Beating the Stigma of Mental Illness: What Says the Dodo Bird?





Illinois Institute of Technology National Consortium on Stigma and Empowerment Corrigan@iit.edu www.NCSE1.org



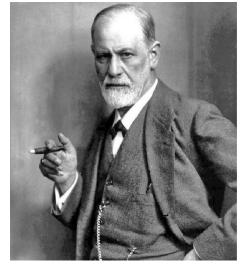


UNINTENDED CONSEQUENCES

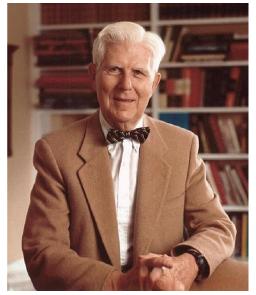
Everybody has won and all must have prizes!



Everything Works



Psychoanalysis



Cognitive Therapy

What do we do?

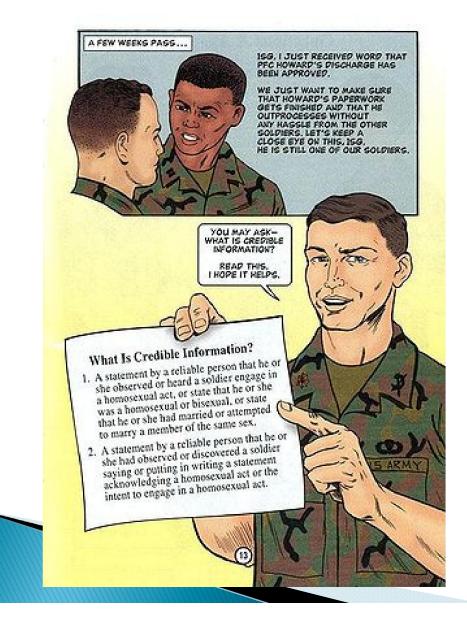


Unintended Consequences

Social Justice



BEAT HOMOPHOBIA





DON'T ASK DON'T TELL



Pope Francis I Inaugural Mass March 19, 2013





"THE POOR!" "THE WEAK!"

"THE LEAST IMPORTANT!"



Pope Francis I Inaugural Mass March 19, 2013

BESTOW "THE POOR!" "THE WEAK!"

EMPOWER

"Whatsoever you do to the least of my brethren, that you do unto me!"

John

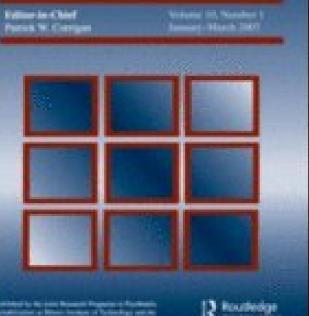
Psychiatric Rehabilitation

Principles and Practice of Psychiatric Rehabilitation

An Empirical Approach

Patrick W. Corrigan Kim T. Mueser Gary R. Bond Robert E. Drake Phyllis Solomon

American Journal of Psychiatric Rehabilitation

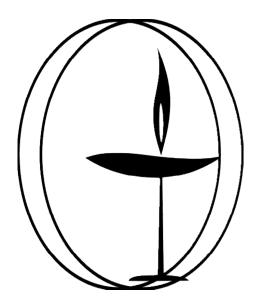


normal, of Markelow con Tradems, of the Arrest





I baptize yon in the name of the Father and of the son and of the Holy Spirit



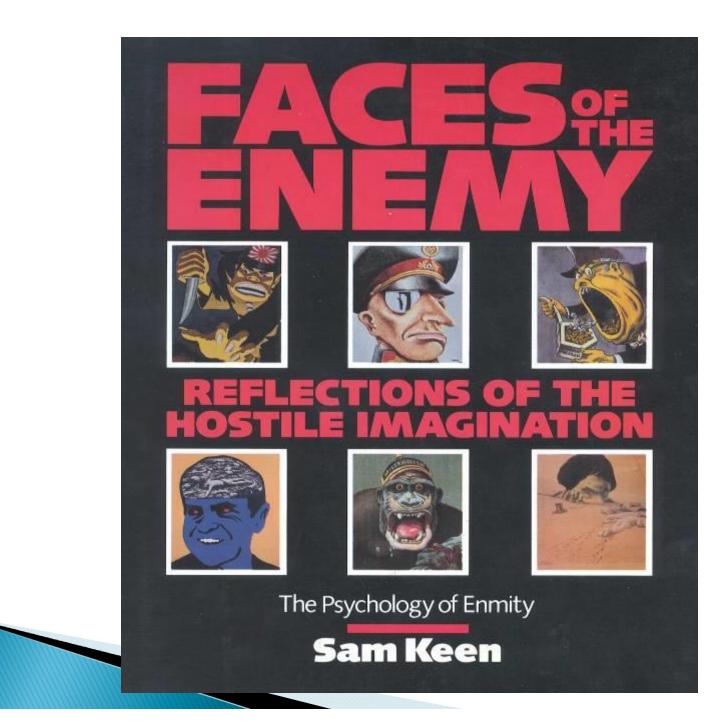
UNITARIAN UNIVERSALIST

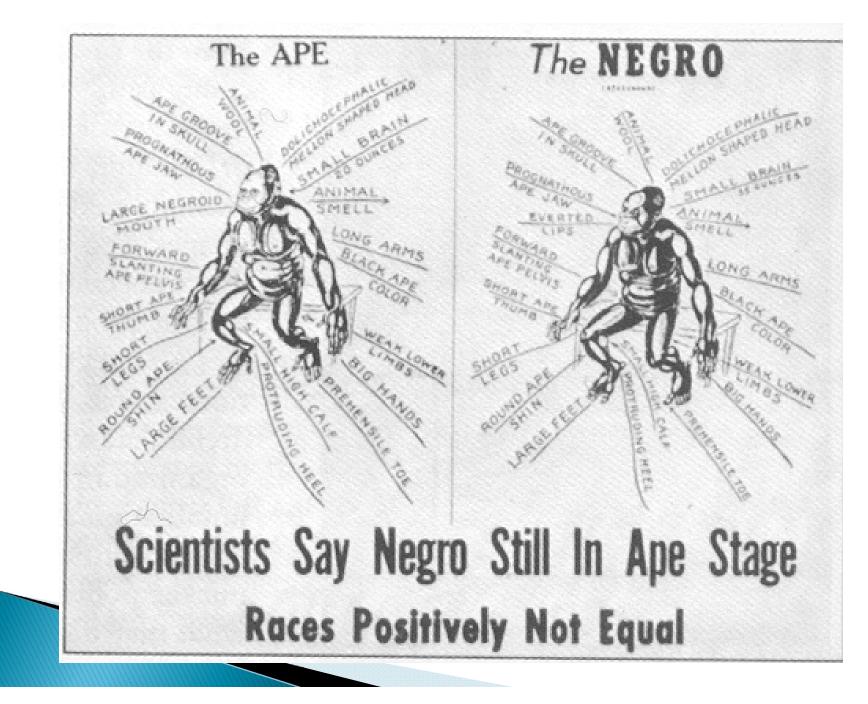
First Principle: The inherent worth and dignity of every person.

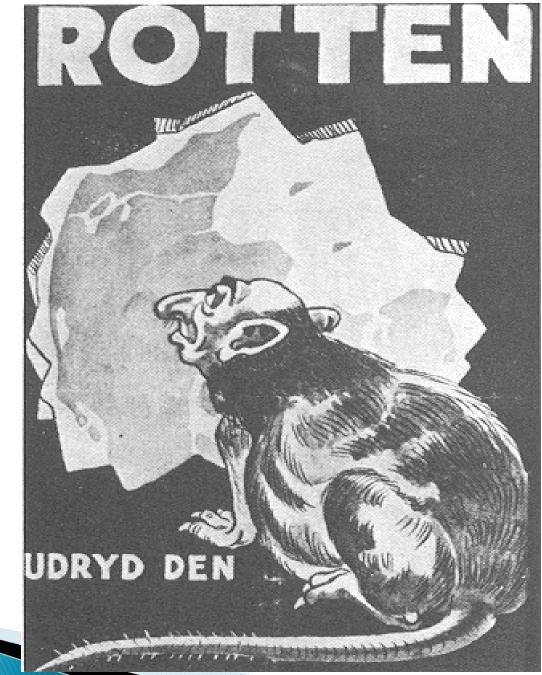


WHAT IS STIGMA?





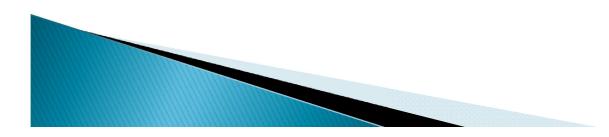


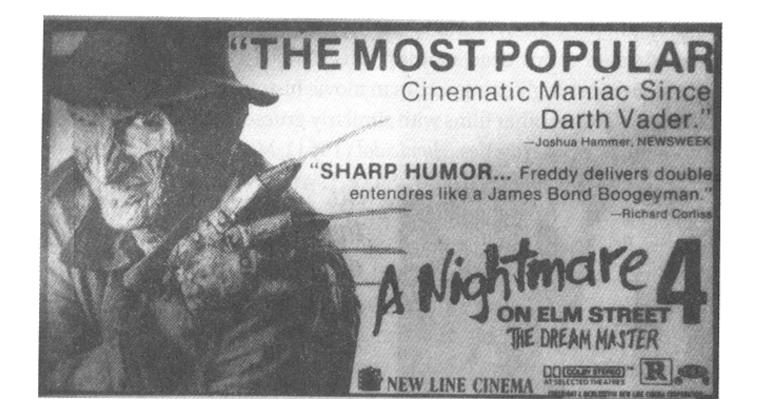


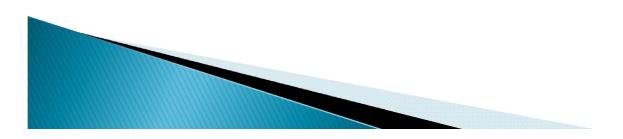




In the movies









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 AREN'T SO SURE.



"Lee Robin. Not a nice guy"

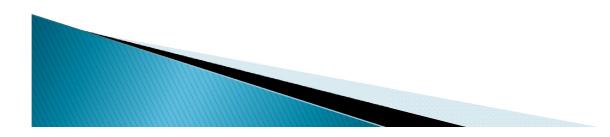
The weite beaming through the phone line belongs to Tors Smith, a commander at the Palatine Police Department. Thisrices summers ago, he asswered a call reporting a "problem" at Robin's such house and supped into the most grasseme scine. he's over withested.

Robin, dressed only in shorts and a T-shirt, was using on the steps leading to his loving room. His legs and fret wire splattered with bload. Suring about in bewilderment, Robin, an a Internal medicine specialist at two suburban hospitals, respended to the officers' questions with shatt whitpend answers. Seatths palice report quotes his replies. "Deadlos-Two ... Bathroom and bedroom."

In the bedrocen. Smith found Robin's with Annette, imag onthe floor in her her and purvies. Her back, write, and soals had down cars from the four-foot as at her side. blood, hair, and

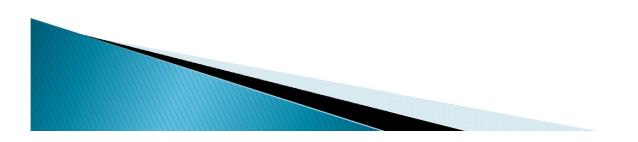
braim poeled into a gery seep that scalard the carper. "It was provy gridy." Smith sors, "There was beam matter on the floor and on the walt." Moving into the hirkmose, Smith found a haby girl face up in the tab. It was Robin's two-and a half must hold daughter. Denise. She had drawned. While officers photographed the trime some. Robin sar on the bedroom floor in handraffs, shaking has head. Smark recalls Barken researing, "I don't understand it." Devise and Annene were baried together, in a single coffer, at Resumerion Conveyory in Justice. After an eight-month delay because he was too depressed to participate in his defense. Robis was found not guilty by reason of immity and commixed to the Eigin Mental Health Center-Today has being in an Uprown nursing horses where he's allawed to go our unsupervised for 15 hours a day.

In advertising





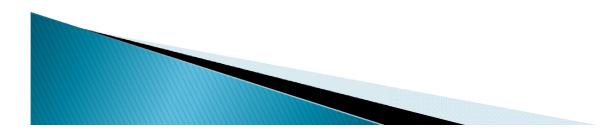








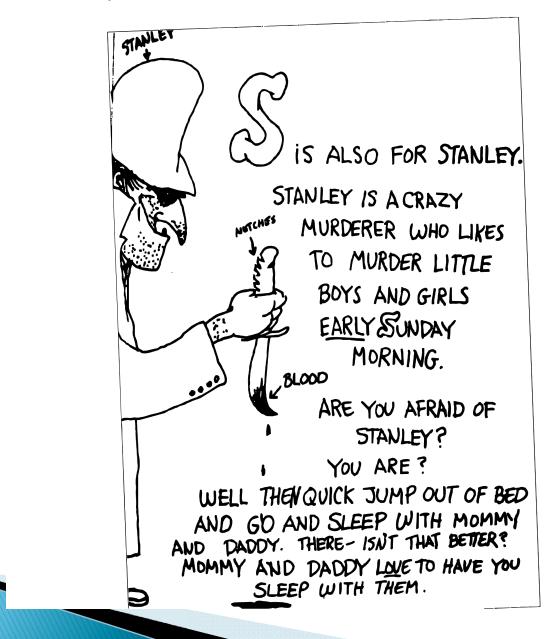
In comics





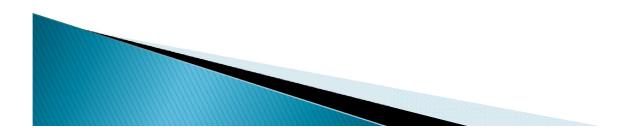


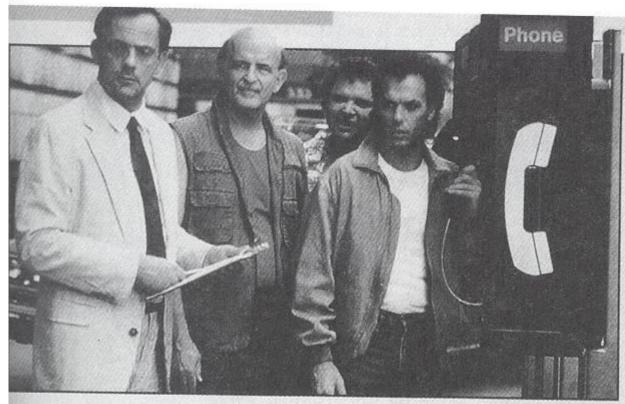
64 Media Madness



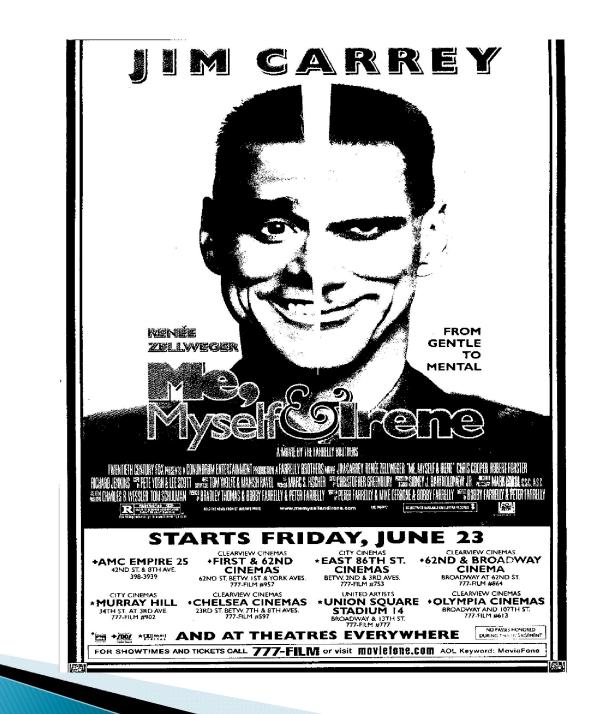
People with mental illness are lovable buffoons

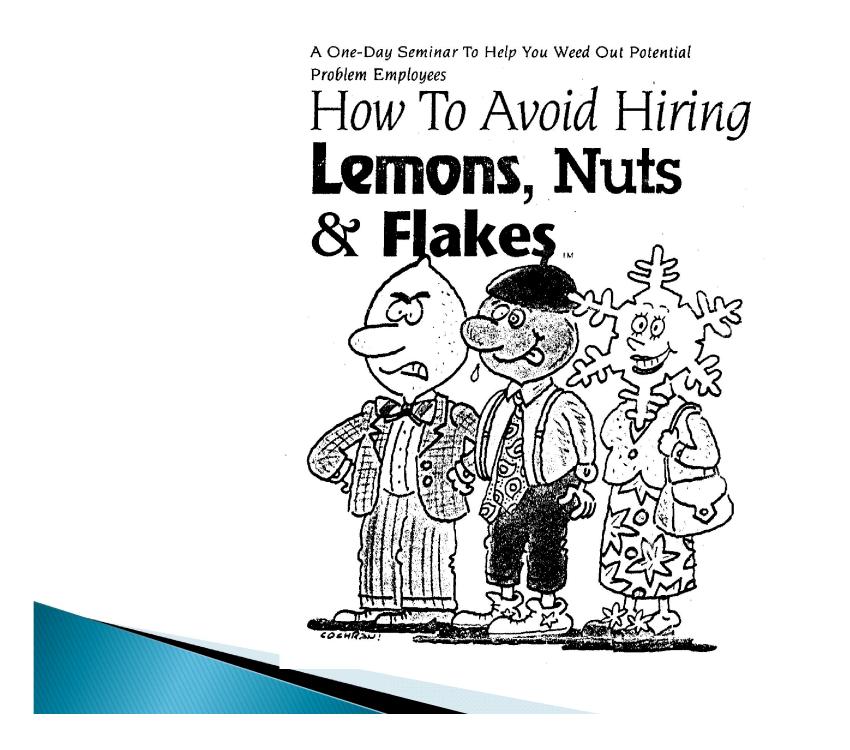
Benevolence stigma



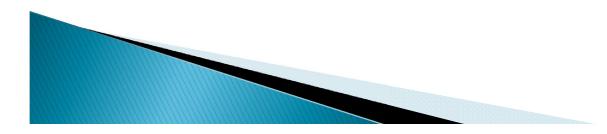


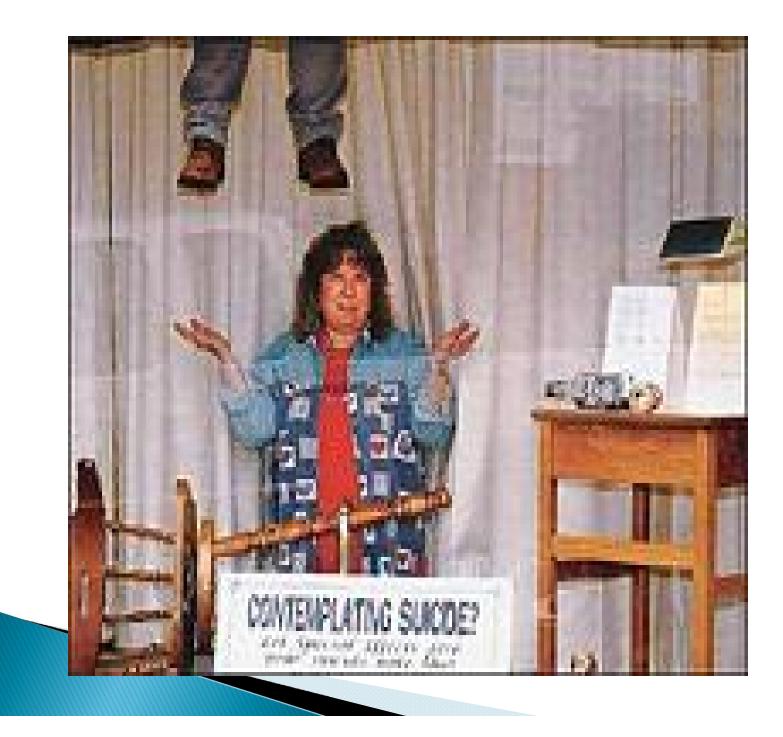
A mothey group of lunatics scour New York. Nutty Psychiatric Patients Are THE DREAM TEAM





Isn't It Better?





Dateline: July10, 2002



Trenton State Hospital has fire.

ROASTED NUTS General-alarm fire at Trenton Psychiatric

TRANSFER OF

Description ("Jost Workson Hamilton") office Territory of the Observed Allowed Allowed Territory of the Allowed Restriction of the Observed Allowed Restriction of the Observed Allowed

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Production and College

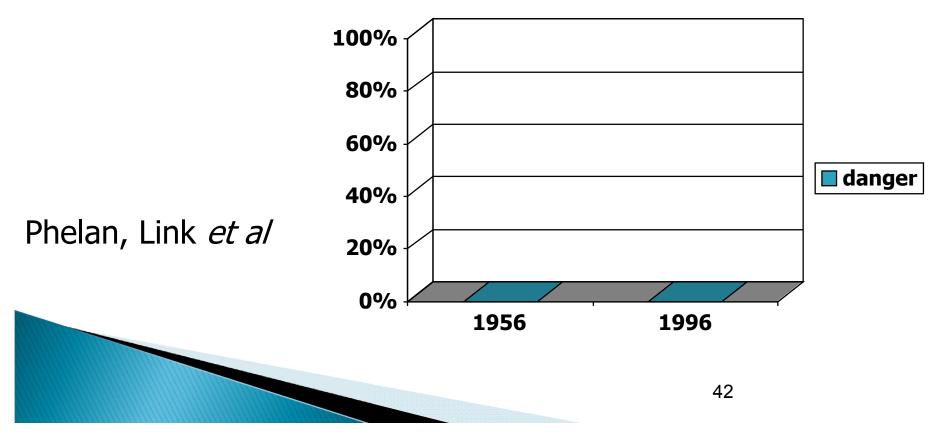


Budget only casualty of fire



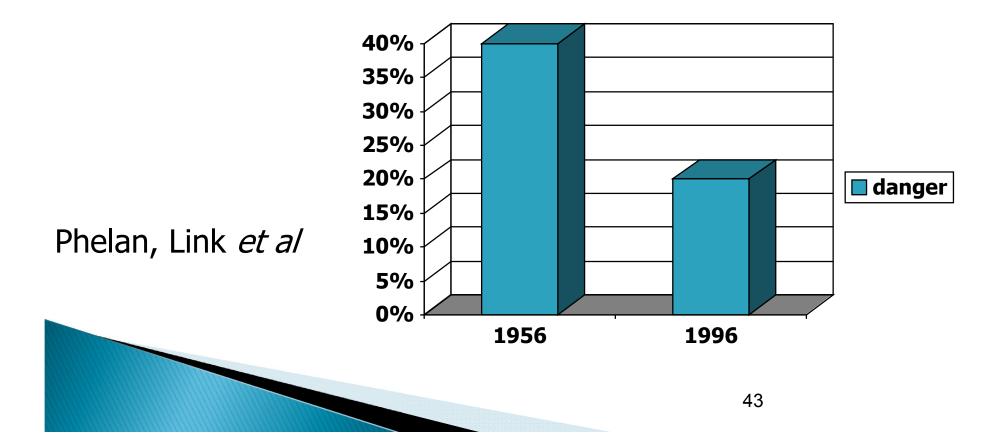






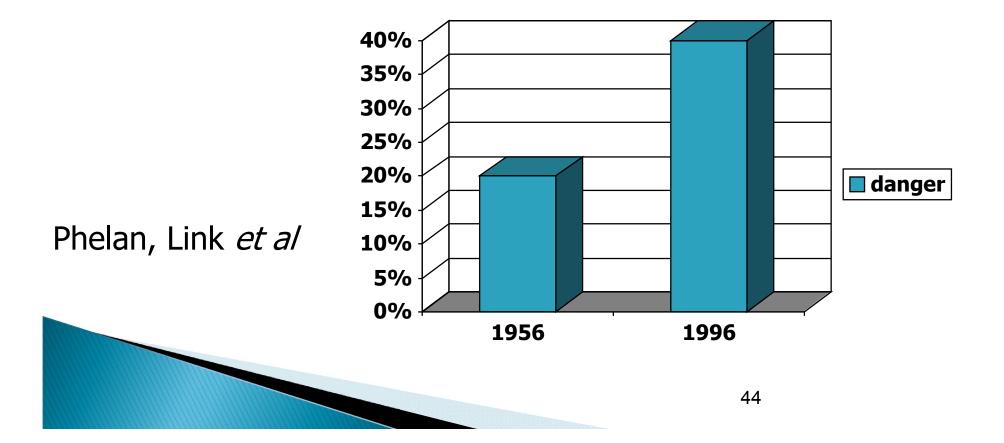
Has Stigma Changed?





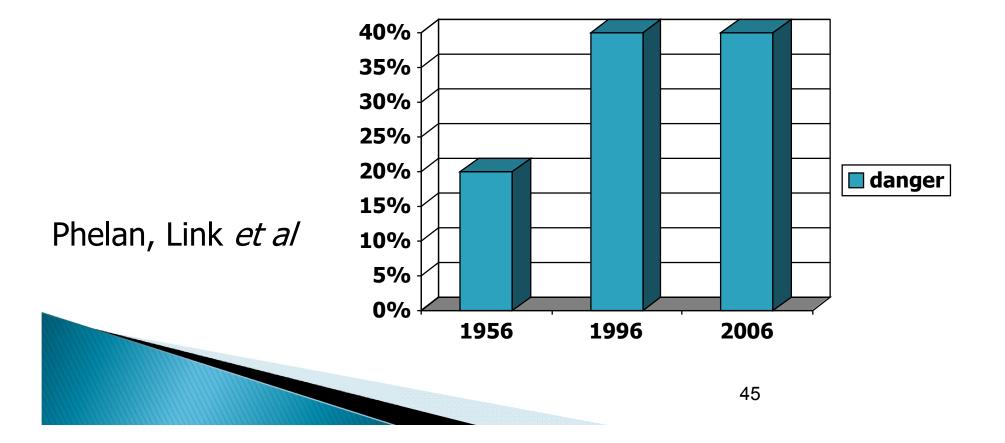
Has Stigma Changed?





Has Stigma Changed?





Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types------

S		Public	Self-	Label	Structural			
t r		stigma	stigma	avoidance	stigma			
u	stereotype							
C t								
u r e s	prejudice							
	discrimination							

Social Psychological **Constructs**

- STEREOTYPES
 - All Irish Americans are drunks and beat their wives.
- PREJUDICE
 - That's right. They're drunks and I loathe them.



- DISCRIMINATION
 - So, don't: hire, rent, or befriend them



Social Psychological Constructs

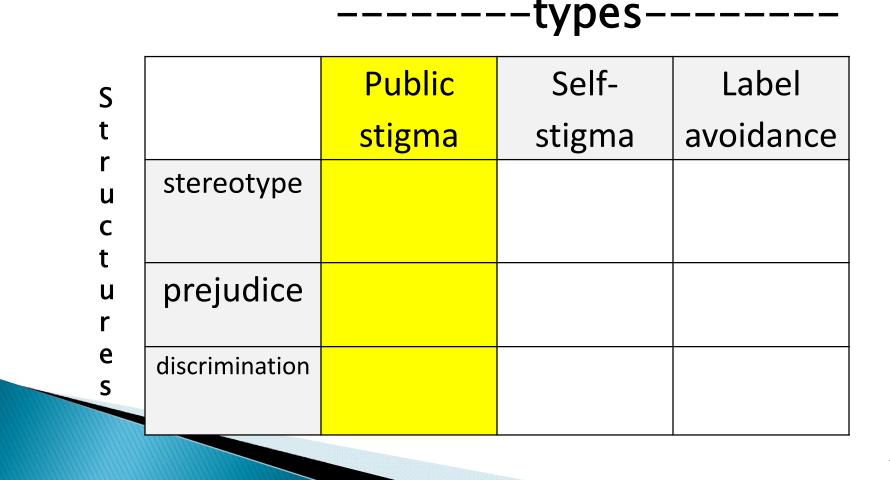
STEREOTYPES People with MI are: weak, dangerous...

PREJUDICE

 They are bad because: scary, shameful.

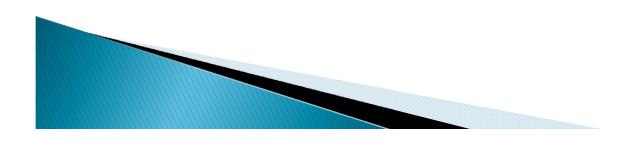
DISCRIMINATION So, don't: hire, serve, or rent to them

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES



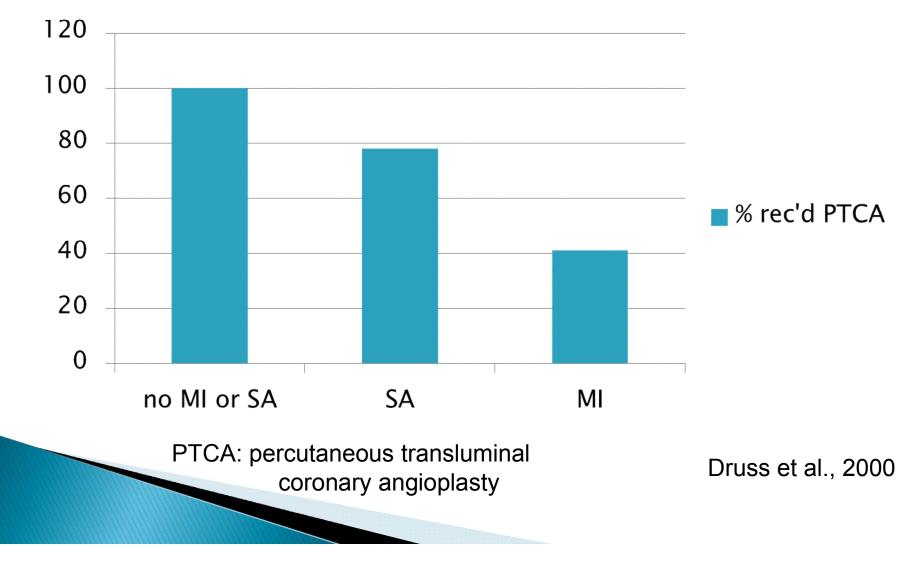
The Egregious Effects of Public Stigma: Its Impact on SOCIAL INCLUSION

- Lost employment
- Subpar housing
- Worse educational opportunities
- Diminished legislative support
- Alienated faith communities
- Coercive treatment

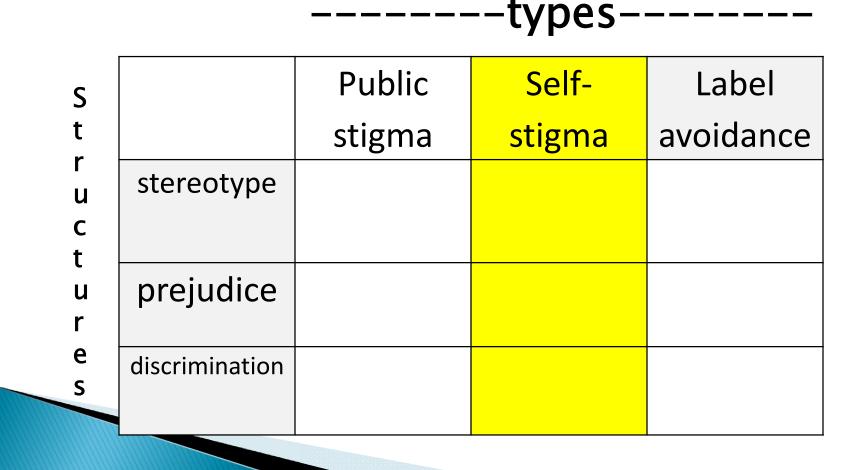


WORSE HEALTH CARE

% rec'd PTCA

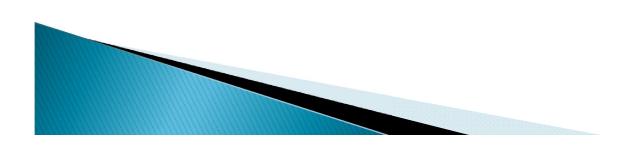


Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

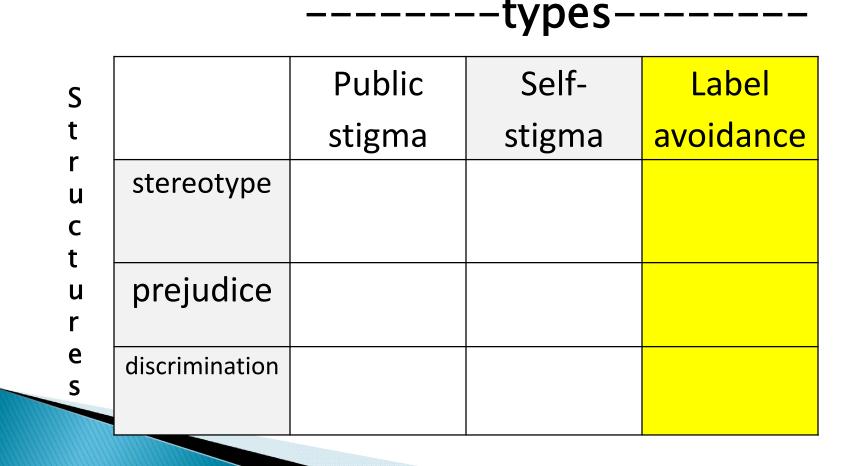


Self-Stigma

- Decreased self-esteem
 - I am not worthy
- Decreased self-efficacy
 - I am not able
- Why try?!
 - I am not worthy of a good job
 - I am not able to live alone

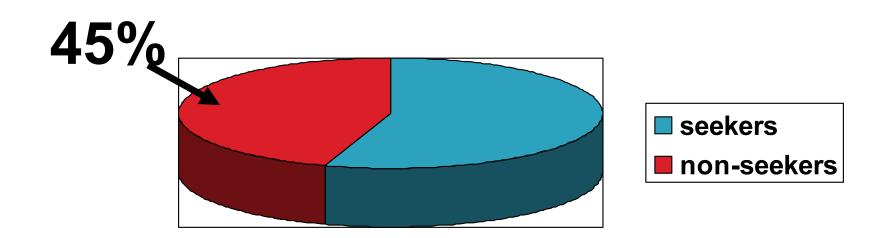


Understanding Stigma for Stigma Change: STRUCTURES BY TYPES



Label Avoidance

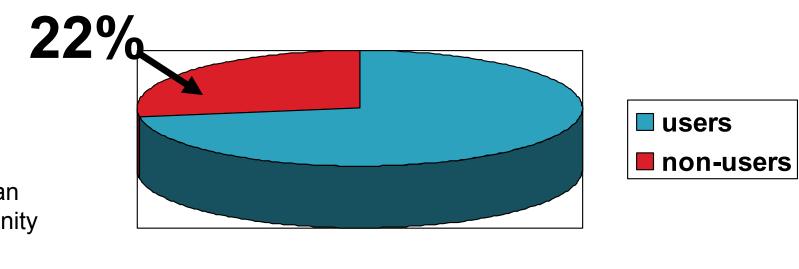
Care Seeking





Label Avoidance

Adherence



Canadian Community Health Survey

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

June 14, 1965





ERASONG STOGMA DS NOT ENOUGH

Yon do not wipe away the scars of centuries by saying: Now you are free to go where you want, and do as you desire, and choose the leaders you please.

Affirming attitudes and actions

Affirming Attitudes

- People with mental illness recover.
- They should determine all their goals and interventions to reach those goals.

- Actions:
 - Reasonable accommodations
 - Community supports



EASY STUFF:

Just change the words! Just cure the disease!



Just Change the Words!

Leprosy to Hansen's Disease

Dementia to Alzheimer's

Mental Retardation to Intellectual Disability

Mania to Bipolar Illness

The East Asian Experience

Japan: Seishin-Bunretsu-Byo to togo shitco sho "mind split disease"

"integration disorder"

• Korea:

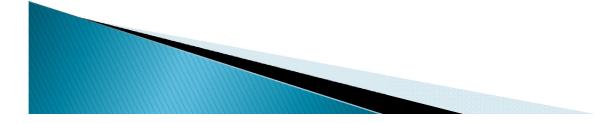
Jeongshin-bunyeol to Johyun-byung

"mind splitted disorder" "attunement disorder"

Hong Kong: Jing Shen Fen Lie to Si Jue Shi Tiao "splitting of the mind" "dysfunction of thought

and perception"

Singapore, China



Sartorius et al., 2014

Schizophrenia: Bleuler's Syndrome

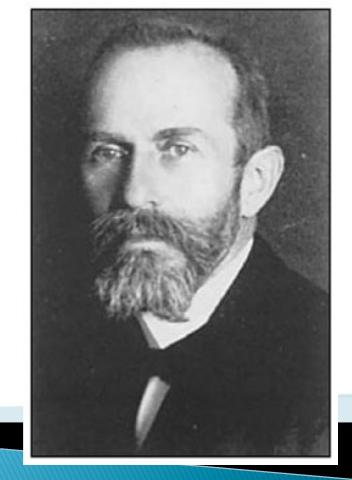
RESEARCH Lasalvia et al., 2015 "47 studies" correspondence, editorial, comments, forum

General Population?

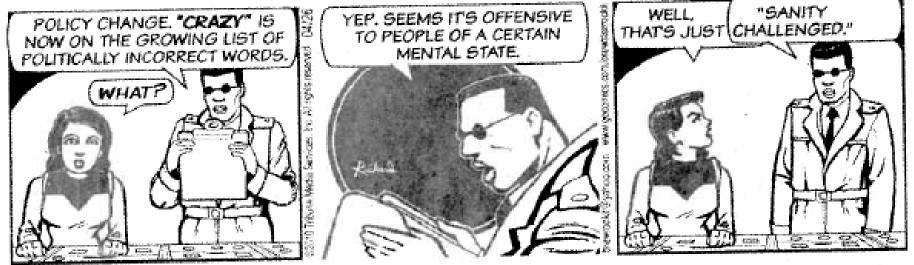
Providers

DIAGNOSTIC AND STATISTICAL MANUAL OF MENTAL DISORDERS FIFTH EDITION DSM-5

AMERICAN PSYCHIATRIC ASSOCIATION



Brewster Rockit: Space Guy!



It Looks easy:

NIMH and other funders decrease support Advocacy groups: No longer a problem

Framing Stigma Change

----processes-----

		Protest	Education	Contact
v				
e h	Media-			
I C	based			
e	In vivo			

Framing Stigma Change

----processes-----

	Prote EDUCATION ntact				
Media-					
based					
In vivo					
	based	Media- based	Media- based	Media- based	Media- based

KNOWLEDGE IS GOLD: Educate stigma away!





TO RESIST DRUGS AND VIOLENCE.

75% US school districts **43 countries**

DRUG ABUSE RESISTANCE EDUCATION



RESEARCH

Uncertain effects

No effects Cal Dept Ed (1995) U Maryland (1998) **APA (1999)**

RTI (1994)

Worse effects Indiana U (1992)





VACCINES FA

Modern medicine tells us vaccinate our children. Va developed for adults. Mos these injections are "insu our health. The reality is to thiste the distributed the

have never – in all of history – diminished the disease. Here are 10 facts you should know.

 Vaccines are made from live pathogens grown (or cultured) tissue, chicken embryos and aborted human fetal cells.

 Vaccine cultures are preserved with neuroloxins such as mercury (thimerosal), formaldehyde, phenol, aluminum and MSG. These toxic mixtures are directly injected into babies, children and adults, bypassing the body's built-in filters (cilia, tonsils, skin).

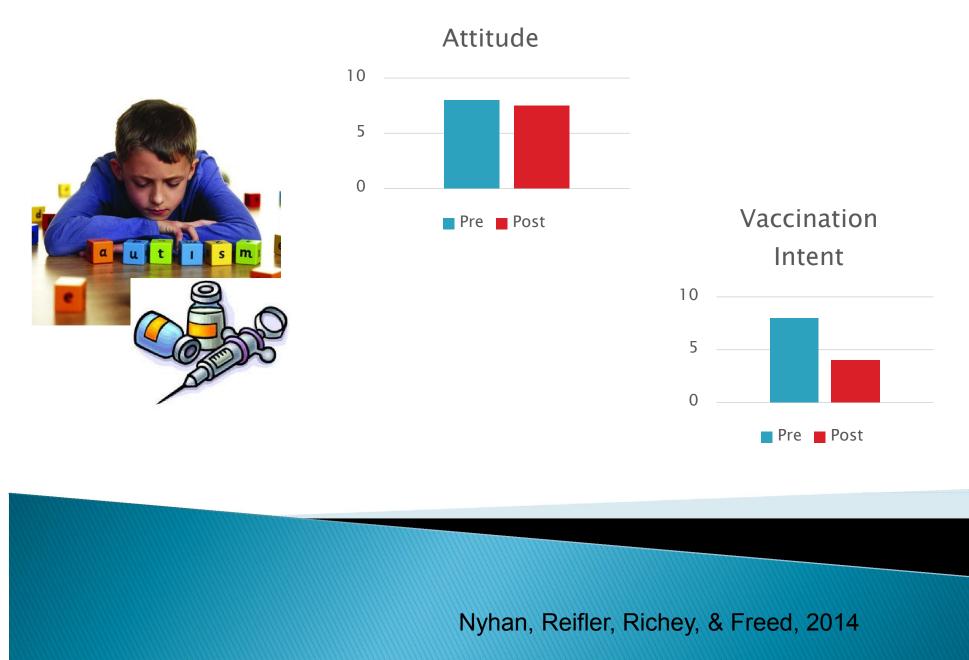
 Childhood vaccinations are the first assault on the normal functioning of the body, creating neurological damage and debilitating the immune system.

4. Today's children are routinely vaccinated by pediatricians performing what they believe to be "preventive" medicine. By age six, most children have been exposed to more than 100 viral strains.

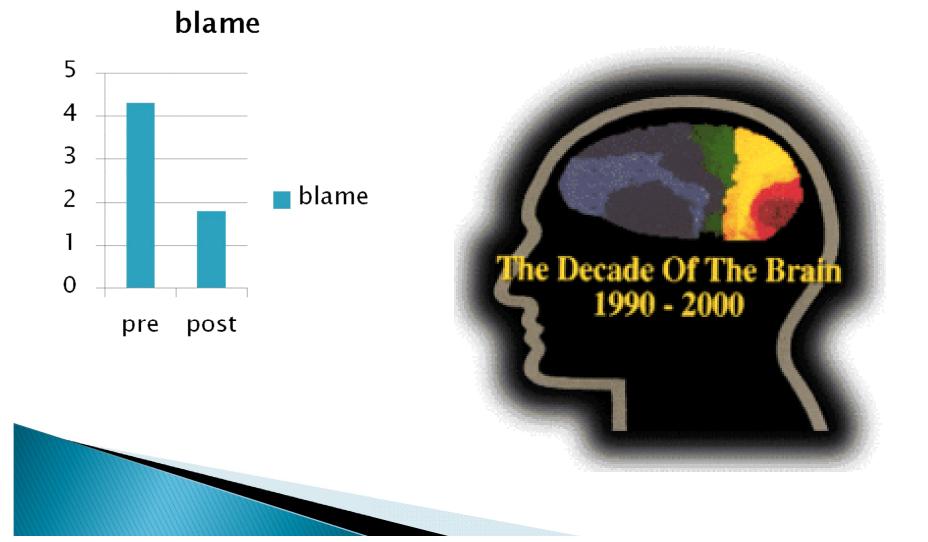
5. Vaccines are frequently administered in combination, as in measles/mumps/rubella (MMR). In nature itself one would never encounter this type of multiple viral load.

6. With repeated injections, the damage caused by vaccines can lead to developmental problems, auto-immune disease, sudden infant death (SIDS), autism and more.

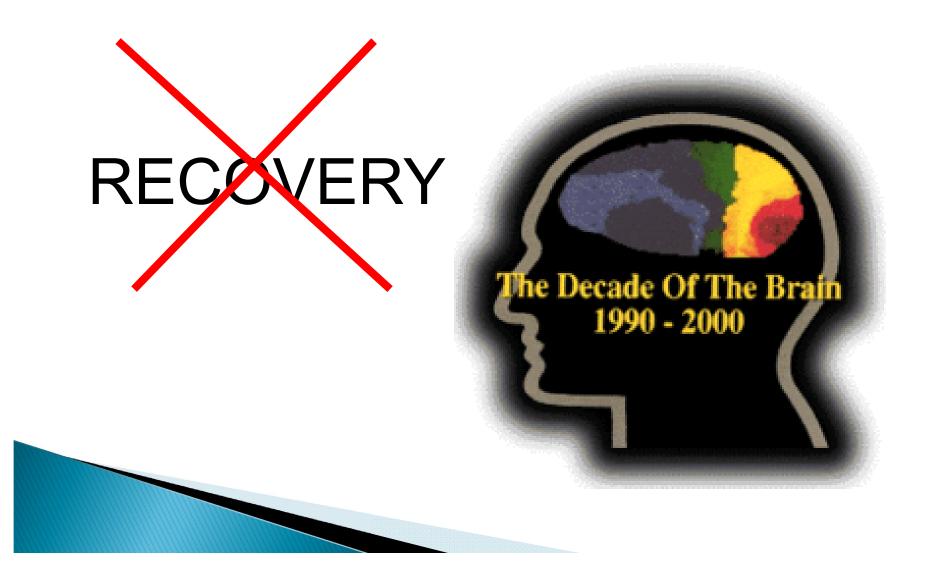




Mental Illness is a Brain Disorder!



Mental Illness is a Brain Disorder!



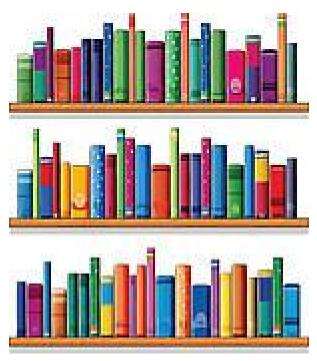
Mental Illness is a Brain Disorder!



HIRE THEM? RENT TO THEM? EQUAL HEALTH CARE? The Decade Of The Brain 1990 - 2000

Meta-Analysis: Knowledge and Stigma

- Knowledge: Causal Beliefs
- Stigma: Acceptance



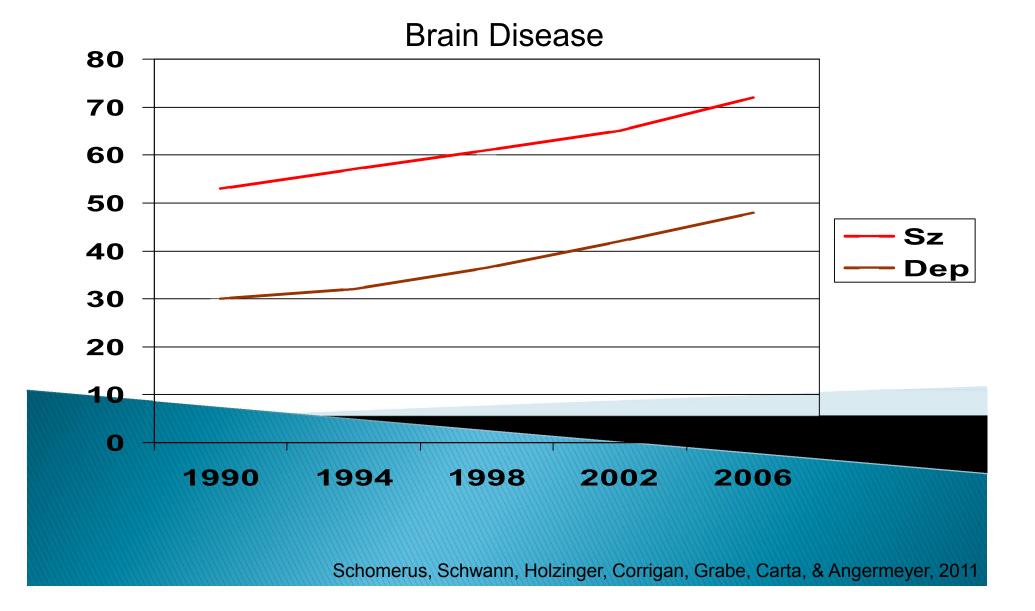
- Sixteen representative samples of nationdefined populations
- > 230 to 6000 Ss
- Response rates: 65–85%

META-ANALYSIS FINDINGS: CAUSE

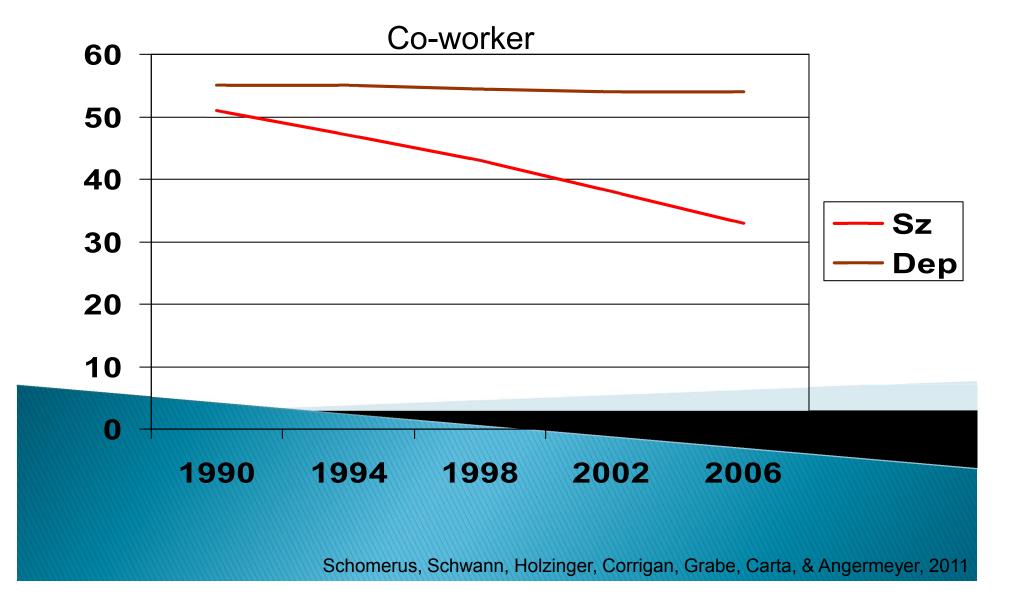
Inherited/Genetic Sz Dep

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011

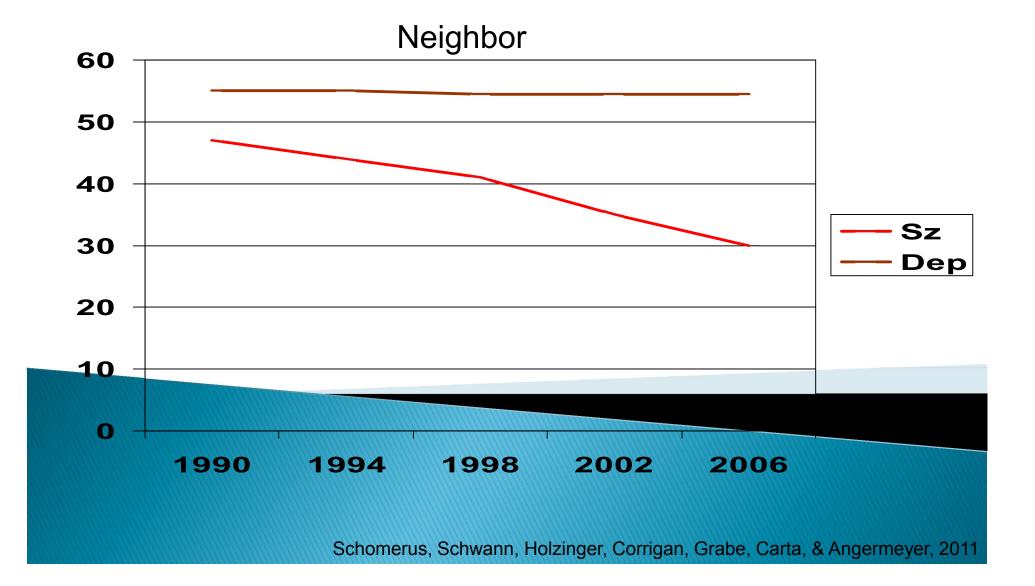
META-ANALYSIS FINDINGS: CAUSE



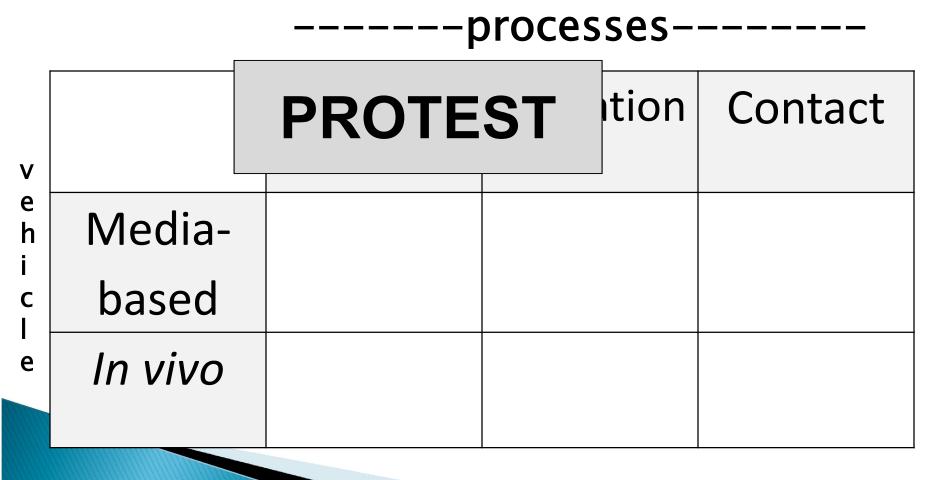
META-ANALYSIS FINDINGS: ACCEPTANCE



META-ANALYSIS FINDINGS: ACCEPTANCE



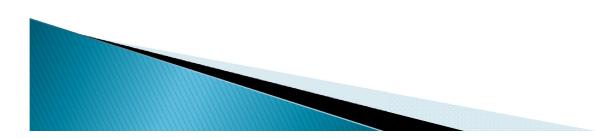
Framing Stigma Change



PROTEST: The Pros and CONs!



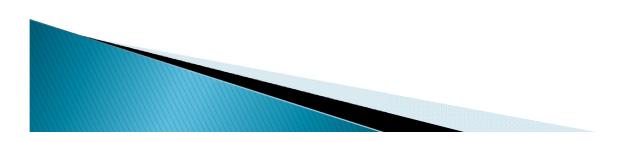
Protest Review stigmatizing images Shame on you for thinking that way





Beware the rebound effect

the white bear





Wonderland

2000



NAMI - stigmabusters







The JASONUT The SUICIDE SQUEEZE

ensen

The CRAZY FACE

Located in Campbell and San Jose California



Join the national on-line food fight.

Help turn lemon donuts into lemonade.

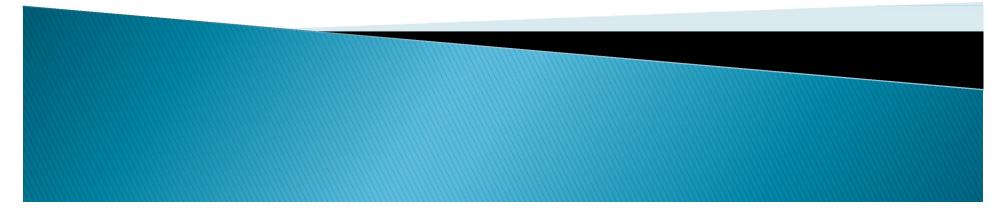






examiner.com

I'm an advocate of equal rights and a more tolerant world toward all people of different races, religion, gender, and sexual orientation; but that is it. Any thing else is just moronic. Stan Rezaee, Aug, 2009



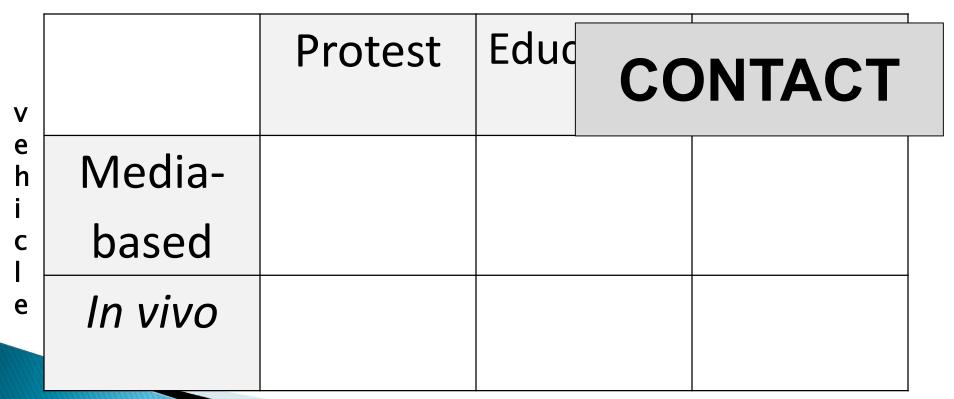




FRANCHISE OPPORTUNITIES

Framing Stigma Change





CONTACT vs EDUCATION

The Pros and CONs!



Contact

"Meet Bob Lundin"



Bob's story

- My name is _____ and l 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.



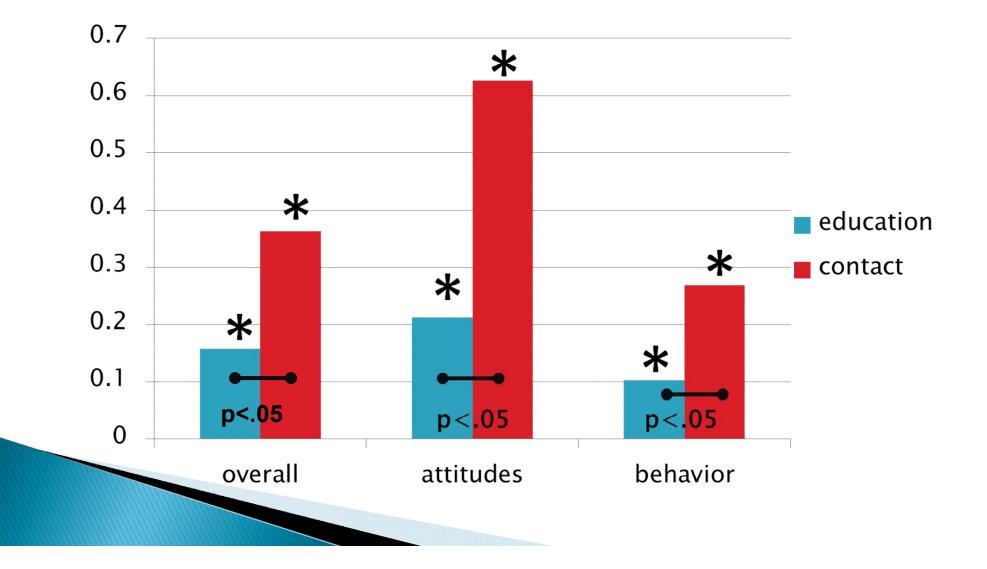
Meta-Analysis:

- Contact vs Education
- DV's
 - Overall
 - Attitudes
 - Behavior
- > 38,000 Ss
- 79 studies; 13 RCTs



Corrigan, Michaels et al., 2012

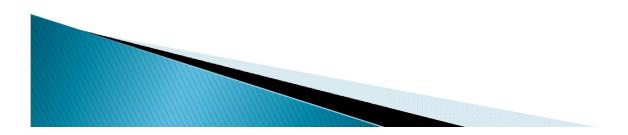
Mean effect sizes: RCTs only



TLC Targeted Local Credible Continuous CONTACT

Corrigan, 2011

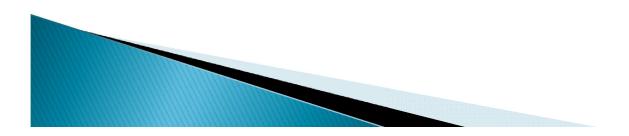
Who should targets be?



Targets

Landlords Health care professionals Teachers Legislators Employers

What is local?



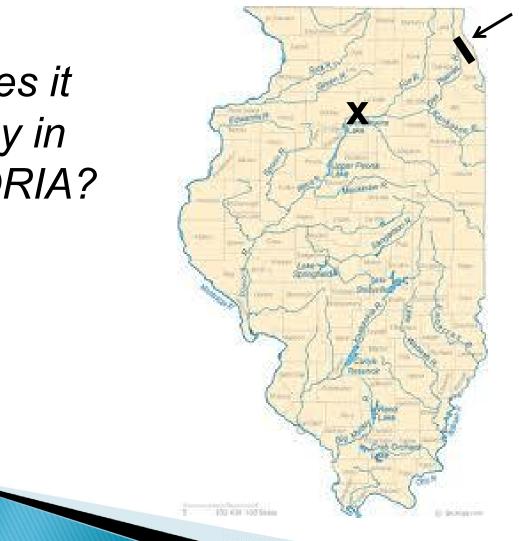
LOCAL





LOCAL

Does it play in PEORIA?



CHICAGO: the heart and brains of Illinois

ILLINOIS

Local

City Office Church, synagogue, mosque





Good stigma change

credible

continuous

102

Credible

- Contact with whom
- Example
 - Military (PTSD)



- Other enlisted members
 - Marines from marines
 - Sailors from sailors

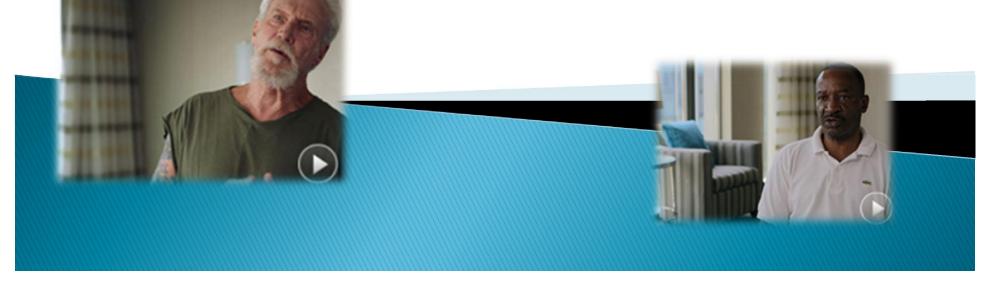
FIRST RESPONDERS?











Continuous

Once is not enough

And cannot be carbon copies

TLC Targeted Local Credible Continuous CONTACT

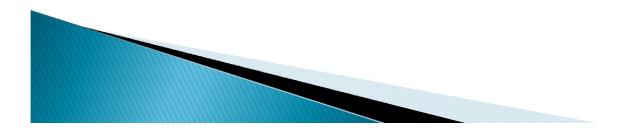
Corrigan, 2011

The GRAND PLAN



Come out everyone

Come out everywhere



the Grand Plan

Come out Mad

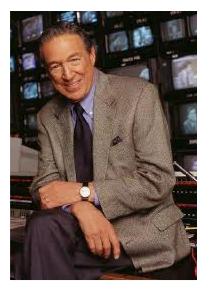
Come out Proud



Rod Steiger



Patty Duke



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Mike Wallace
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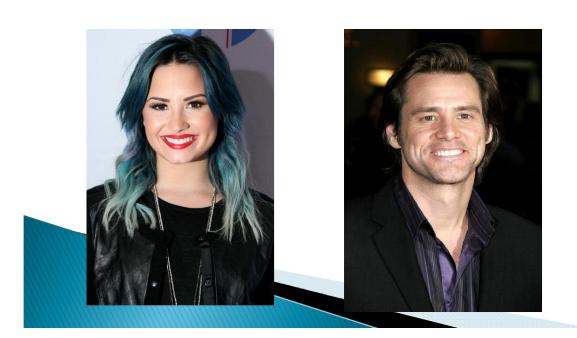
Rod Steiger



Patty Duke

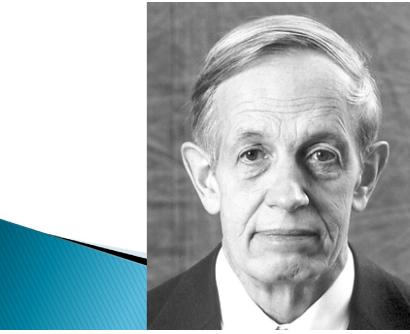


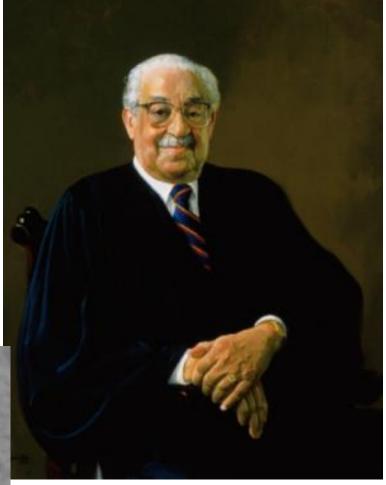
Mike Wallace





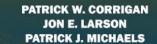
Thurgood Marshall Effect



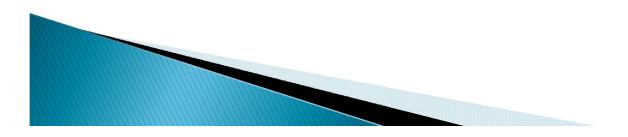




STORIES AND ESSAYS OF SOLIDARITY

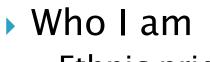


HONEST, OPEN, PROUD to erase the stigma of mental illness



PRIDE?

- Accomplishment
 - Overcoming disability



• Ethnic pride



Authenticity



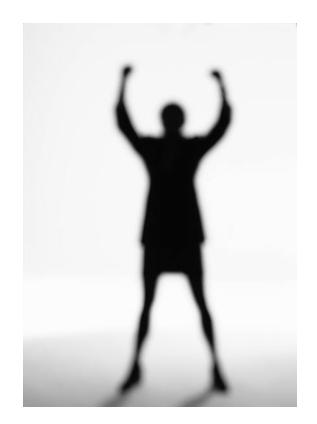
Disease Identity



DON'T BE A MENTAL PATIENT

11 6

Human Identity



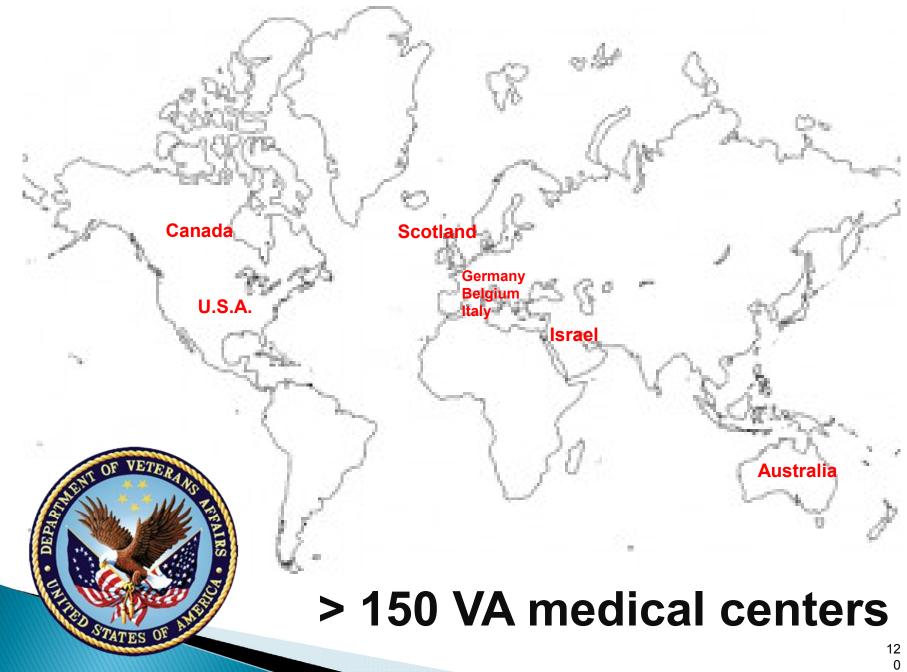
EMBRACE WHO YOU ARE

Honest Open Proud program

- Three Lessons
 - Consider the pros and cons of disclosing
 - There are different ways to disclose
 - Telling your story







FAITH-BASED PERSPECTIVE

ermany

Scotland

Canada

active

minds

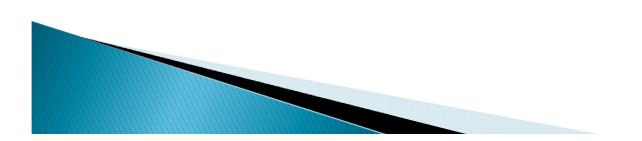
U.S.A

> 400 US college campuses

Australi

the ADVOCATE'S AGENDA





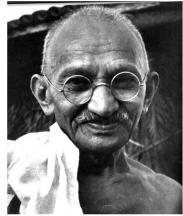




"I must fight in the open!"

Clifford Beers - 1909





"Let our first act every morning be to make the following resolve for the day: I shall not fear anyone on earth. I shall fear only God. I shall not bear ill will toward anyone. I shall not submit to injustice from anyone. I shall conquer untruth by truth. And in resisting untruth, I shall put up with all suffering. Mahatma Gandhi

