

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

NIMH DevCtr

FACES OF THE ENEMY



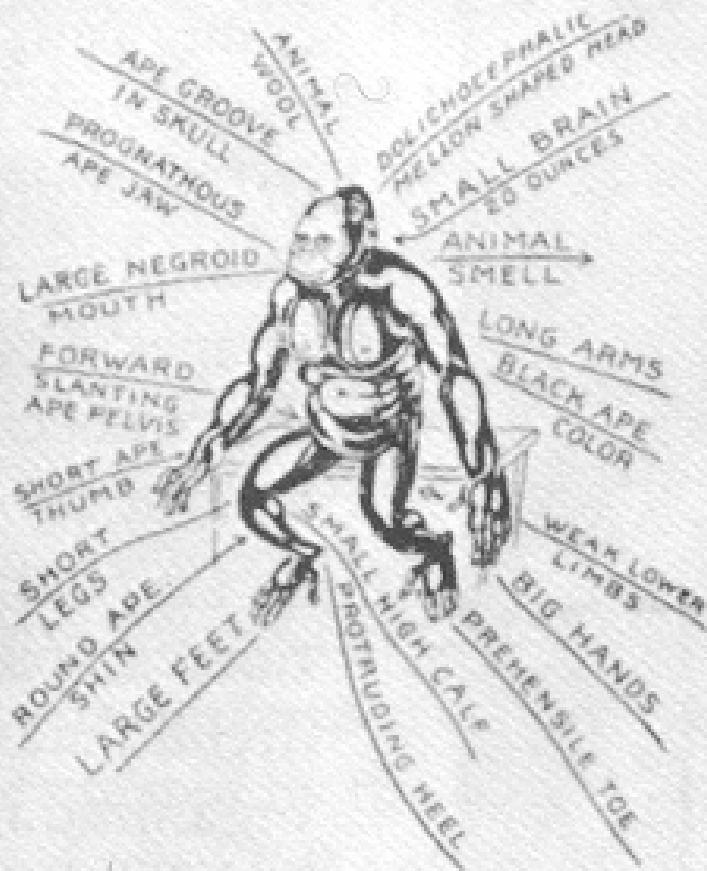
REFLECTIONS OF THE HOSTILE IMAGINATION



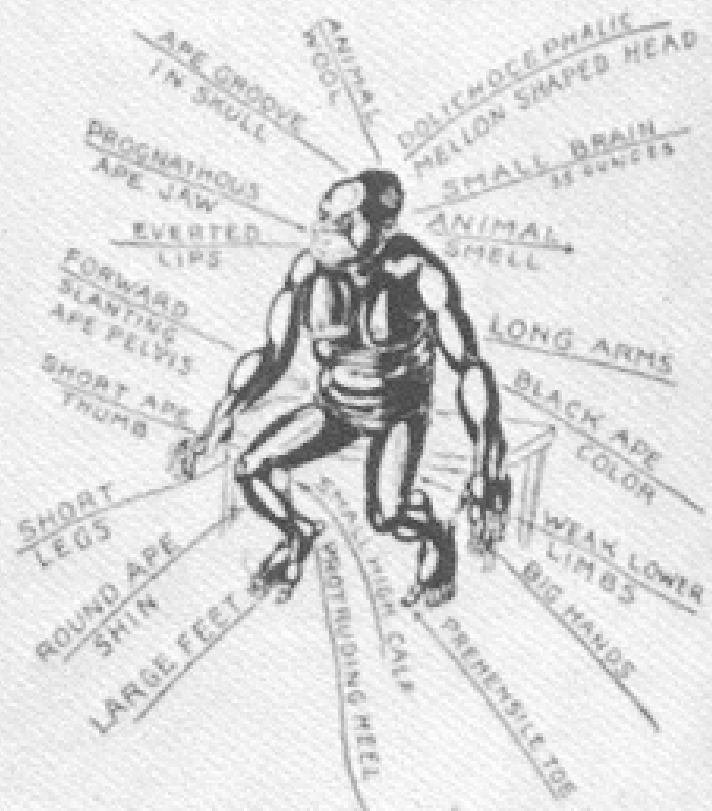
The Psychology of Enmity

Sam Keen

The APE



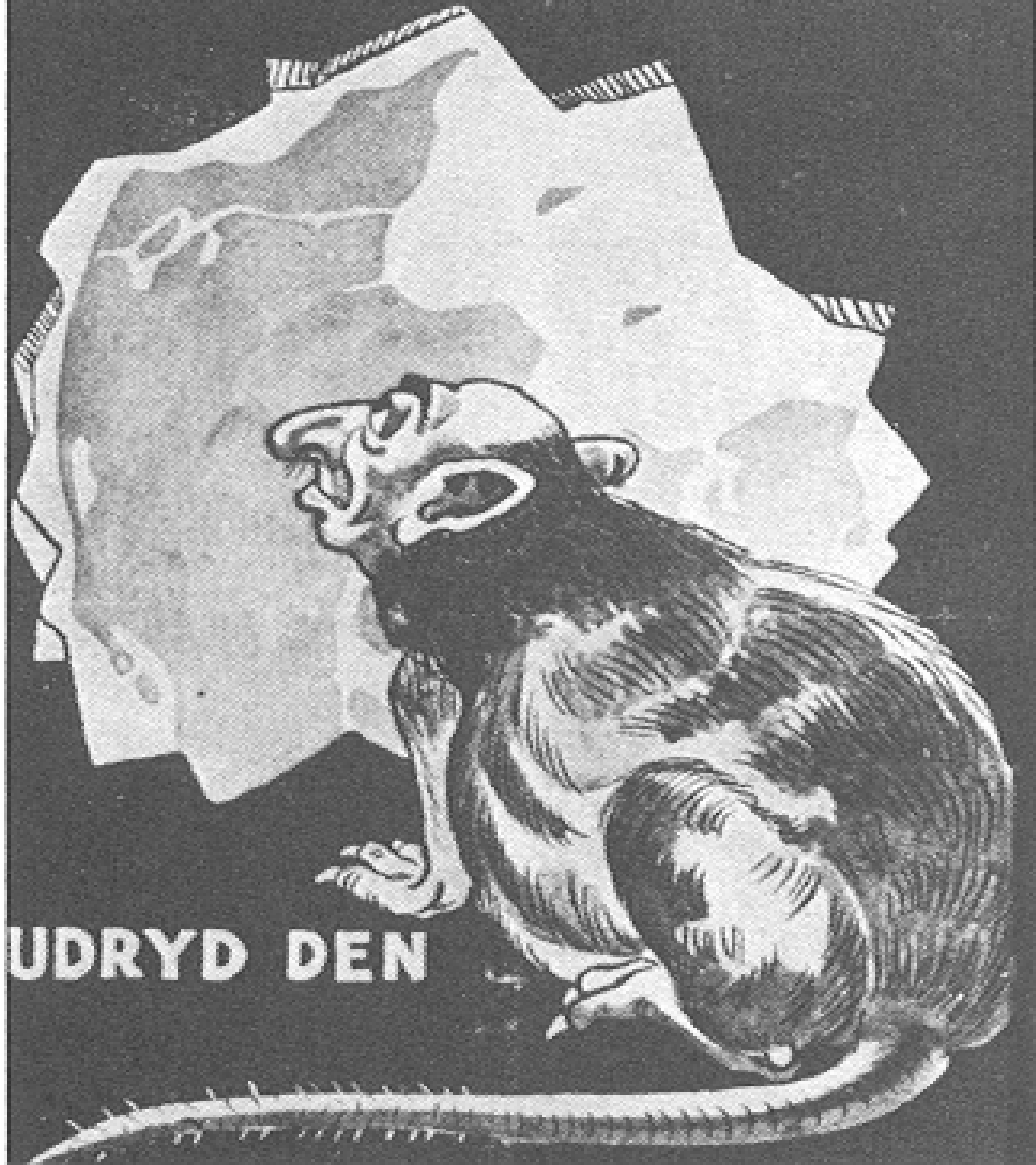
The NEGRO



Scientists Say Negro Still In Ape Stage

Races Positively Not Equal

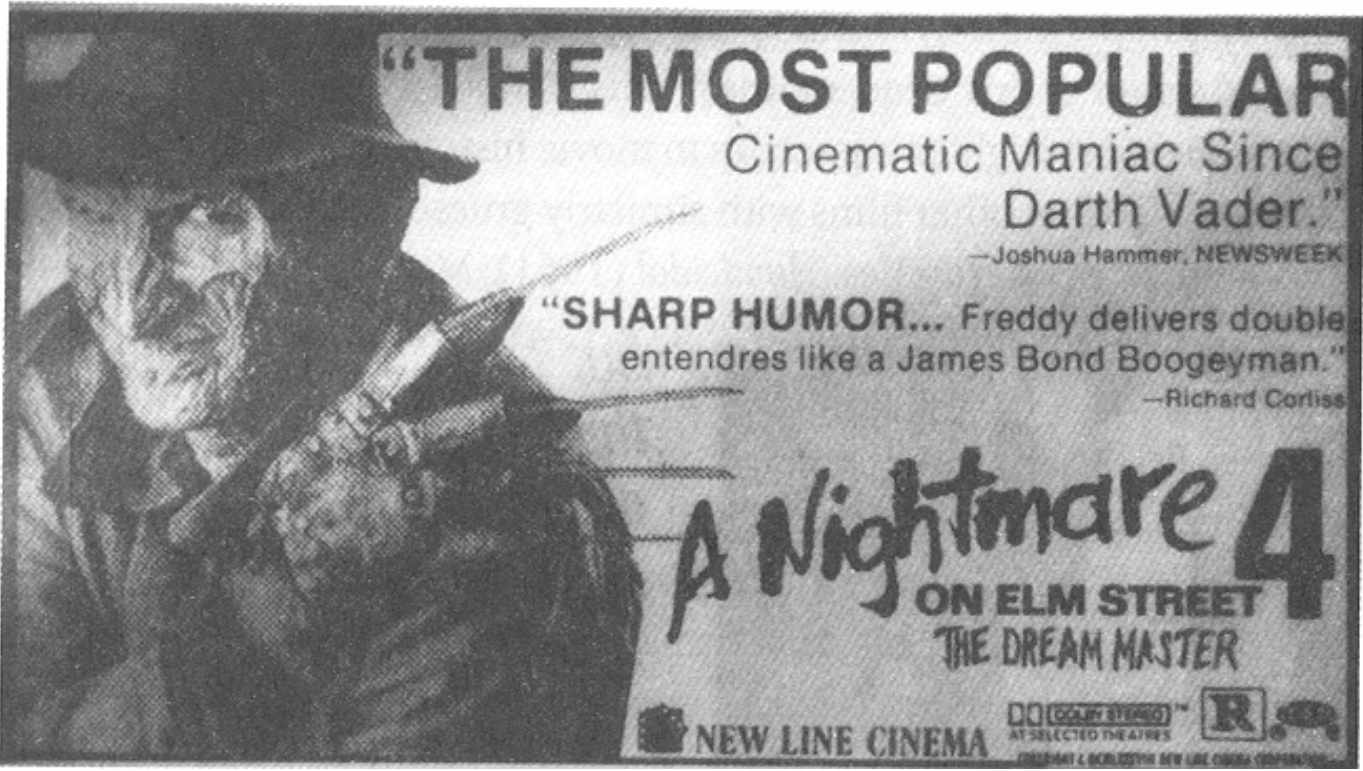
ROTTEN



UDRYD DEN

**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 4
ON ELM STREET
THE DREAM MASTER

NEW LINE CINEMA

DOLBY DIGITAL
AT SELECTED THEATRES

R

©1994 NEW LINE CINEMA CORPORATION

**People with mental illness are
homicidal maniacs**

In the newspapers

NEW YORK POST

METRO
TODAY'S RACE

© 1960 News Group Publications Inc. Vol. 114, No. 100
FRIDAY, MAY 9, 1960 30 CENTS
LARGEST-SELLING AFTERNOON NEWSPAPER IN AMERICA
\$40.000

FREED MENTAL

PATIENT KILLS

MOM

THIS ISSUE IN FOUR SECTIONS

READER

FRIDAY, JULY 27, 2001 | VOLUME 30, NUMBER 46 | CHICAGO'S FREE WEEKLY

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 AREN'T SO SURE.



LEE AND ANNETTE ROBIN

BY TED KLEINE

- "Lee Robbin. Not a nice guy."
- The voice booming through the phone line belongs to Tom Searls, a commander at the Palatine Police Department. Thirteen years ago, he answered a call reporting a "problem" at Robbin's south house and stepped into the most gruesome scene he's ever witnessed.
- Robbin, dressed only in shorts and a T-shirt, was sitting on the steps leading to his living room. His legs and feet were splattered with blood. Slumped ahead in bewilderment, Robbin, an internal medicine specialist at two suburban hospitals, responded to the officers' questions with short, whiplashed answers. Searls' police report quotes his reply: "Dead... This... Bedroom and bedrooms."
- In the bedrooms, Searls found Robbin's wife, Annette, lying on the floor in her jama and pajama. Her back, arms, and body had deep cuts from the furniture as at her side. Blood, hair, and

- brain pooled into a grey soup that soaked the carpet.
- "It was pretty grisly," Searls says. "There was brain matter on the floor and on the walls."
- Moving into the bathroom, Searls found a baby girl face up in the tub. It was Robbin's two-and-a-half-year-old daughter, Denise. She had drowned. White officers photographed the crime scene. Robbin sat on the bed in the bedroom, shaking his head. Searls recalls Robbin moaning, "I don't understand it."
- Denise and Annette were buried together in a single coffin at Resurrection Cemetery in Joliet. After an eight-month delay because he was too depressed to participate in his funeral, Robbin was found not guilty by reason of insanity and committed to the Elgin Mental Health Center.
- Searls had been living in an Upper West Side house, where he'd allowed to go out unaccompanied for 15 hours a day.
- Robbin's wife soon called a mental hospital. **CONTINUED ON PAGE 24**

**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.



LARRY
WRIGHT

© 1979 THE NEW YORK TIMES

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**TM



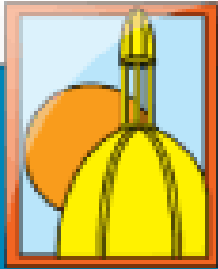
Isn't It Better?



Dateline: July 10, 2002



Trenton State Hospital
has fire.

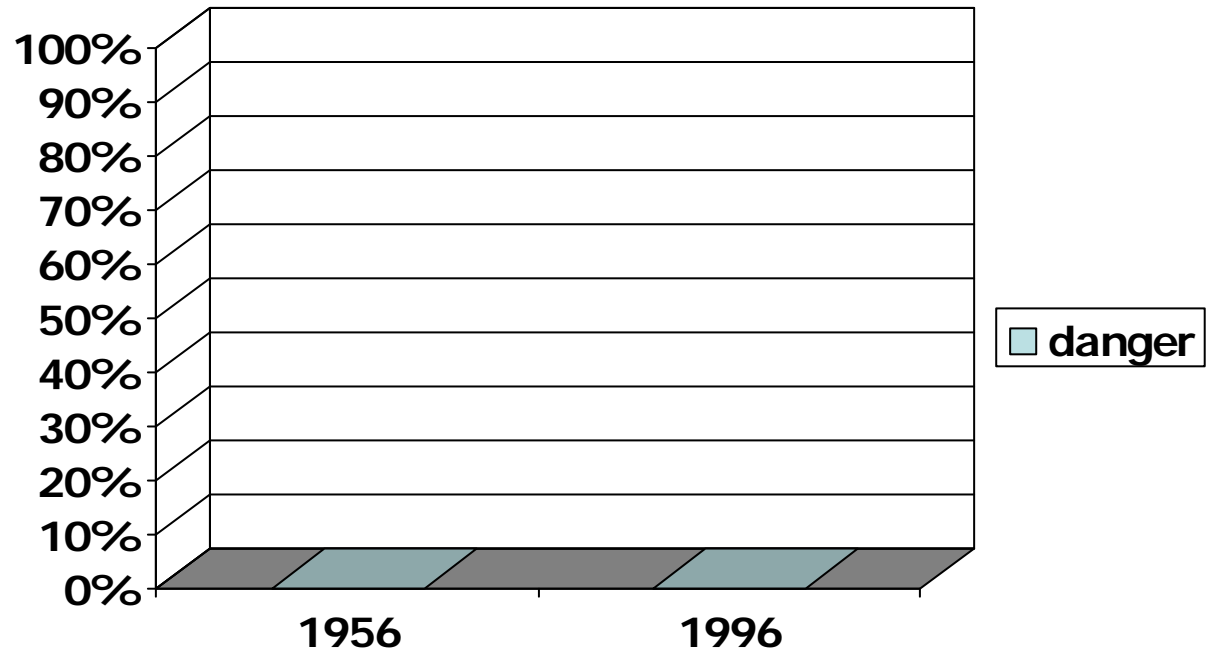


The Trentonian

Roasted Nuts

Has Stigma Changed?

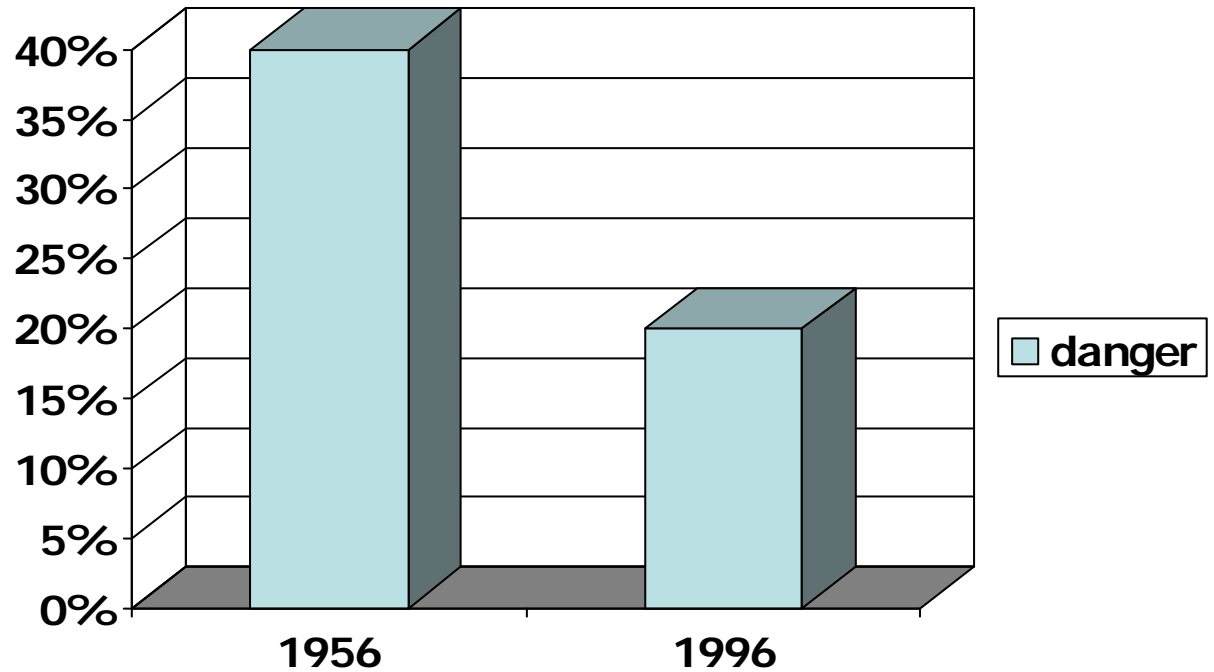
• DANGER



Phelan, Link *et al*

Has Stigma Changed?

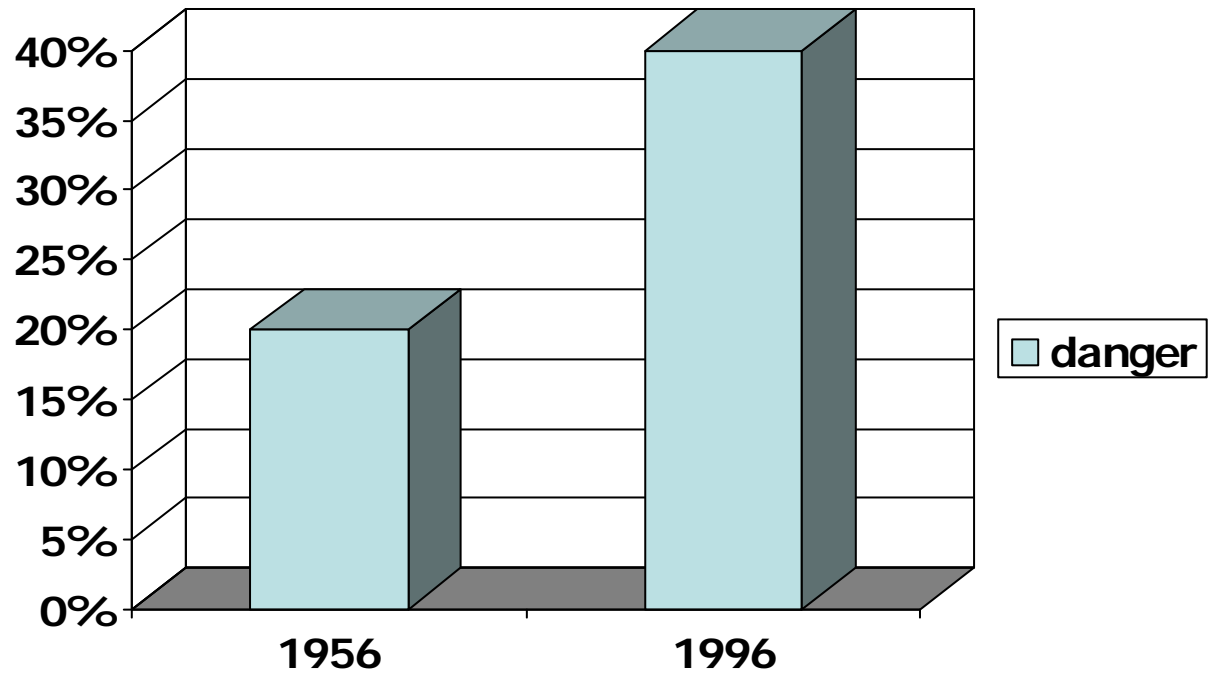
• DANGER



Phelan, Link *et al*

Has Stigma Changed?

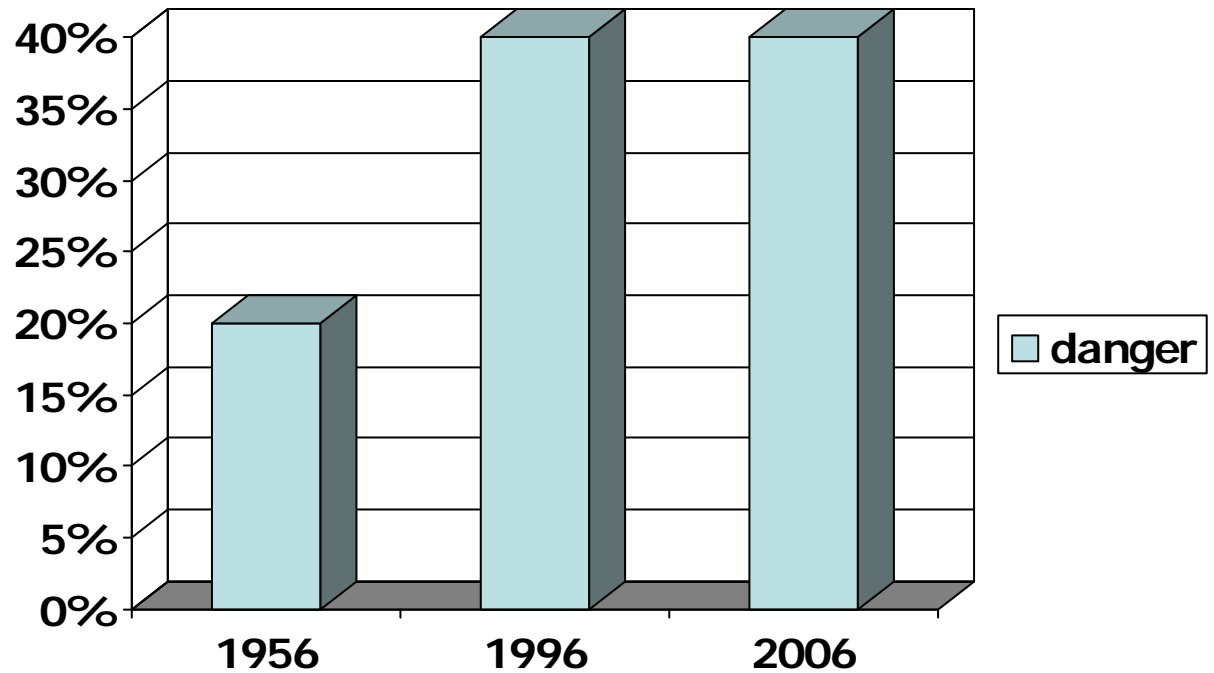
• DANGER



Phelan, Link *et al*

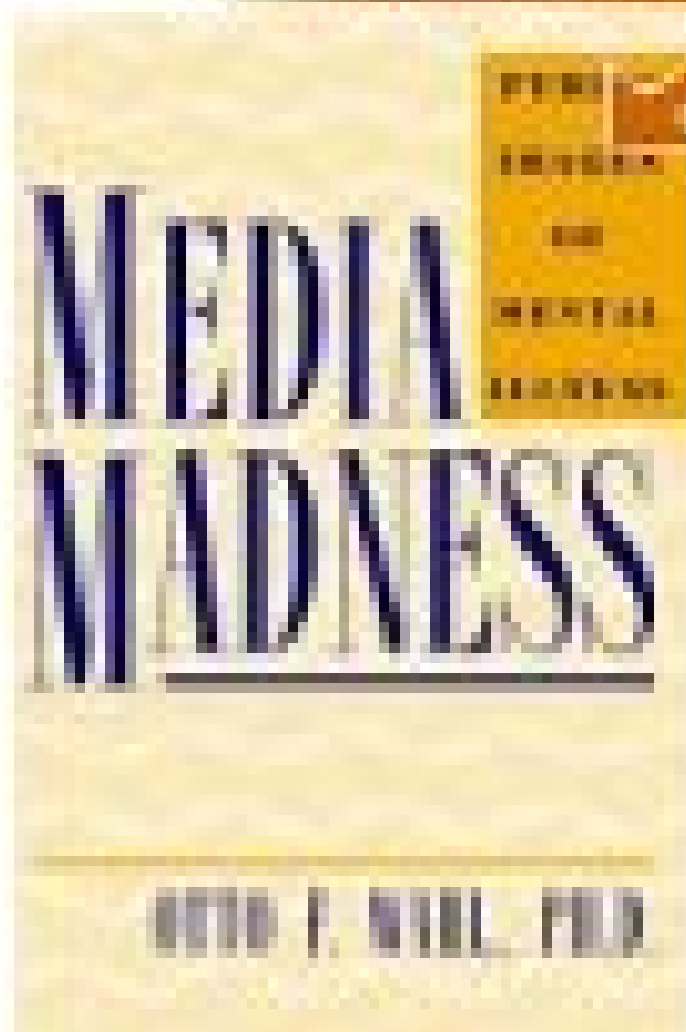
Has Stigma Changed?

• DANGER

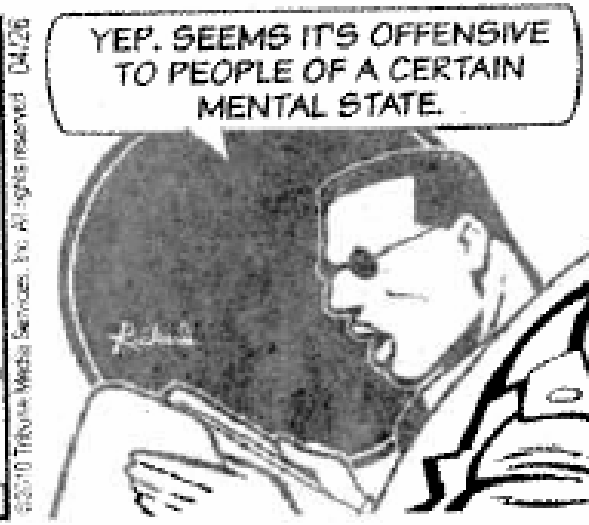


Phelan, Link *et al*

SEARCH INSIDE!



Brewster Rokit: Space Guy!

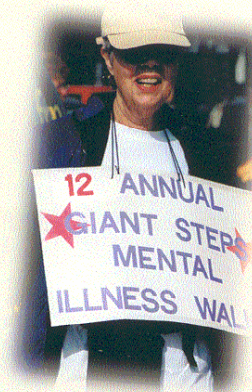


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www.gocomics.com/brewsterrokit

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-----

	Protest	Educatio n	Contact
Media- based			
<i>In vivo</i>			

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Understanding Stigma for Stigma Change: CONSTRUCTS BY TYPES

-----types-----

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	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, rent to them

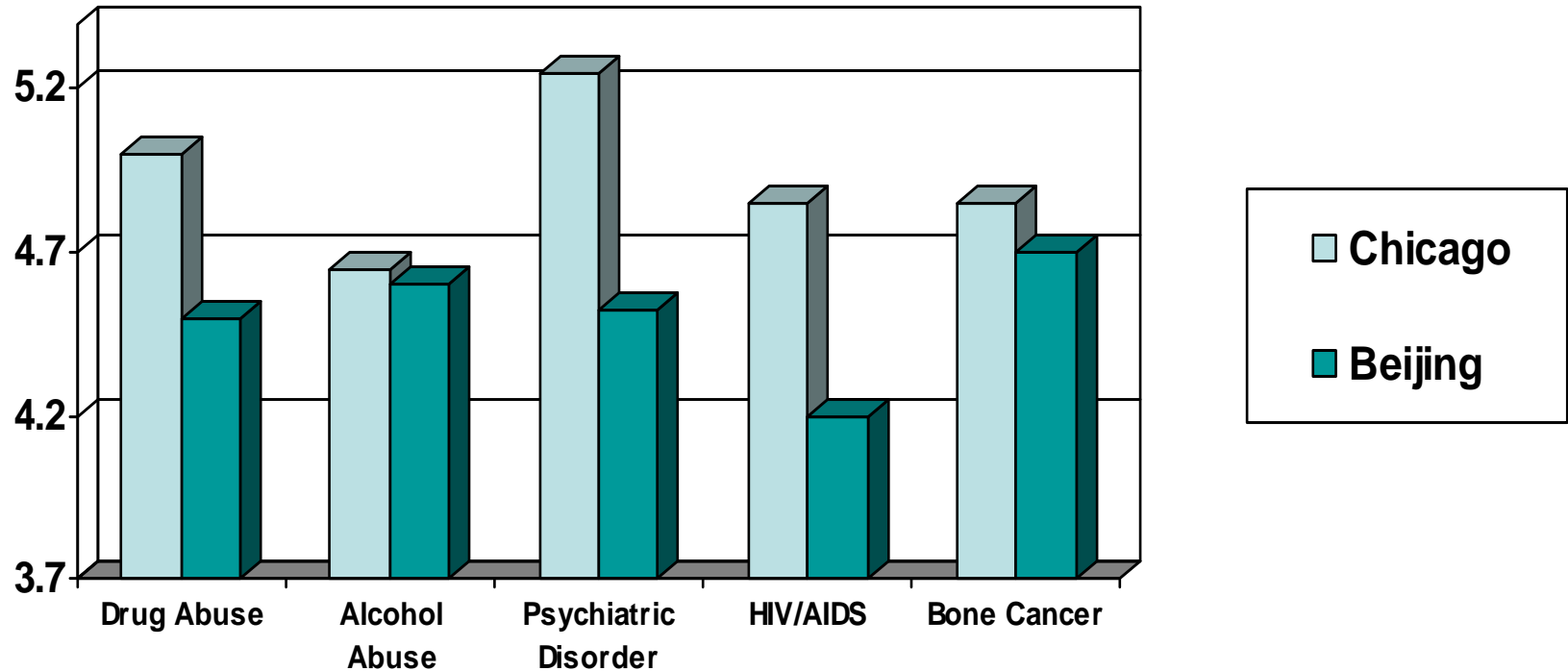
What are the...

Stereotypes

- Empirical question.
 - Blame/responsibility
 - Onset
 - Offset
- From whose perspective.

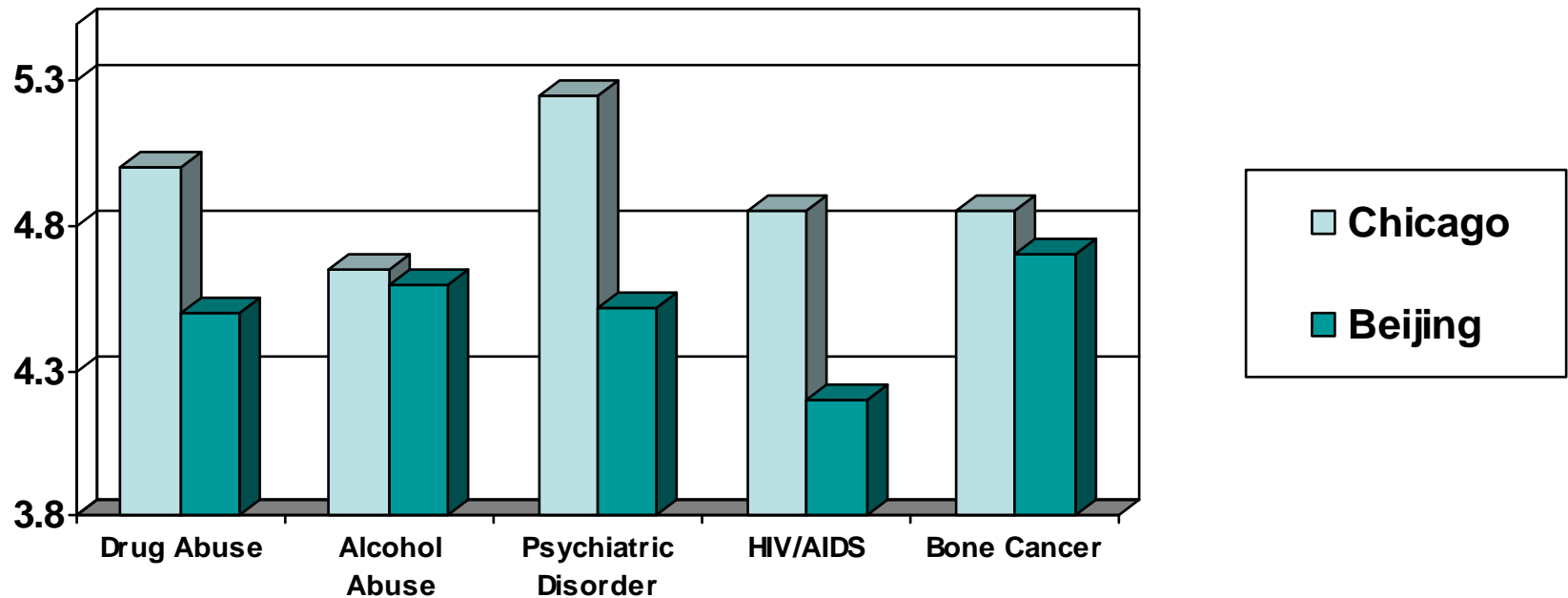
Onset Responsibility: The person CAUSED it

PREJUDICE



Offset responsibility: not trying to GET BETTER

PREJUDICE



Rank candidates for interview

- Psych hospital

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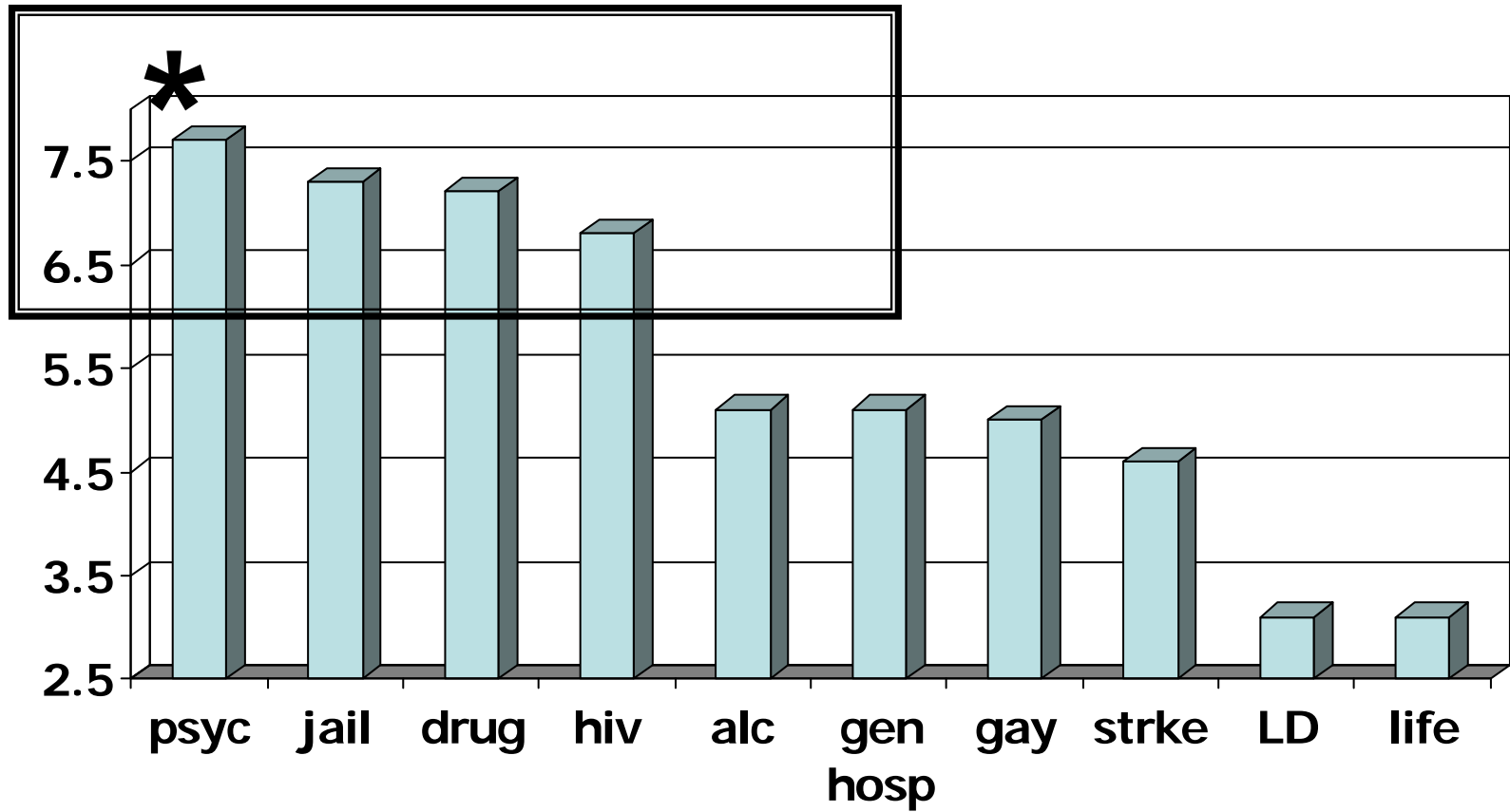
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- In Jail

Rank candidates for interview



DISCRIMINATION

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

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

Types

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