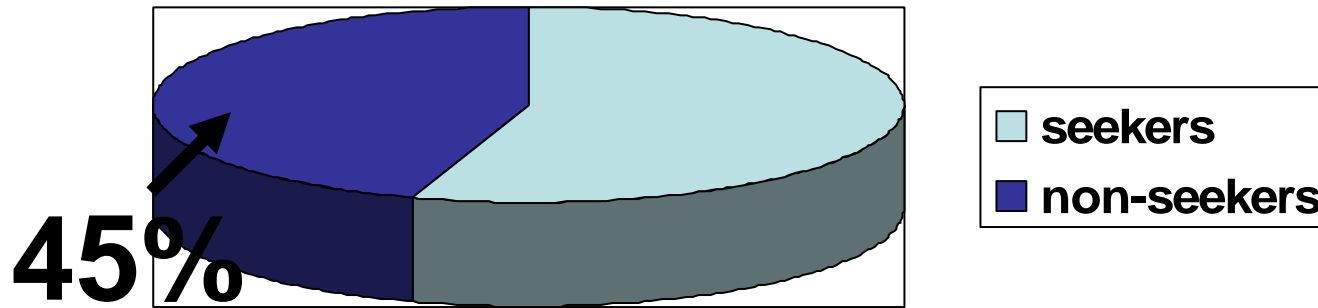


# Types

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

# Care Seeking

## *Label Avoidance*

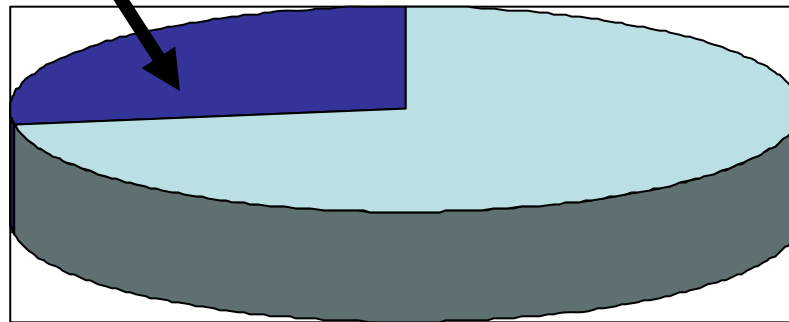


Epidemiological Catchment Area, National Co-morbidity Survey, NCSII

# Adherence

## *Label Avoidance*

**22%**



Canadian  
Community  
Health  
Survey



Corrigan, P.W. (2004). How stigma interferes with mental health care. American Psychologist, 59, 614-625

# Understanding Stigma for Stigma Change:

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

PTSD – suicide

Absence of  
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 13, 2009



**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

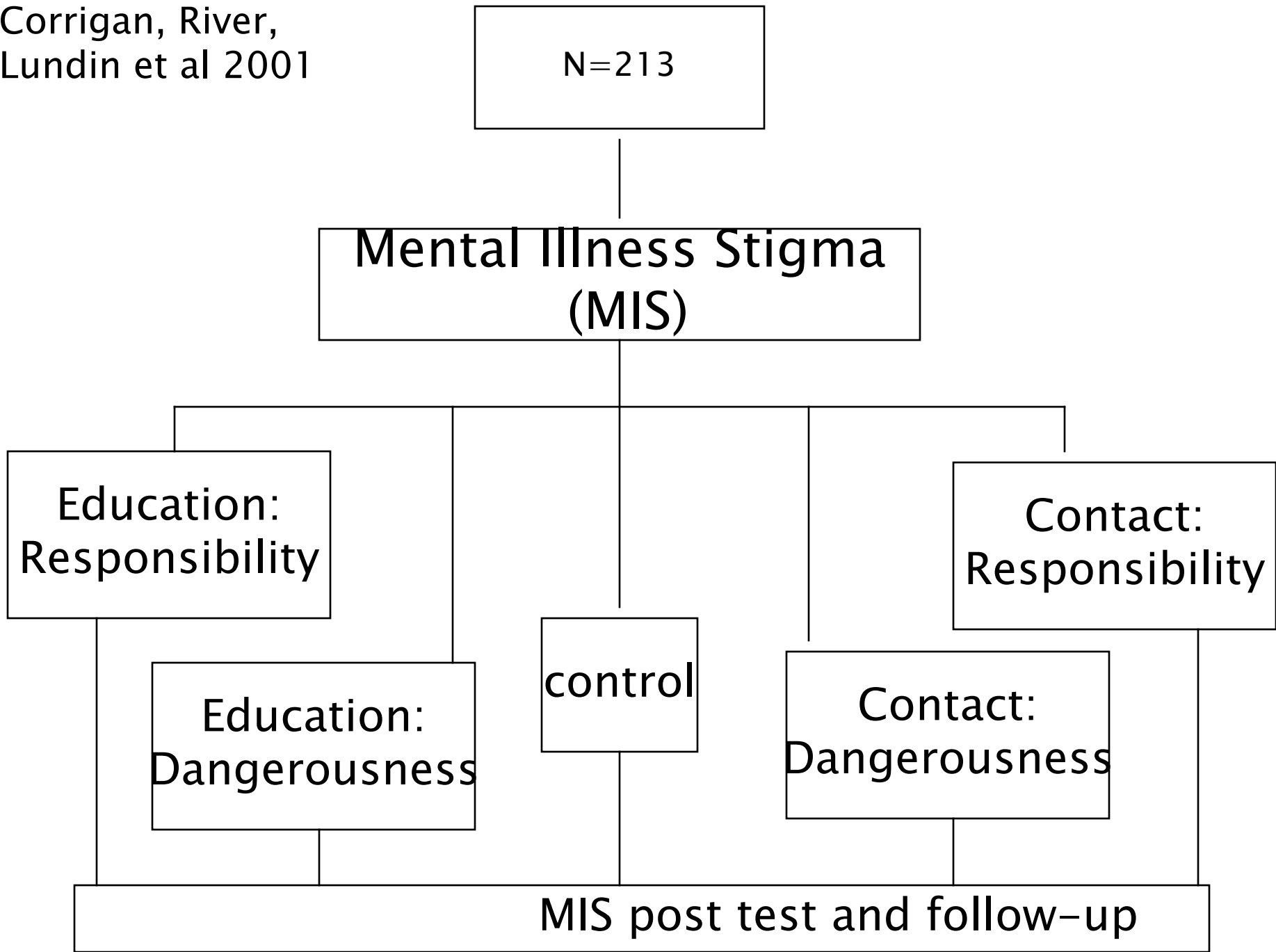
“Meet Bob Lundin”



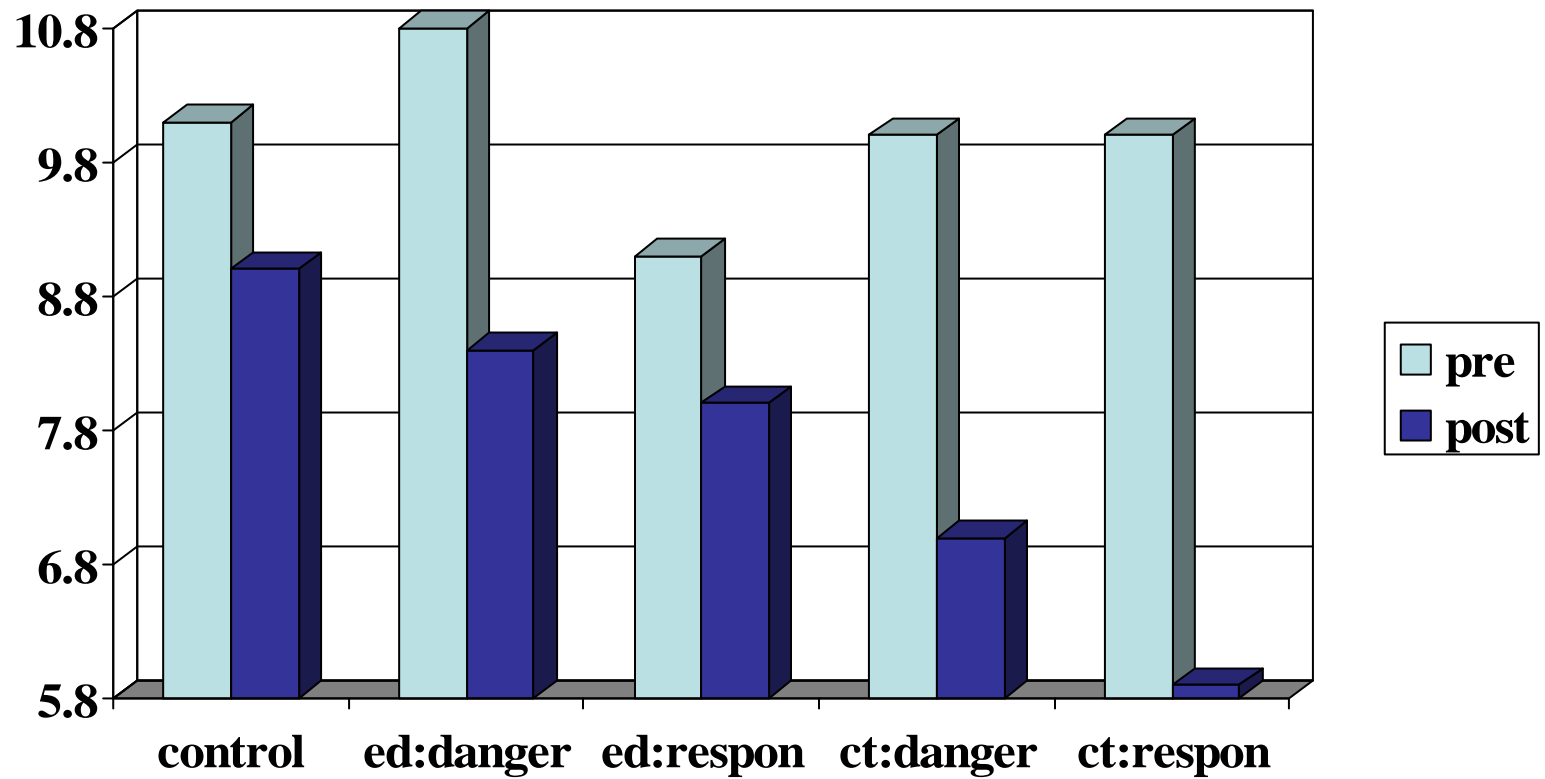
# •Bob's story

- 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.

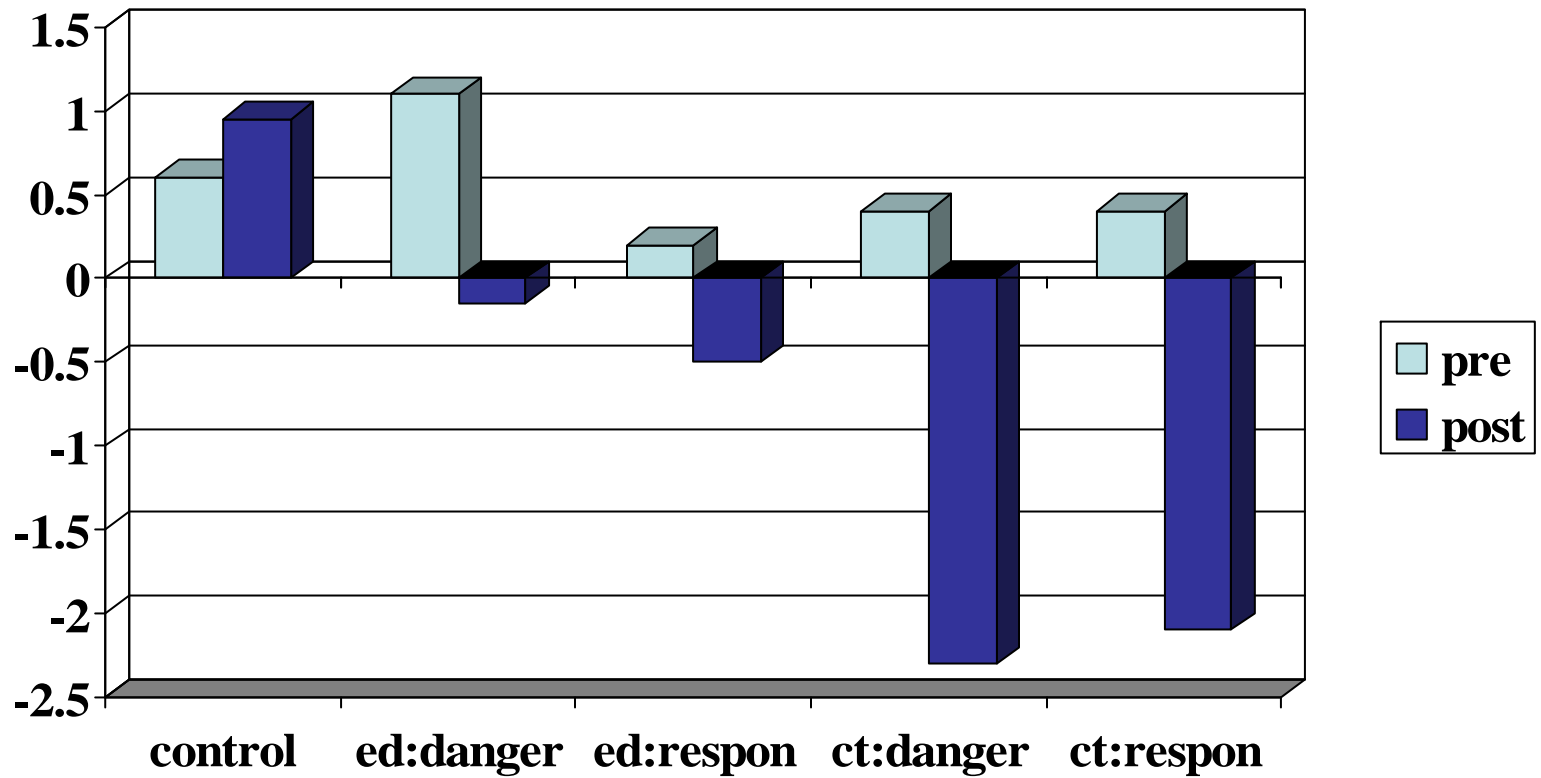
Corrigan, River,  
Lundin et al 2001



# Dangerousness: pre-post

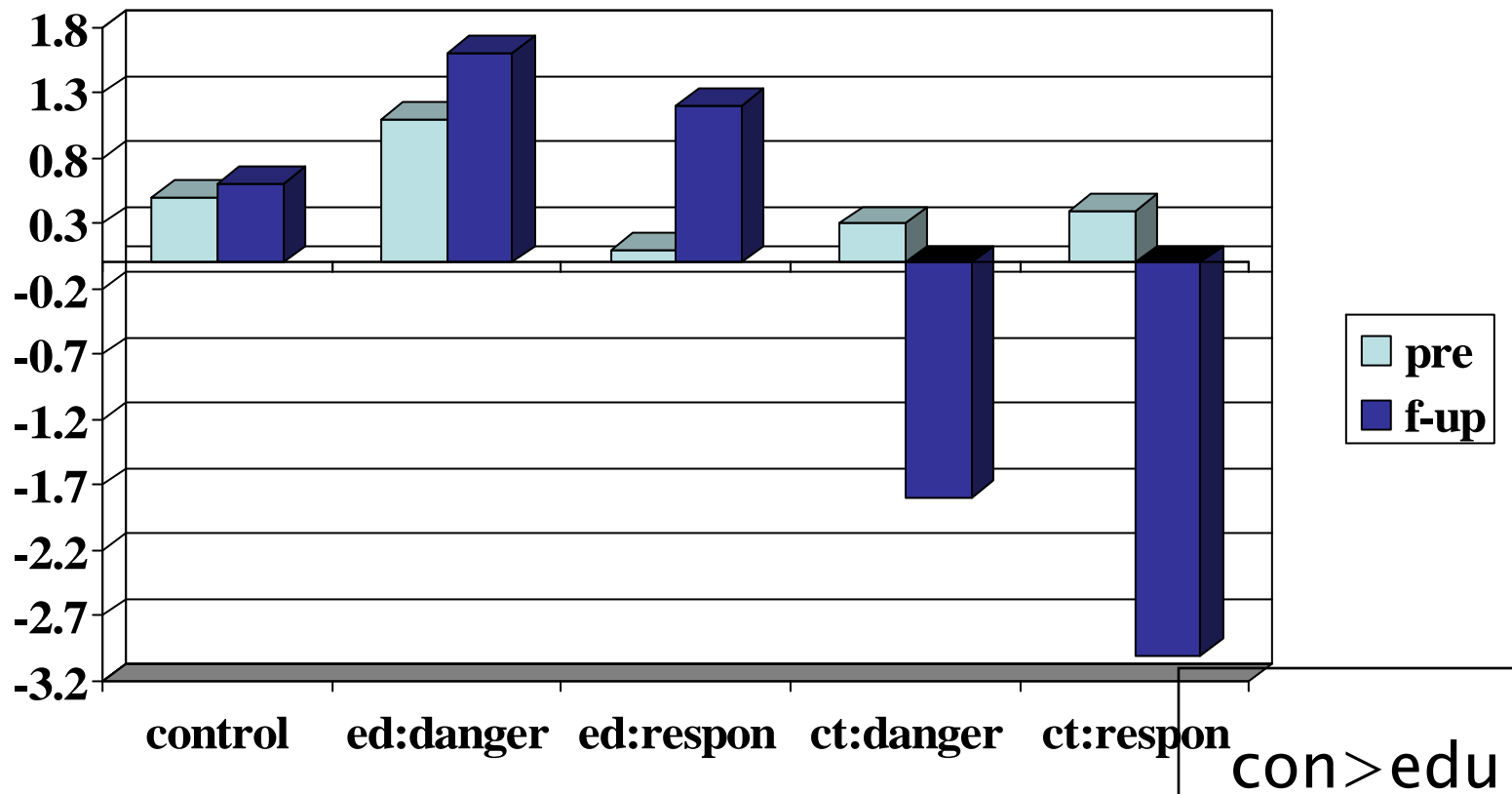


# Avoidance: pre-post





# Avoidance: pre-follow-up



# Framing Stigma Change

-----processes-----

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

v  
e  
h  
i  
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e

# VEHICLES

- Media-based
- *In vivo*

# Public Service Announcement

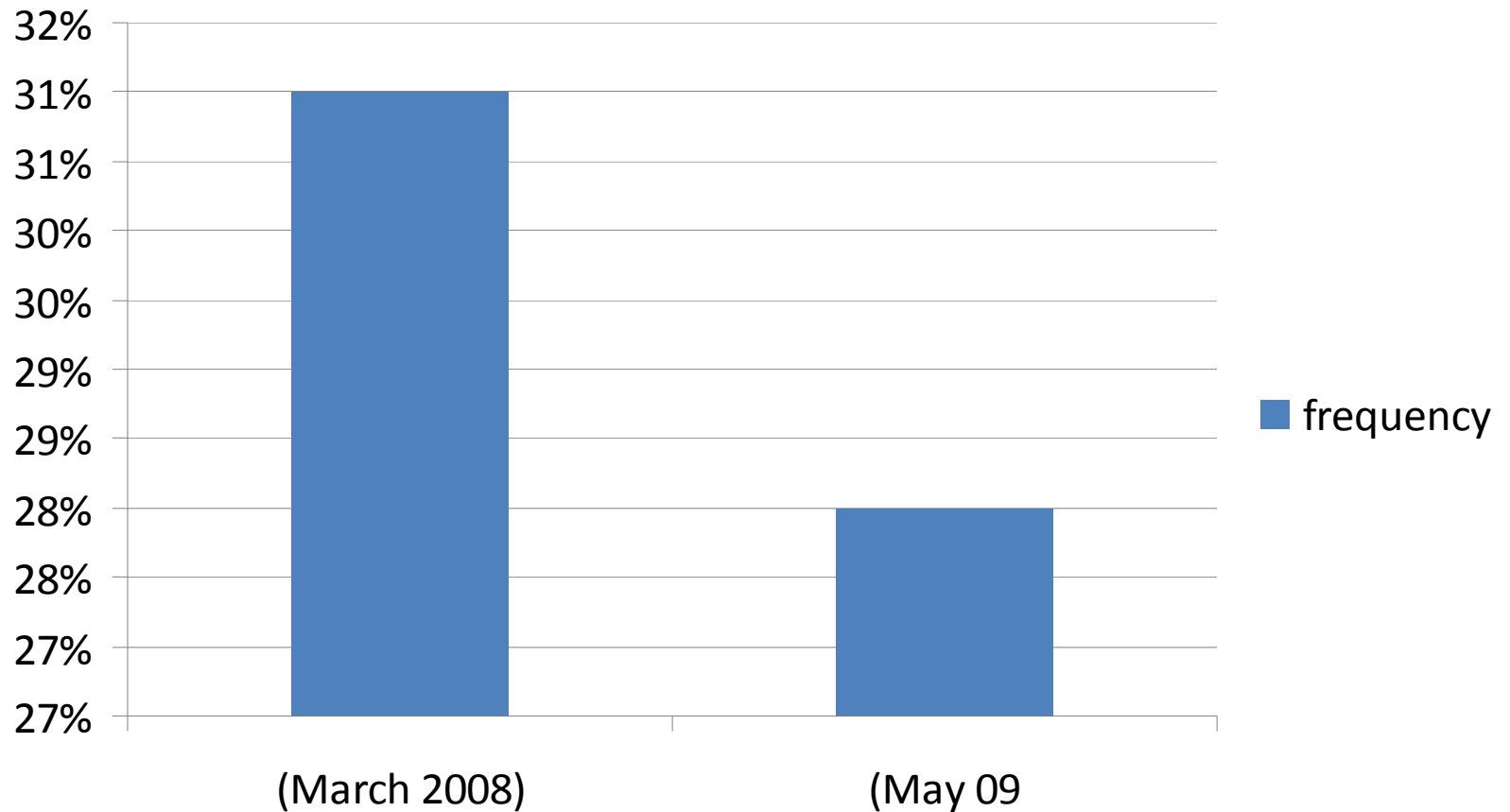


Change a Mind



# 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

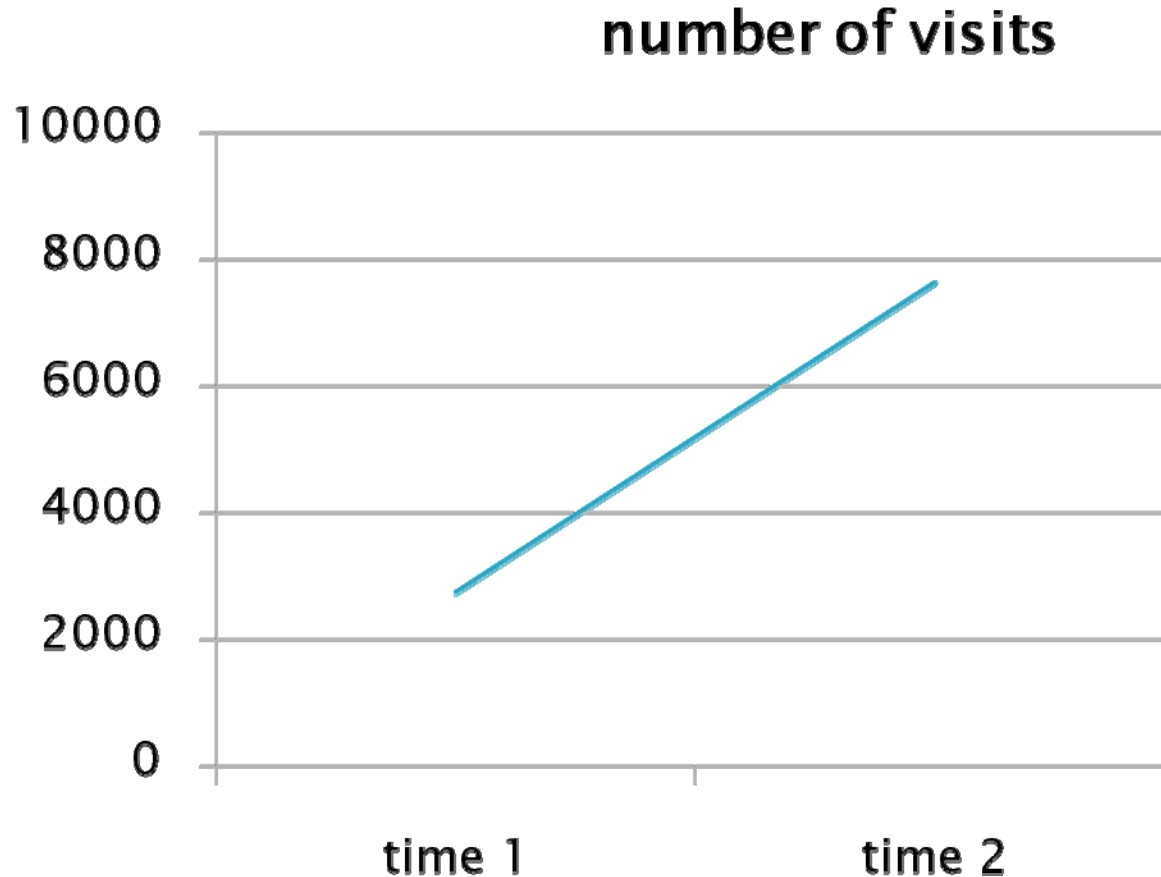
# Real Strengths



[www.realwarriors.net](http://www.realwarriors.net)

- DCoE Outreach Center live chat
- Natl Suicide Prevention Lifeline
- [afterdeployment.org](http://afterdeployment.org)

# Website visits to *Part of Our Lives*



Odds Ratio  
2.81\*\*\*



# MILLIONS

# Effect Size

thousands

# MILLIONS

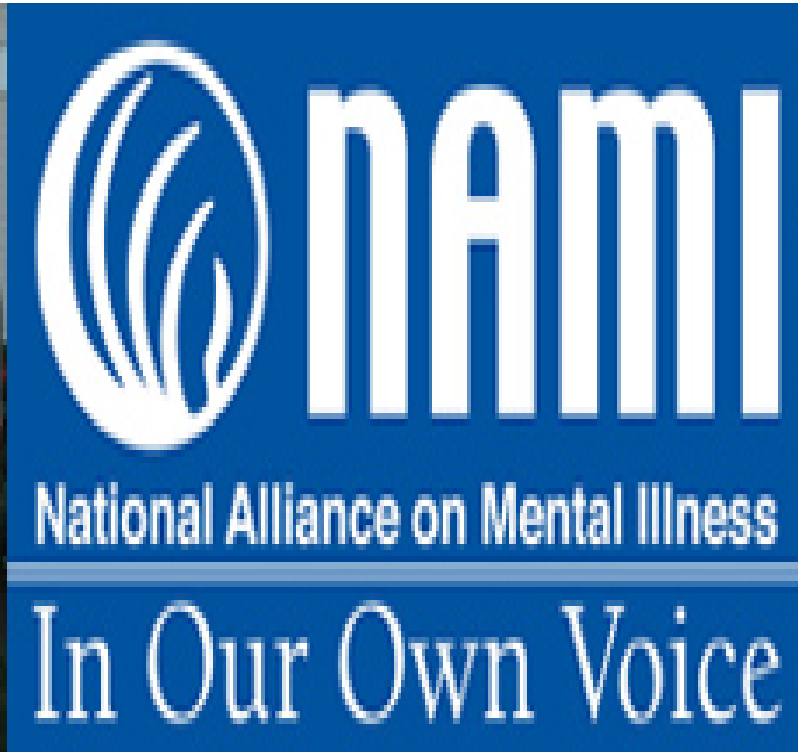
## Effect Size

Just going to the site is not enough

**88% left after one  
minute!**

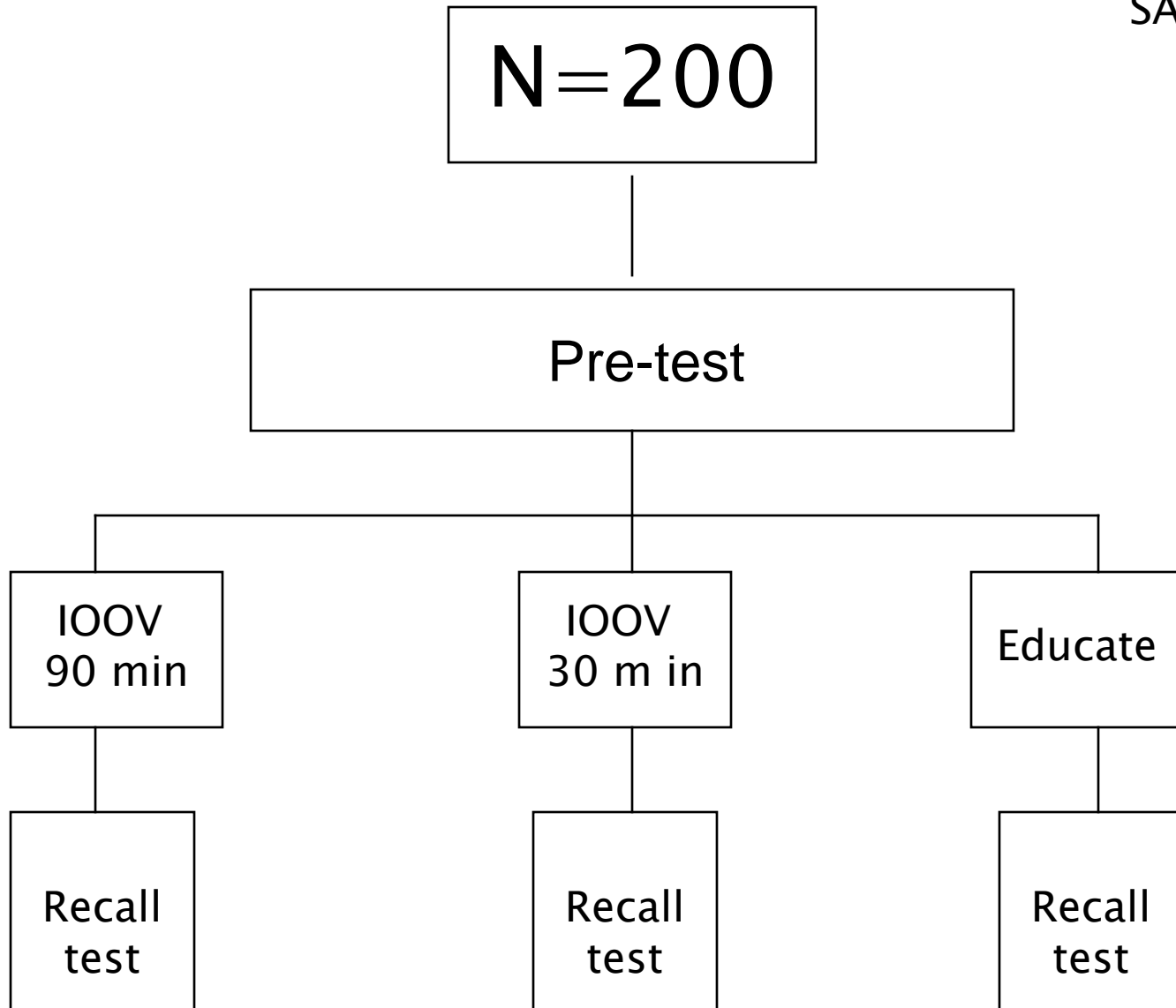
thousands

# *In Vivo*



# Learn More about It

- [Stigmaandempowerment.org](http://Stigmaandempowerment.org)
- Bibliography
- Toolkit
- Four lessons
- [corrigan@iit.edu](mailto:corrigan@iit.edu)





Two Actors: Male and Female

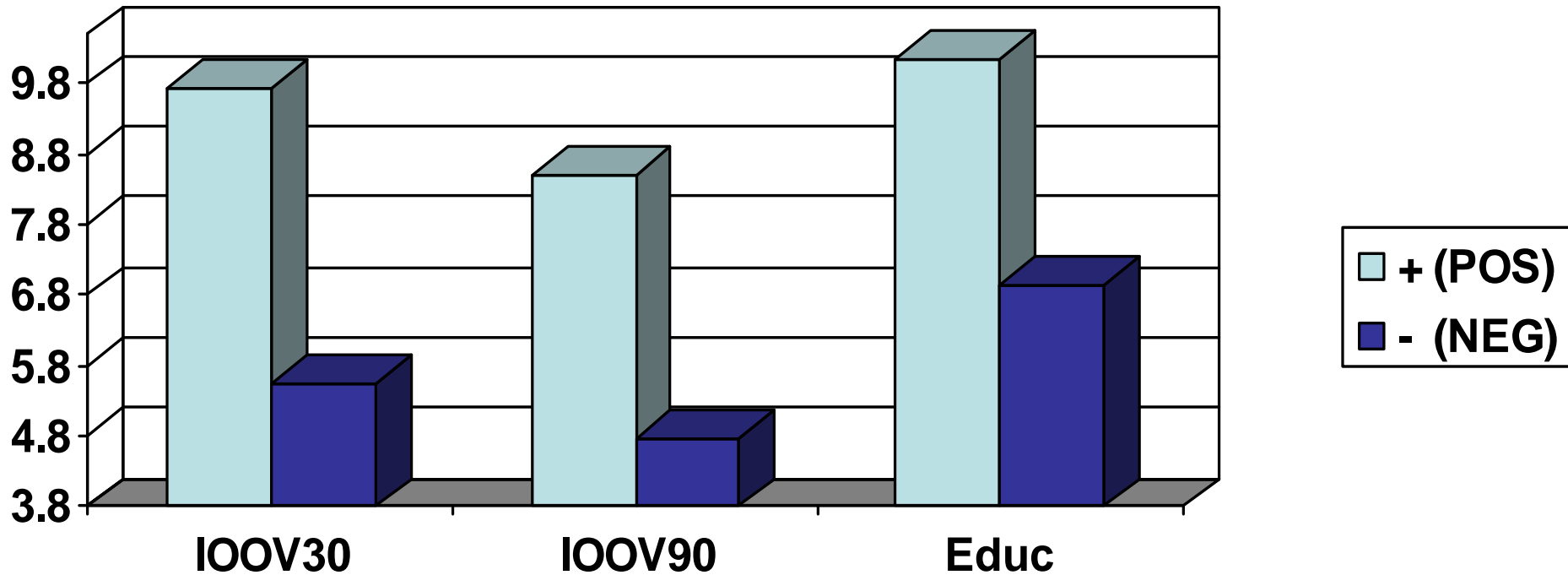
12 positive things

- "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



# 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

- City
- Office
- Church, synagogue, mosque
- Military base

*Beat the Stigma and Discrimination!*

*Four Lessons for Mental Health Advocates*



Patrick W. Corrigan, Psy.D.

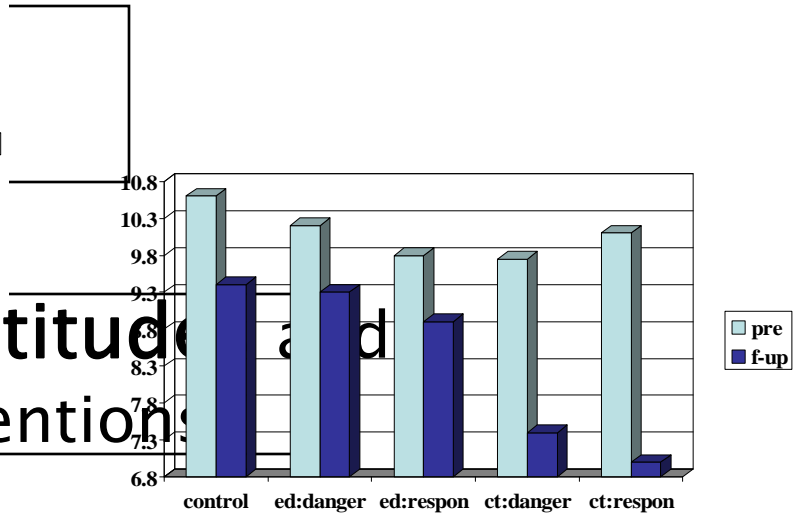
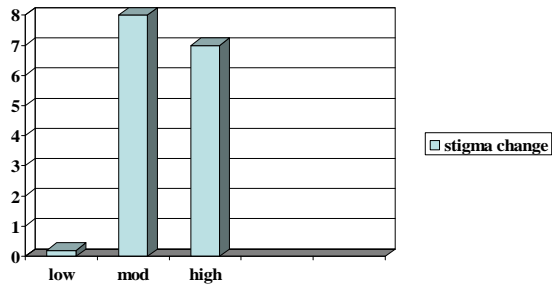


# Learn More about It

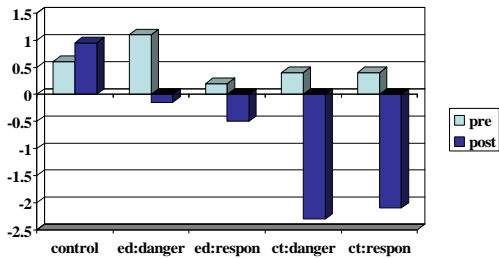
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# GOALS

- Understanding Stigma for Stigma Change
- Framing Stigma Change
  
- Implications for Evaluation
  - Where's the science?

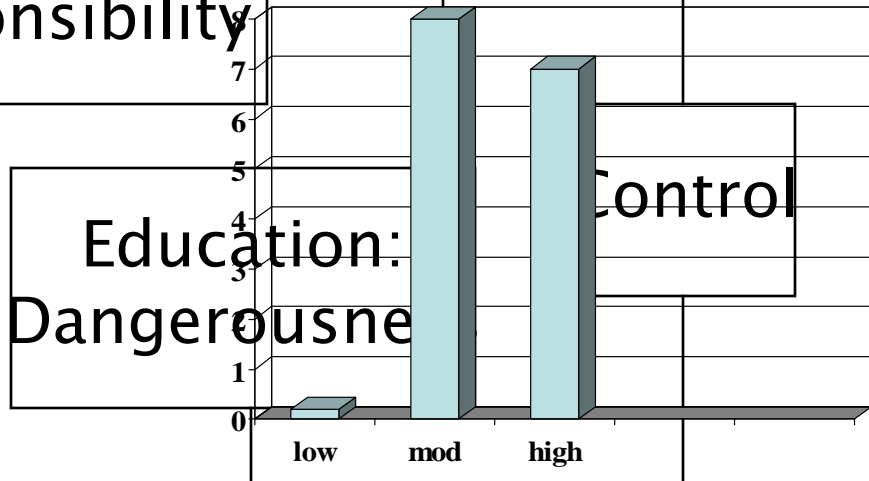


# Stigmatizing Attitudes and Behavioral Intentions



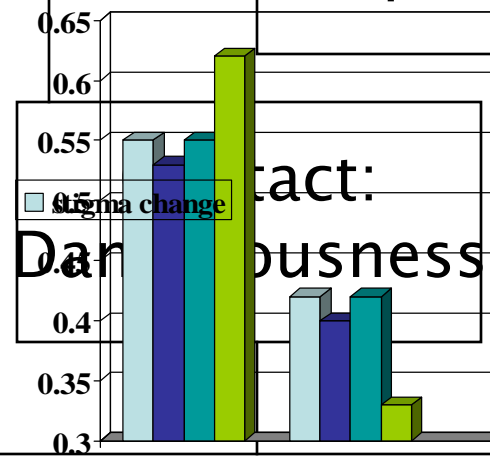
Education: Responsibility

Contact: Responsibility



Education: Dangerousness

Control



Contact: Dangerousness

Attitudes and Intentions @ post and 1 wk f-up

# 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, but 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](http://Stigmaandempowerment.org)
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