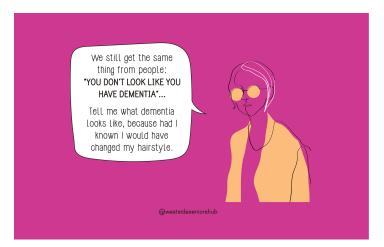
BUS PLACARDS



STIGMA is when other people make assumptions about a person based on their actions or appearance. Dementia affects everyone differently. Remember that every person's capacity, needs and priorities are different.

Help FLIP STIGMA ON ITS EARL





SCAN ME

*This campaign is a Dementia Ventures Initiative, drawing on a toolkit created by the Flipping Stigma Action Group: www.flippingstigma.com









Jumping to the conclusion that I'm defective and I have dementia is an unhelpful and dangerous stereotype. I AM MORE THAN MY CONDITION. I want to feel encouraged and included. Help FLIP STIGMA ON ITS EAR!





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Reassuring a person with dementia that this happens to everyone discounts their diagnosis and experience. It minimizes their feelings. In this situation, ask yourself:

AM I HELPING THIS PERSON, OR AVOIDING A CONVERSATION THAT MAKES ME

UNCOMFORTABLE? Help FLIP STIGMA ON ITS EAR!







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