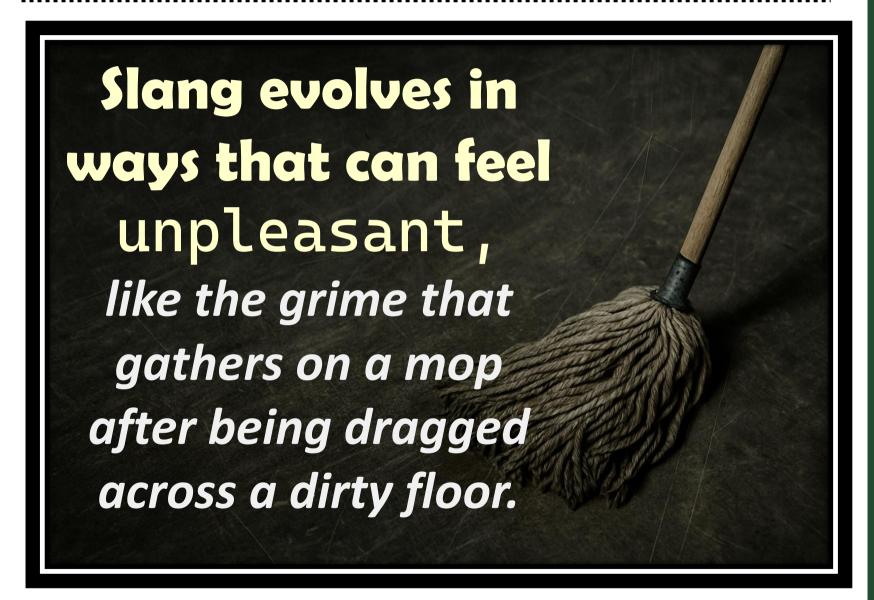


**Denotation:** Unable to walk

Connotation: Damaged

Slang: Crip

#### **Slang Evolves**



#### We Fixed It

Competent Low Grades

High Functioning

**Low Functioning** 

High Grades

Very Dependent

#### DE

**Diversity, Equity, and Inclusion (DEI)** 

have sometimes taken on a negative connotation, particularly when these words are commonly used to describe supports and services for people with disabilities.

We should be mindful and sensitive to how these terms are perceived.



#### DEI

Consequently, consideration may be given to changing our language.



#### **Negative**

**Diversity** 

Equity

Inclusion

#### **Positive**

Belonging

Respect

**Shared Access** 

#### Composure Area



#### Globally Challenged

### Globally challenged



- 1. Suggesting challenges in all aspects of ability.
- 2. Mobility, language, cognitive, social, etc.
- 3. A phrase that currently holds a limited negative connotation and stigma

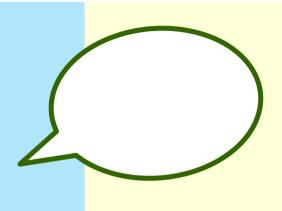
#### Slang

What denotations inspire these SLANG terms:

Looney **Schizy PSYCHO** Retard Spaz **Crip** Maniac Dumb

#### Professional Jargon...

...the specialized or technical vocabulary and idioms of those in the same trade, work profession or similar group.



American Heritage Dictionary

Hierarchy of intervention

Work enclave

**Aversives** 

Time study

Over-correction

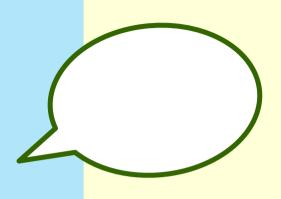
Inclusion

Stereotypical behavior

Decisional capacity

#### Professional Jargon...

...the specialized or technical vocabulary and idioms of those in the same trade, work profession or similar group.



American Heritage Dictionary

Normalization

Work hardening

Continuum of services

Look-behind

Restitution

**Medicaid Waiver** 

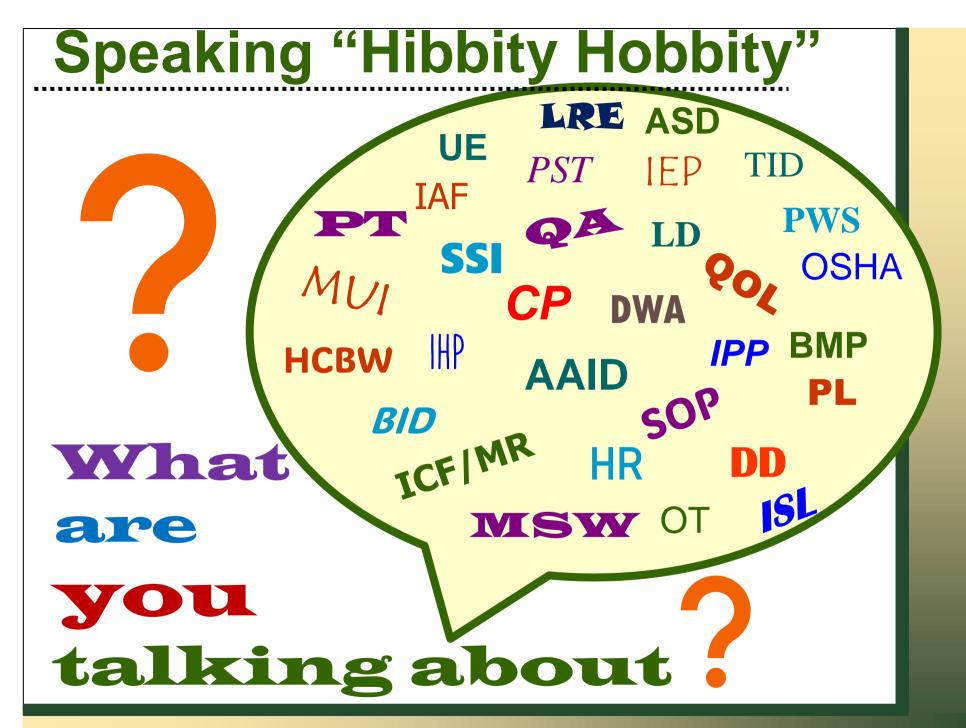
Fast track

Social role valorization

#### The "F" Words

**Function** - Bright, intelligent, capable, competent





#### **High Functioning**

Referencing an individual as "high or low functioning" is disparaging...



## **High Functioning** HIGH FUNCTIONING: Bright Competent Smart Intelligent Capable

Knowledgeable

#### **Abilities and Limitations**

Why would you call someone *low-functioning* who runs out of their home and you cannot even catch up with them?





# We all have abilities as well as limitations.

# **Educationally Speaking**

Trainables: Mental Age 5-8; Cannot learn academic subjects in school.

One who undergoes training; to condition; to guide the mental or physical development of (someone)



# **Educationally Speaking**

Educables: Mental Age 8-12; may learn to approximately 6th grade level.

One that can be educated; to give knowledge to (someone)

#### The "F" Words

<u>Function</u> – Bright, intelligent, capable, competent

**Feed**- Assist in eating

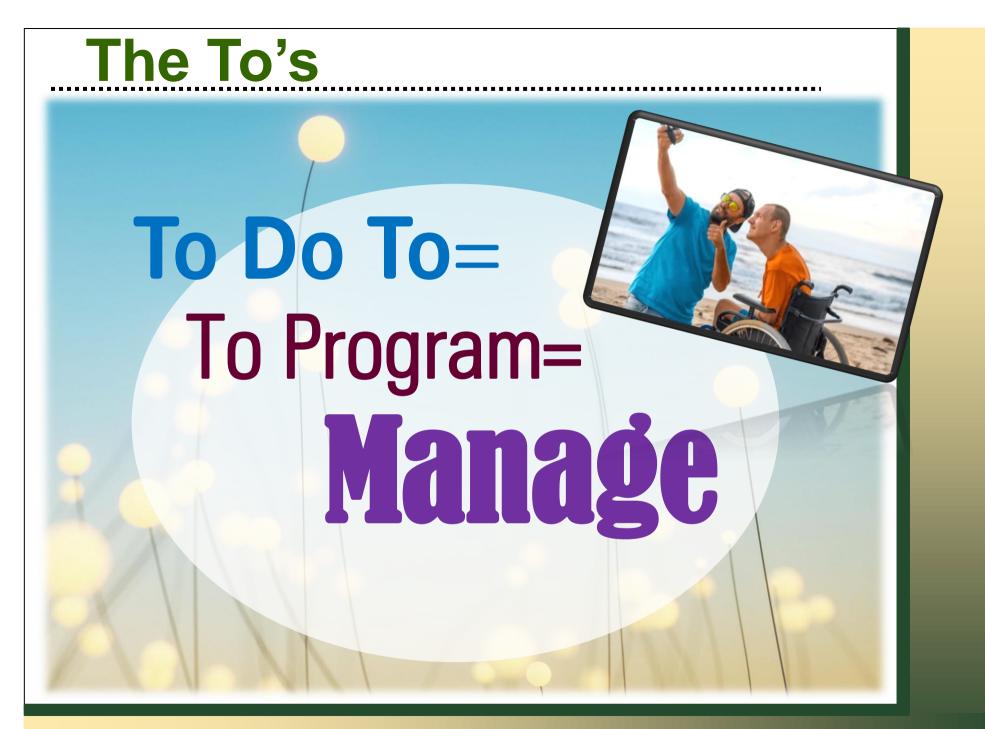


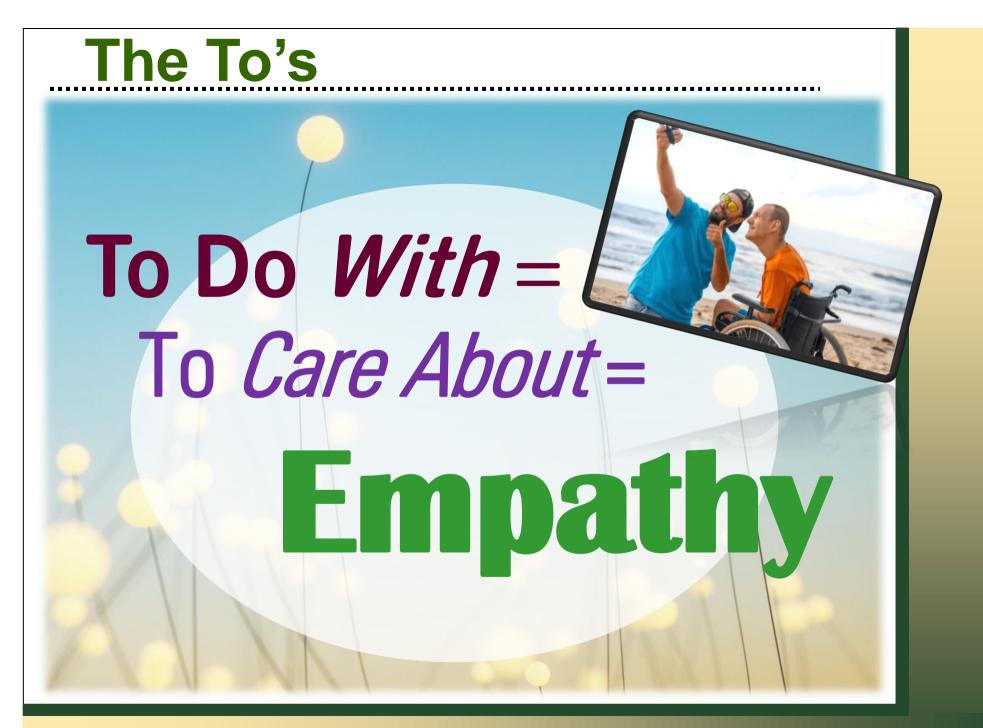
#### Feed the "Clients"











#### The "F" Words

<u>Function</u> – Bright, intelligent, capable, competent

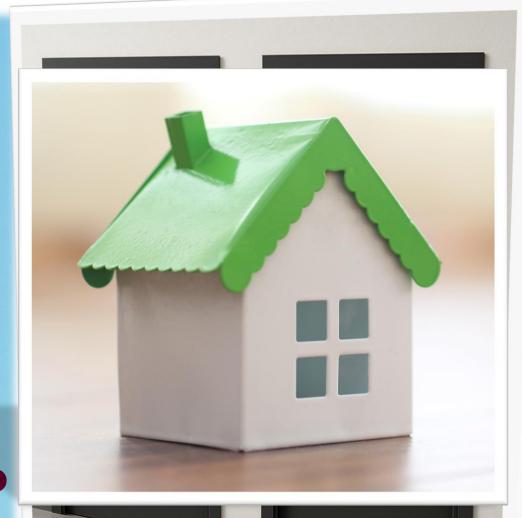
**Feed**- Assist in eating

Facility- Home, apartment, condo



#### **Facility**

Facilities are meant to be flushed, not lived in.



#### **Street Signs**





#### The "F" Words

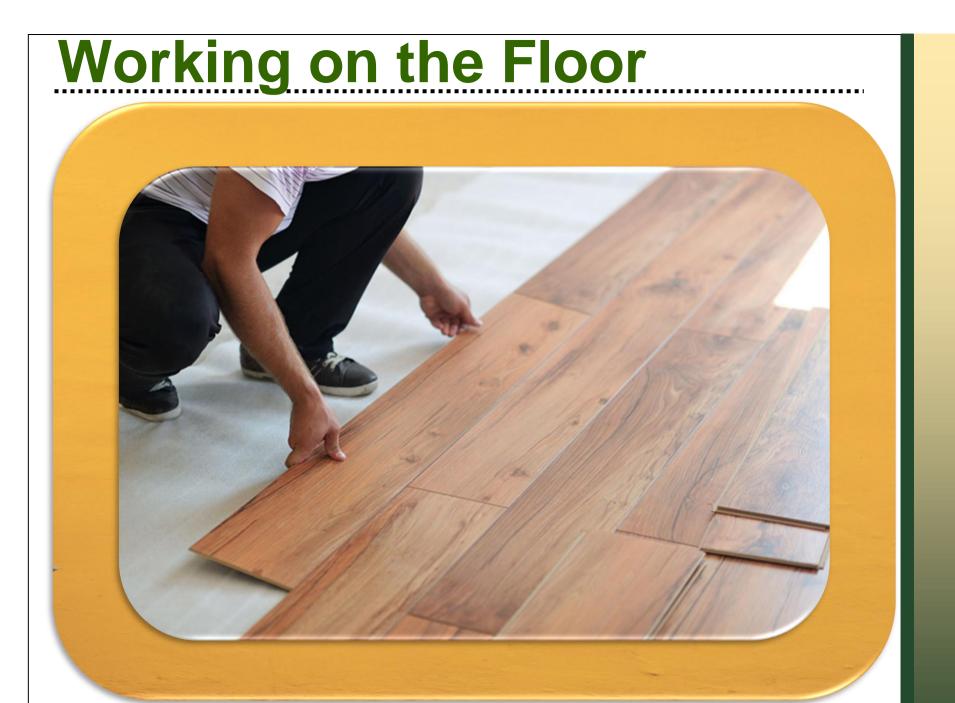
<u>Function</u> – Bright, intelligent, capable, competent

**Feed**- Assist in eating

Facility- Home, apartment, condo

Floor- Bathroom, kitchen





#### It's All In The Name Friendship Village Angels Unaware Forest Haven **Sunrise Community** Over the Rainbow New Horizons Angels Sitting On Hope Haven Sunshine, Inc. Care Cab High-House of Joy Helping Hands & Hearts, Inc. Open Arms Care Helping Hands & Rehab Green Acres Rehab Happiness House Heavenly Care Remember Me **Sunny Hill Farms**

Do these names evoke images of inclusion and self-determination?

#### It's All In The Name (cont'd)

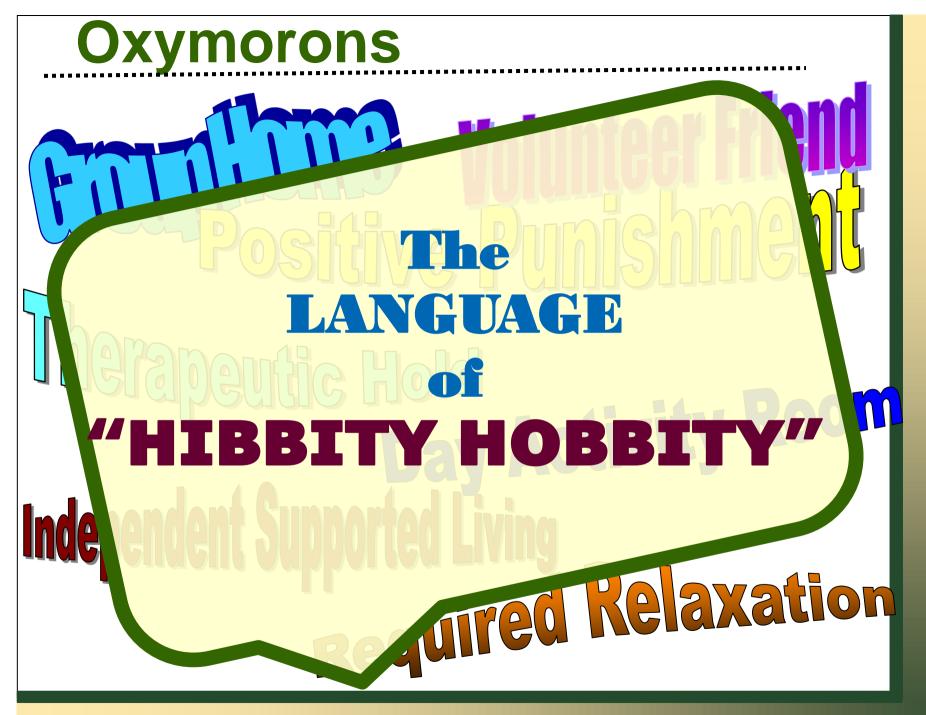
Career Development Center Accessible Communities
Community Advantage
Community Alternatives
Community Partners

**Community Ventures in Living Choices for Community Living** 

Opportunity Living
Modern Support Services
Opportunity Enterprise
Community Living, Inc
Community Living
Community Living
Community Living
Community Living
Community Enterprise
Community Living
Community Enterprise
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Community Living
Community Enterprise
Community Living
Community Li

What visions are evoked by these AGENCY names?

# Day Activity Room Independent Supported Living Required Relaxation





#### **Group Home**

## Groups do not live in homes, inclividuals do.



#### **Group Home**



- 1) a number of individuals assembled together;
- 2) an assemblage of related organismsoften used to avoid taxonomic connotations when the kind or degree of relationship is NOT clearly defined.

Webster's Ninth New Collegiate Dictionary, Merriam-Webster, Inc., Publishers



#### **Group Home**

#### Home:

1) a: one's place of residence, b: house;

2) the social unit formed by a family living together;

3) a: a familiar or usual setting: congenial environment, b: habitat;

4) an establishment providing residence and care for people with special needs.

Webster's Ninth New Collegiate Dictionary, Merriam-Webster, Inc., Publishers

#### The Imposition of Sharing Lives



Where would you all like to go to dinner tonight?
Denny's or Taco Bell?



**Group homes** were never intended as places where people must share their lives - they were intended as places where people share space.

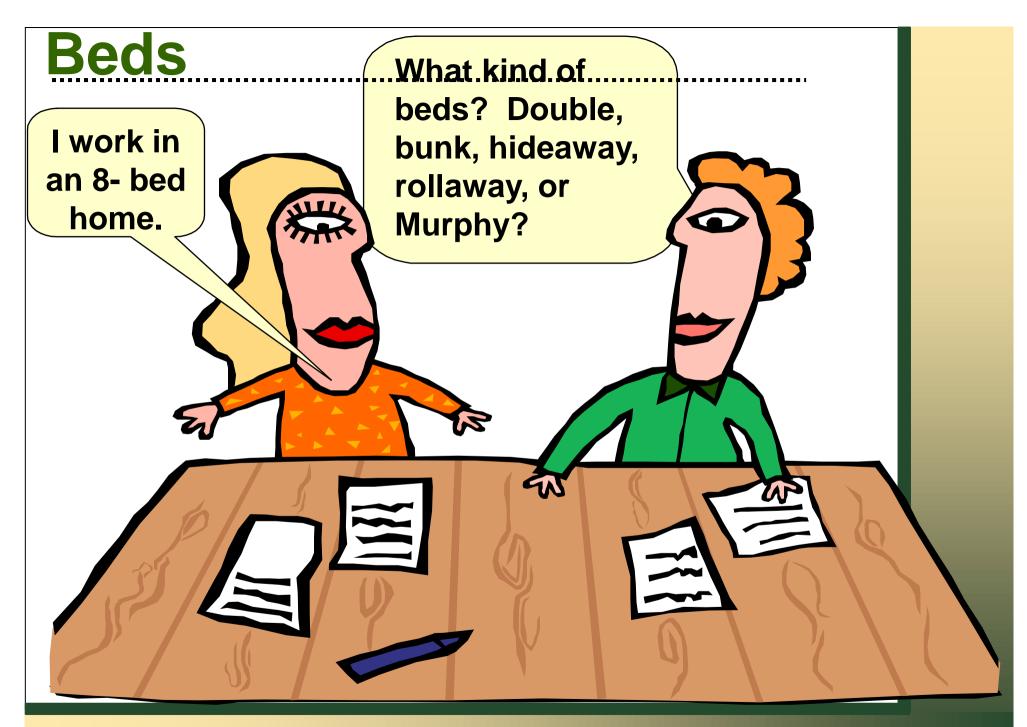
# Avoid the terms.

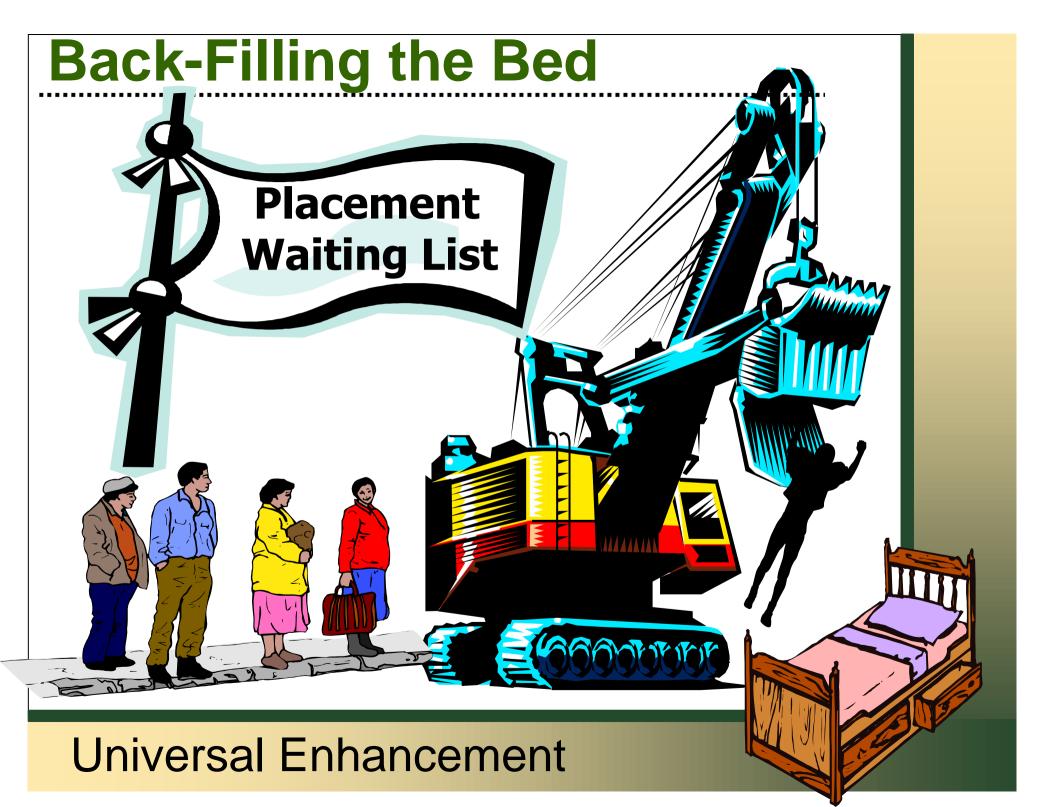
#### Self Abuse:

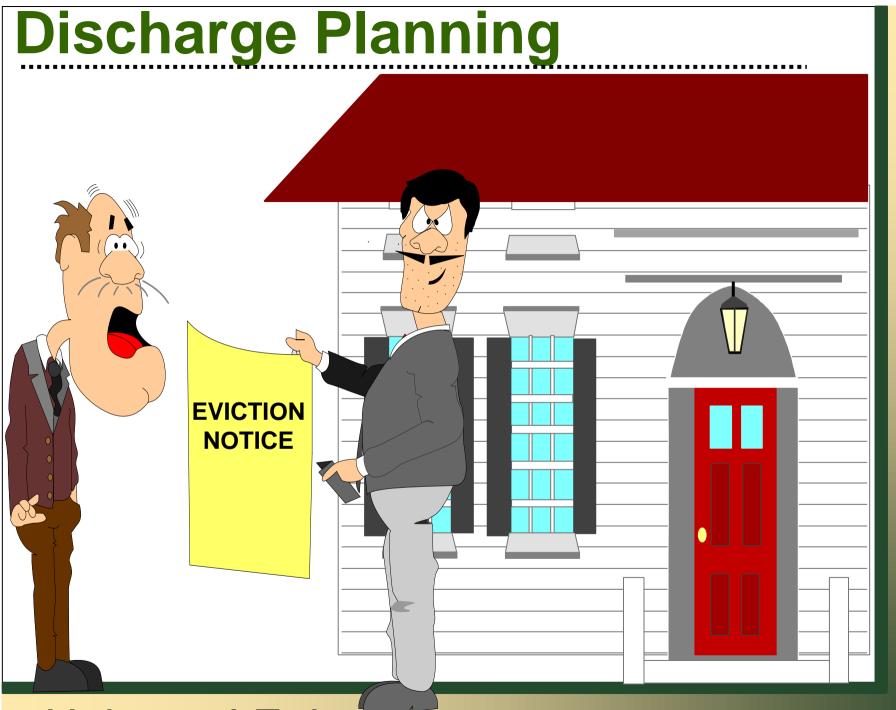
an old Elizabethan term describing what happens to young men who engage in excessive masturbation.

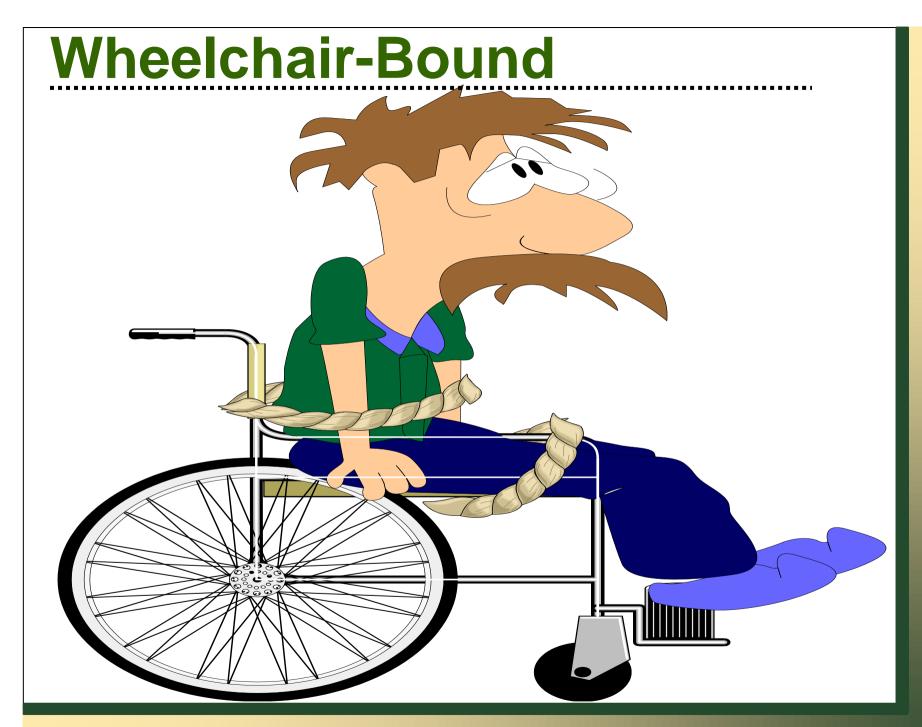
#### Self Destructive;

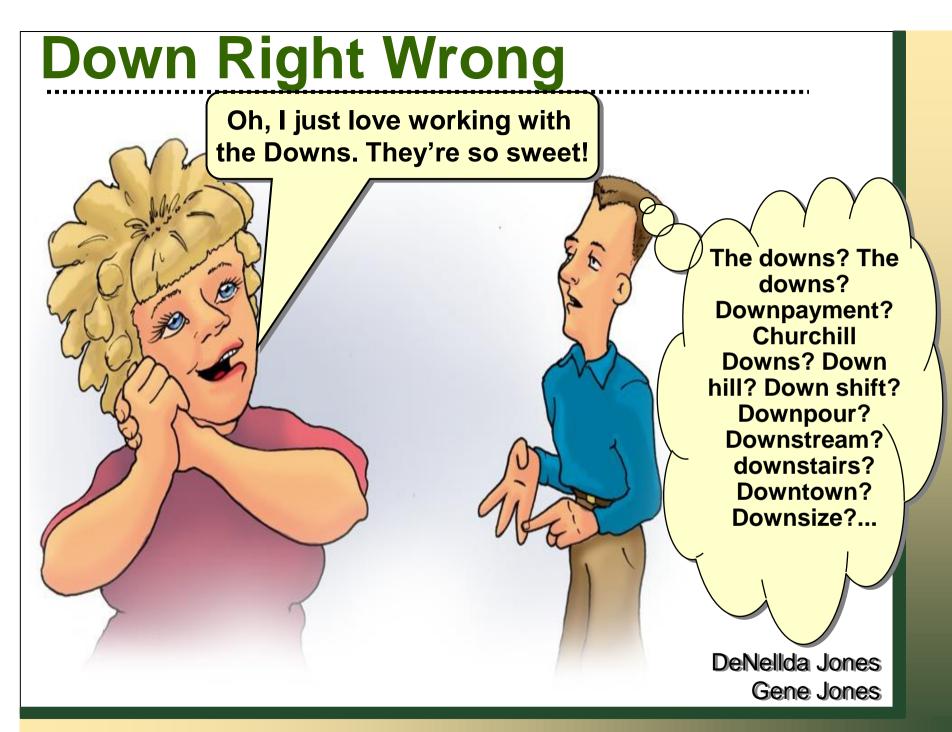
you will never see someone destroying themselves!





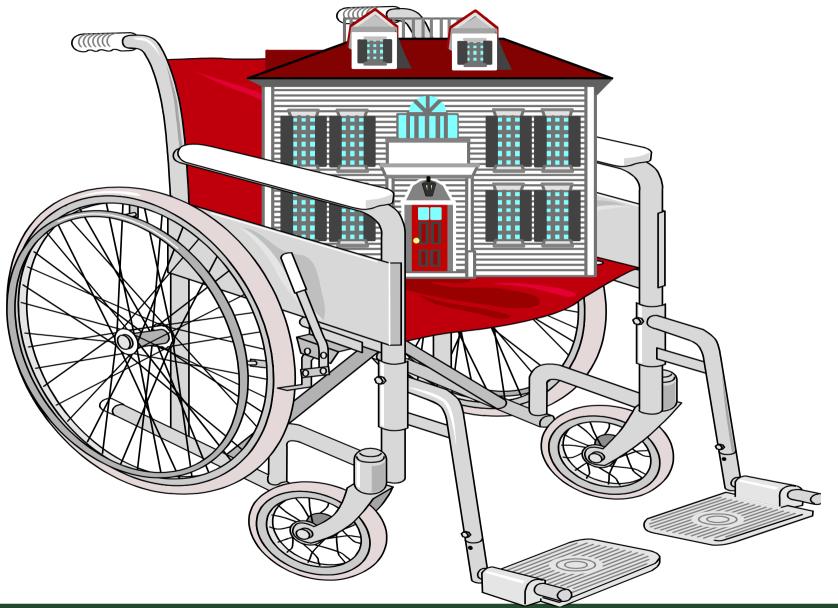








## The Wheelchair Group Home



#### **Chairs Eat First** OK, Slow walkers No thanks, Did she and Chairs eat first! I'm stuffed. say walkers or rockers? Race you there!

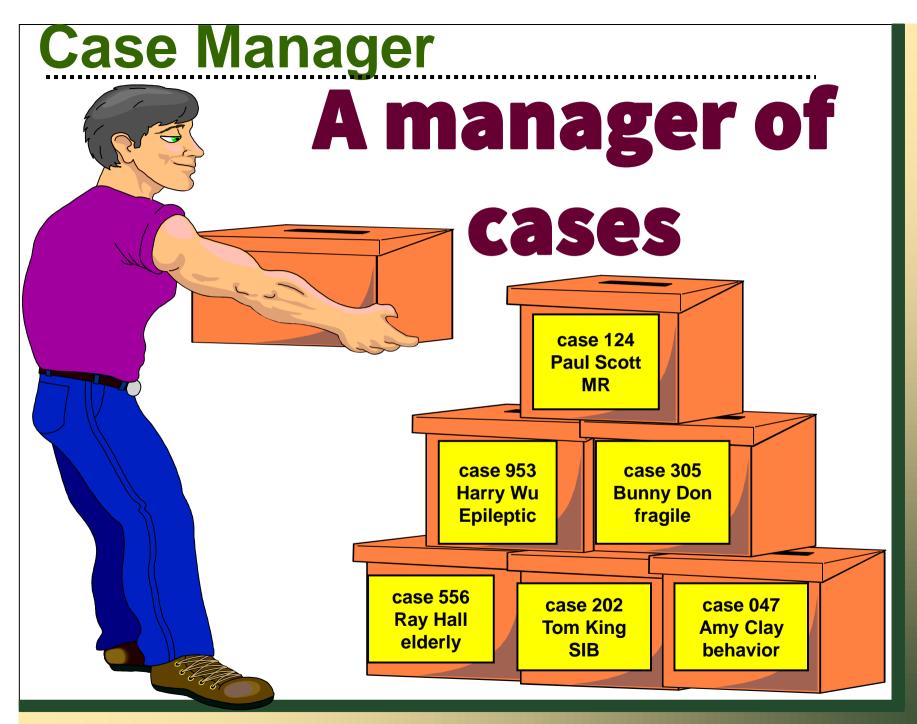
Universal Enhancement

DeNellda Jones

**Gene Jones** 

#### All In How You Say It









#### Just Call Me...



THE MOST APPROPRIATE LABEL IS USUALLY THE ONE PEOPLE'S PARENTS HAVE GIVEN THEM.

## **Banish Labels** Just one more to go! Invalid @ Burden

## Banish Labels (cont'd) There you go now you don't have to worry about losing your ID card!

#### Role We move freely from one role to another without permissionholding many roles

at one time.

#### Role

#### **Employee**



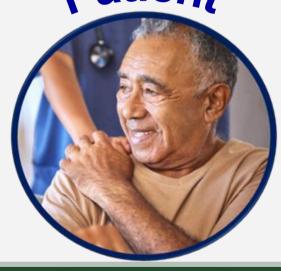
Voter



**Student** 



patient

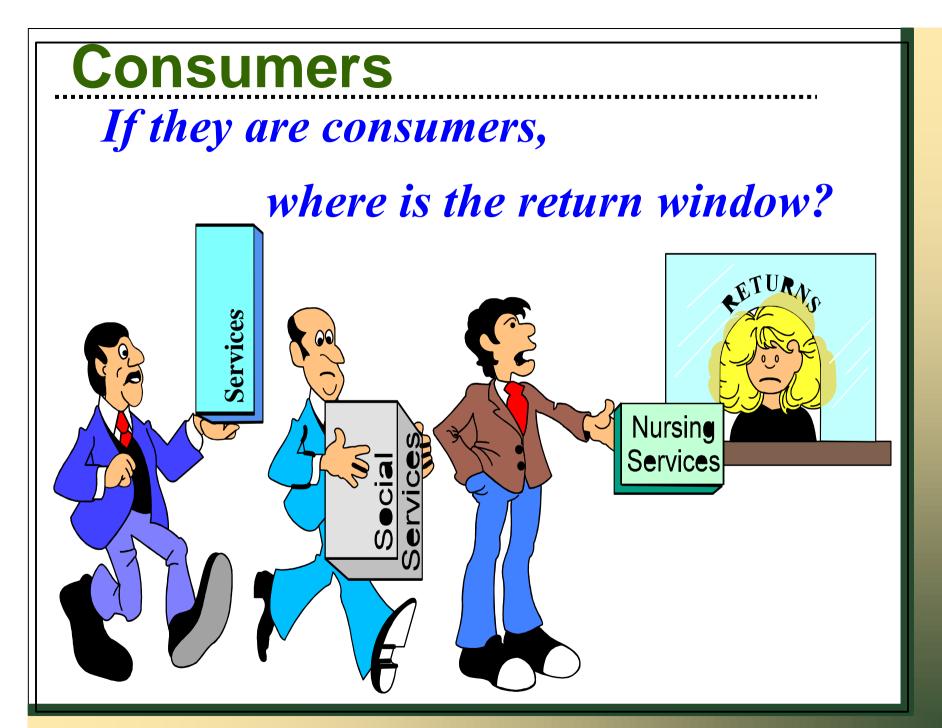




**Parishioner** 

Mentor





#### Consumer

#### FLASHBACKS





Two consumers shown here from A. F. Tredgold's *Text-Book of Mental Deficiency* (*Amentia*). This was the primary textbook in cognitive impairment from its first publication in 1908 through its eighth edition published in 1952. Its dedication reads: "To all those persons of sound mind who are interested in the welfare of their less fortunate fellow creatures."

#### 1848: THE TERM 'CONSUMER' COMES ON THE SCENE

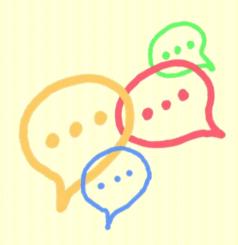
Ralph Nader's grandparents weren't yet alive when people with disabilities were first called "consumers" by human services systems.

Samuel Gridley Howe, progressive leader of America's institutional movement, had this to say to the Massachusetts state legislature in 1848: "There are at least a thousand persons of this class who not only contribute nothing to the common stock, but who are ravenous consumers; who are idle and often mischievous, and who are dead weights upon the material prosperity of the State."

The term caught on and became a buzzword in human services which persists even today. In 1858, Henry Knight cut the ribbon on the first institution for undesirables in Connecticut, saying, "Being consumers and not producers they are a great pecuniary burden to the state."

Mouth May – June 2001

#### People-first Language



People-first language is a way of speaking that puts the person **before** their disability to avoid dehumanizing them. It is part of respectful disability etiquette.

The goal is to mention the person before the disability, like saying "people with disabilities" instead of "disabled people," to show they are people first.



#### People-first Language (cont'd)

This approach treats disability as a secondary trait, not part of someone's identity.

Critics argue that separating the person from the disability suggests the disability is negative, which can still be dehumanizing.

The term

"people-first language"

first appears in 1988 as
recommended by advocacy
groups in the US. Wikipedia



#### People-first Language (cont'd)



- ✓ People <u>with</u> Developmental Disabilities
- ✓ People <u>with</u> Intellectual Disabilities
- ✓ People *with* Cerebral Palsy
- ✓ People <u>with</u> Epilepsy



#### People-first Language (cont'd)

The disability is secondary-



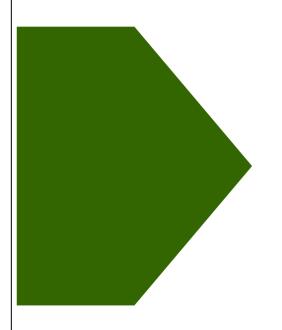






define who they are!!

#### The Deaf



The term hearing impaired is <u>rejected</u> by the majority of deaf people where the terms hard-of-hearing, deaf are preferred.

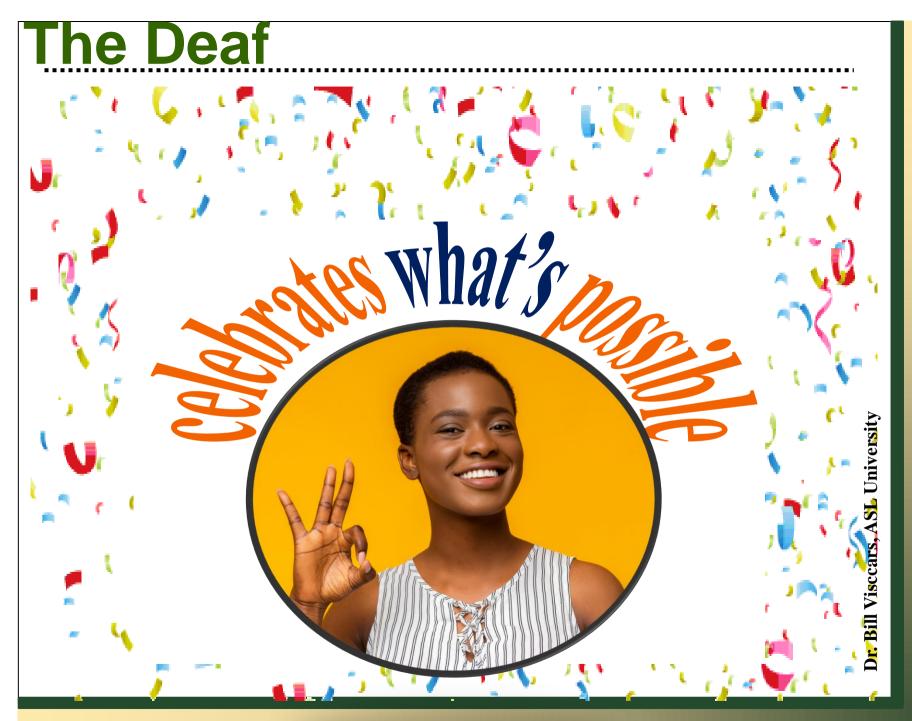
Wikipedia



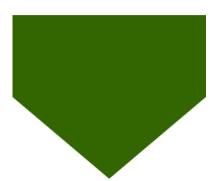
#### The Deaf

**Deaf culture** rejects fixing what's "wrong" and instead





#### The Deaf



If given the opportunity to become hearing most "deaf" people would remain deaf.

## Did You Ever Say... or heard others say... -He's a body rocker -She's a head banger -She's a runner

#### AWOL/Elope

**AWOL**: absent from a post, especially a military position assigned, without official permission

Elope: leave secretly to get married; to go away suddenly especially in order to marry or cohabit with a lover without the knowledge or consent of parents or guardian



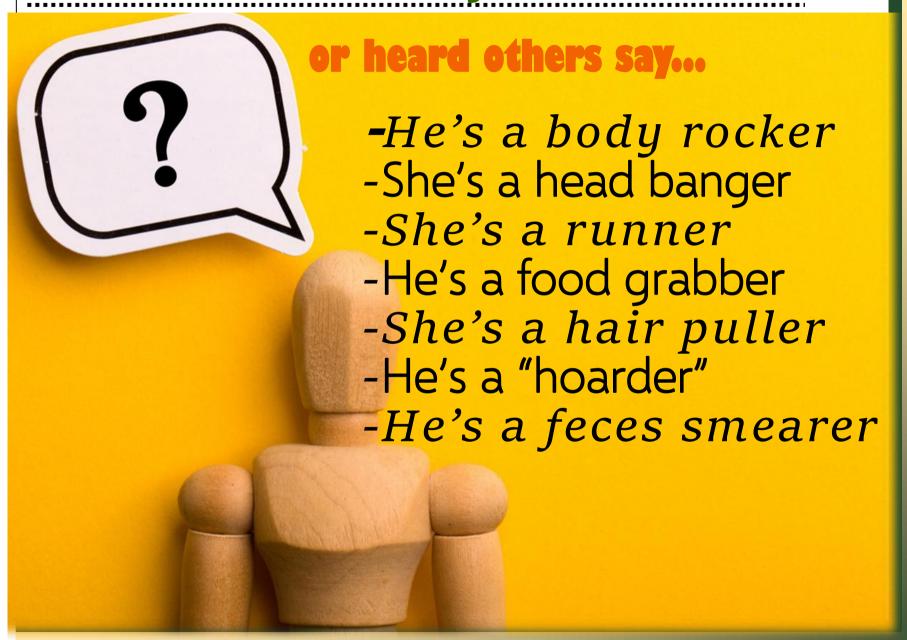
#### AWOL/Elope

#### Universal Language:

- Left without permission
- Left without staff knowledge
- Left without supervision
- Left without support



### Did You Ever Say... (cont'd)



### Did You Ever Say... (cont'd)



This is not WHO they are.

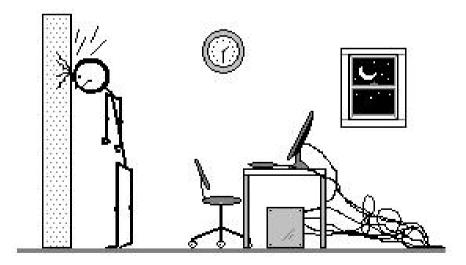
Don't define
people by
what limits them

#### That's Not Who They Are

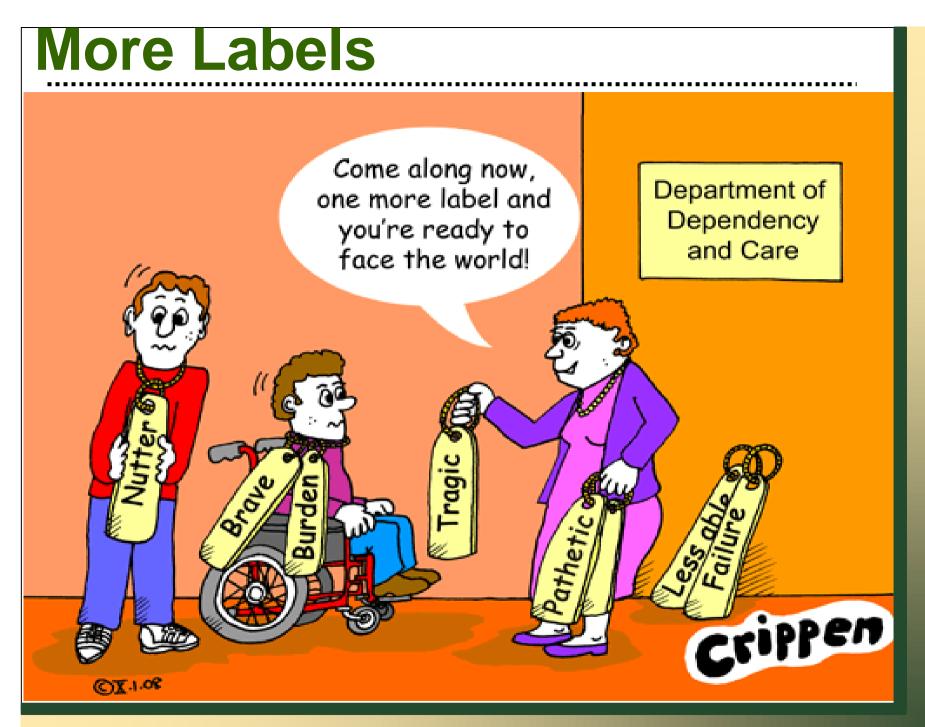
As a consultant I review thousands of pages of Progress Notes, Shift Notes, Incident Committee meeting minutes and Anecdotal Notes. Unfortunately I find that all too frequently we are still using descriptors to document our observations about individuals with developmental disabilities.

Head banger Agitator Fabricator
Self abuser Rectal digger Pack Leader

These descriptors are stigmatizing, devaluing and insensitive and will follow people all of their lives. How would we feel if others identified us by our most unfortunate habits and behavioral issues?







#### **Explain The Difference**

He/she is...

**Schizophrenic** 

**Psychotic** 

Sociopathic

Manic

An amputee

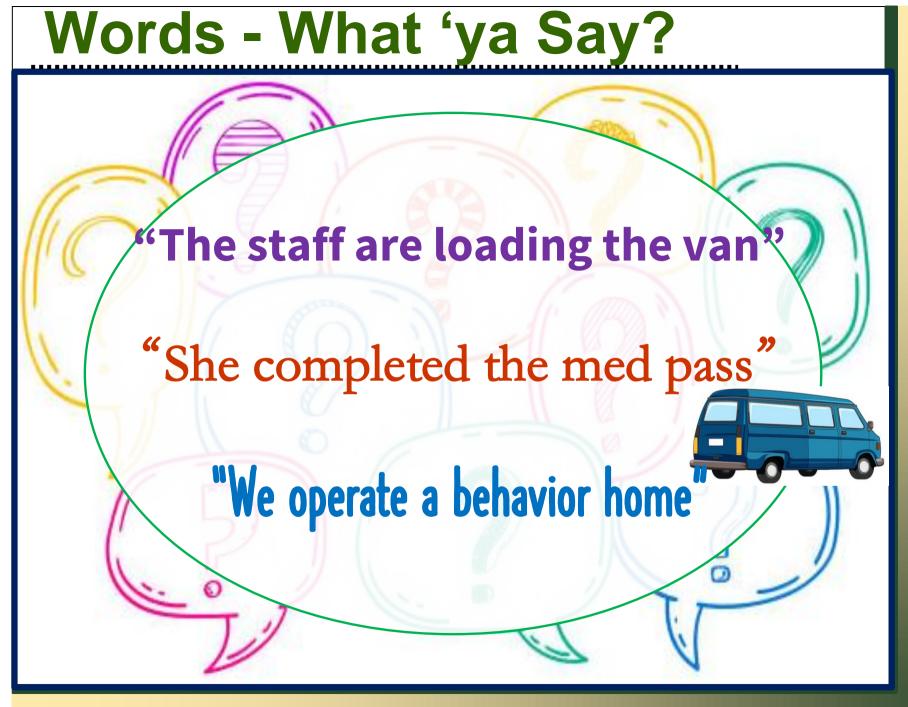
A diabetic

An albino

An alcoholic







## **Biological References**



## **Biological References**



Do we default to biological references;



## **Demonizing**

"He likes to hurt people"

"He enjoys threatening others"



"He thinks it's funny to make others cry"

"She loves to break other's property"

# **Demonizing**

When referencing people in

ways,

it tarnishes
their reputati

their reputations.





# Demonizing

What are their unmet needs?



#### **Don't Correct**

We are admitting

2 high-functioning males
to the Oak Street house,
our 6-bed facility."

Don't correct;

affirm using
Universal
Language:

"Oh, 2 capable men are moving into a home on Oak Street to share a residence With 4 other people."