Types

• Label Avoidance
  – No treatment
  – So no labels
  – So no shame
Care Seeking

Label Avoidance

45%

Epidemiological Catchment Area, National Co-morbidity Survey, NCSII
Adherence

Label Avoidance

22%

Canadian Community Health Survey

Understanding Stigma for Stigma Change:

<table>
<thead>
<tr>
<th></th>
<th>Public stigma</th>
<th>Self-stigma</th>
<th>Label avoidance</th>
<th>Structural stigma</th>
</tr>
</thead>
<tbody>
<tr>
<td>stereotyping</td>
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<tr>
<td>prejudice</td>
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<tr>
<td>discrimination</td>
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</tbody>
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PTSD – suicide
Absence of treatment
Framing Stigma Change

--------processes--------

<table>
<thead>
<tr>
<th>Vehicle</th>
<th>Protest</th>
<th>Education</th>
<th>Contact</th>
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</thead>
<tbody>
<tr>
<td>Media-based</td>
<td></td>
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<td></td>
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<tr>
<td><em>In vivo</em></td>
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</tbody>
</table>
PROCESSES

• Education
• Protest
• Contact
• Education

Review key myths and facts that counter these myths
• **Myth:** Serious mental illness is rare.

• **Fact:** Schizophrenia makes up .8% of the population. In Chicago Metro, that is 64,000 people, or the population of Joliet Illinois.
• 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 7B-80

FOR JAMES BOND’S ‘WORLD’
PAGE 66

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

the white bear
• 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.
N=213

Mental Illness Stigma (MIS)

Education: Responsibility

Education: Dangerousness

Contact: Responsibility

Contact: Dangerousness

MIS post test and follow-up

Corrigan, River, Lundin et al 2001
Dangerousness: pre–post

- control
- ed:danger
- ed:respon
- ct:danger
- ct:respon

(pre)
Avoidance: pre–post
Avoidance: pre–follow–up

-3.2  -2.7  -2.2  -1.7  -1.2  -0.7  -0.2  0.3  0.8  1.3  1.8


pre  f-up

con>edu
## Framing Stigma Change

<table>
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</tbody>
</table>
VEHICLES

• Media-based

• *In vivo*

services research
Public Service Announcement

Change a Mind
Market Penetration

frequency

(March 2008) (May 09)
Real Warriors + Real Battles      Real Strengths

www.realwarriors.net

- DCoE Outreach Center     live chat
- Natl Suicide Prevention Lifeline
- afterdeployment.org
Website visits to *Part of Our Lives*

![Graph showing number of visits over time with an Odds Ratio of 2.81***](image)
MILLIONS

Effect Size

thousands
MILLIONS

Just going to the site is not enough

88% left after one minute!
In Vivo

National Alliance on Mental Illness
In Our Own Voice
Learn More about It

• Stigmaandempowerment.org
• Bibliography
• Toolkit
• Four lessons
• corrigan@iit.edu
N=200

Pre-test

IOOV 90 min
- Recall test

IOOV 30 m in
- Recall test

Educate
- Recall test

Corrigan et al., 2010
Two Actors: Male and Female

12 positive things
- “I work as an accountant.”

12 negative things
- “I hear voices.”
Recall of Positive and Negative Statements

Post hoc tests
Positive Statements  \((IOOV30 = Educ) > IOOV90\)
Negative Statements  \((IOOV30 = IOOV90) < Educ\)
• Good stigma change

• targeted

• local
• Landlords
• Health care professionals
• Teachers
• Legislators
• Employers
The Distressed Person

- The depressed employee
- The suicidal adolescent
- The panicked drug abuser

- The soldier with PTSD
  sailor, marine, airman
Local

- City
- Office

- Church, synagogue, mosque
- Military base
Beat the Stigma and Discrimination!
Four Lessons for Mental Health Advocates

Patrick W. Corrigan, Psy.D.
Learn More about It

• Stigmaandempowerment.org
• Bibliography
• Toolkit
• Four lessons
• corrigan@iit.edu
GOALS

• Understanding Stigma for Stigma Change
• Framing Stigma Change

• Implications for Evaluation
  – Where’s the science?
Stigmatizing Attitudes and Behavioral Intentions

Education:
- Responsibility
- Control

Contact:
- Responsibility
- Dangerousness

Attitudes and Intentions @ post and 1 wk f-up

Graphs showing changes in stigma over pre and post conditions.
Evidence Based Considerations

• Reducing discrimination versus affirming actions
  – Not just what does it stop (less prejudice)
  – but what is improved (more work)

• Specificity
  – Not just whether it “changes” people, put does it change important groups
    • Employers  landlords  health care providers
Evidence Based Considerations

• Effect Size
  – Is the effect noticeable?
  – Does it matter? (social validity)

• Iatrogenic effects
  – Mental illness is a brain disorder

• Manuals and Fidelity
  – Need to catalogue interventions

• Feasibility
  – If you provide it will they come
Learn More about It

• Stigmaandempowerment.org
• Bibliography
• Toolkit
• Four lessons
• corrigan@iit.edu