TRENDS IN MENTAL ILLNESS RELATED PUBLIC STIGMA AMONG THE ENGLISH POPULATION IN 2003-2013: INFLUENCE OF THE TTC CAMPAIGN

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Overview

1. Overview of the Time to Change (TTC) social marketing campaign

2. 10 year public attitude trends across England

3. Factors associated with regional improvements
1. WHAT DO WE WANT TO ACHIEVE?

Time to Change

Using social marketing campaign to tackle mental health discrimination
Research aims

1. To investigate overall public attitude trends across England over 10 years


3. To examine whether there is a ‘dose effect’ relationship between campaign awareness and mental health related knowledge, attitudes and intended behaviour
Evaluation Methods
Outcome Measures

**Mental Health Knowledge Schedule (MAKS):**
Includes 6 items which assess stigma related mental health knowledge and 6 items which assess knowledge of specific mental illnesses

**Community Attitudes Towards Mental Illness (CAMI):** 27 items, 2 factors: Prejudice/Exclusion and Tolerance/Support for community care (Rüsch, et al., 2011)

**Reported and Intended Behaviour Scale (RIBS):**
Assessed 4 intended behaviour items
Sample

• Nationally representative attitudes survey 2003, 2007-2013

• $n \approx 1700$ / year

• Knowledge (MAKS) and intended behaviour (RIBS) added in 2009
Results
Methods aims 1 & 2 (longitudinal trends)

• Calculated annual mean scores for attitude items related to prejudice and exclusion, and tolerance and support for community care.

• Present mean attitude scores 2003-3013

• Present an extrapolated linear trend line for the years 2009–13 and estimate population attitude scores without the campaign.

• Multivariable linear regression models adjusted for age, gender, socioeconomic status
Figure

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Launch of Time to Change anti-stigma social marketing campaign

Prejudice and exclusion, reverse coded*
Tolerance and support for community care
Prejudice and exclusion, reverse coded* (simulated with no campaign)
Tolerance and support for community care (simulated with no campaign)
Methods aim 3 (dose effect relationship)

• Estimated changes in knowledge, attitudes and support for community care and intended behaviour across 9 regions of England 2009-2013

• Index of campaign familiarity (seen or heard campaign)
  – 0 = no awareness,
  – 1 = 1-2 times
  – 2 = 3-5 times
  – 3 = 6+ times

• Controlled for: baseline scores, change in unemployment rates
Factors associated with regional **improvements** in knowledge, attitudes and intended behaviour (2009-2013)

- Knowledge
- Tolerance/Support for community care
- Prejudice/Exclusion
- Intended behaviour

<table>
<thead>
<tr>
<th></th>
<th>Campaign familiarity</th>
<th>Baseline score</th>
<th>Change in unemployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>0.58 *</td>
<td>-0.03</td>
<td>-0.01</td>
</tr>
<tr>
<td>Tolerance/Support for community care</td>
<td>0.58 *</td>
<td>-0.05</td>
<td>-0.03</td>
</tr>
<tr>
<td>Prejudice/Exclusion</td>
<td>0.51 *</td>
<td>-0.09</td>
<td>0.02</td>
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<tr>
<td>Intended behaviour</td>
<td>0.32</td>
<td>-0.2</td>
<td>0.02</td>
</tr>
</tbody>
</table>
Summary & Conclusions

• Findings suggest attitudes have improved in England over the last decade.

• There is also evidence for an increase in the rate of improvement for prejudice and exclusion attitudes after the launch of the Time to Change anti-stigma campaign.

• This trend was not significant for attitudes related to tolerance and support for community care.

• We also found evidence for a dose–effect relation between campaign familiarity and regional positive increases in knowledge and attitudes, but not intended behaviour.

• The positive effects of Time to Change seem to be significant and moderate.
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THANK YOU FOR YOUR ATTENTION

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