

VITILIGO SOCIETY SUPPORTS FACE EQUALITY CAMPAIGN



In January 2008 Changing Faces conducted independent research to investigate people's attitudes toward visible difference. When directly questioned the vast majority said that they did not discriminate against people based on their facial appearance. However an Implicit Attitude Test revealed that 9 out of 10 people had negative attitudes towards people who have disfigurements. Similar results might be expected for those with vitiligo.

Many of these attitudes are unintentional and unwitting but still result in prejudice and discrimination against people with visible difference in the way that:

- They are treated at work
- They are treated at school
- They are portrayed in the media, film and advertising
- People react to them when they are out in public.

This has huge practical implications for those who live with visible difference, who might currently assume that they won't get front line jobs, go to university, or even be able to walk down the street without being stared at.

Face equality is about being treated fairly and equally irrespective of facial appearance. It is about creating a society in which everyone is valued for the unique contribution that they can make to society.

The campaign champions face equality and encourages people to stand out and show their support.

The campaign aims to:

- Raise awareness of implicit attitudes that can result in prejudice and discrimination
- Encourage people, organisations and the government to tackle such attitudes and make a commitment to face equality
- Help everyone learn new ways of thinking and behaving towards people with visible difference.

Find out more by following this link

<http://www.changingfaces.org.uk/News-and-Campaigns/Face-Equality-Campaign/Why-face-equality>