

THE IMPORTANCE OF LANGUAGE WHEN TALKING ABOUT DOWN SYNDROME

~~"a DOWN SYNDROME baby"~~

"a **BABY** with Down Syndrome"

~~"a DOWNS person"~~

~~"a DOWNS"~~ ~~"a DOWNSIE"~~

~~"a person with DOWNS"~~

"a person with

**DOWN SYNDROME/
DOWN'S SYNDROME"**

~~"THEY are all"~~

"**WE** are all"

~~"SUFFERS from
Down Syndrome"~~

"**HAS** Down Syndrome"

~~"BUT he's/she's got
nice hair **THOUGH**"~~

"he's/she's got nice hair"

~~"There is a high **RISK**
your baby has Down Syndrome"~~

"There is a high **CHANCE**
your baby has Down Syndrome"

~~"In **NORMAL** development"~~

"In **TYPICAL** development"

~~"**DISEASE**"~~

"**SYNDROME / CONDITION**"

For the full campaign visit: LANGUAGECREATESREALITY.COM