

Show you care, use language that cares

**I'm not
a 'persistent
absconder'**

I'm caring for my
family at home

THINK
before you write



Gloucestershire
COUNTY COUNCIL

Show you care, use language that cares

I haven't got 'challenging behaviour'

I'm expressing
my emotions

THINK
before you write



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I'm not 'not engaging'

You haven't built a
relationship with me yet

THINK
before you write



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**I'm not
'difficult to place'**

I'm fun,
happy and resilient

THINK
before you write



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How would you feel if this was your child's report?



THINK
before you write

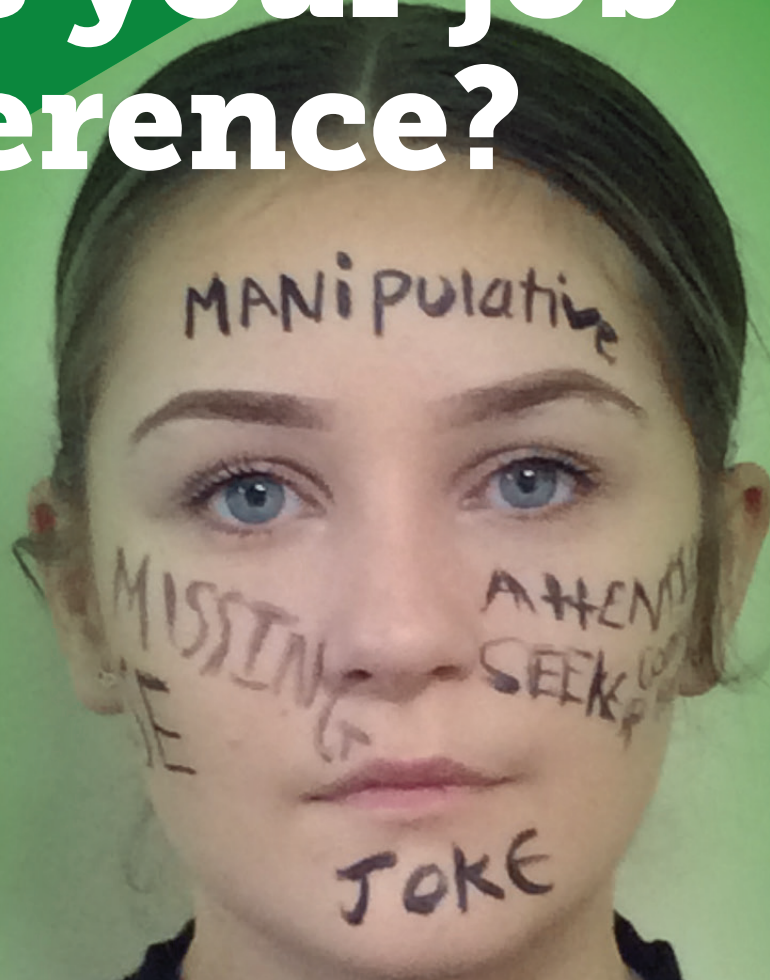
#languagethatcares



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**How would
you feel if this
was your job
reference?**



THINK
before you write

#languagethatcares



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