



## Do / Don't Language Guide (Quick Reference)

*(For members to use in writing or speaking with media)*

*The words we choose shape how the public and policymakers understand the orthotics and prosthetics (O&P) profession. Clear, consistent, and respectful language strengthens advocacy efforts and ensures patients and practitioners are represented accurately. Use this guide as a quick reference before interviews, press outreach, or everyday conversations.*

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### Use

- “Orthotic and prosthetic care”
  - “Qualified O&P professionals / practitioners”
  - “Restoring mobility and independence”
  - “Improves quality of life and reduces long-term healthcare costs”
  - “Patient-centered, clinically driven”
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### Avoid

- “Devices” without context → Instead say “*orthoses/prostheses fitted by professionals*”
  - “Artificial limbs” → Instead Say “*prosthetic care*”
  - Technical jargon (e.g., “*transfemoral*”) unless clearly defined for a lay audience
  - Overpromising outcomes → Instead, stay evidence-based and realistic
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### Examples in Action:

#### **Needs Improvement:**

*“Our clinic fits artificial limbs.”*

#### **Better:**

*“Our clinic provides prosthetic care, helping patients regain mobility.”*

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### Quick Tips

- **Keep it human:** Highlight patient outcomes, not just technology.
- **Stay simple:** Avoid jargon unless explained.
- **Connect locally:** Tie stories to your community.
- **Be consistent:** Use the Academy’s preferred terminology.

