



# Media Guidelines

# About Changing Faces

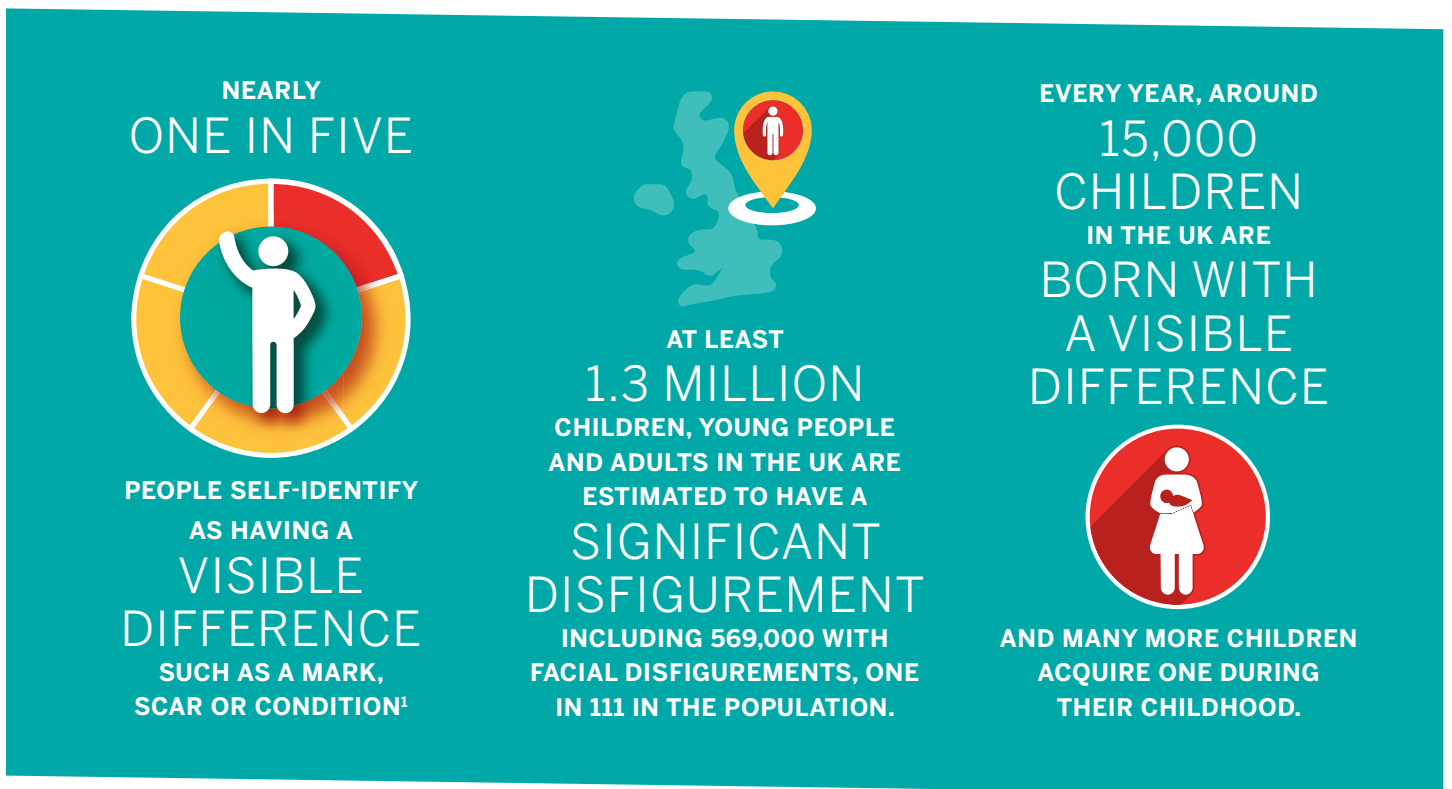
**Changing Faces is the UK's leading charity for everyone who has a mark, scar or condition that makes them look different. Being different in a society where there is such pressure to look a certain way is tough. For over 25 years we have been providing advice and support, challenging discrimination, and campaigning for a world that respects difference.**

*We want a future where everyone with a visible difference on their face or body has the confidence, support and opportunity to lead the lives they want.*



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## BACKGROUND FACTS



Some people have a visible difference from birth such as with cranio-facial syndromes, neurofibromatosis, birthmarks and cleft lip and palates. Others acquire a visible difference during their life. This includes skin conditions such as eczema, acne, psoriasis and vitiligo through to scars and asymmetry from accidents, burns, violence and cancer treatment or surgery.

**You can find more information and research, in our report: My Visible Difference. This includes our survey by ComRes with over 1,000 people with a visible difference.**

<sup>1</sup> ComRes interviewed 2,090 UK adults online between 22nd - 24th March 2019. Data were weighted to be representative of UK adults by age, gender, region and socio-economic grade.

Key findings include:

Health and wellbeing

ALMOST A QUARTER SAY THEY FEEL SELF-CONSCIOUS OR EMBARRASSED GOING OUT IN PUBLIC AS A RESULT OF THEIR VISIBLE DIFFERENCE

PEOPLE WITH A VISIBLE DIFFERENCE FEEL DEPRESSED, SAD OR ANXIOUS AS A RESULT OF HAVING A VISIBLE DIFFERENCE

OVER A THIRD OF PEOPLE SAY THEY HAVE EXPERIENCED HOSTILE BEHAVIOUR BECAUSE OF THEIR VISIBLE DIFFERENCE

AND SIX IN TEN PEOPLE HAVE EXPERIENCED HOSTILE BEHAVIOUR FROM STRANGERS

1 IN 3

Icon: A donut chart with 1/3 highlighted in yellow and 2/3 in red.

Icon: A circular graphic with a yellow outer ring, a red inner ring, and a white center containing a yellow speech bubble with a red face.

Icon: A red stick figure sitting on the floor, leaning against an open white door.

Icon: A grid of 10 person icons, with 6 in red and 4 in yellow.

Workplace

OVER A THIRD OF PEOPLE SAY THEY HAVE BEEN DISCRIMINATED AGAINST IN JOB APPLICATIONS BECAUSE OF THEIR VISIBLE DIFFERENCE

A THIRD OF THOSE WHO HAVE A JOB SAY THAT THEIR EMPLOYERS HAVE NOT BEEN EFFECTIVE IN PREVENTING DISCRIMINATION AGAINST THEM IN THE WORKPLACE

A QUARTER OF PEOPLE HAVE BEEN STARED AT IN THE WORKPLACE BECAUSE OF THEIR VISIBLE DIFFERENCE

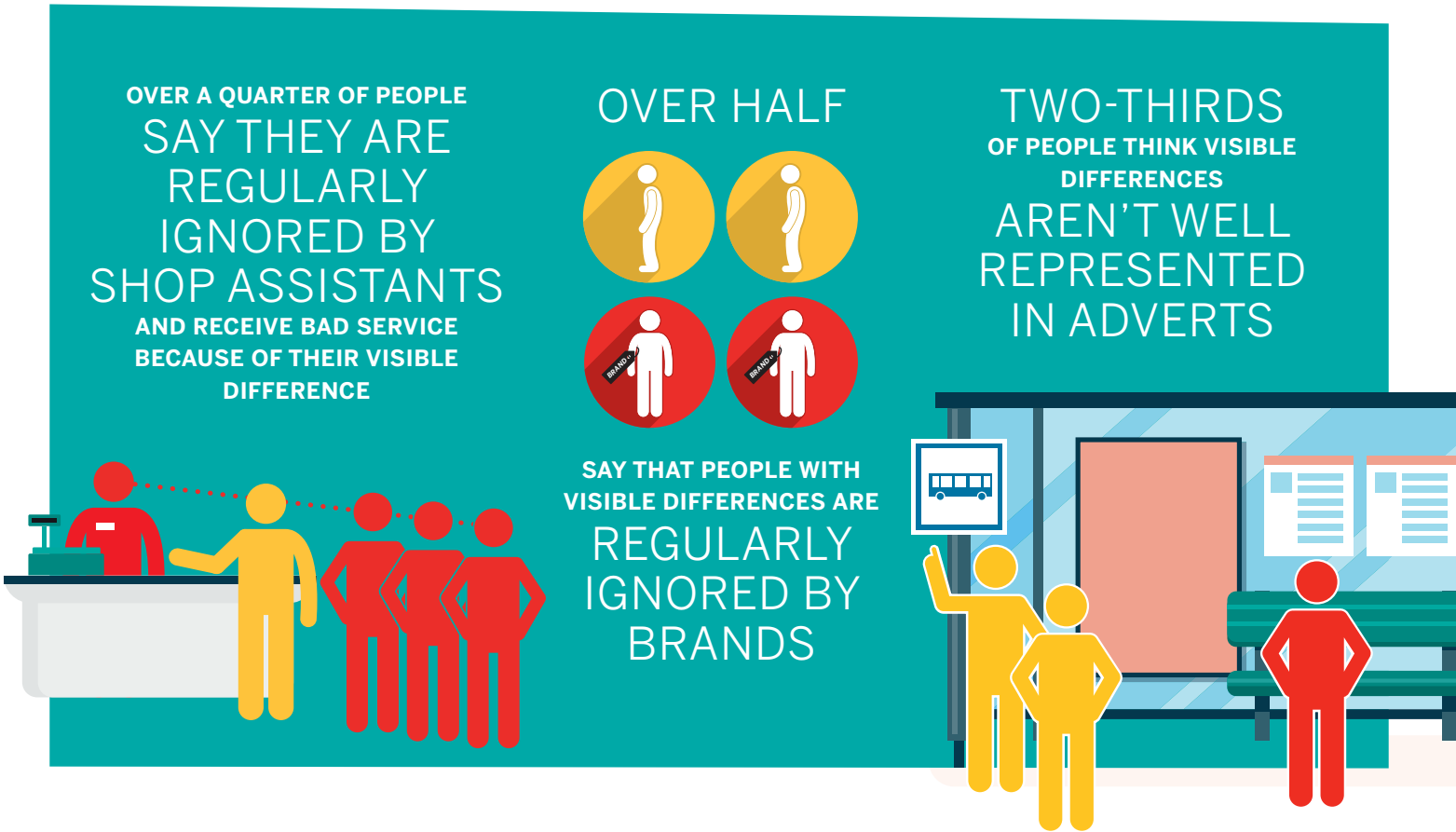
Icon: Three overlapping resume icons in red and yellow.

Icon: A red stick figure with three speech bubbles containing the text '\*!#?'.

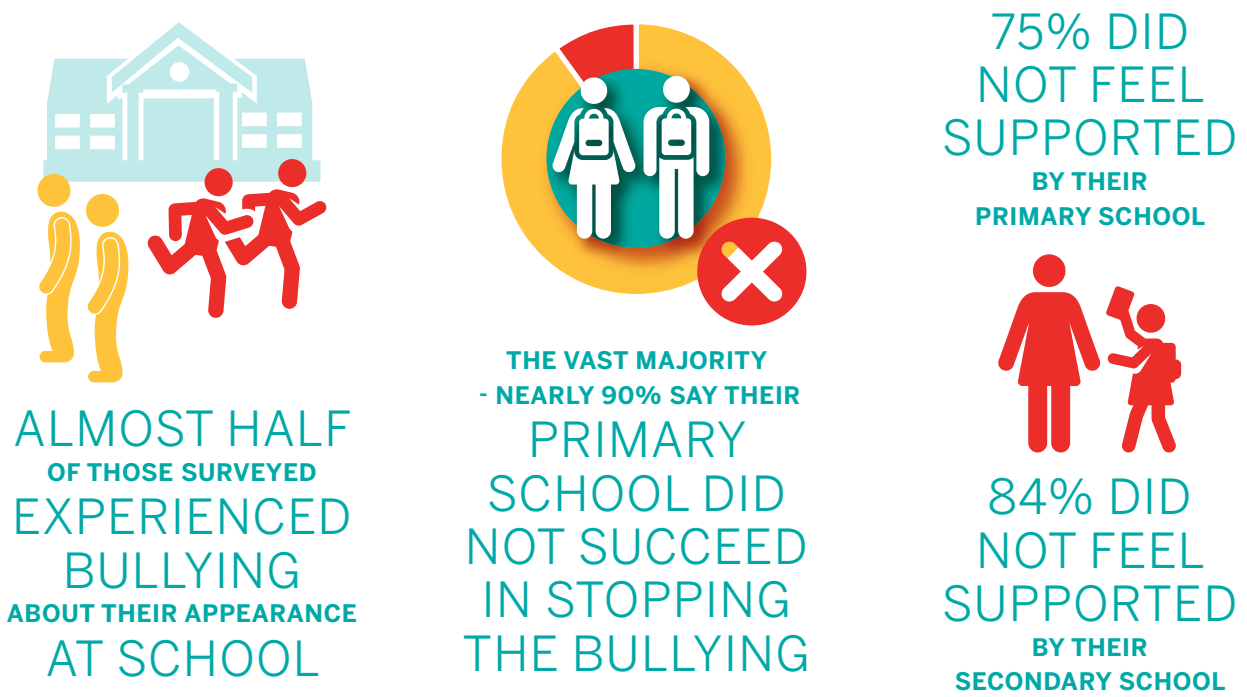
Icon: A red office chair and a grey desk.

Icon: A 2x2 grid of person icons, with 2 in red and 2 in yellow.

## Media and consumer experience



School The following statistics are from Disfigurement in the UK 2017



# How Changing Faces can help the Media and Journalists

People with 'visible differences' can face discrimination at school, work and in other areas of their lives. Media portrayal has a significant impact on public opinion and can affect how someone who looks different is treated. We work closely with media professionals to help ensure that news and documentary reporting and titling is accurate and non-discriminatory, and that fictional programming does not play to prejudice and stereotyping.

## CASE STUDIES

If you are interested in interviewing someone with a visible difference, then you can find many real-life stories here or contact our press team.



© Tulsi - Photo by Rankin

## LANGUAGE

Changing Faces uses various expressions, but generally uses the words 'visible difference' to describe someone who has a mark, scar or condition on their face or body that makes them look different. 'Disfigurement' is a term that is used in a legal context as it is enshrined in law in the Equality Act 2010, which gives legal protection to people with 'severe disfigurements'.

It's important to note that not everyone likes the word 'disfigurement', preferring 'visible difference' instead, or neutral terms, such as 'look different' or 'a different or altered appearance' are often acceptable.

Generally, people will use the name of the condition, or the cause of the mark or scar to describe themselves. Where possible, we encourage you to do this too (i.e. 'Anya has a cleft lip'; 'Nathan sustained burns in a house fire'), as this is an informative way of describing the person's mark, scar or condition.

## RECOMMENDATIONS ON HOW TO TALK ABOUT LOOKING DIFFERENT RESPECTFULLY

- ➔ Use 'visible difference', rather than 'deformity', 'abnormality' or 'defect'.
- ➔ Don't use 'scarred people' but place the individual first such as using 'people who have scars'. Don't use 'terribly scarred', 'horribly disfigured', or terms like 'badly burned' as a sensationalist technique but use factual language.
- ➔ Don't use 'victim', instead use 'survivor' or where possible say that an individual was 'involved' in an accident or incident.
- ➔ When interviewing someone, ask them beforehand how they refer to their visible difference or describe what happened to them and reflect this language in the piece. Be aware that no matter how many times someone tells their story, it can still be an emotional moment for them.
- ➔ Do not make assumptions about the experience of having a visible difference or how someone feels about this - each person's situation is individual to them.
- ➔ Do not assume the person is a victim or feel sorry for them - listen to their experiences and take your lead from them.

If you are an organisation or journalist that covers issues with an international perspective then you may find it useful to view the following guidelines at [Face Equality International](#)