

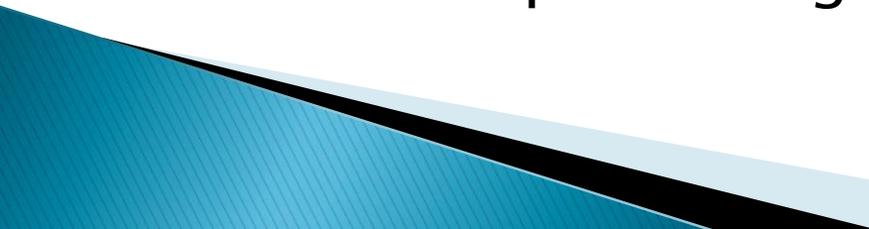
Mitigating Stigma and Barriers to Care

Patrick Corrigan, Psy.D.
Illinois Institute of Technology

GOALS

- ▶ Understanding Stigma for Stigma Change
- ▶ Framing Stigma Change
- ▶ Implications for Evaluation

Approaches to Changing Stigma

- ▶ Social Marketing
 - ▶ Health Communication
 - ▶ Behavior Change (viz. barriers to care)
 - User
 - Provider
 - Other important agent
- 

National Consortium on Stigma and Empowerment

- ▶ Yale
- ▶ UPENN
- ▶ Rutgers
- ▶ IIT

- Lead institution
- Shadow center

NIMH DevCtr

stigmaandempowerment.org

NEW YORK POST

METRO
TODAY'S RACE

© 1980 News Group Publications Inc. Vol. 114, No. 100
FRIDAY, MAY 9, 1980 30 CENTS
LARGEST-SELLING AFTERNOON NEWSPAPER IN AMERICA
\$40.000

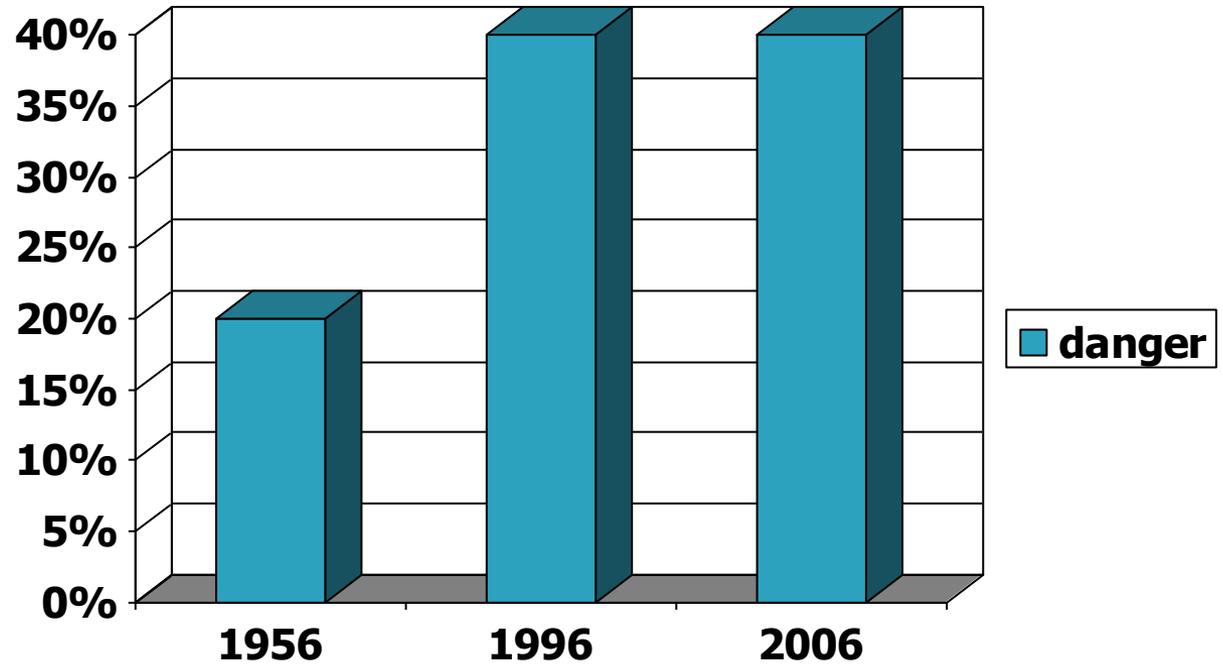
FREED MENTAL

PATIENT KILLS

MOM

Has Stigma Changed?

▶ DANGEROUSNESS



Phelan, Link *et al*

Pescosolido *et al*

Framing Stigma Change

-----processes-----

	Protest	Education	Contact
Media-based			
<i>In vivo</i>			

v
e
h
i
c
l
e

Understanding Stigma for Stigma Change: CONSTRUCTS BY TYPES

-----types-----

C
O
N
S
T
R
U
C
T
S

	Public stigma	Self-stigma	Label avoidance	Structural stigma
stereotype				
prejudice				
discrimination				

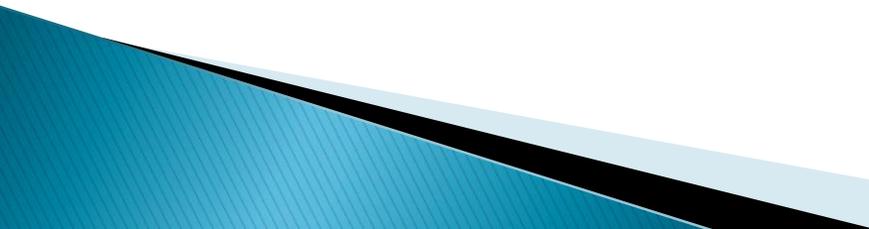
Social Psychological Constructs

- ▶ STEREOTYPES
 - People with MI are: weak, dangerous....
- ▶ PREJUDICE
 - They are bad because: scary, shameful.
- ▶ DISCRIMINATION
 - So, don't: hire, serve...b

What are the...

- ▶ Stereotypes
- ▶ Prejudice
- ▶ Discrimination

of military personnel?



What are the...

Stereotypes

of military personnel?

- ▶ Empirical question.
- ▶ From whose perspective.
 - Enlisted personnel
 - NCOs, Officers
 - Other important stakeholders
 - Family – Providers – Faith-based com

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

S
t
r
u
c
t
u
r
e
s

	Public stigma	Self-stigma	Label avoidance	Structural stigma
stereotype				
prejudice				
discrimination				

Types

- ▶ Public stigma
- ▶ Self-stigma
- ▶ **Label avoidance**
- ▶ Structural stigma

Types

- ▶ **Label Avoidance**
 - No treatment
 - So no labels
 - So no shame

Types

- ▶ No treatment
 - Do not seek care
 - Do not stay in treatment Do not fully participate

Understanding Stigma for Stigma Change:

	Public stigma	Self-stigma	Label avoidance	Structural stigma
stereotype				
prejudice				
discrimination				

Websites

GOING TO AND
PARTICIPATING IN
TREATMENT

Framing Stigma Change

-----processes-----

	Protest	Education	Contact
Media-based			
<i>In vivo</i>			

v
e
h
i
c
l
e

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

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER Friday, November 23, 2000



**TEXAS
CAMPUS
TRAGEDY
KILLS 11**

PAGES 6 & 7



**GREAT
NEW YORK
EATS THAT
FIT
THE BILL**

PAGES 78-80

★★★
**FOR JAMES
BOND'S
'WORLD'**

PAGE 66

GET THE VIOLENT CRAZIES OFF OUR STREETS

NEWS' SPECIAL EDITORIAL

SEE PAGES 2 & 3

▶ Beware the rebound effect

the white bear

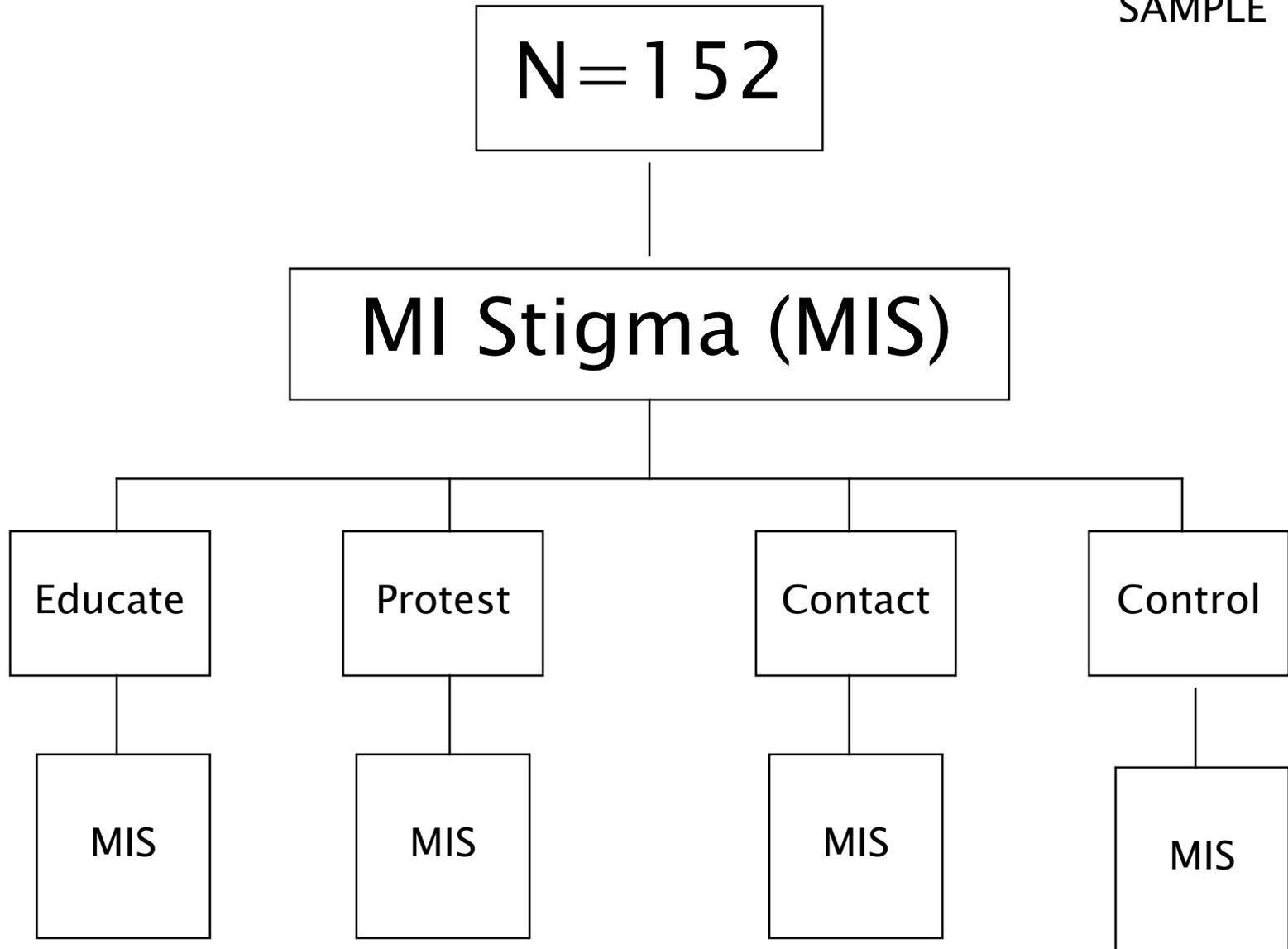
▶ Contact

“Meet Bob Lundin”



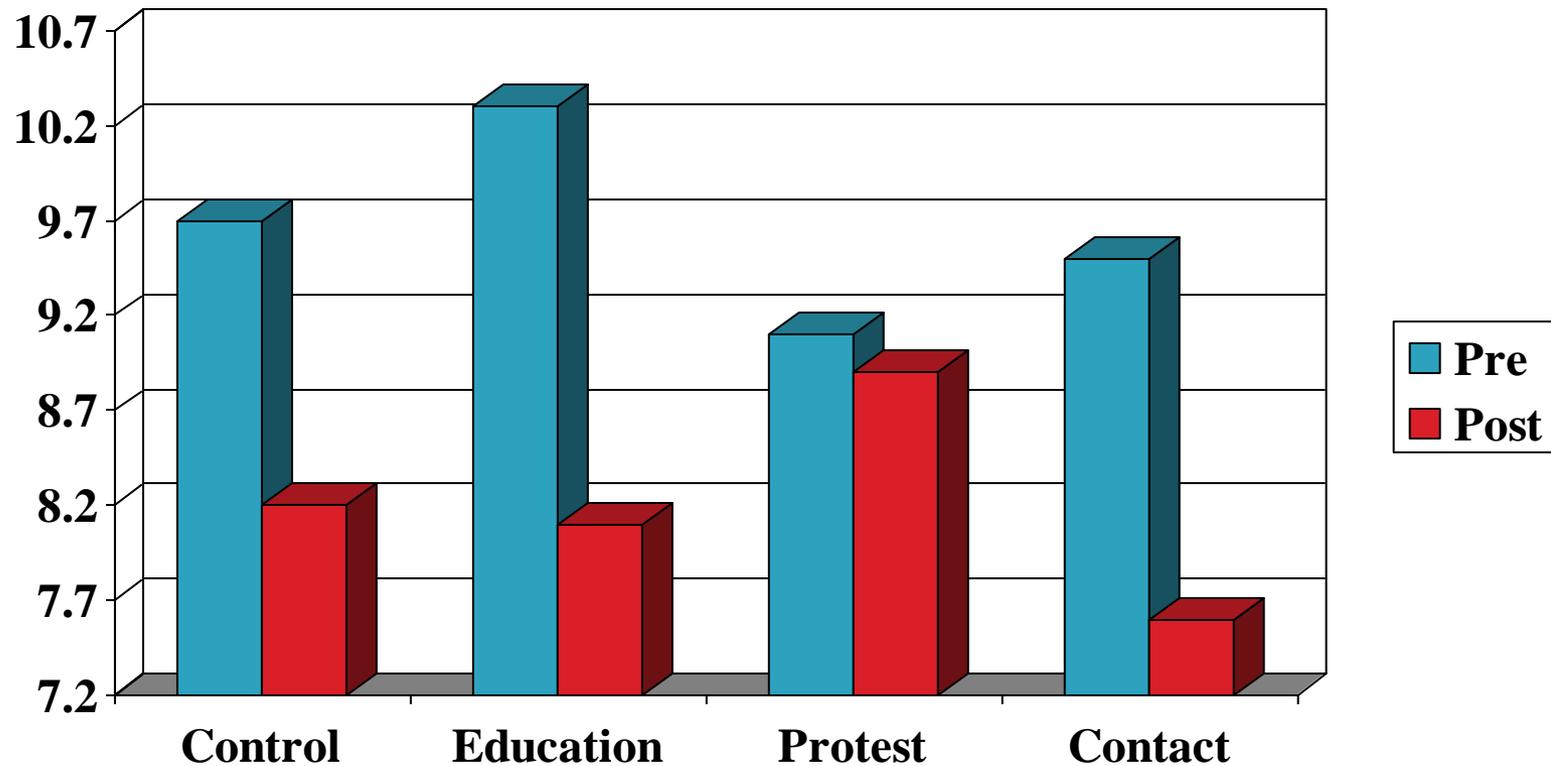
▶ Bob's story

- 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.



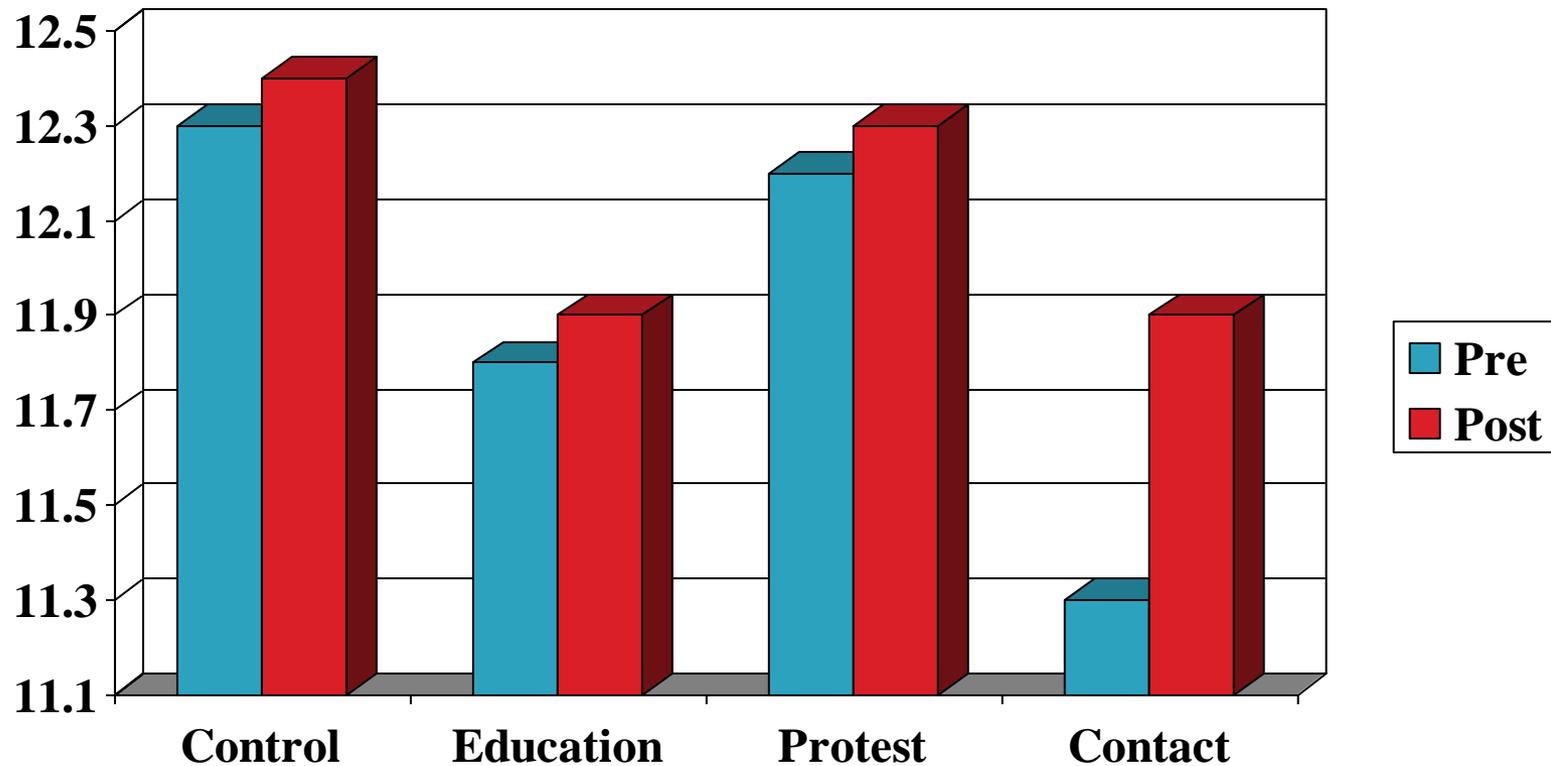
Stability of Psychosis

decrease in stability scores means persons are able to benefit from treatment

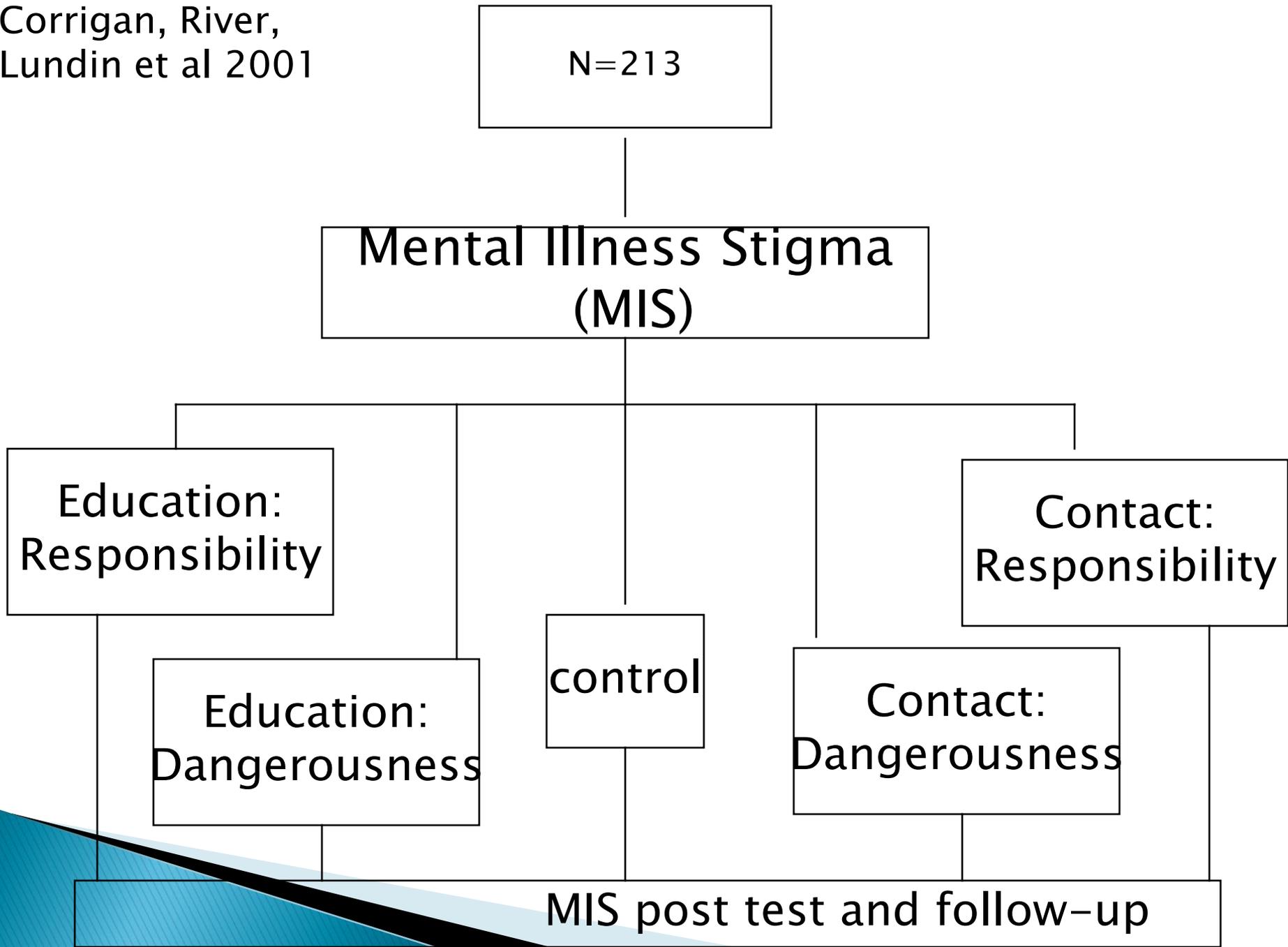


Controllability of Depression

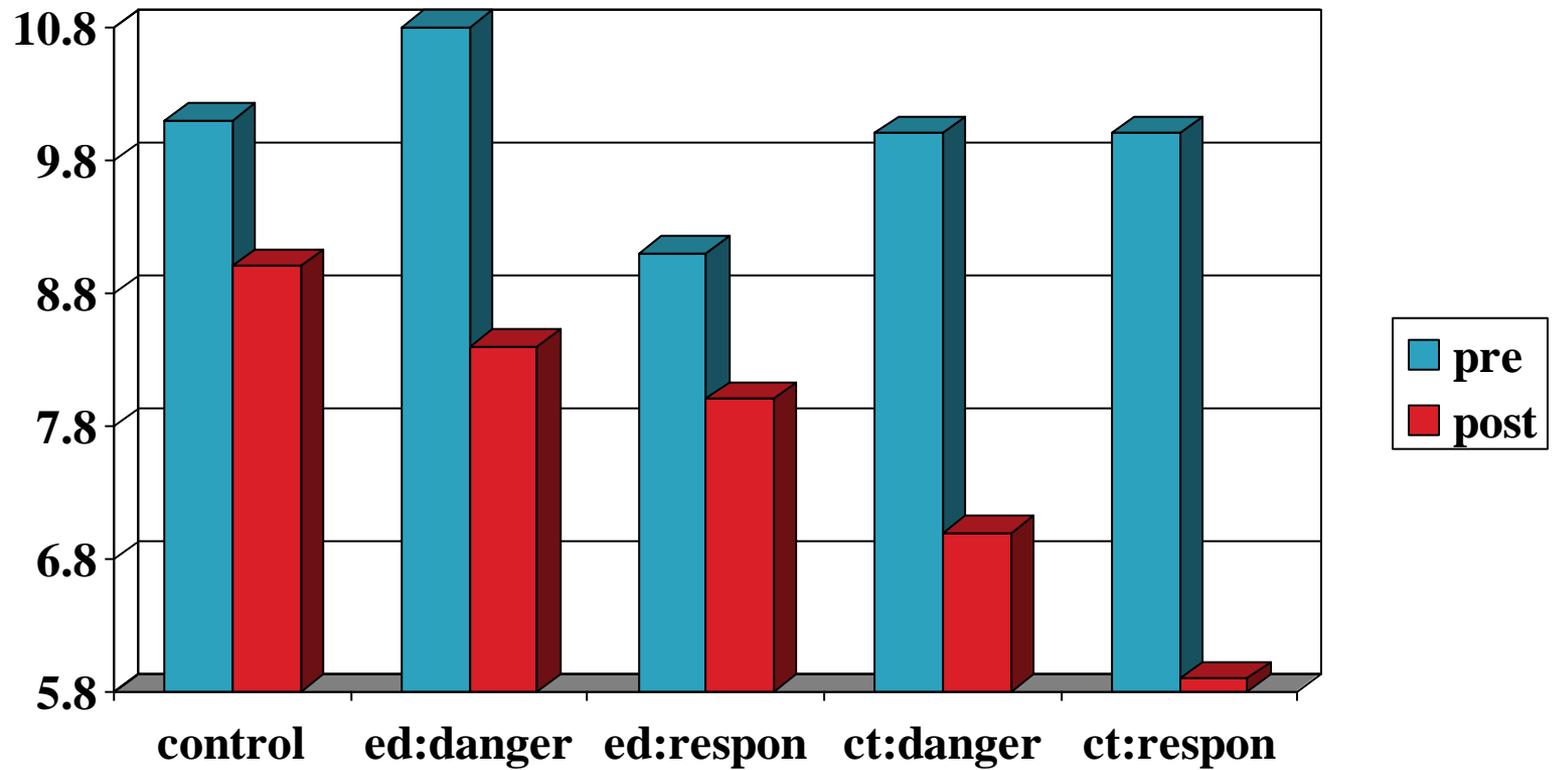
increase in controllability scores means persons are less to blame for their disorder



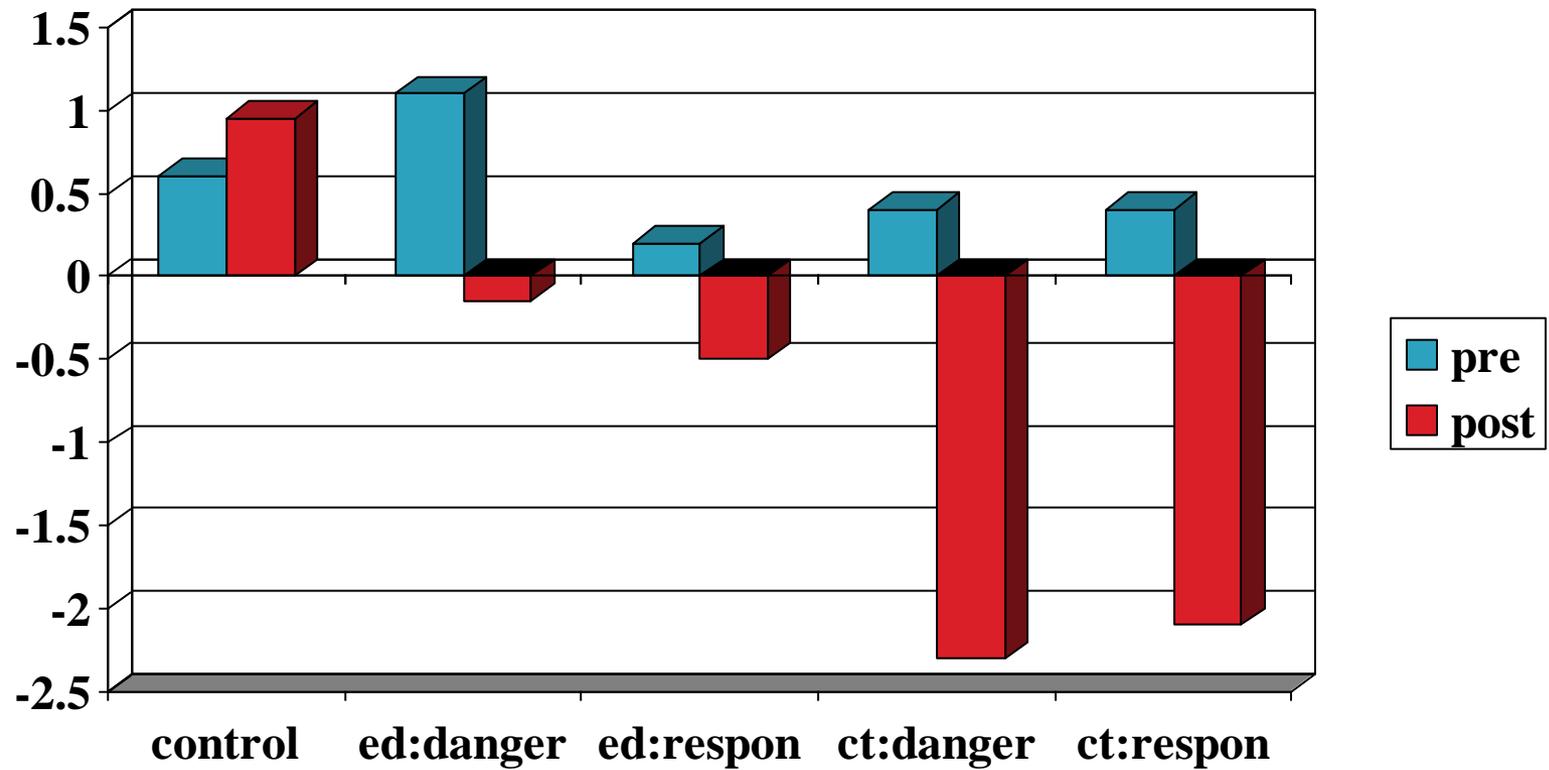
Corrigan, River,
Lundin et al 2001



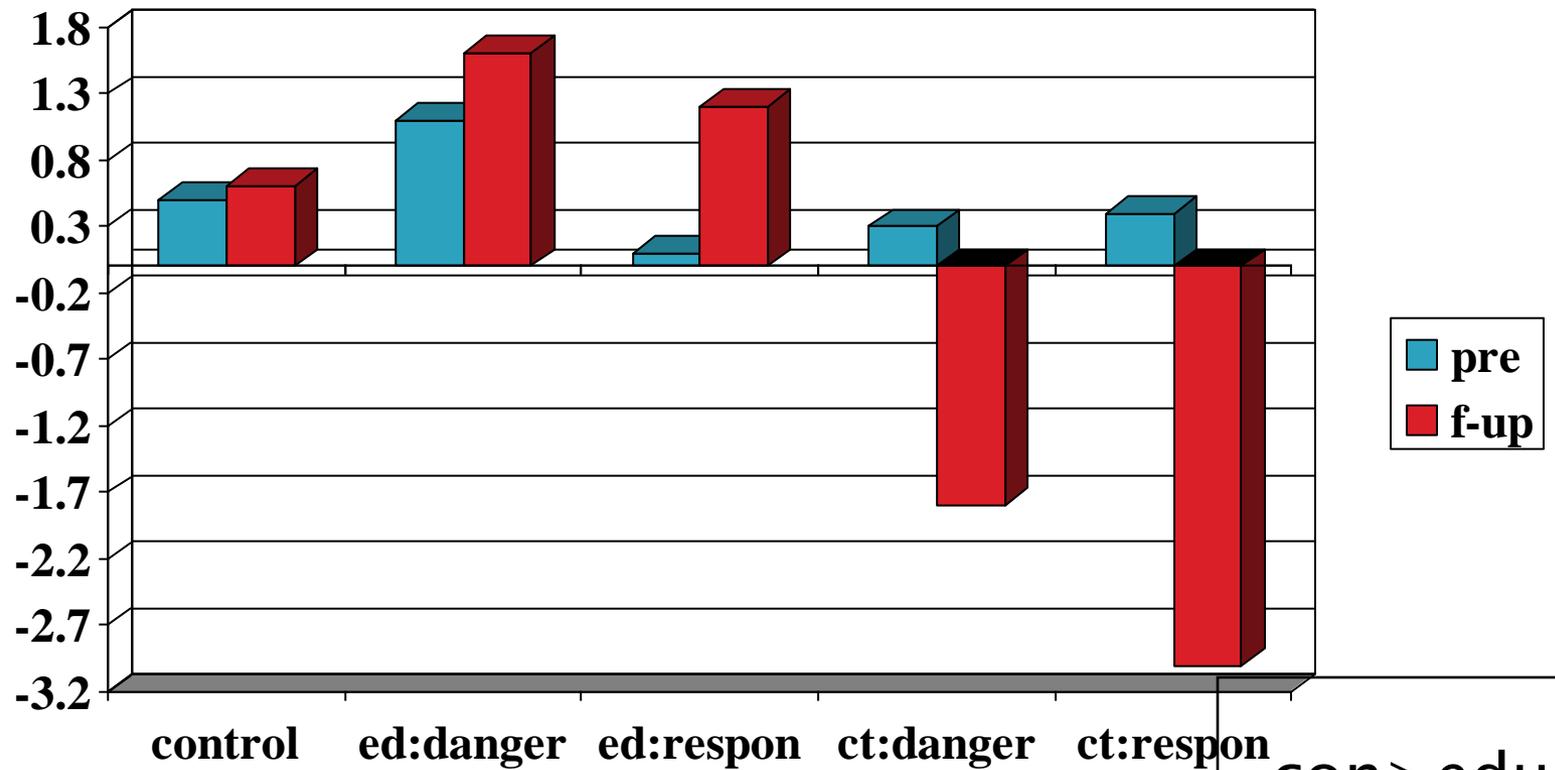
Dangerousness: pre-post



Avoidance: pre-post



Avoidance: pre-follow-up



con > edu

Framing Stigma Change

-----processes-----

	Protest	Education	Contact
Media-based			
<i>In vivo</i>			

v
e
h
i
c
l
e

VEHICLES

- ▶ Media-based

- ▶ *In vivo*

services research

Public Service Announcement

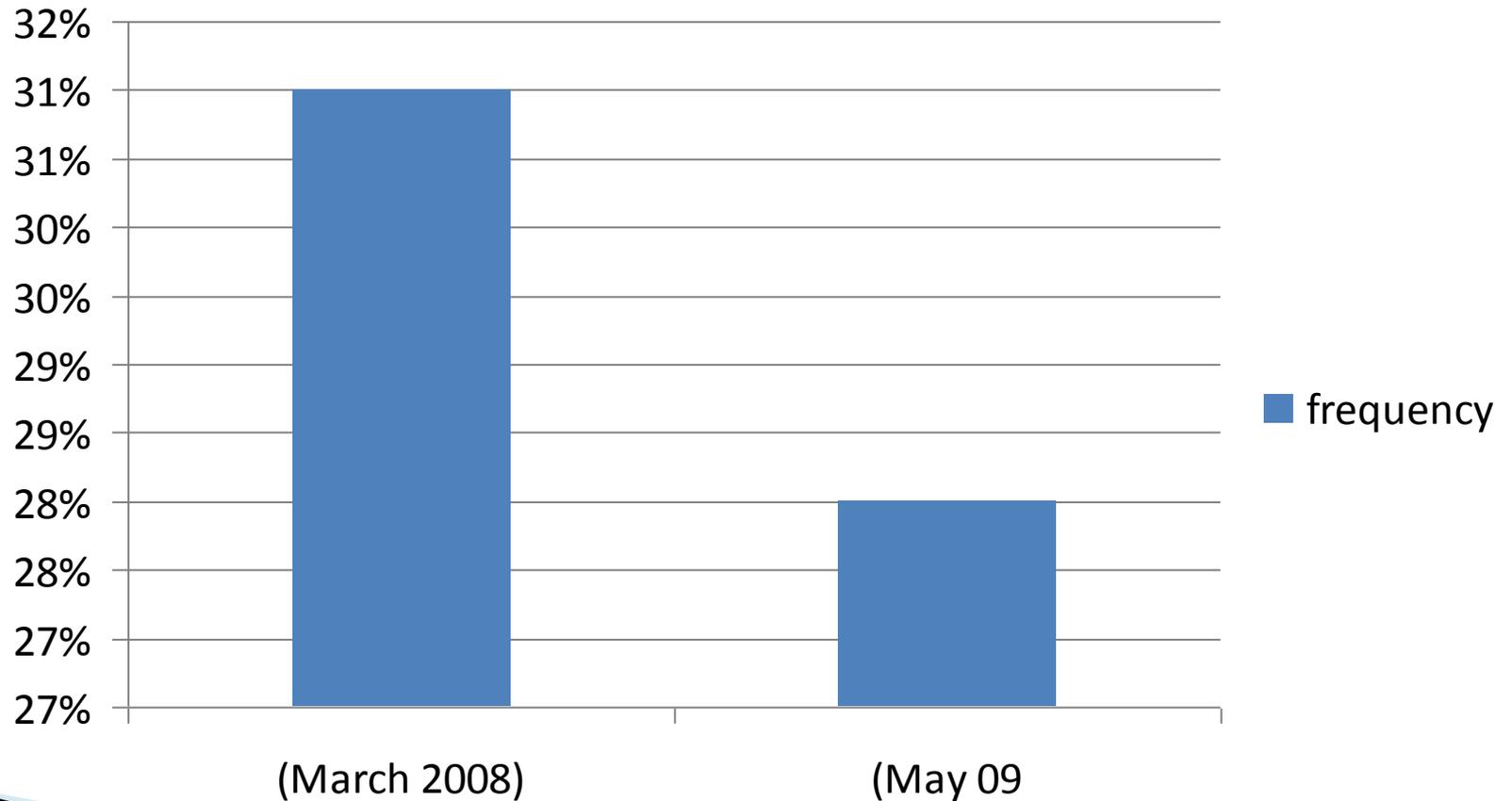


Change a Mind



Market Penetration

frequency



Mental Illness

**WHAT A DIFFERENCE
A FRIEND MAKES.**



Support A Friend.

My friend Angela is living with bipolar disorder, and I'm supporting her through her recovery. Watch the video to see how.

NATIONAL
**SUICIDE
PREVENTION**
LIFELINES
1-800-273-8255



Website visits

REAL WARRIORS + REAL BATTLES

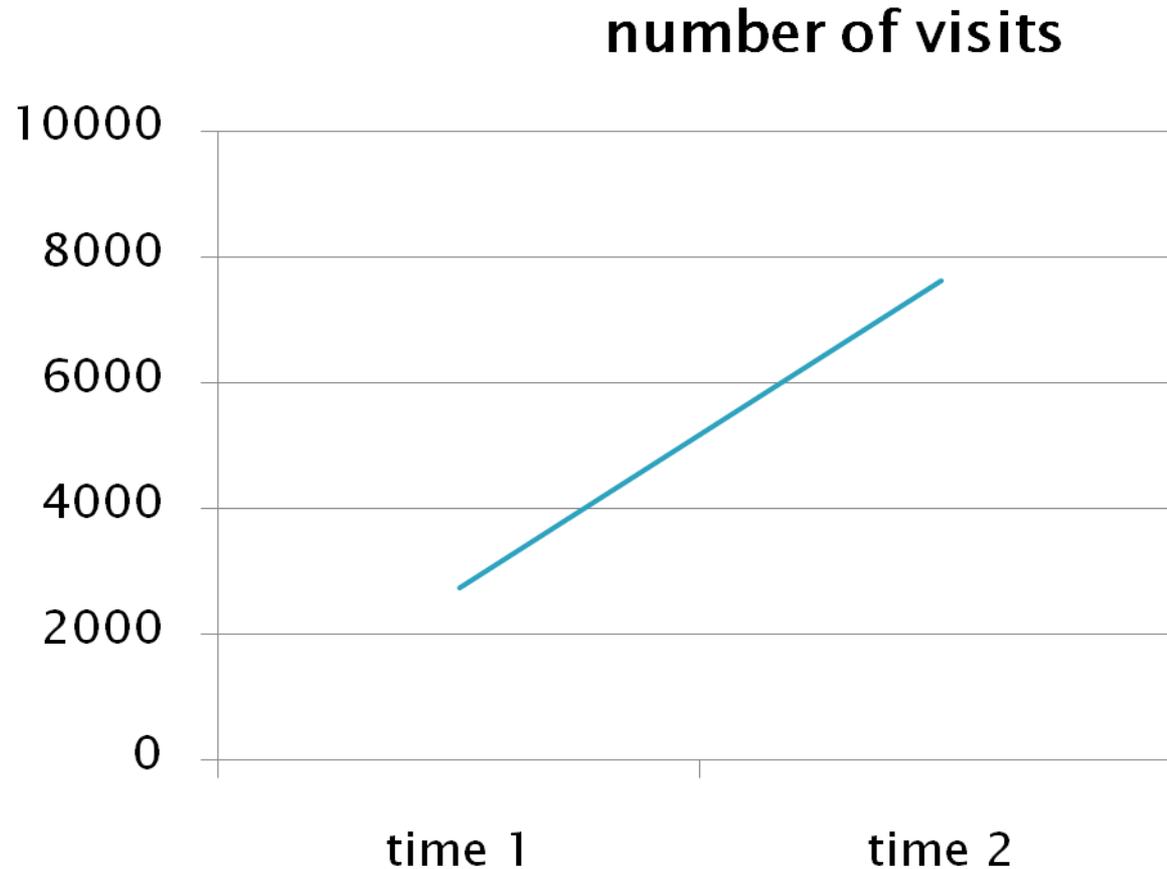
REAL STRENGTHS



www.realwarriors.net

- DCoE Outreach Center live chat
- Natl Suicide Prevention Lifeline
- afterdeployment.org

Website visits to *Part of Our Lives*



Odds Ratio
2.81***

MILLIONS

Effect Size

thousands

MILLIONS

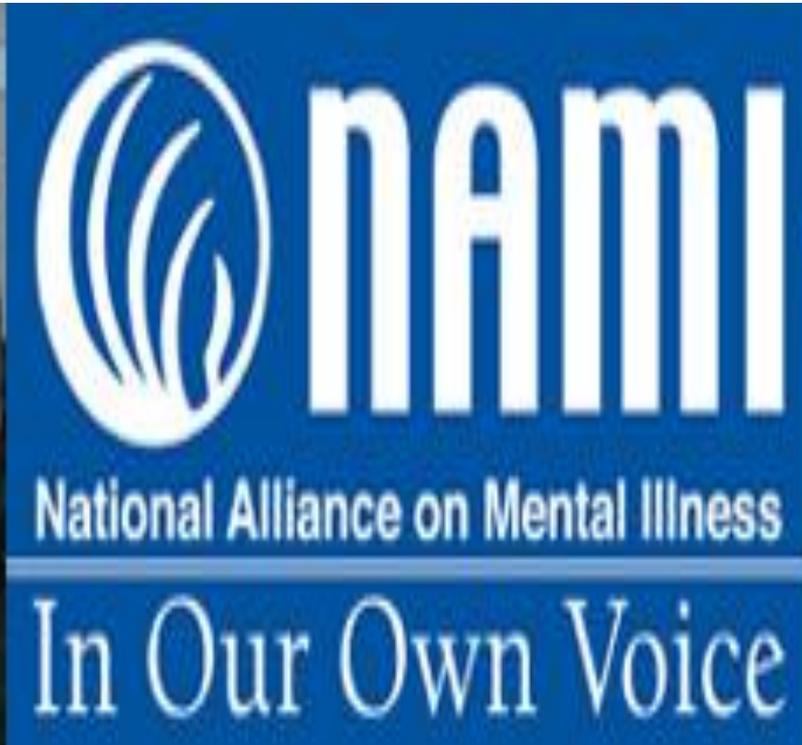
Effect Size

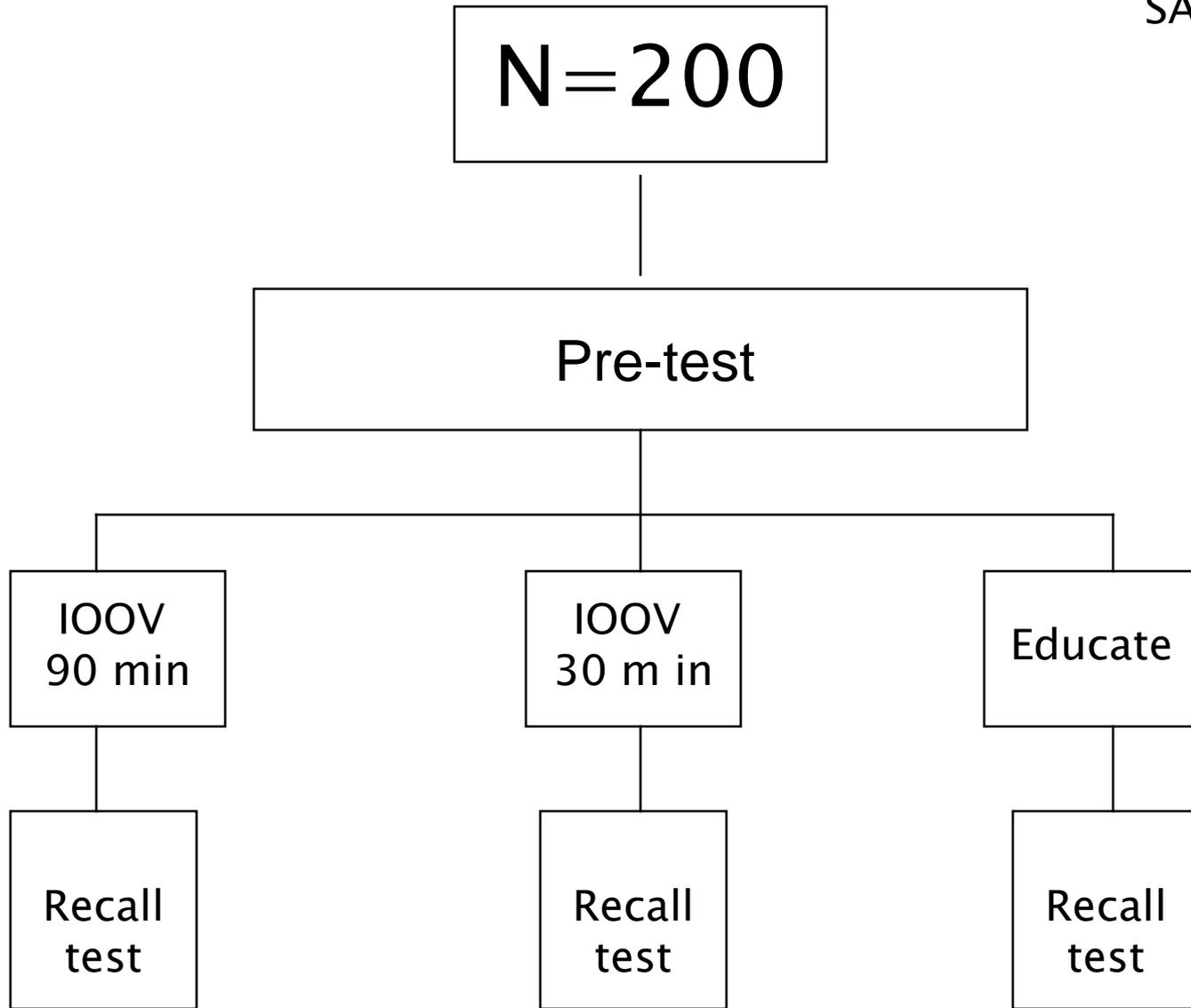
Just going to the site is not enough

**88% left after one
minute!**

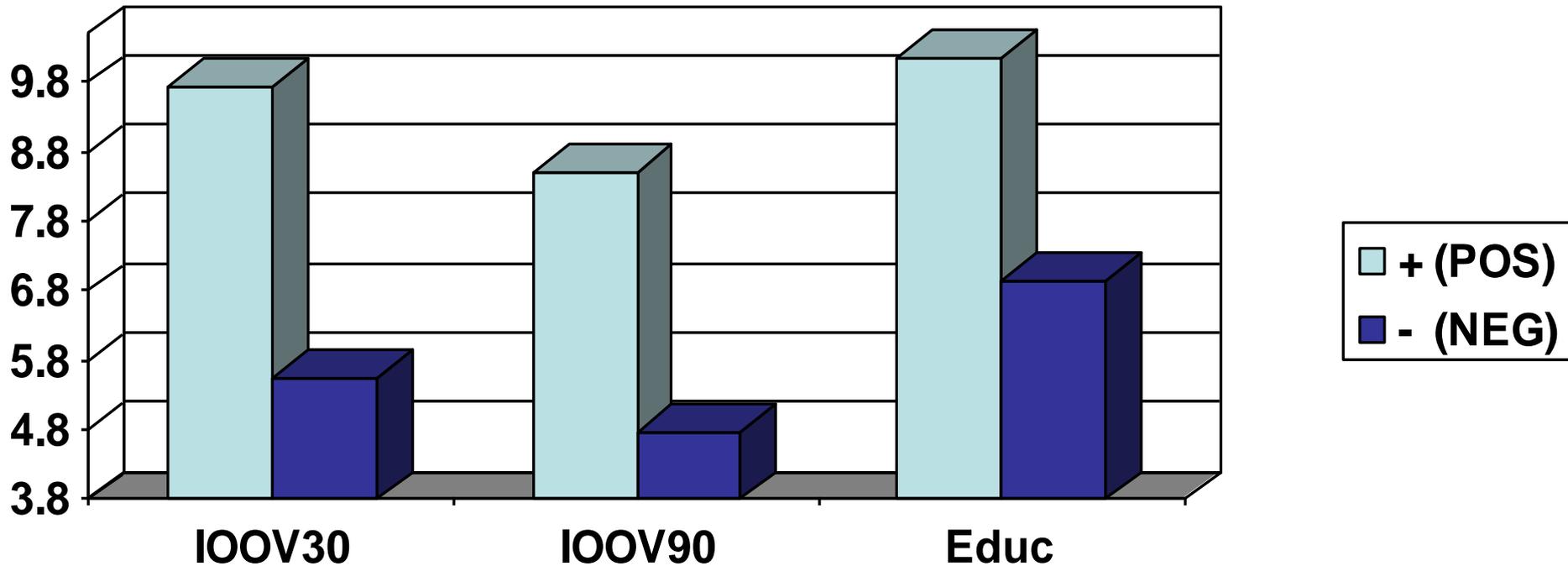
thousands

In Vivo





Recall of Positive and Negative Statements



Post hoc tests

Positive Statements (IOOV30 = Educ) > IOOV90

Negative Statements (IOOV30 = IOOV90) < Educ)

▶ Good stigma change

- targeted
- local

Targets

Beyond the Over**ALL**
Population

Targets

- ▶ 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

- ▶ by branch of the service
- ▶ rank
- ▶ ethnicity or gender
- ▶ disorder
- ▶ other?

- by base
- by unit

The Benefits of Targeted Change

▶ The message

- The type of stereotype

▶ The medium

- Not just *in vivo* or PSA, but WHO

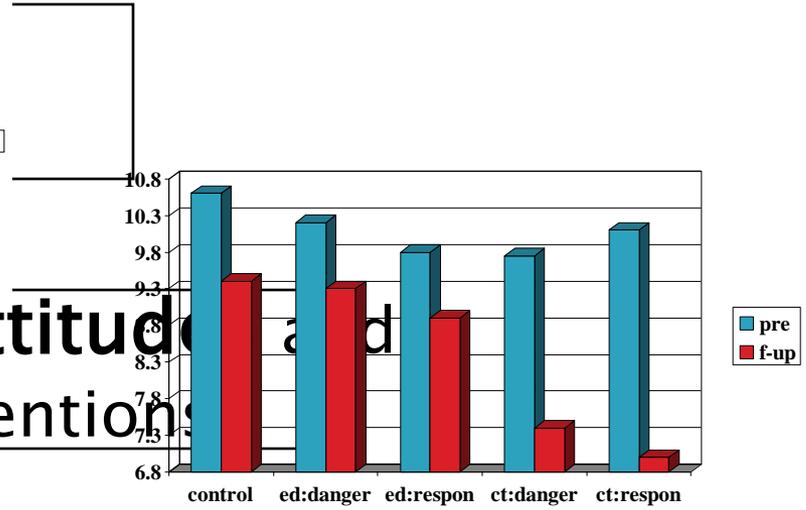
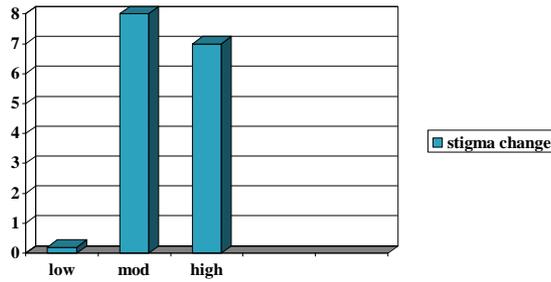
▶ The outcome

- Discrimination
 - Evaluation
- 

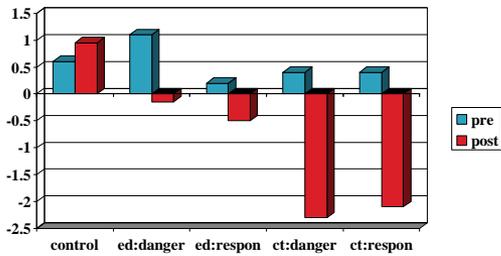
GOALS

- ▶ Understanding Stigma for Stigma Change
- ▶ Framing Stigma Change

- ▶ Implications for Evaluation
 - Where's the science?

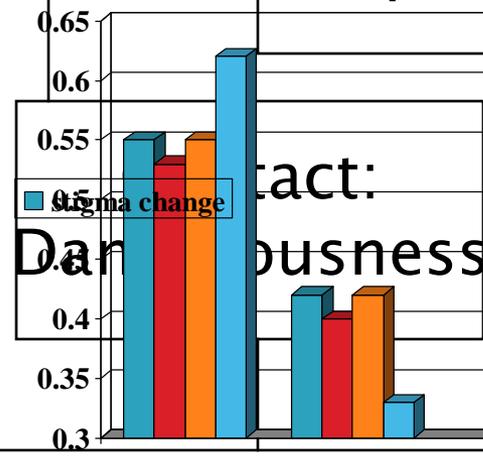
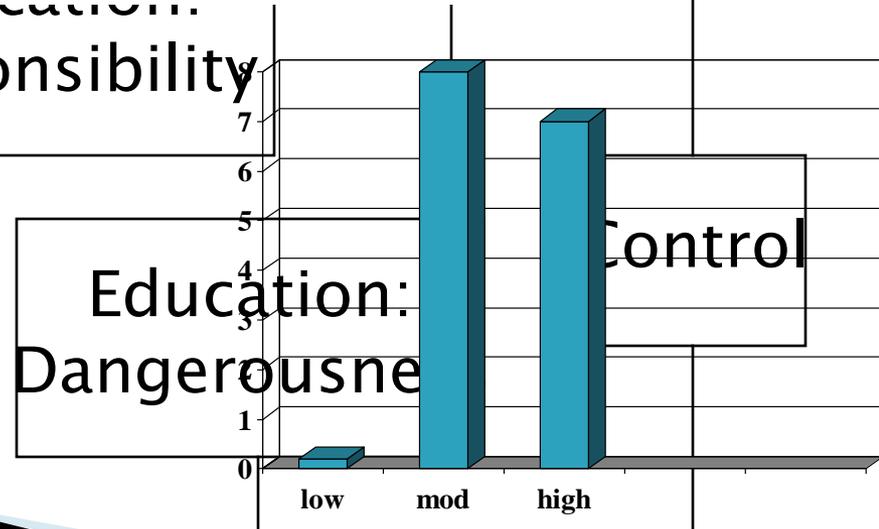


Stigmatizing Attitudes and Behavioral Intentions



Education: Responsibility

Contact: Responsibility



Attitudes and Intentions @ post and 1 wk f-up

Beat the Stigma and Discrimination!

Four Lessons for Mental Health Advocates



Patrick W. Corrigan, Psy.D.



A

TOOLKIT

**For Evaluating Programs Meant to Erase
the Stigma of Mental Illness**

Patrick Corrigan

draft April 28, 2009

Learn More about It

- ▶ Bibliography
 - ▶ Toolkit
 - ▶ Four lessons
 - ▶ corrigan@iit.edu
- 