



## An Overview of Language That Cares

Language That Cares is a collaborative effort led by TACT that aims to change the language of the care system. Language can be a powerful tool for communication, but it is important to be mindful of word choice because sometimes certain words can be stigmatizing or cause misunderstanding. The first edition of Language That Cares was published in March of 2019 (<https://www.tactcare.org.uk/news/language-that-cares/>) and was by no means intended to be a definitive guide to word choice in the care system. The goal of the campaign is to spark a discussion about the way we talk to and about our children and young people and how words commonly thought to be harmless can actually be damaging for some children and young people. By directly asking children and young people about their thoughts and feelings on commonly used words in the care system, we are ensuring that their perspectives are central in this discussion and ultimately creating stronger relationships between the care system and children and young people.

## The Second Edition

For the second edition we want to continue to raise awareness and continue with this discussion further. We want to continue gaining momentum with a new approach that would bring the voice of our young people to the forefront; that is, listening to the young people directly. TACT is planning to utilize a multimedia approach, including video recordings of the young people themselves talking about how the language used to talk to and about them makes them feel. This can be done through talking about how certain words make them feel, proposing more favourable alternatives to the words they find problematic, reflecting out loud about the jargon that they get to hear, etc.

We hope that this approach will make the campaign more engaging as opposed to the written format utilized in the first edition. We also hope that more organizations and Local Authorities will collaborate with us on this new edition so that we may reach a larger audience and create more of an impact. An example of this multimedia approach can be seen on the campaign carried out by VOIPIC in Northern Ireland based on the Language that Cares: <https://www.bbc.co.uk/news/av/uk-northern-ireland-48466031/kids-in-care-changing-the-language>



## Guide for Contributors

For Local Authorities and other care organizations who want to make contributions to the campaign, the first step is to identify the young people and care experienced young adults interested in participating. For those willing to participate, their contributions would be on the form of a video of them individually speaking about their thoughts and feelings on words commonly used in the care system—these words can be derived from the first edition of Language That Cares or the participant can suggest new words. Ideally, the participant will also be able to offer possible substitutions for the terms they believe to have a negative connotation in order to most effectively promote a shift in language choice or it can be in the way of a reflection on the impact that it has on them.

As Language that Cares is a national campaign, consent from participants would need to be sought when they sent over their contributions. Also, we ask that their names not be mentioned anywhere in the videos and that care experienced young adults can also choose not to include their names if that is their preference.

There is no standard for the format of the videos; agencies are free to utilize professional recording equipment if they so choose but they could also be as simple as young people using their own mobiles to record themselves. We understand that there may be some difficulties obtaining consent for children and young people in care to appear on film—if this proves to be impractical, a voice recording of the participant would suffice. Alternatively, staff members could transcribe the submissions from the children and young people and read it aloud in a video on their behalf. The staff member could also include some of their own thoughts on why language choice is an important thing to be aware of, especially for people who work in the care system, as a way to introduce the testimony of the child or young person. Once you finish the video and are happy with it, please submit the video through <https://wettransfer.com> and follow the instructions to send the video to [s.ortiz@tactcare.org.uk](mailto:s.ortiz@tactcare.org.uk). Please refer to the following section for some tips on video recording.



## Tips for Video Submissions

- Ensure that the appropriate confidentiality measures are taken.
- Write down the key points that you want to get across—this will help keep track of what you want to say in the clip.
- Ideally clips/videos will be between 30 seconds and 2 minutes. There is not limit on the number of clips that you want to send over, just make sure that the duration is as suggested.
- Choose a quiet place to record the video; ensure there is no background noise or other distractions and that the room is well lit.
- Check that your microphone is working and that you are in range of the camera.
- Record a practice video.
- Once you finish and you are happy with the video, go on <https://wetransfer.com/> on your phone and follow the instructions to send the video to [s.ortiz@tactcare.org.uk](mailto:s.ortiz@tactcare.org.uk)

Any other queries please email [s.ortiz@tactcare.org.uk](mailto:s.ortiz@tactcare.org.uk)