

TB - Is It Better to Be Understood or to Understand?

Your Words Matter – STOP THE STIGMA

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By Katrina Ornelas BA, MA, BCCC, BCPC, CPC



TEXAS
Health and Human
Services

Texas Department of State
Health Services

ADHERENCE in Tuberculosis POSITIVITY is the KEY.

OBJECTIVES:

- ☐ SPEAK AND BELIEVE
- ☐ MOTIVATE AND UPLIFT
- ☐ SUCCESS IN TREATMENT COMPLETION



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Most, if not all, patients with TB are Treatable and Curable.

Pondering thought?

When you like a flower, you pluck it. But when
you love a flower, you water it daily!!!!

Our TB patients are like flowers and our words in
encouraging them to successfully be cured is the
water for that flower/our patient. WE ARE THE
GARDENERS – you and me.

Gautama Buddha stated:

To utter pleasant words without practicing them,
is like a fine flower without fragrance.

Let us all put into practice the following:



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SPEAK AND BELIEVE

- To be understood means you are making your point so others will see your point of view.
- To understand means you are using your listening skills and communicating with compassion and empathy.
 - Nonjudgemental phrases
 - Positive Non-verbal communication

YOUR WORD IS YOUR WAND

Use Empowering phrases when speaking with a person with TB. For example:

- "living with"
- "recovering from"
- "overcoming"
- "resiliently recuperated"

TB in the 21st century is not about ...

Stigmatizing language which brings shame

ALIEN

ILLEGAL

DELINQUENT

SUSPECT

NON-COMPLIANT

Stigmatizing language which brings shame continued

DEFAULTER

HOMELESS

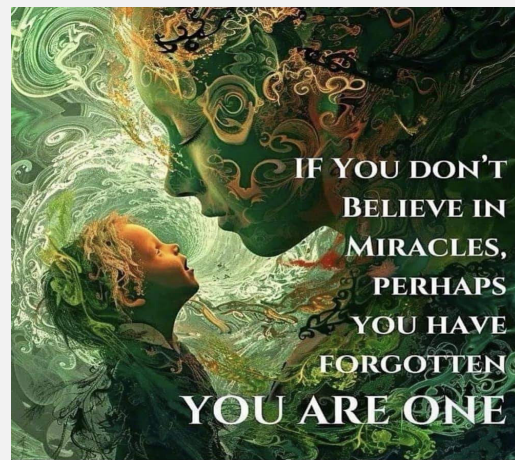
SEEKING ATTENTION

TB CASE

TB CONTACT

Other shame barriers

Spiritual beliefs	Family beliefs	Religious Beliefs	Cultural Beliefs	Personal Beliefs
Life is against me.	As the eldest you are to be the example.	If you do not believe you will not be saved.	You are a woman, and you have your place	I hate myself
Nothing ever goes right	You are the black sheep of the family.	You have not been a good servant to God and you will be punished.	You are a man, and you have your place	I am worthless
Everybody hates me.	No one in this family believes you.	You have gone against God and you will be punished	You are a child and you have your place.	I deserve to be alone and abandoned.



Patient interpretation

- I am not good enough
- I am being punished
- I can not trust the process of life
- I am worthless because I am...
 - Homeless
 - TB CASE
 - TB Suspect



MOTIVATE AND UPLIFT

- 2015 - Dr. Barbara Seaworth radicalized and began the movement to #STOPTHESTIMATIZING LANGUAGE OF #TB
- “We all recognize the stigma our patients face – what I did not realize for too long is how I may have added to that with my words.” Barbara Seaworth, MD Medical Director



MOTIVATE AND UPLIFT

- Lisa Armitige, MD, PhD
 - Bringing awareness to our pediatric population our “little people with TB.”

Strong advocate in motivating and uplifting the parents of the children living and thriving in spite of TB.

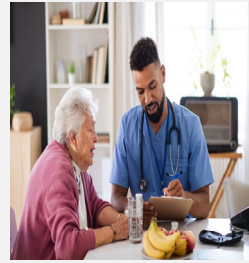
- Who continues these two Dr.’s legacies and trailblazing spirits?



You are the Motivator & Uplifter

You Can, You Will and It is DONE.

- YOU
 - Encourage patient with TB to embrace prevention and care.
 - Person lost to follow –up welcomed and commended for being courageous.
 - Attitude of Gratitude - Thank you for allowing us to walk with you in this journey.
 - You are worthy of care, compassion and UNDERSTANDING.



Patient Transformed

Watering the Flower

Eliminating Stigmatizing Language	
Non-hurtful Replacement Language	
Key Terms suggested by the Stop TB Partnership	
Use this.....	Not that.....
Adherence / Non-adherence	Compliance / Non-compliance
Person lost to follow up	Defaulter
TB Prevention and Care	TB Control
Person to be evaluated for TB	TB Suspect
HIV-Positive	HIV-infected
HNTC Survey Results	
Language suggested by participants	
Use this.....	Not that.....
TB infection	Latent TB
Lack of housing; Under-housed; People experiencing homelessness	Homeless/Homelessness
Immigrant	Alien
Undocumented	Illegal; Illegal alien
Person with TB disease	TB case
Treatment failed	Treatment failure
Missed doses/Non-adherent	Delinquent
Contact Analysis; Contact Elicitation; Contact Identification	Investigation; Investigate
Exposed to TB	TB contact
Tuberculosis	Consumption; White Plague

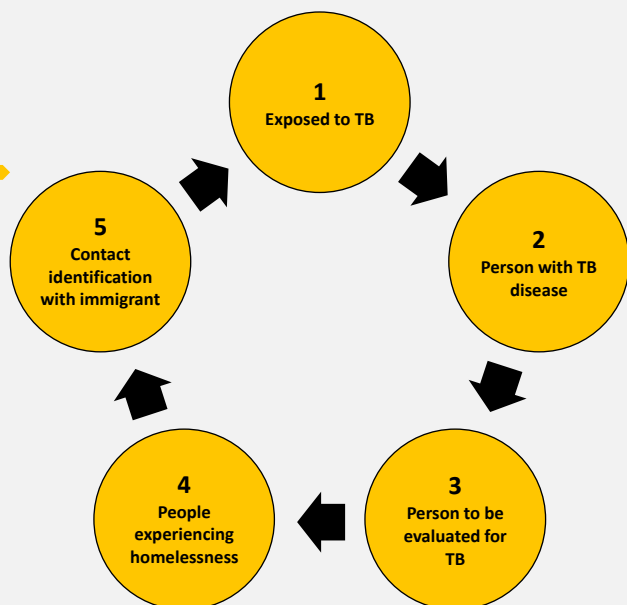
Stigmatizing language and suggested replacements was identified by an HNTC survey requesting plunders to identify language that they personally experienced or witnessed.
 ***This list is non-inclusive

Supported by Treatment Action Group (TAG)

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SUCCESS IN TREATMENT COMPLETION

Humans are at least 70% WATER and the brain is 75% WATER.
When water is spoken to these are some potential results



Dr. Masaru Emoto 2004 published in his book "The Hidden Messages in Water."

WIN-WIN

- Change your thinking, Change your life.
- END TB STIGMA BY
 - BEING THE PATIENT
 - LISTEN TO YOUR WORDS
 - ENCOURAGE THE TREATMENT AS A PLUS.

Thank you!

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