HOW TO PLEDGE:

- Find a Heartland Staff Member and sign the pledge form
- Sign a pledge card that will go on display
- Get an “I Pledged” sticker

Start spreading the word!

Heartland National TB Center
Eliminating Stigmatizing Language

Supported by Treatment Action Group (TAG)
With special thanks to UT Tyler Patriot Printing

www.heartlandntbc.org
Tel: 1-800-TEX-LUNG
Where it all began:

Suggested language and usage for tuberculosis (TB) care, communications and publications.

Language in tuberculosis services: can we change to patient-centered terminology and stop the paradigm of blaming the patients?

Open letter: Retiring stigmatizing and criminalizing language from the global TB discourse

Civil society calls for the retirement of stigmatizing and criminalizing language from the global TB discourse.

Our commitment to you:

- **Use** language that is patient centered, appropriate and sensitive and represents the dignity of people with TB and their families.
- **Implement** the use of non-stigmatizing language in the creation of our published materials including products, posters, marketing materials and speaking engagements.
- **Promote** the use of non-stigmatizing language by working with our speakers to ensure all presentations are free of words such as, “suspect”, “TB control”, “defaulter”, “non-compliant”, and “TB case”.

Our challenge to you:

- **Commit** to using language that is patient centered, appropriate and sensitive and represents the dignity of people with TB and their families.
- **Challenge** others to join you in your commitment.
- **Promote** the “Stop the Stigma” campaign.

Additional Information

Templates, downloadable resources and other information can be found on our website, listed on the front of the brochure.

Heartlandntbc

@Heartlandntbc