

TERMINOLOGY

OUR NAME:

We are **Crohn's & Colitis UK**.

Remember to always use the ampersand (not "and"), and to include "UK". This makes it easier to identify us from the diseases we're working with: 'We are Crohn's & Colitis UK' vs 'You're helping us find a cure for Crohn's and Colitis'.

OUR NAME (SHORTHAND):

If you've already written out "Crohn's & Colitis UK", you can use "the charity" or simply "us" to keep things concise. Never use an acronym for the charity (eg "C&CUK" or "CCUK") in any external communications.

THE DISEASES:

Use "Crohn's" and "Colitis" where possible. If you're describing the specific condition (eg "Sarah was diagnosed with Ulcerative Colitis in 2016") write out "Ulcerative Colitis" (or

"Crohn's Disease") in full. Otherwise shorten but don't use the acronym "CD" or "UC".

To avoid repetition, we sometimes use "Inflammatory Bowel Disease" (and then "IBD"). But we're looking to move away from "IBD" in public-facing communications as most people describe their condition as either "Crohn's" or "Colitis" and IBD is too often confused with "IBS".

Note: there will be times when it makes sense to talk about "IBD" (e.g. to healthcare professionals or on World IBD Day). We should use the language that our audiences understand. See our Tone of Voice principle 'Speak How You're Spoken To' for more on this.

THE DISEASES (SHORTHAND):

We know that "colitis" is a general term for other conditions, but – in our

contexts – it should always be clear that when we say "Crohn's" and "Colitis" (as we do in our charity name) that we're talking about "Crohn's Disease" and "Ulcerative Colitis".

You can also use the "disease(s)" or "condition(s)" to keep copy concise and avoid too much repetition. Both are correct.

Remember: as a rule, too much use of the disease name can slow the pace of our writing and strip it of energy. Always ask if you really need to write these out or if they are already implied.

PATIENT OR PERSON?

We almost always write about 'people with Crohn's and Colitis' rather than 'patients'. This is because people often tell us that they don't want to be defined by their illness. If in doubt, avoid using the term 'patient'.

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SUFFERING

One of our messages talks about people "suffering in silence".

This is true and vital for the public to understand. However, we need to be cautious about using the word "suffer" in other contexts, as it can imply a desperation (and powerlessness) that may not be true. For example, we never call someone living with the disease a "sufferer".

In general, try not to describe people with Crohn's or Colitis as having things done to them, as if they are passive recipients of care and support. Instead, use empowering terms such as 'people living with Crohn's and Colitis'.

When you want to include friends and family, use 'people affected by Crohn's and Colitis'.

BATTLING

We never use language that suggests people are victims or heroes, such as 'battling Crohn's' or 'fighting Colitis'.

However, we do use some 'fight language' in certain contexts.

That's because there's a difference between what we're doing collectively – as a charity and wider community – and an individual's own experience:

DO use combative verbs like 'fighting' when talking about the charity. For example: 'We're leading the fight against Crohn's and Colitis' or "Your donation is helping us beat Crohn's and Colitis.'

DON'T use 'fight' when referring to a winning or losing situation. There is no cure for Crohn's or Colitis so no one 'wins' the fight against the disease and we certainly don't want to imply

that someone has 'lost', for example, when they experience a flare or require surgery because they didn't 'fight hard enough' or wasn't enough of a 'fighter'.

In general, steer clear of battle, struggle and suffer language when describing someone's attitudes or action.

Don't use

Patients (unless you're talking about a hospital situation, for example)

Victims

Sufferers

People battling Crohn's or Colitis

People fighting Crohn's or Colitis

People struggling with Crohn's or Colitis

Use

People with Crohn's or Colitis

People living with Crohn's or Colitis

People affected by Crohn's or Colitis