



I pledge to stop using the following words that can hurt, offend and stigmatise people suffering from mental health problems and learning disabilities.

Stamp Out Stigma by crossing out the words

**DISTURBED CUCKOO**  
**THICK STRANGE UNBALANCED**  
**CRAZY LUNATIC**  
**NUTTER**  
**BASKETCASE RETARD**  
**LOCO FRUITCAKE**  
**WACKO FLAKY**  
**IDIOT WEIRDO**  
**DEMENTED SIMPLE MANIAC**  
**PSYCHO**  
**BONKERS MADHATTER**  
**CRACKERS**  
**DANGEROUS SCREWBALL**  
**LOONY RETARD**

### About you, and you and you!

Spread the word and get your friends to pledge too.

Title: .....  
Full name: .....  
Tel no: .....  
Email: .....  
Signature: .....  
Please tick here if you do not wish to be contacted by the Trust

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#### Data protection:

The information you provide when making this pledge is so that we can verify your identity in respect of our 'Sticks and Stones' campaign. Here at the Trust, we follow the laws set down by the Data Protection Act. This Act means that we must process personal information 'fairly and lawfully.' You have the right to know what information we hold about you, and we have a duty to keep information about you confidential, so we don't usually tell anyone outside of the Trust anything about you, unless you have given permission. You can find out more information by going to our website or by going to the Information Commissioner's website at [www.ico.gov.uk](http://www.ico.gov.uk)