



# Down's Syndrome Scotland

helping people realise their potential

## Press Guidelines

We rely on members of the press to raise awareness of Down's syndrome that is both accurate and inoffensive to the general public, which includes people with Down's syndrome and their families and friends.

As journalists, we are sure you strive to create articles that can be read by all members of society. While you may be busy meeting your deadline, please take a moment to make sure your copy follows the following guidelines and that your story does not include any myths about this stereotyped learning disability.

<b>Don't say</b>	<b>Say</b>
Down's baby/child/person; Mongol	baby/child/person with Down's syndrome (Ds) or who has Down's syndrome (Ds)
Down's/Downs/Down/Down's Syndrome	Down's syndrome
Suffers/ victim of Down's syndrome	has Down's syndrome
Backward/mentally handicapped/retarded/slow/mong	learning disability
Handicap/illness/disease	genetic condition/condition
The risk of having a baby with Down's syndrome	the chance of having a baby with Down's syndrome
Abbreviate as DSS (Down's Syndrome Scotland)	DS Scotland
Abbreviate as DSS (Down's Syndrome Sports)	DSSports

### People-first language

It is important to reiterate that we practice "people first" language. A person with Down's syndrome is NOT a Down's child. They are ARE a person with Down's syndrome.

We know "people with Down's syndrome" is a higher word count than "Down's child". However, you can abbreviate Down's syndrome to Ds after the first mention of "person/child/adult with Down's syndrome."

<b>British English</b>	<b>American/International English</b>
Down's syndrome	Down syndrome

If you have further questions regarding a phrase, word or spelling, please phone Claire Bothwell, our Communications Officer, on 0131 442 8840 or e-mail her at [claire@dsscotland.org.uk](mailto:claire@dsscotland.org.uk).

<b>Myths</b>	<b>Facts</b>
People with Down's syndrome are always happy	Just like anyone else, people with Down's

and enjoy art, theatre and music.	syndrome are all unique individuals with different gifts, abilities and personalities.
People with Down's syndrome will all have health issues.	Health conditions vary depending on the individual's genetics and many people may not have any issues at all.
People with Down's syndrome all look the same.	Certain physical characteristics can occur but people with Down's syndrome may have some, all or none of these characteristics. People with Down's syndrome look more like their family members than other people with Down's syndrome.
People with Down's syndrome cannot achieve normal life achievements.	Many children with Down's syndrome attend mainstream school and many adults can live independently and hold down jobs with support.
Only older mums have babies with Down's syndrome.	Although the chance of a woman having a child with Down's syndrome increases with her age at the time of conception, 80 per cent of children with Down's syndrome are born to women younger than 35.
People with Down's syndrome will not have a long life.	People with Ds can now live into their 70s.