Beating the Stigma of Mental Illness

What says the dodo bird?

Patrick Corrigan
Illinois Institute of Technology
SCHIZOPHRENIA...
WHEN THE LEFT HAND DOESN'T KNOW WHO
THE RIGHT HAND IS KILLING!!

Lynne Frederick  John Leyton  Stephanie Beacham  and John Fraser

Schizo

A NILES INTERNATIONAL RELEASE
A NILES INTERNATIONAL PRODUCTION
the

ADVOCATE’S AGENDA

“I must fight in the open!”
Growth in Research
Stigmatizing Attitudes and Behavioral Intentions

Contact: 
- Responsibility
- Dangerousness

Education: 
- Responsibility
- Dangerousness

Attitudes and Intentions @ post and 1 wk f-up

LP6
centered chart

fixed connecting lines

capitalized "control" to match other boxes

Lab's PC, 11/7/2008
UNINTENDED CONSEQUENCES

Everybody has won and all must have prizes!
All Therapies Work for All Illnesses

Psychoanalysis

Cognitive Therapy
Social Justice
BEAT RACISM
BEAT HOMOPHOBIA

A FEW WEEKS PASS...

I SO, I JUST RECEIVED WORD THAT PFC HOWARD'S DISCHARGE HAS BEEN APPROVED.

WE JUST WANT TO MAKE SURE THAT HOWARD'S PAPERWORK GETS FINISHED AND THAT HE OUTPROCESSES WITHOUT ANY HASSLE FROM THE OTHER SOLDIERS. LET'S KEEP A CLOSE EYE ON THIS, ISO. HE IS STILL ONE OF OUR SOLDIERS.

YOU MAY ASK—WHAT IS CREDIBLE INFORMATION?
READ THIS. I HOPE IT HELPS.

What Is Credible Information?

1. A statement by a reliable person that he or she observed or heard a soldier engage in a homosexual act, or state that he or she was a homosexual or bisexual, or state that he or she had married or attempted to marry a member of the same sex.

2. A statement by a reliable person that he or she had observed or discovered a soldier saying or putting in writing a statement acknowledging a homosexual act or the intent to engage in a homosexual act.

DON'T ASK
DON'T TELL
Pope Francis I Inaugural Mass
March 19, 2013

“THE POOR!”
“THE WEAK!”

“THE LEAST IMPORTANT!”
“The poor!”

“Whatever you do to the least of my brethren, that you do unto me!”

John

BESTOW

EMPOWER

“THE POOR!”

“THE WEAK!”

“THE LEAST IMPORTANT!”

Pope Francis I Inaugural Mass
March 19, 2013
EASY STUFF:
Just change the words!
Just cure the disease!
Just Change the Words!

- Leprosy to Hansen’s Disease
- Dementia to Alzheimer’s
- Mental Retardation to Intellectual Disability
- Mania to Bipolar Illness
The East Asian Experience

- Japan: Seishin-Bunretsu-Byo to togo shitco sho
  “mind split disease”
  “integration disorder”

- Korea: Jeongshin-bunyeol to Johyun-byung
  “mind splitted disorder”
  “attunement disorder”

- Hong Kong: Jing Shen Fen Lie to Si Jue Shi Tiao
  “splitting of the mind”
  “dysfunction of thought and perception”

- Singapore, China

Sartorius et al., 2014
Just Change the Words!

The Data
- Japan: mixed findings (Takashi et al., 2009, 2011)
- Relationship between name recognition and recovery (Sato in preparation, 2014)
- Hansen’s Disease (Oliveria et al., 2003; Van Brakel et al., in press)

Perpetuates the difference

Prejudice and discrimination more than words.
- MODERN RACISM
It Looks Easy:
SAMHSA forbids “stigma”
NIMH and other funders decrease support
Advocacy groups: No longer a problem
KNOWLEDGE IS GOLD: Educate stigma away!
# Framing Stigma Change

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Protest</th>
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<th>Contact</th>
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<tbody>
<tr>
<td>Media-based</td>
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## Framing Stigma Change

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---------- processes ----------
75% US school districts
43 countries

RESEARCH

<table>
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<th>Uncertain effects</th>
<th>No effects</th>
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<tr>
<td></td>
<td>U Maryland (1998)</td>
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<td>Worse effects</td>
<td>APA (1999)</td>
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<td>Indiana U (1992)</td>
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Mental Illness is a Brain Disorder!

![Bar graph showing decrease in blame post-intervention.](image-url)
Mental Illness is a Brain Disorder!

RECOVERY

The Decade Of The Brain
1990 - 2000
Mental Illness is a Brain Disorder!

RECOVERY

HIRE THEM?
RENT TO THEM?
EQUAL HEALTH CARE?
The Appeal of Education

- Myths of Mental Illness vs Facts
  - People with mental illness are dangerous.
  - Epidemiological research.

- Disseminate
  - Manuals
  - Internet

- Resonates with our education system
  - LITERACY
Meta-Analysis: Knowledge and Stigma

- Sixteen representative samples of nation-defined populations
- 230 to 6000 Ss
- Response rates: 65–85%

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: **CAUSE**

![Graph showing trend of Inherited/Genetic causes from 1990 to 2006.](image)

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: CAUSE

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: ACCEPTANCE

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: ACCEPTANCE

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
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**PROTEST**

-----processes-----

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**Vehicle**
PROTEST:
The Pros and CONs!
Protest

- Review stigmatizing images
- Shame on you for thinking that way
GET THE VIOLENT CRAZIES OFF OUR STREETS

TEXAS CAMPUS TRAGEDY KILLS 11
PAGES 6 & 7

GREAT NEW YORK EATS THAT FIT THE BILL
PAGES 75-80

FOR JAMES BOND'S 'WORLD'
PAGE 66

NEWS' SPECIAL EDITORIAL
SEE PAGES 2 & 3
Beware the rebound effect

the white bear
Wonderland
2000

NAMI - stigmabusters
The JASONUT
The SUICIDE SQUEEZE
The CRAZY FACE

Located in Campbell and San Jose California
Join the national on-line food fight.

Help turn lemon donuts into lemonade.
I'm an advocate of equal rights and a more tolerant world toward all people of different races, religion, gender, and sexual orientation; but that is it. Any thing else is just moronic.

Stan Rezaee, Aug, 2009
FRANCHISE OPPORTUNITIES
Framing Stigma Change

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-------processes-------
CONTACT vs EDUCATION

The Pros and CONs!
Contact

“Meet Bob Lundin”
Bob’s story

- My name is ______ and I have a severe mental illness called schizo-affective disorder.
- My childhood was not unusual...
- Unfortunately, my mental illness was **traumatic**. It did not go away quickly...
- Despite these problems, I have achieved several accomplishments.
Mean effect sizes: RCTs only Pre–Post

CORRIGAN ET AL., 2012
Mean effect sizes: Pre-Follow-up

- Education
- Contact

Overall attitudes

- k=190
- ns
- ***

Attitudes

- k=16
- ***
- *

Mean effect sizes:

Pre-Follow-up
SOCIAL MARKETING

Its Promise and Limitations
What a DIFFERENCE a friend makes!
Public Service Announcement

Change a Mind
REAL WARRIORS + REAL BATTLES
REAL STRENGTHS

Reaching out makes a REAL DIFFERENCE

Photo by SSGT. Suzanne M. Day
Connecting Veterans and their friends and family members with information, resources, and solutions to issues affecting their health, well-being, and everyday lives.

“I knew that if the troops I’d lost could talk, they’d say ‘Come on, you’re living for me now. Pick up your game.’”

Jack U.S. MARINE CORPS

“Courage is the ability to face adversity, even if it’s within yourself.”

Bryan U.S. MARINE CORPS

“It’s amazing what you can do by just telling and owning your own story.”

Trista U.S. NAVY, U.S. MARINE CORPS, U.S. ARMY NATIONAL GUARD
What a DIFFERENCE a friend makes!
(March 2008)

(May, 2009)

Market Penetration

frequent

Videogames

freq
Website visits
Website visits to *Part of Our Lives*

Odds Ratio

2.81***
MILLIONS

Effect Size

Just going to the site is not enough

88% left after one minute!
TLC3

- Targeted
- Local
- Credible
- Continuous
- Contact

Corrigan, 2011
Who should targets be?
Targets

Landlords
Health care professionals
Teachers
Legislators
Employers
What is local?
LOCAL
CHICAGO: the heart and brains of Illinois

Does it play in PEORIA?
Local

- City
- Office
- Church, synagogue, mosque
- School
Good stigma change

- credible
- continuous
Credible

Contact with whom?

Example
  ◦ Military (PTSD)
  ◦ Other enlisted members
    • Marines from marines
    • Sailors from sailors
Continuous

- Once is not enough
- And cannot be carbon copies
TLC3

- Targeted
- Local
- Credible
- Continuous
- Contact
The GRAND PLAN
Come out everyone

Come out everywhere
the Grand Plan

- Come out Mad
- Come out Proud
Coming Out Proud program

Three Lessons
- Consider the pros and cons of disclosing
- There are different ways to disclose
- Telling your story
“Let our first act every morning be to make the following resolve for the day: I shall not fear anyone on earth. I shall fear only God. I shall not bear ill will toward anyone. I shall not submit to injustice from anyone. I shall conquer untruth by truth. And in resisting untruth, I shall put up with all suffering.”

Mahatma Gandhi