Changing Stigma
Where and what is the evidence?

Patrick Corrigan, Psy.D.
Illinois Institute of Technology
GOALS

• Understanding Stigma for Stigma Change

• Framing Stigma Change

• Implications for Evaluation
National Consortium on Stigma and Empowerment

- Yale
- UPENN
- Rutgers
- IIT
  - Lead institution
  - Shadow center
Scientists Say Negro Still In Ape Stage
Races Positively Not Equal
People with mental illness are homicidal maniacs

In the movies
"THE MOST POPULAR
Cinematic Maniac Since
Darth Vader."
—Joshua Hammer, NEWSWEEK

"SHARP HUMOR... Freddy delivers double entendres like a James Bond Boogeyman."
—Richard Corliss

A Nightmare
ON ELM STREET
THE DREAM MASTER

NEW LINE CINEMA
People with mental illness are homicidal maniacs

In the newspapers
IS THIS MAN A MONSTER?

HE KILLED HIS WIFE AND DAUGHTER 13 YEARS AGO, BUT NOW THE STATE SAYS DRUGS HAVE HIS MENTAL CONDITION UNDER CONTROL. HIS NEW NEIGHBORS IN UPTOWN AIN'T SO SURE.

BY TED KLEINE

In the hallway, the man in the tuxedo is talking to a young woman in a black dress. She looks scared. The man is holding a gun. The woman is crying. A police officer is standing nearby, looking at the scene.

Inside the home, the man is wearing a white shirt and black tie. He is talking to a woman who is sitting on the couch. The woman looks upset. The man is holding a glass of wine.

In the backyard, the man is standing next to a car. He is looking at the house across the street. A police officer is standing nearby, watching him.

In the living room, the man is sitting on the couch with his daughter. She is holding a stuffed animal. The man looks happy.

In the kitchen, the man is cooking dinner. He is talking to his wife. She is cooking beside him.

In the bedroom, the man is standing next to his wife. She is lying on the bed. He is looking at her. The man looks tired.

In the garage, the man is fixing the car. He is talking to his daughter. She is standing next to him, watching him work.

In the driveway, the man is standing next to his car. He is talking to a police officer. The officer is writing a ticket.

In the street, the man is walking down the sidewalk. He looks happy. A woman is walking next to him, carrying a shopping bag.
People with mental illness are homicidal maniacs

In advertising
People with mental illness are homicidal maniacs

In comics
"YOU DON'T SUPPOSE THIS GUY REALLY IS F.B.I., DO YOU?"
SIR, THESE GENTLEMEN FROM THE U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION ARE HERE TO EXPLAIN NEW RULES ON MENTAL ILLNESS IN THE WORKPLACE.
People with mental illness are lovable buffoons

Benevolence stigma
A One-Day Seminar To Help You Weed Out Potential Problem Employees

How To Avoid Hiring Lemons, Nuts & Flakes
Isn’t It Better?
Dateline: July 10, 2002

Trenton State Hospital has fire.
Roasted Nuts
Has Stigma Changed?

Phelan, Link *et al*
Has Stigma Changed?

Phelan, Link *et al*

- DANGER

![Bar chart showing data comparison between 1956 and 1996]
Has Stigma Changed?

- DANGER

Phelan, Link et al

![Bar graph showing the percentage of danger from 1956 to 1996](image)
Has Stigma Changed?

Phelan, Link et al

• DANGER
Brewster Rockit: Space Guy!

Policy change. "Crazy" is now on the growing list of politically incorrect words.

What?

Yep, seems it's offensive to people of a certain mental state.

Well, that's just "sanity challenged."
Don’t Call Me Nuts!

Coping with the Stigma of Mental Illness

- Dealing with the Pain of Self-Stigma
  - To Disclose or Not to Disclose
  - Seven Ways to Foster Personal Empowerment
- Changing Society’s Reactions through Contact, Education, and Protest

Patrick Corrigan • Robert Lundin
## Framing Stigma Change

---processes---

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<tr>
<th>Vehicle</th>
<th>Protest</th>
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# Understanding Stigma for Stigma Change: CONSTRUCTS BY TYPES

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Social Psychological Constructs

- **STEREOTYPES**
  - People with MI are: weak, dangerous....

- **PREJUDICE**
  - They are bad because: scary, shameful.

- **DISCRIMINATION**
  - So, don’t: hire, serve, rent to them
What are the... Stereotypes

• Empirical question.
  • Blame/responsibility
    – Onset
    – Offset

• From whose perspective.
Onset Responsibility: The person CAUSED it

PREJUDICE

- Drug Abuse
- Alcohol Abuse
- Psychiatric Disorder
- HIV/AIDS
- Bone Cancer

- Chicago
- Beijing
Offset responsibility: not trying to GET BETTER

PREJUDICE
Rank candidates for interview

• Psych hospital
• In Jail
Rank candidates for interview

DISCRIMINATION
Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

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Types

- Public stigma
- Self-stigma
- Label avoidance
- Structural stigma