

## **2 POVERTY ALLIANCE: STICK YOUR LABELS CAMPAIGN (AN174-2015)**

The Poverty Alliance is the national anti-poverty network in Scotland and has offered valuable advice to the Dundee Fairness Commission and to local efforts to tackle the causes and consequences of poverty in Dundee.

As parts of its national campaign to combat stigma, the Poverty Alliance has invited Dundee City Council and the Dundee Partnership to sign up to the national “Stick Your Labels” campaign, which aims to tackle negative attitudes and challenge stereotypes about people experiencing poverty.

The pledge would be to:

- be clear about what the Council and the Partnership currently do to address poverty
- carefully consider the language used by the Council and the Partnership and to ensure that they never use language that may stigmatise those living in poverty
- take actions that will address negative attitudes directly

It is recommended that the Council signs up to the “Stick Your Labels” campaign and that this be reported to the Dundee Fairness Commission meeting on 29th September, 2015 which will take evidence from the Poverty Alliance on the best ways to tackle stigma in the city. A full report on the action to be taken in support of the campaign will be presented to this Committee on 9th November, 2015.