

Recovery Oriented Language Guide

WORDS MATTER

Words are important. The language we use and the stories we tell have great significance. They can carry a sense of hope and possibility or be associated with a sense of pessimism and low expectations. Both influence personal outcomes.

Mental Health Month 2022

Recovery Oriented Language Guide Poster Communications Kit

New poster on using the right language around mental health
#becauseWORDSmatter

Many people living with mental health conditions and psychosocial difficulties, experience stigma and discrimination as part of their everyday experiences. This stigma creates barriers for people seeking care and can reduce the effectiveness of that care.

Mental Health Coordinating Council's **Recovery Oriented Language Guide** was developed in response to the stigma and discrimination many people with psychosocial mental health deal with in their everyday experiences, **#becauseWORDSmatter**. The language we use and the stories we tell have great significance to all involved. They can carry a sense of hope and possibility or contribute to stigma and alienation, hampering people's recovery and willingness to seek support.

As part of Mental Health Month 2022, we are proud to launch the [Recovery Oriented Language Guide Poster](#), for workplaces, learning facilities, community spaces and more, to create greater awareness on the right words to use. This free poster is available to download via [our website](#).

Help us spread the word by sharing this resource with your networks.

We have provided a range of digital assets and suggested copy below.

Visual Assets & Suggested Copy

A range of visual assets for emails, webpage and social media is available to [download here](#).

When posting on social media, please use the hashtag **#becauseWORDSmatter** and tag us via our social channels:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

Social media copy

FACEBOOK/LINKEDIN

For people living with mental health conditions and psychosocial difficulties, experiencing stigma and discrimination as part of their everyday experiences is often too familiar. You can help change this by thinking about the words you use.

Instead of saying “Sam is mentally ill” ❌, try saying “Sam lives with a mental health condition” ✓.
Instead of saying “Gurpreet is paranoid” ❌, try saying “Gurpreet tends to feel distressed and fearful when upset” ✓.

Download the Recovery Oriented Language Guide Poster and encourage stigma-free, safe places:

<https://mhcc.org.au/resource/recovery-oriented-language-guide-resources/>

#becauseWORDSmatter

#MentalHealthMonth

TWITTER

People living with mental health conditions often experience stigma & discrimination as part of their everyday experiences. You can help change this by thinking about the words you use. Download the Recovery Oriented Language Guide Poster: <https://mhcc.org.au/resource/recovery-oriented-language-guide-resources/> #becauseWORDSmatter

Newsletter/EDM copy

[New poster on using the right language around mental health #becauseWORDSmatter](#)

A free poster for your workplace or community space to help you find the right words when talking about people living with a mental health condition is now available to download. Mental Health Coordinating Council has launched the Recovery Oriented Language Guide Poster as part of Mental Health Month 2022, to help change the stigma and discrimination that people with a mental health condition often deal with as part of their everyday experiences. #becauseWORDSmatter

Download the free poster: <https://mhcc.org.au/resource/recovery-oriented-language-guide-resources/>

Thank you for your support.

For queries, please contact the MHCC Communications team: communications@mhcc.org.au or 02 9060 9627.