



Beating the Stigma of Mental Illness

What says the dodo bird?

Patrick Corrigan
Illinois Institute of Technology

I am
Charlie

SCHIZOPHRENIA...
WHEN THE LEFT HAND DOESN'T KNOW WHO
THE RIGHT HAND IS KILLING!!



WILLIAM E. RAY & MARVIN SMITH
WRITERS

SCHIZO

LYNNE FREDERICK JOHN LEYTON STEPHANIE BEACHAM and JOHN FRASER

SCREENPLAY BY DEAN KULLENDYKE PRODUCTION BY PETER JOSEPH EDITOR AND DIRECTOR OF PHOTOGRAPHY PETER WALKER MUSIC BY THOMAS OLSON

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A NILES INTERNATIONAL RELEASE

A PETER WALKER PRODUCTION



SCHIZOPHRENIA...

WHEN THE LEFT HAND DOESN'T KNOW WHO
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SCREENPLAY BY DEAN KULLENDYKE PRODUCTION BY PETER JOSEPH EDITOR AND DIRECTOR OF PHOTOGRAPHY BY PETER WILKINSON

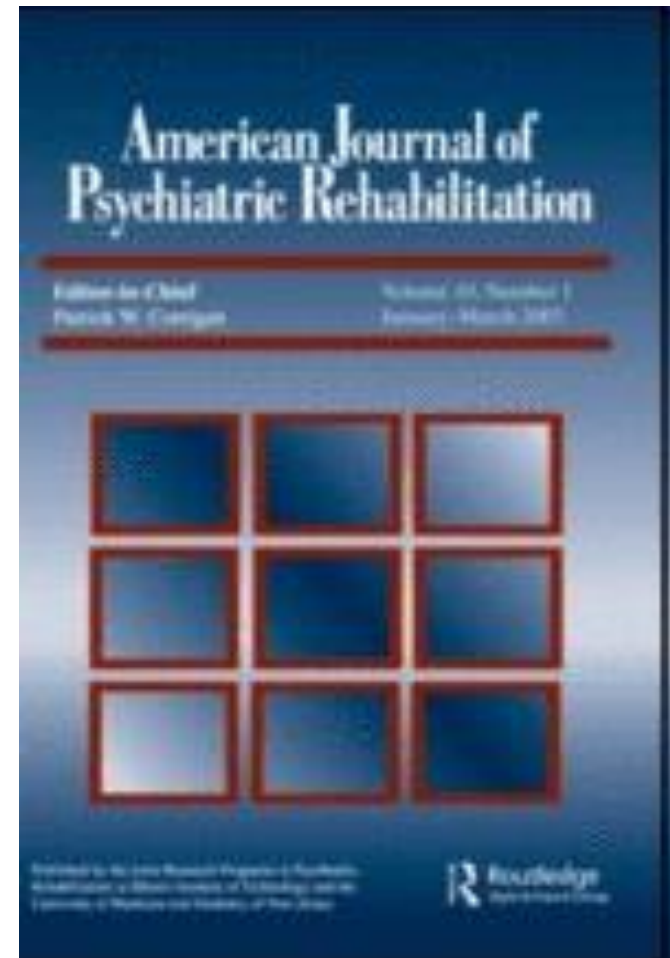
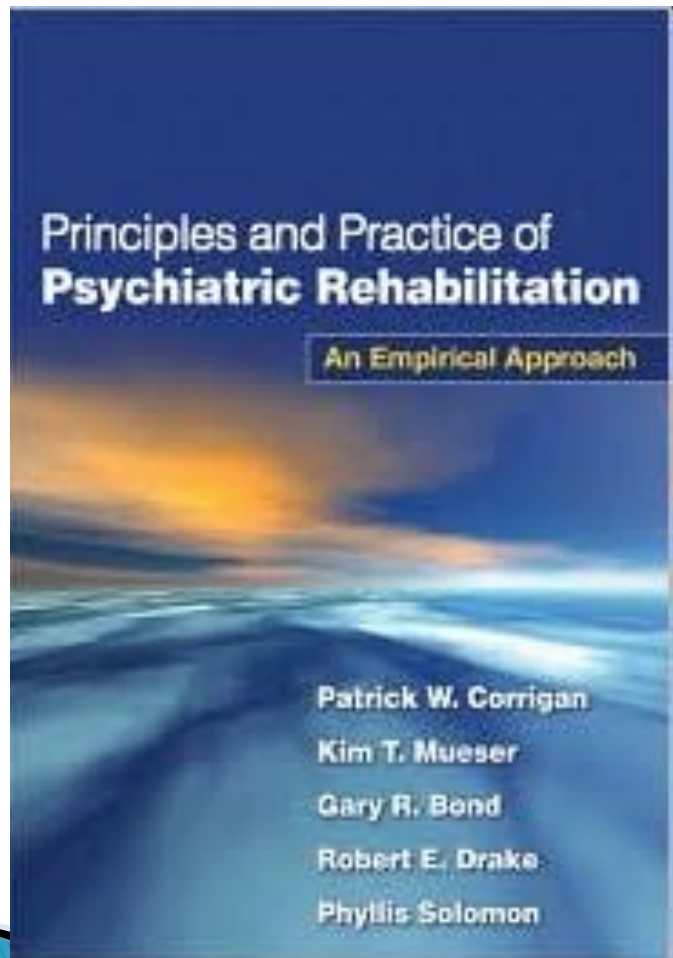
PRODUCED BY PETA WILKINSON A PETA WILKINSON PRODUCTION

A FILM BY PETER WILKINSON

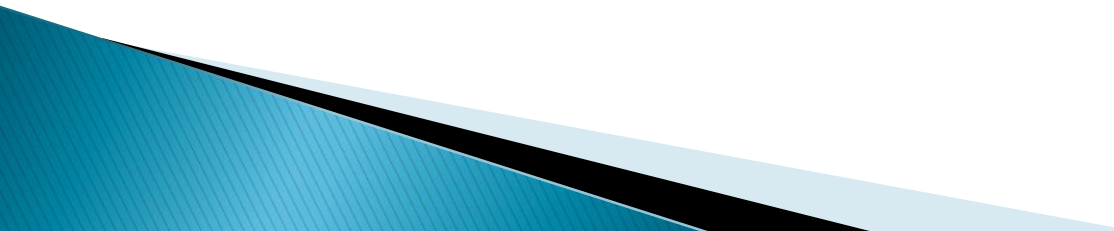
GOALS

- ▶ Stigma is Bad
 - Public stigma
 - Self-stigma
- ▶ Not all ways to address stigma work!
 - Unintended consequences
- ▶ Direction for change

Psychiatric Rehabilitation



National Consortium on Stigma and Empowerment

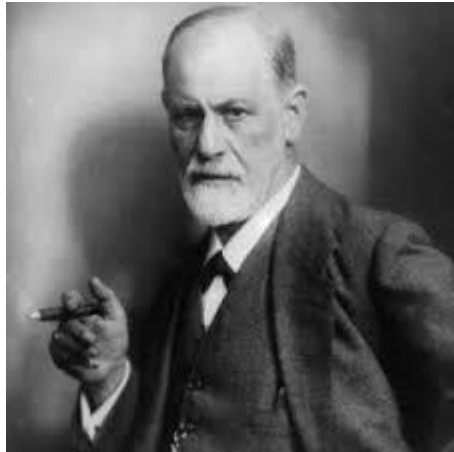
- ▶ Funded by the U.S. NIMH since 2001
 - ▶ Collection of more than 20 research and consumer groups from across US
 - ▶ WWW.NCSE1.ORG
 - ▶ corrigan@iit.edu
- 

UNINTENDED CONSEQUENCES

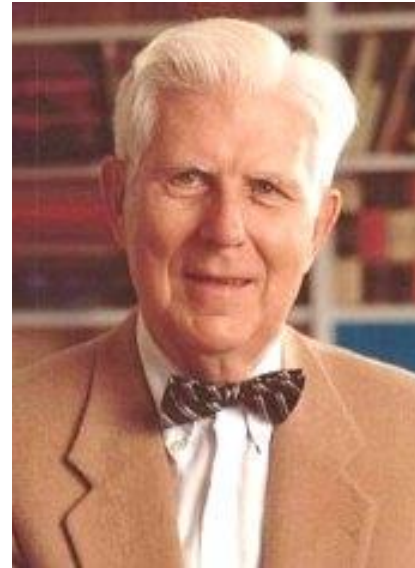
*Everybody
has won and
all must have
prizes!*



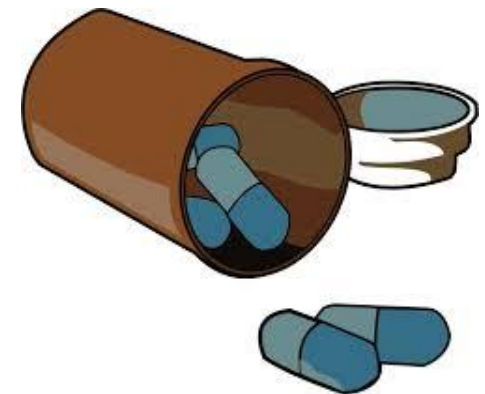
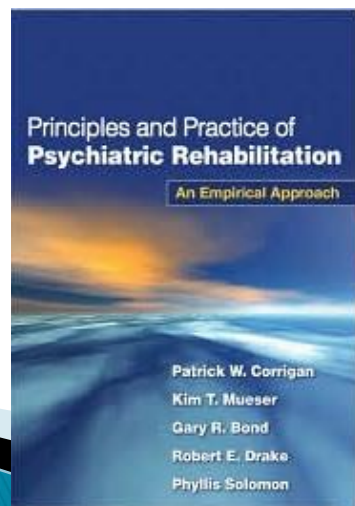
All Therapies Work for All Illnesses



Psychoanalysis



Cognitive Therapy



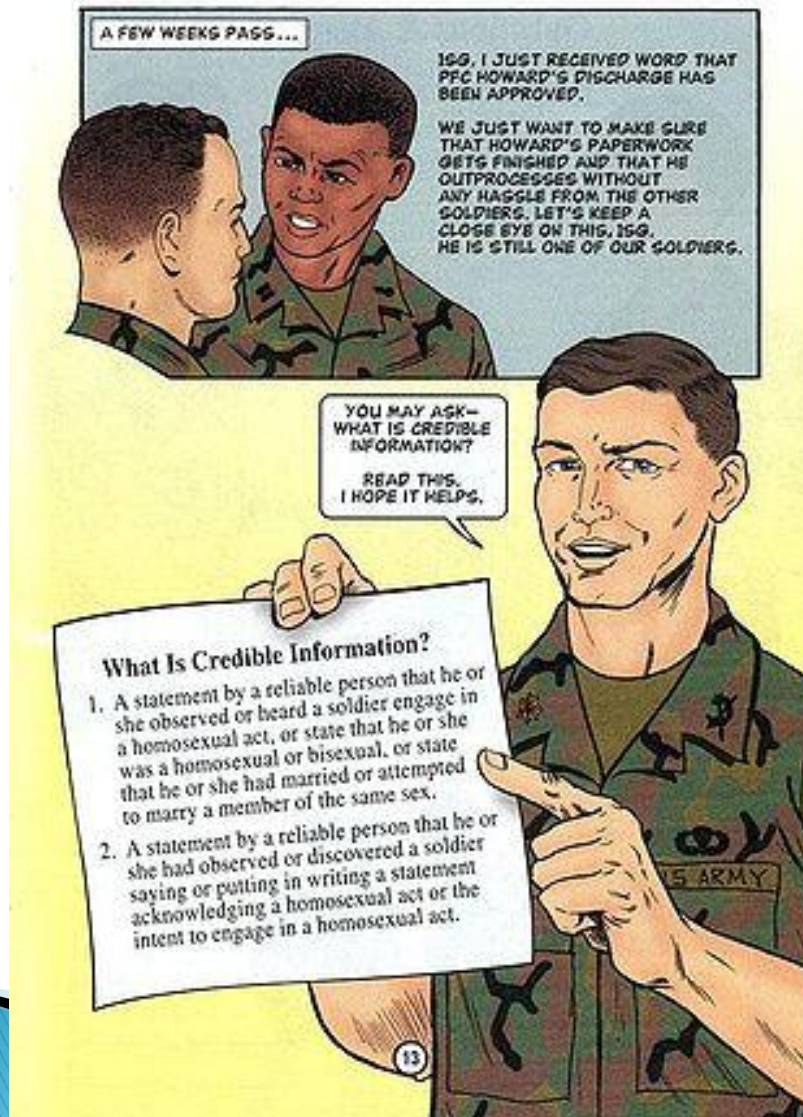
Social Justice



BEAT RACISM



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

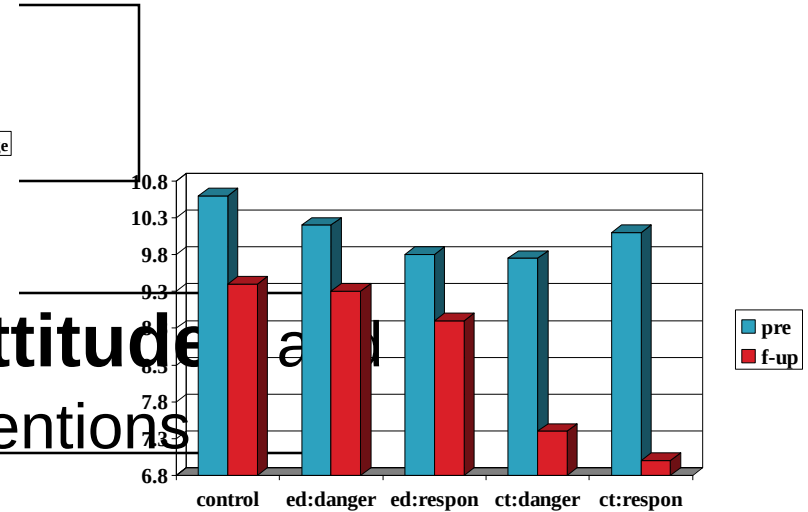
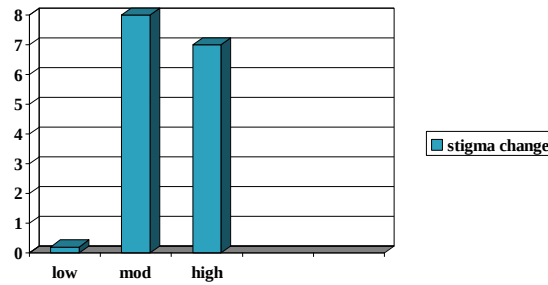
“THE POOR!”

“THE WEAK!”

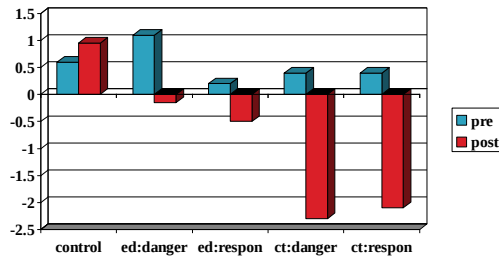
EMPOWER

*“Whatsoever you do to the least of my brethren,
that you do unto me!”*

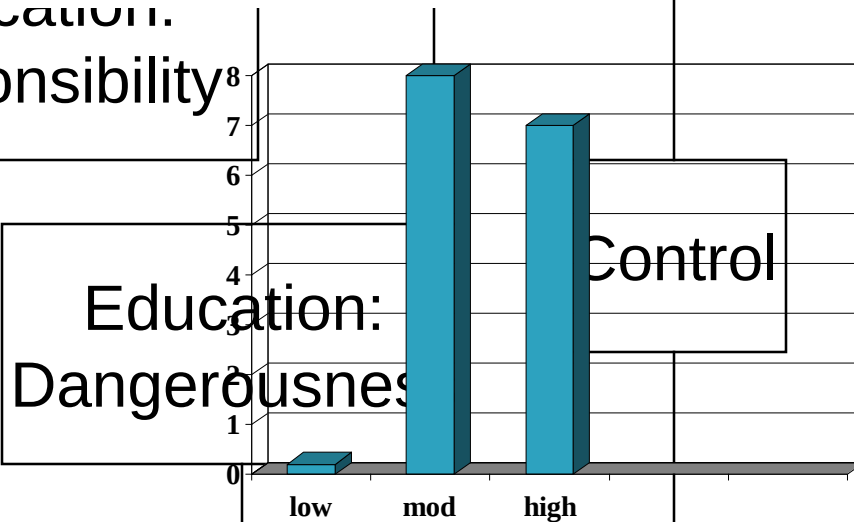
John



Stigmatizing Attitudes and Behavioral Intentions



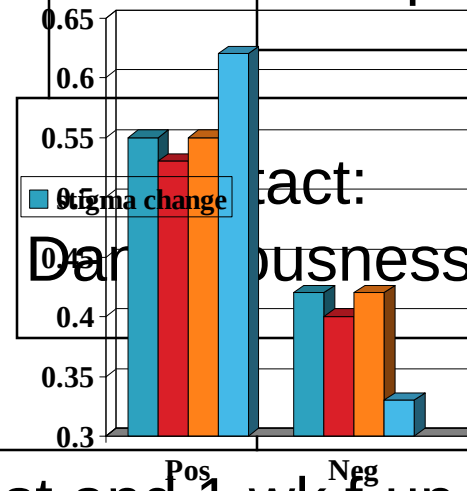
Education:
Responsibility



Education:
Dangerousness

Control

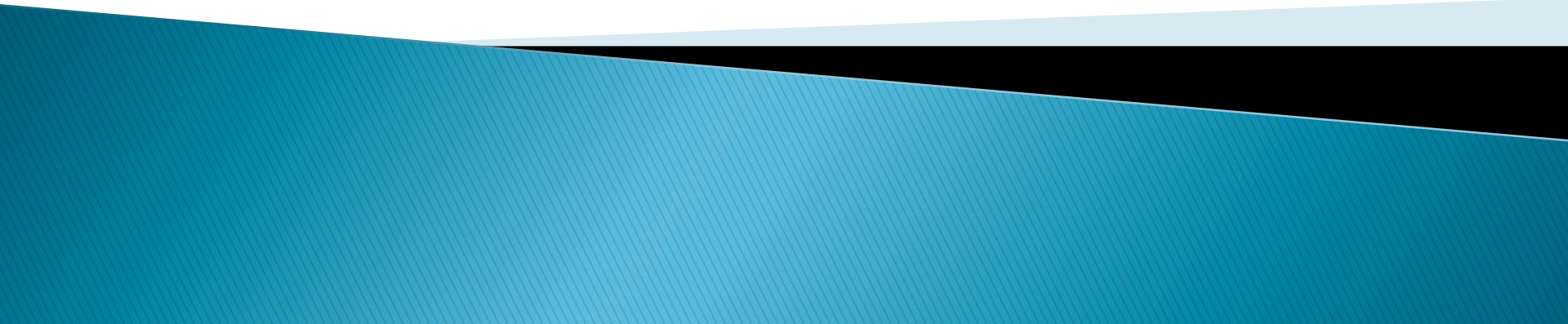
Contact:
Responsibility



Contact:
Dangerousness

Attitudes and Intentions @ post and 1 wk f-up

WHAT IS STIGMA?



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



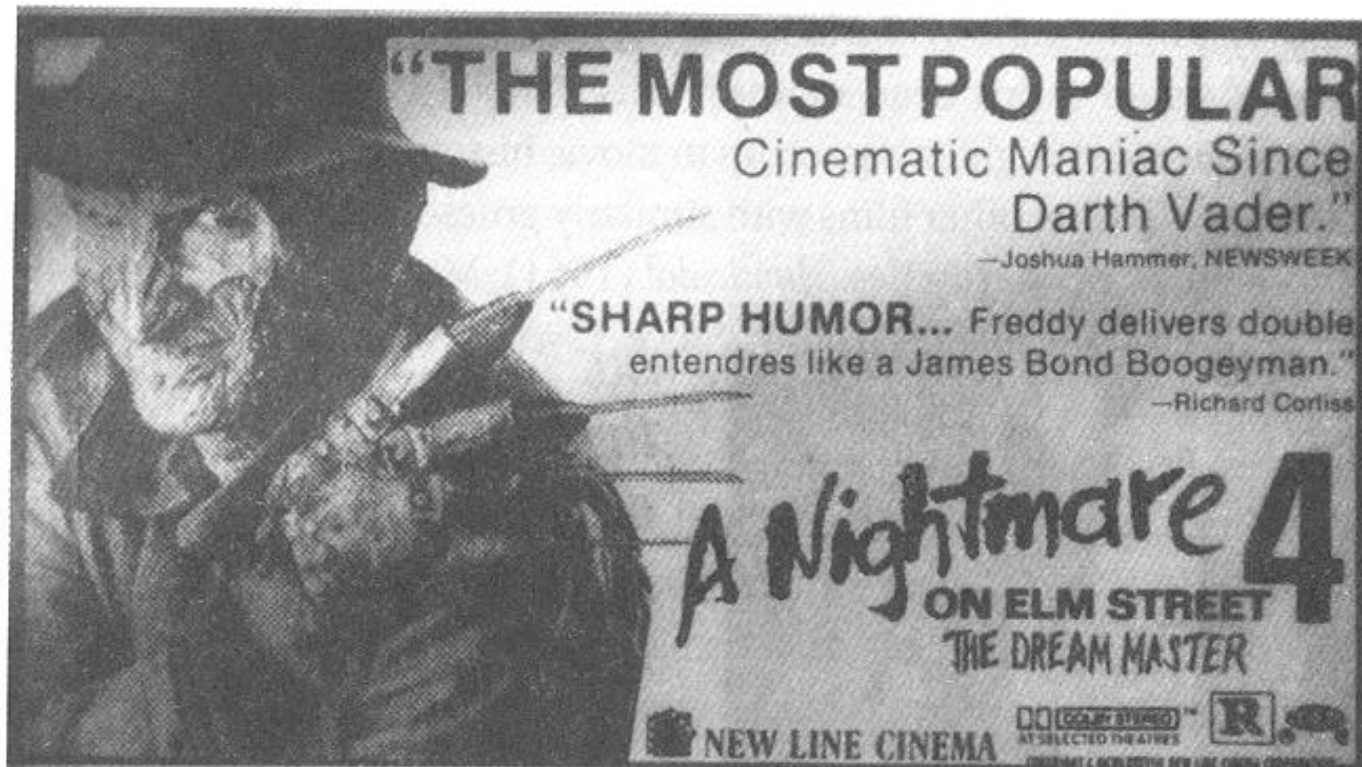
**SO THE
HARDER
A WIFE
WORKS,
THE CUTER
SHE LOOKS!**



Vitamins for pep! PEP for vitamins!*

**People with mental illness are
homicidal maniacs**

In the movies





**People with mental illness are
homicidal maniacs**

In the newspapers

NEW YORK POST

METRO

THAT'S RACING

FRIDAY, MAY 9, 1968 30 CENTS

© 1968 News Group Publications Inc. Vol. 114, No. 100
LARGEST-SELLING AFTERNOON NEWSPAPER IN AMERICA

64¢

FREED MENTAL PATIENT KILLS MOM

SPORTS ★ ★ ★ ★ FINAL

DAILY NEWS

504

www.nydailynews.com

NEW YORK'S HOMETOWN NEWSPAPER

Friday, November 19, 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

**People with mental illness are
homicidal maniacs**

In advertising

[illegible]

**To offer these deals
we'd have to be committed.**

There's still one last thing you may not be considering when you consider a new, better computer: **us.** At April 1, 1986, Compaq will be giving you a new, more powerful PC. But we also will be making a commitment to you that we will stay with you for the long haul.

All of the Compaq Personal Computers you'll find at the store will be delivered, assembled, loaded with operating software, and ready to go. And the price? Compaq's famous "instant" deals. In the long run, that's the best deal. And it's a special deal, only Compaq.

Compaq's commitment to you goes beyond the computer. It's a commitment to offer great service. So that, for example, if you have a problem with your Compaq, we'll be there to help. Because we know you'll be with us for the long haul.

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 **Compaq**

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to
None!

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FAMOUS MAKER
Mens Shirts
Each Tell You Why... If We Did The
Manufacturer Would Suck

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(Must Buy Two)

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As Seen In The United for Mopedbuckal

MANIAC PRICE

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Ladies 100% Cotton
Stretch Pants

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SO LETS DEAL!!**

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*If We Told You What
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Kelly Harper
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The Most Beautiful Sweaters
You Ever Want To See

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Reg. 29.99 ea.

Leather Bomber Jackets
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Reg. 199.99

Maniac Magic Can't Count
They're
So Low!

\$56.25

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The Maniac
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Brooklyn, N.Y. 11234

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The Chef
does everything
but cook
- that's what
wives are for!



I'm giving my wife a

Kenwood Chef

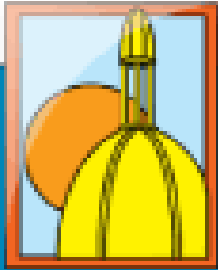
Isn't It Better?



Dateline: July 10, 2002



Trenton State Hospital
has fire.

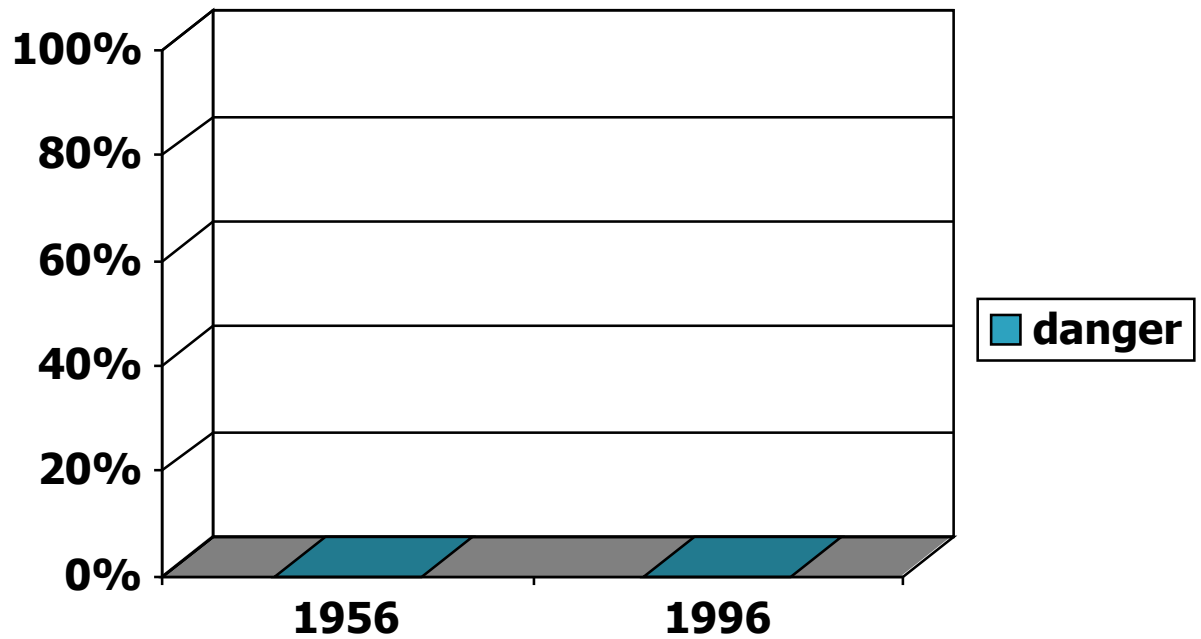


The Trentonian

ROASTED NUTS

Has Stigma Changed?

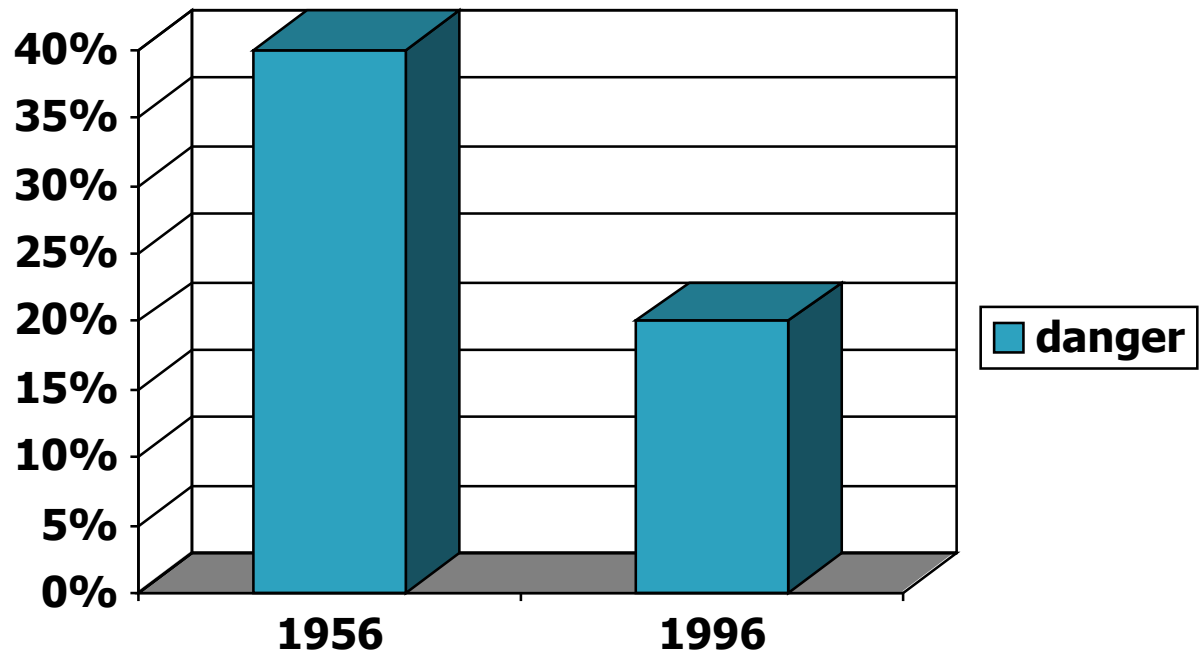
► DANGER



Phelan, Link *et al*

Has Stigma Changed?

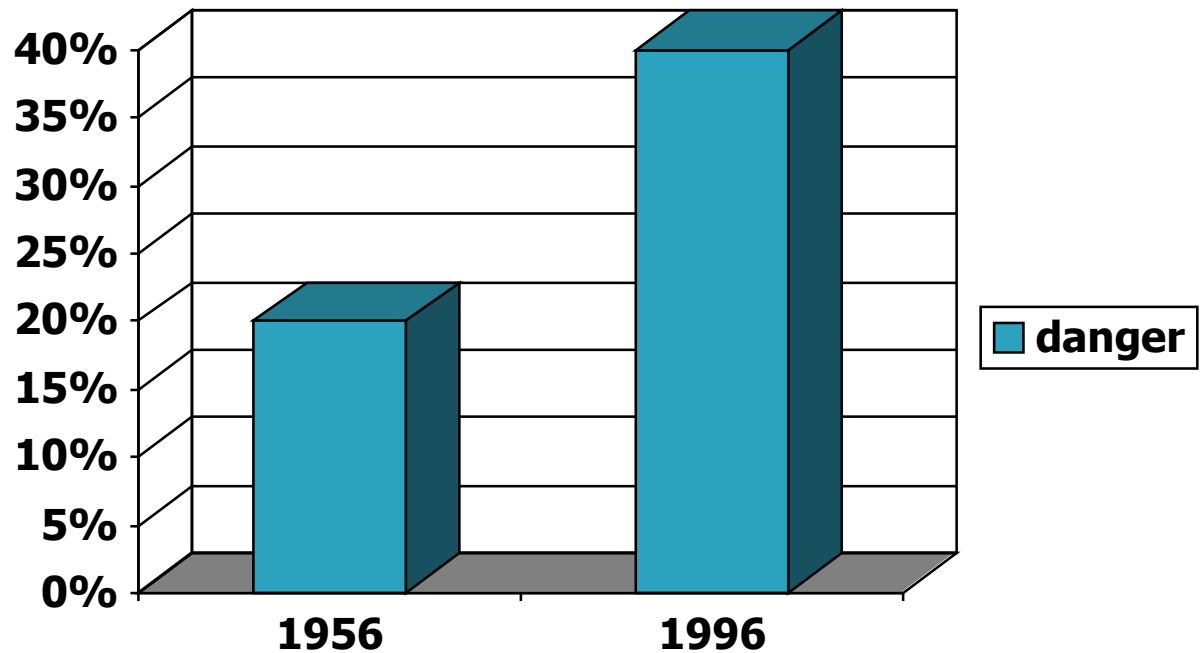
► DANGER



Phelan, Link *et al*

Has Stigma Changed?

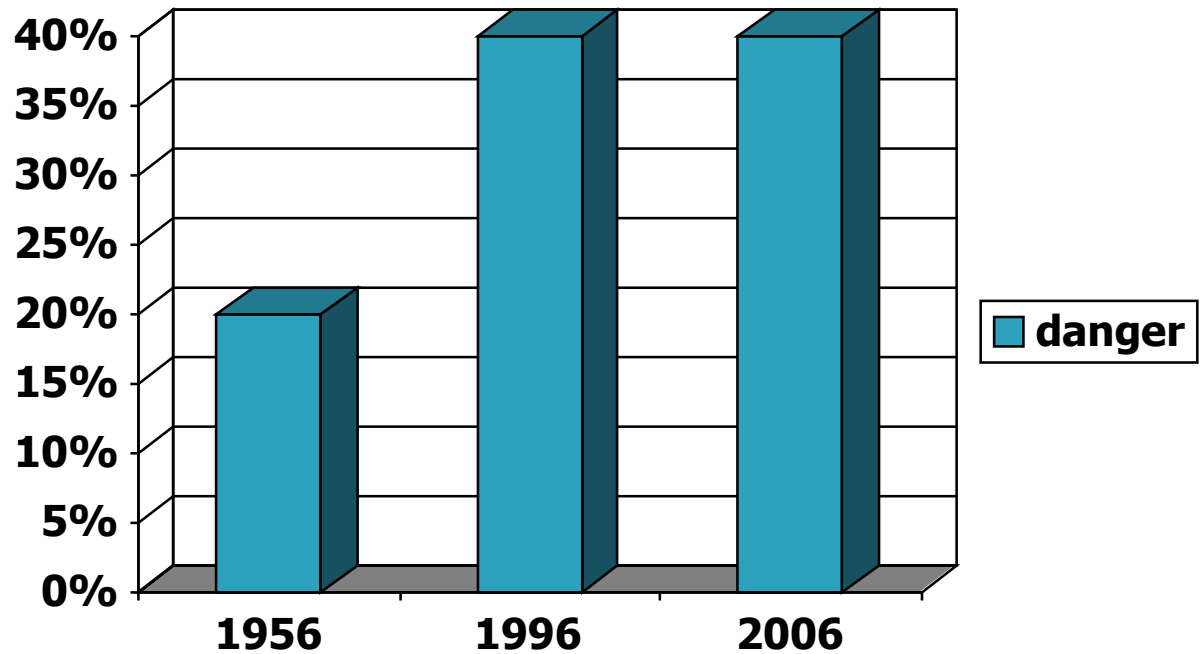
► DANGER



Phelan, Link *et al*

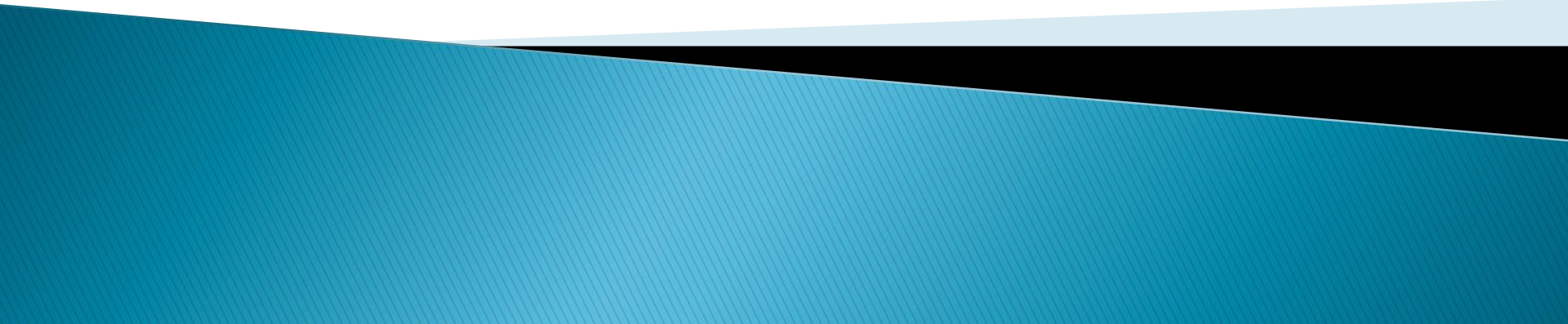
Has Stigma Changed?

► DANGER



Phelan, Link *et al*

WHAT IS STIGMA?



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				

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

-----types-----

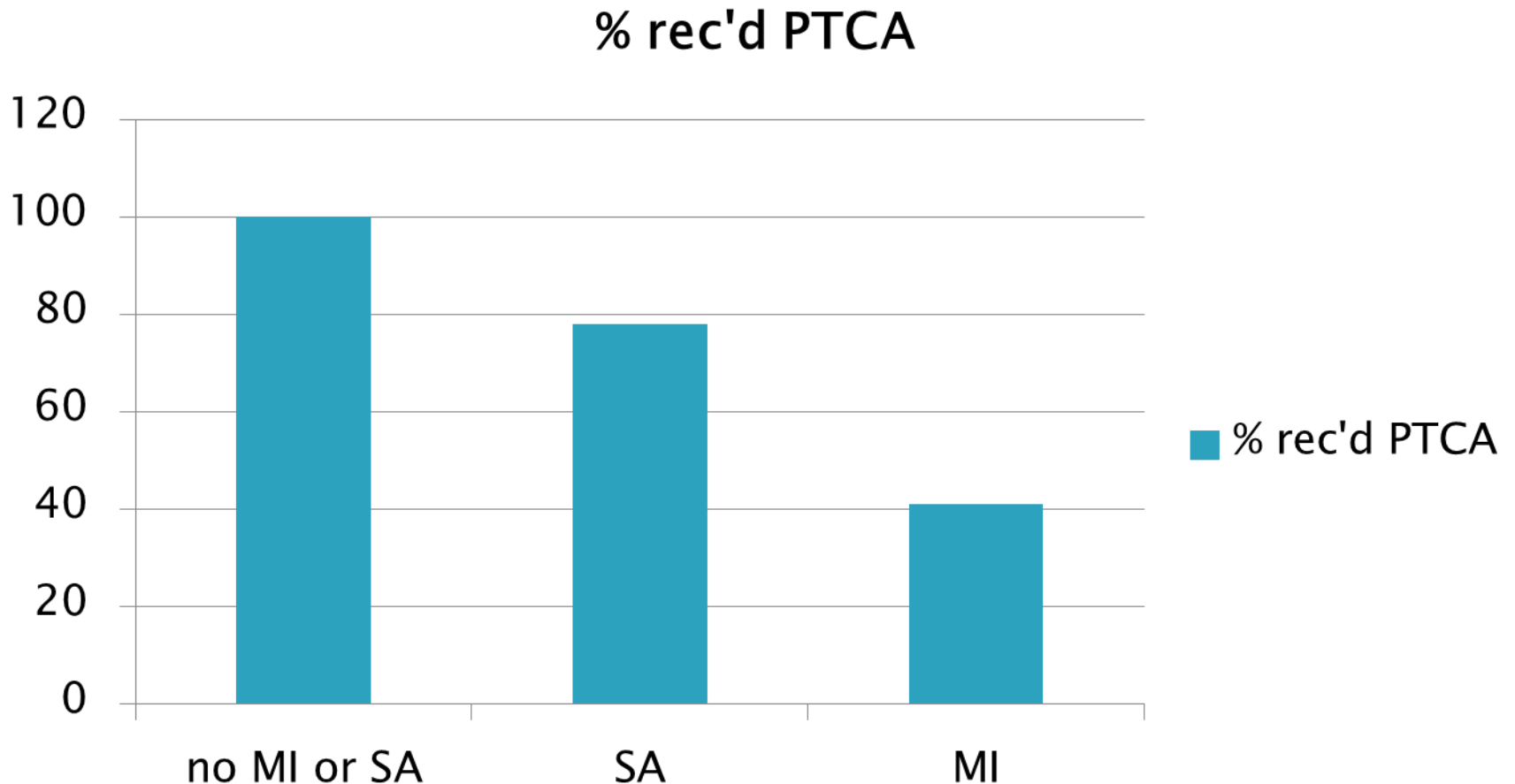
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	Public stigma	Self-stigma	Label avoidance	Structural stigma
stereotype				
prejudice				
discrimination				

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

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

WORSE HEALTH CARE



PTCA: percutaneous transluminal
coronary angioplasty

Druss et al., 2000

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

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

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

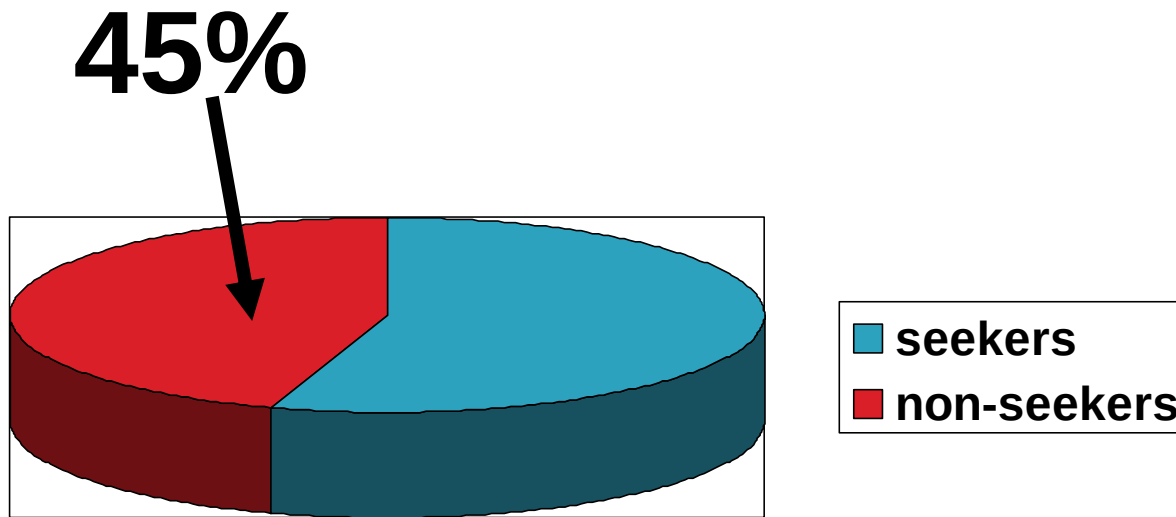
-----types-----

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

Care Seeking

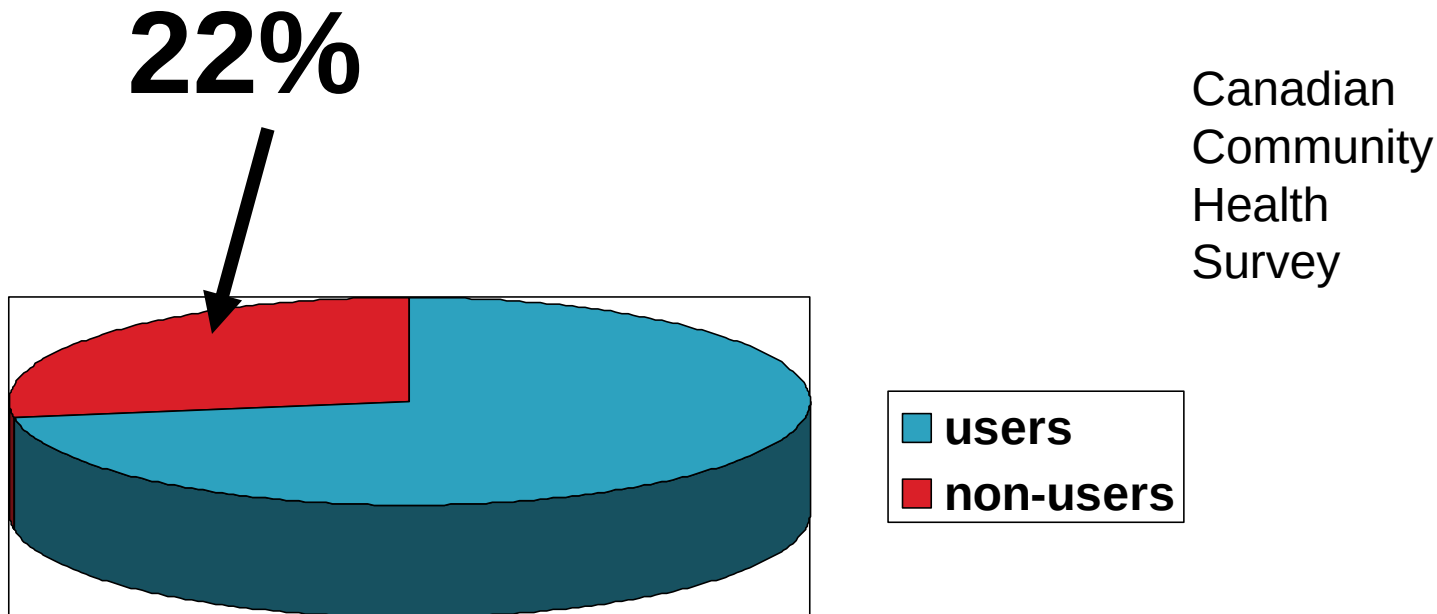
Label Avoidance



Epidemiological Catchment Area, National Co-morbidity Survey, NCSII

Adherence

Label Avoidance



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

Avoid the Label

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

Framing Stigma Change

-----processes-----

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

▶ EDUCATION:

- contrasting myths (people are to blame)
- with facts (serious mental illness biological)

▶ CONTACT

- Meeting people and their stories of recovery

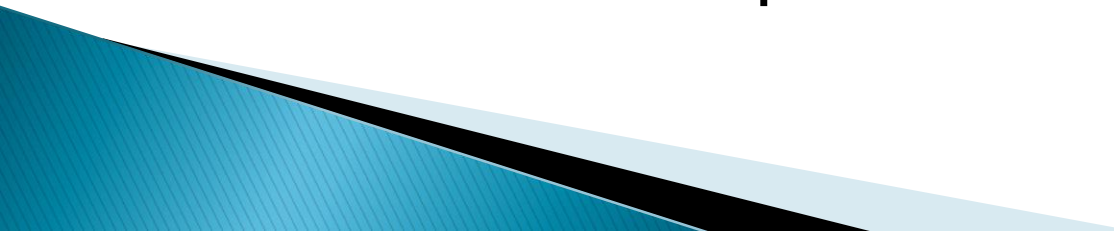
EASY STUFF:

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

Just Change the Words!

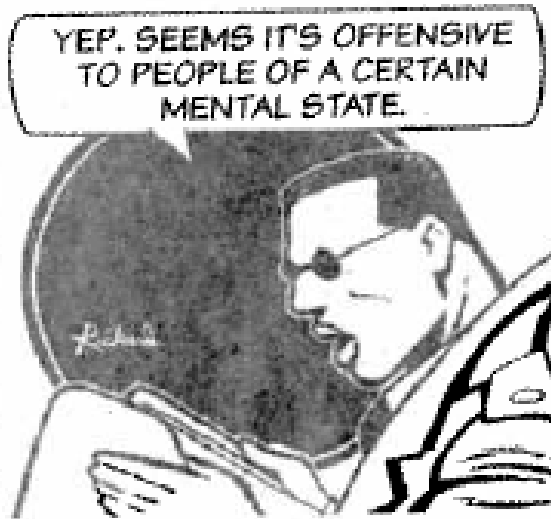
▶ The Data

- Japan: mixed findings (Takashi et al., 2009, 2011)
- Relationship between name recognition and recovery (Sato in preparation, 2014)
- Hansen's Disease (Oliveria et al., 2003; Van Brakel et al., in press)

▶ Perpetuates the difference

- ▶ Prejudice and discrimination more than words.
 - MODERN RACISM

Brewster Rockit: Space Guy!



It Looks easy:

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

***KNOWLEDGE IS GOLD:
Educate stigma away!***



D.A.R.E.

**TO RESIST DRUGS
AND VIOLENCE.**

DRUG ABUSE RESISTANCE EDUCATION

**75% US school districts
43 countries**



RESEARCH

Uncertain effects

RTI (1994)

Worse effects

Indiana U (1992)

No effects

Cal Dept Ed (1995)

U Maryland (1998)

APA (1999)

Framing Stigma Change

-----processes-----

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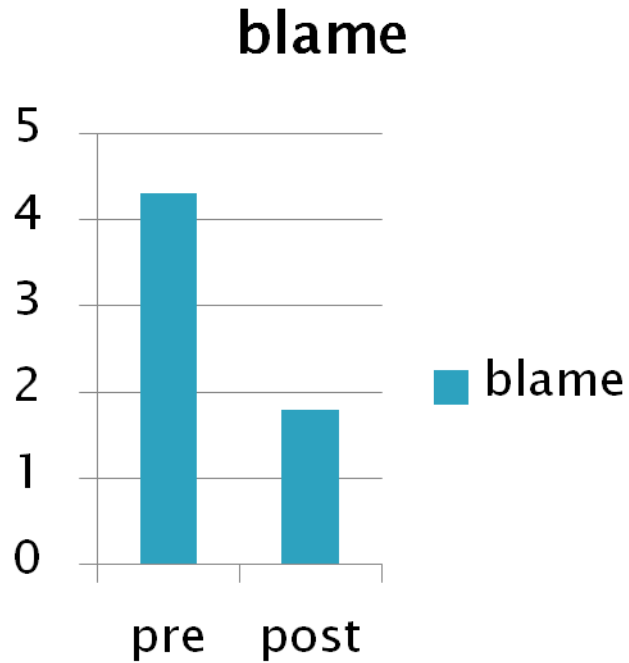
	Protest	Education	Contact
Media-based			
<i>In vivo</i>			

Framing Stigma Change

-----processes-----

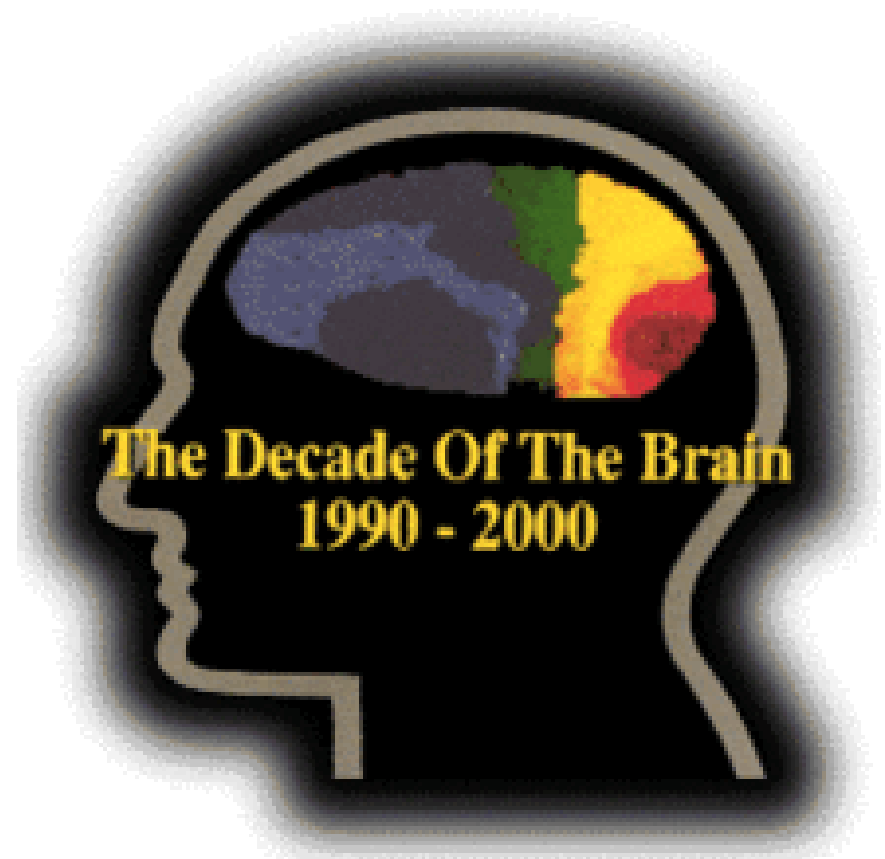
v e h i c l e		Prote	EDUCATION	ntact
	Media-based			
	<i>In vivo</i>			

Mental Illness is a Brain Disorder!



Mental Illness is a Brain Disorder!

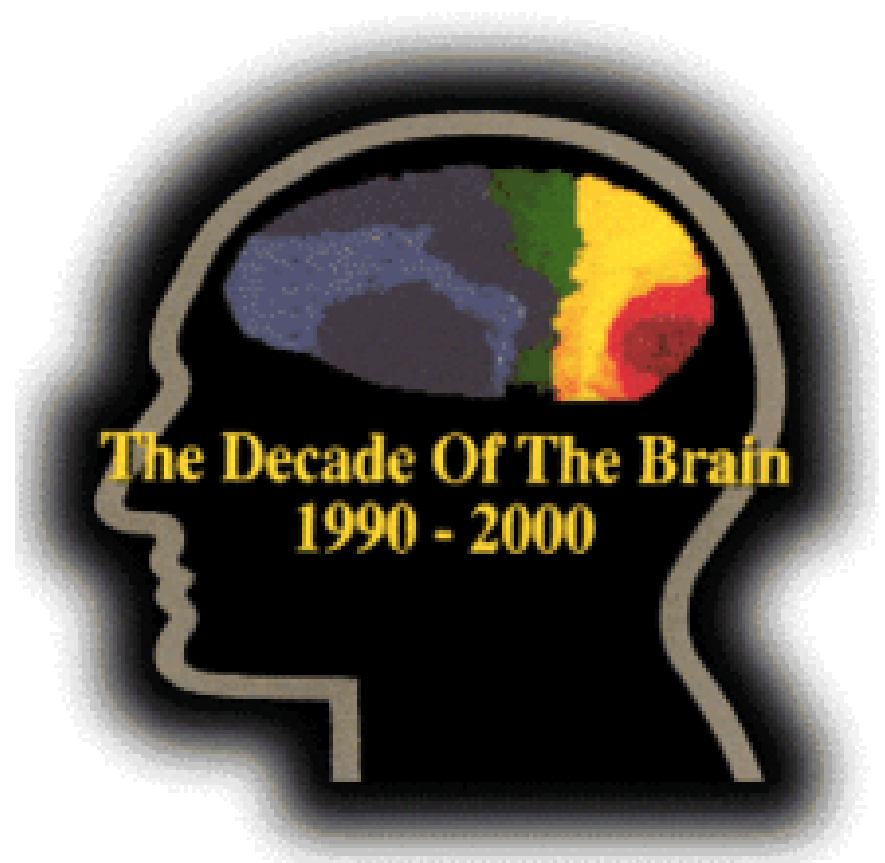
~~RECOVERY~~



Mental Illness is a Brain Disorder!

~~RECOVERY~~

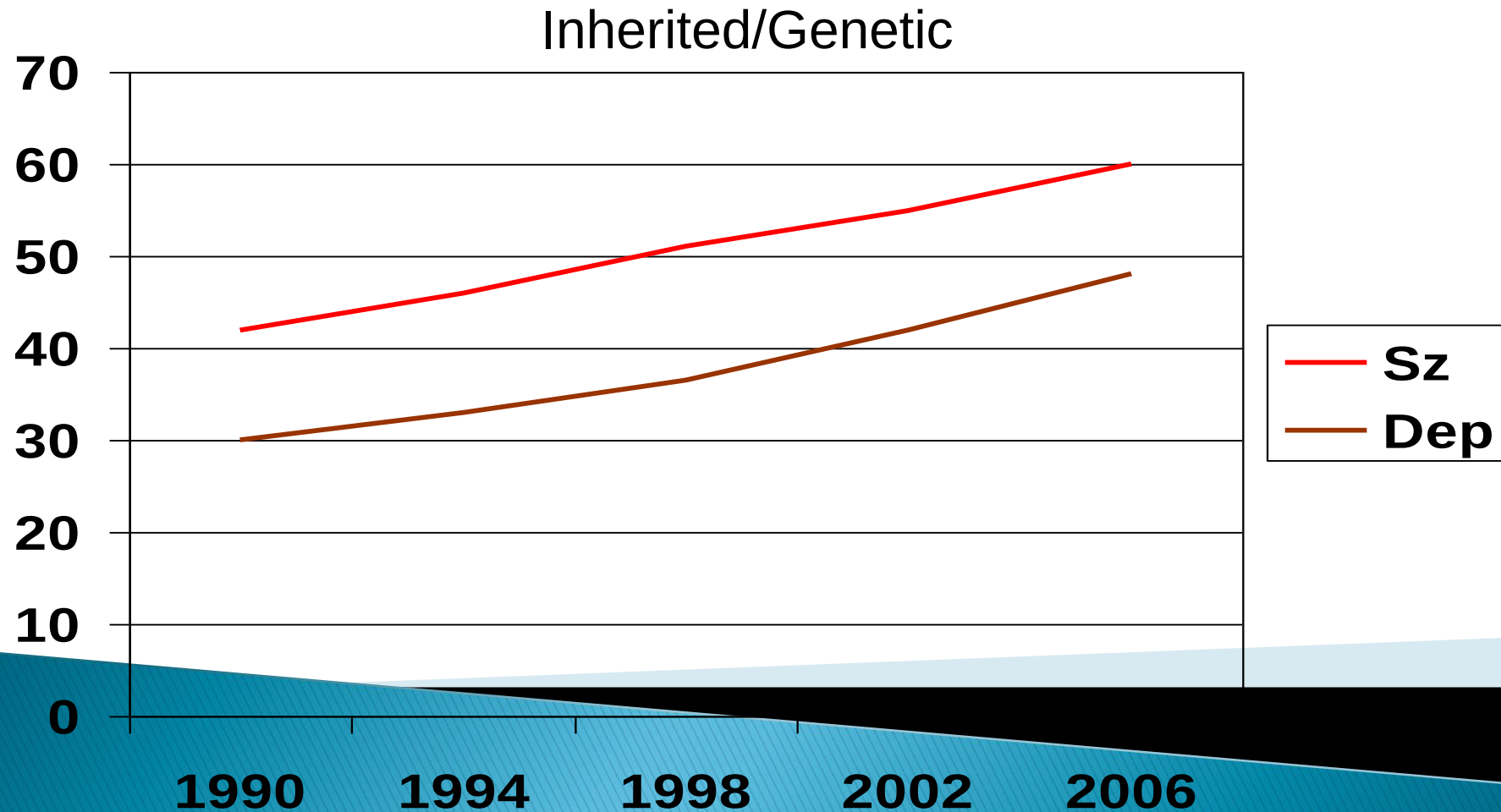
HIRE THEM?
RENT TO THEM?
EQUAL HEALTH CARE?



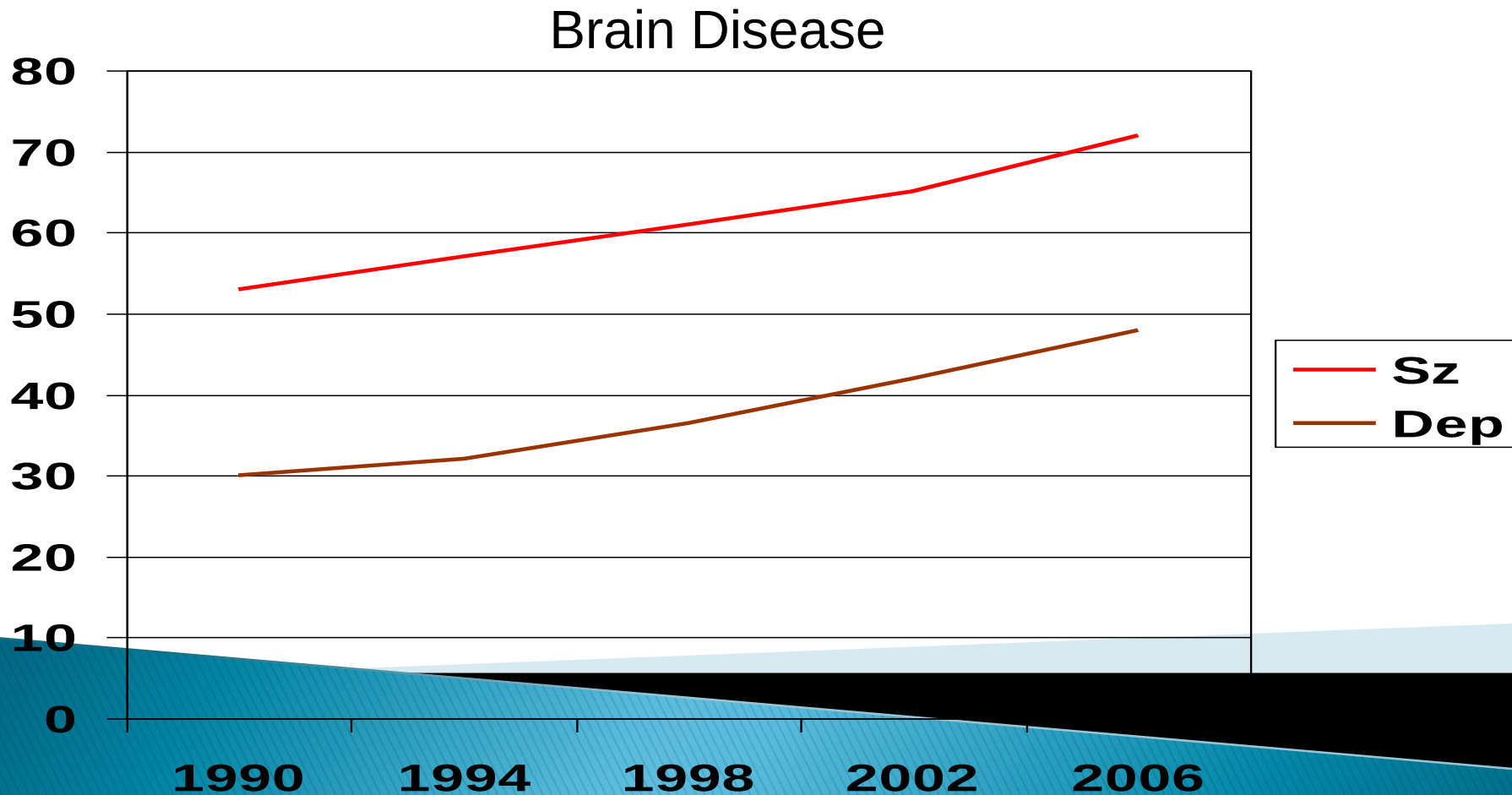
Meta-Analysis: Knowledge and Stigma

- ▶ Sixteen representative samples of nation-defined populations
- ▶ 230 to 6000 Ss
- ▶ Response rates: 65–85%

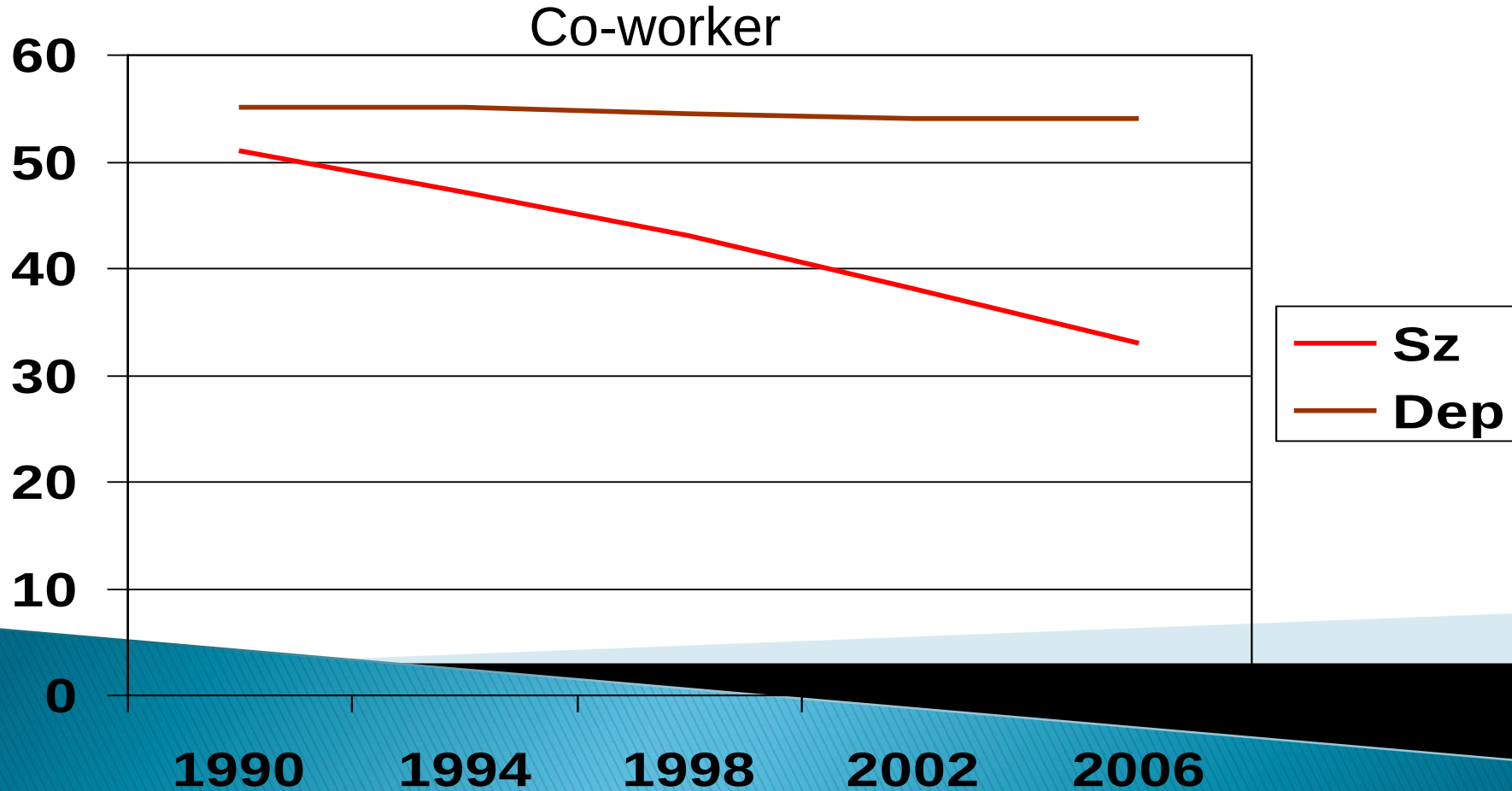
META-ANALYSIS FINDINGS: CAUSE



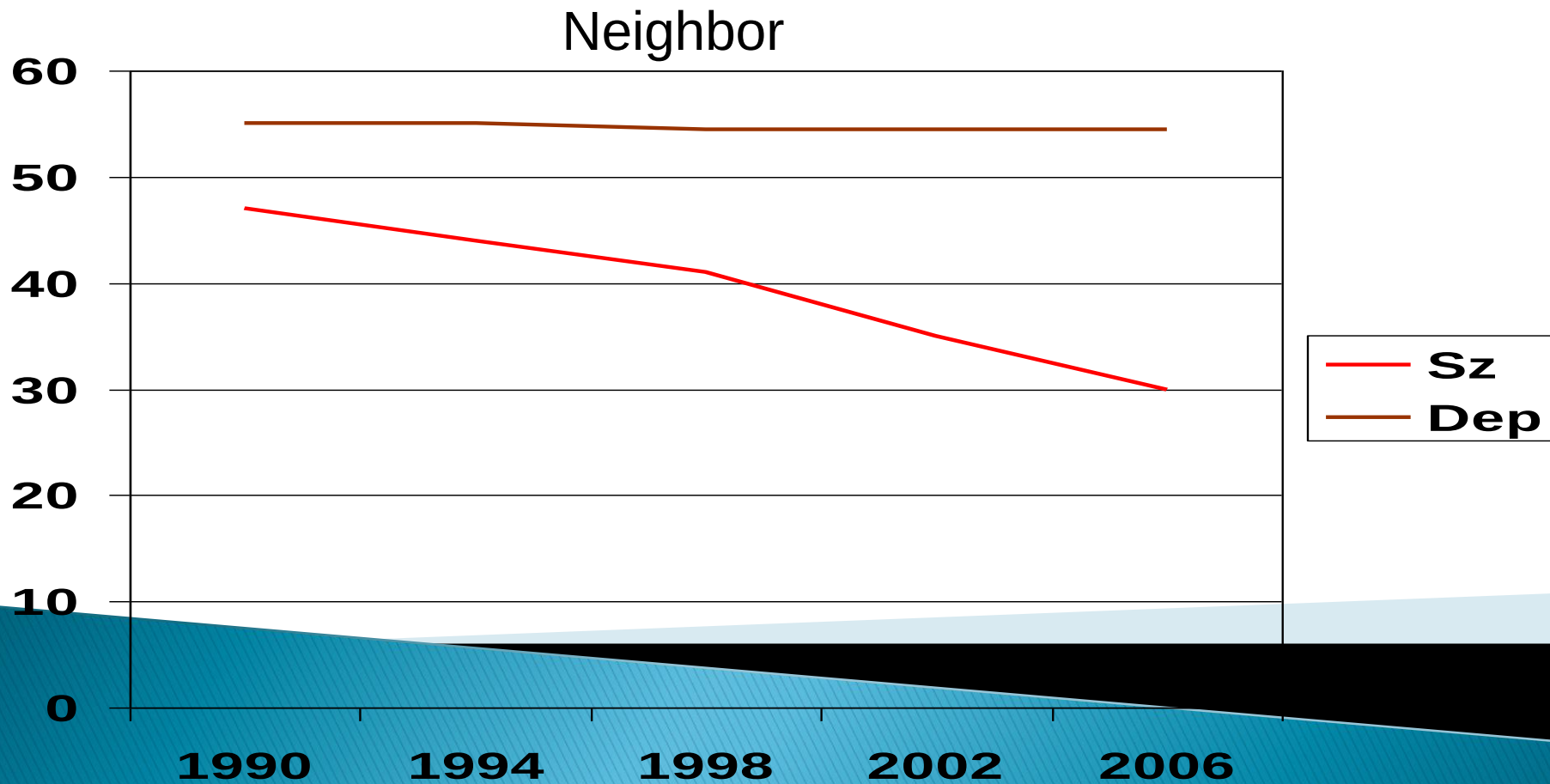
META-ANALYSIS FINDINGS: CAUSE



META-ANALYSIS FINDINGS: **ACCEPTANCE**



META-ANALYSIS FINDINGS: **ACCEPTANCE**



Framing Stigma Change

-----processes-----

v e h i c l e		PROTEST		ation	Contact
	Media-based				
	<i>In vivo</i>				

PROTEST:

The Pros and CONs!



► Protest

- Review stigmatizing images
- Shame on you for thinking that way

SPORTS ★ ★ ★ ★ FINAL

DAILY NEWS

1004

www.dailynews.com

NEW YORK'S HOMETOWN NEWSPAPER

Friday, November 19, 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 86

GET THE VIOLENT CRAZIES OFF OUR STREETS

NEWS' SPECIAL EDITORIAL

SEE PAGES 2 & 3

▶ Beware the rebound effect

the white bear

Wonderland

2000



NAMI - stigmabusters

**PSYCHO
DONUTS**



*Crazy
Good!*



The
JASONUT

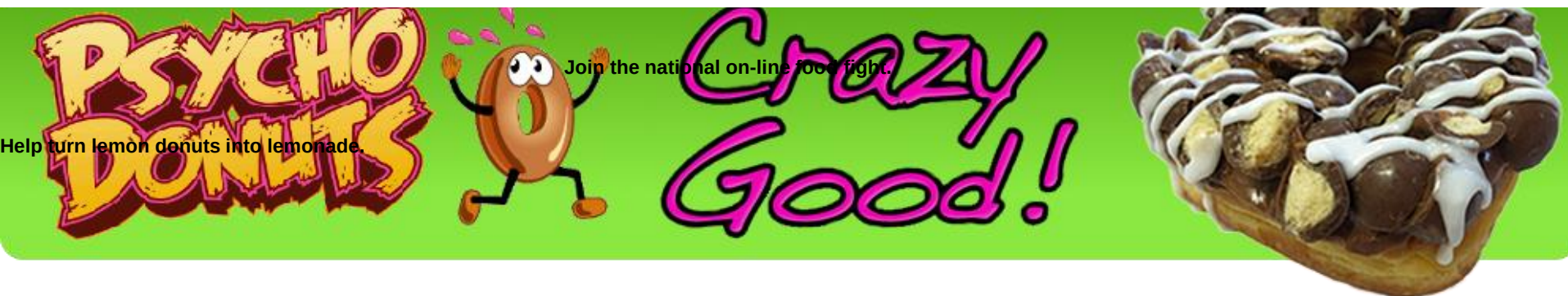


The SUICIDE
SQUEEZE



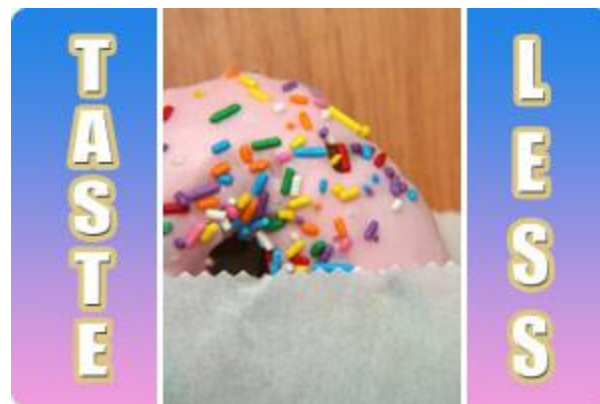
The CRAZY
FACE

Located in Campbell and San Jose
California



Join the national on-line food fight.

Help turn lemon donuts into lemonade.



Stigmabusters – Fight Stigma

**PSYCHO
DONUTS**



*Crazy
Good!*



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

**PSYCHO
DONUTS**



*Crazy
Good!*



FRANCHISE
OPPORTUNITIES

Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Educ	CONTACT	
	Media-based				
	<i>In vivo</i>				

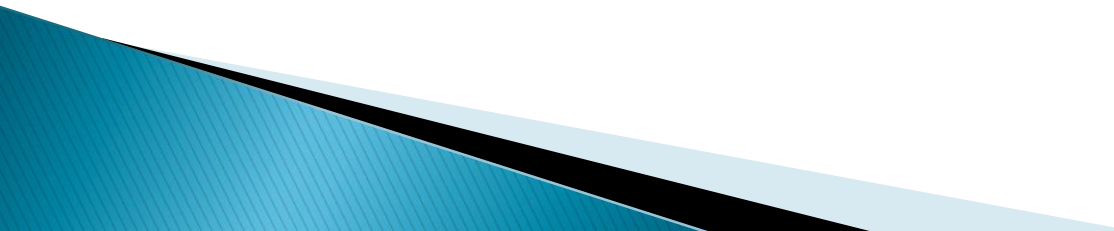
CONTACT vs EDUCATION

The Pros and CONs!



From the Kenney Forum – Illinois

We are focused on encouraging EVERYONE TO SPEAK OUT and share their story of being affected by mental illness. The more everyone shares, the more we can learn from each other and find solutions to overcome our common challenges.



► Contact

“Meet Bob
Lundin”

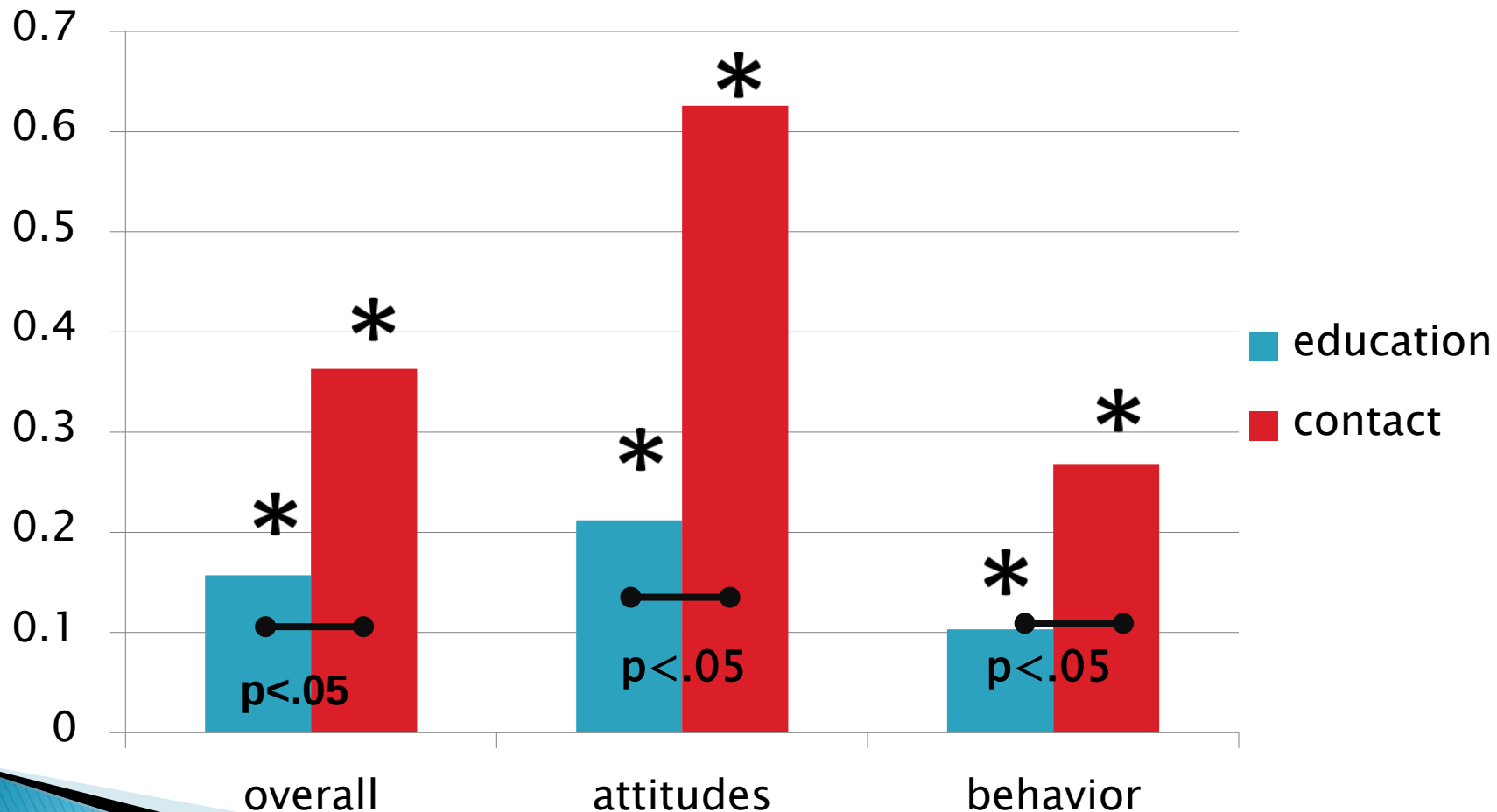


▶ Bob's story

- 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.

Mean effect sizes: RCTs only

ADULTS



WHAT'S THE GOAL

More service seeking!
Less discrimination!

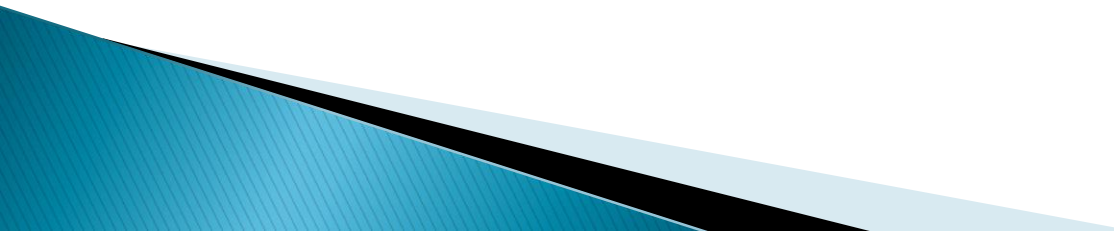


Goal: More Service Seeking

- ▶ 30 to 66% do NOT seek treatment
- ▶ People with all disorders
- ▶ All treatments
- ▶ People don't go to treatment to avoid STIGMA.
- ▶ Decrease stigma: increase care seeking

PARITY!

Goal: Less Discrimination

- ▶ Stigma undermines employment, housing, health goals
 - ▶ Decrease stigma: decrease care seeking – increase opportunities – promote recovery
- 

Do these goals work at cross purposes?

- ▶ Does the push for care seeking make discrimination worse?



beyondblue

Info line 1300 22 4636

PENETRATION:

>60% of Australians recognize

IMPACT:

increase mental health literacy
care seeking ???



since 2000



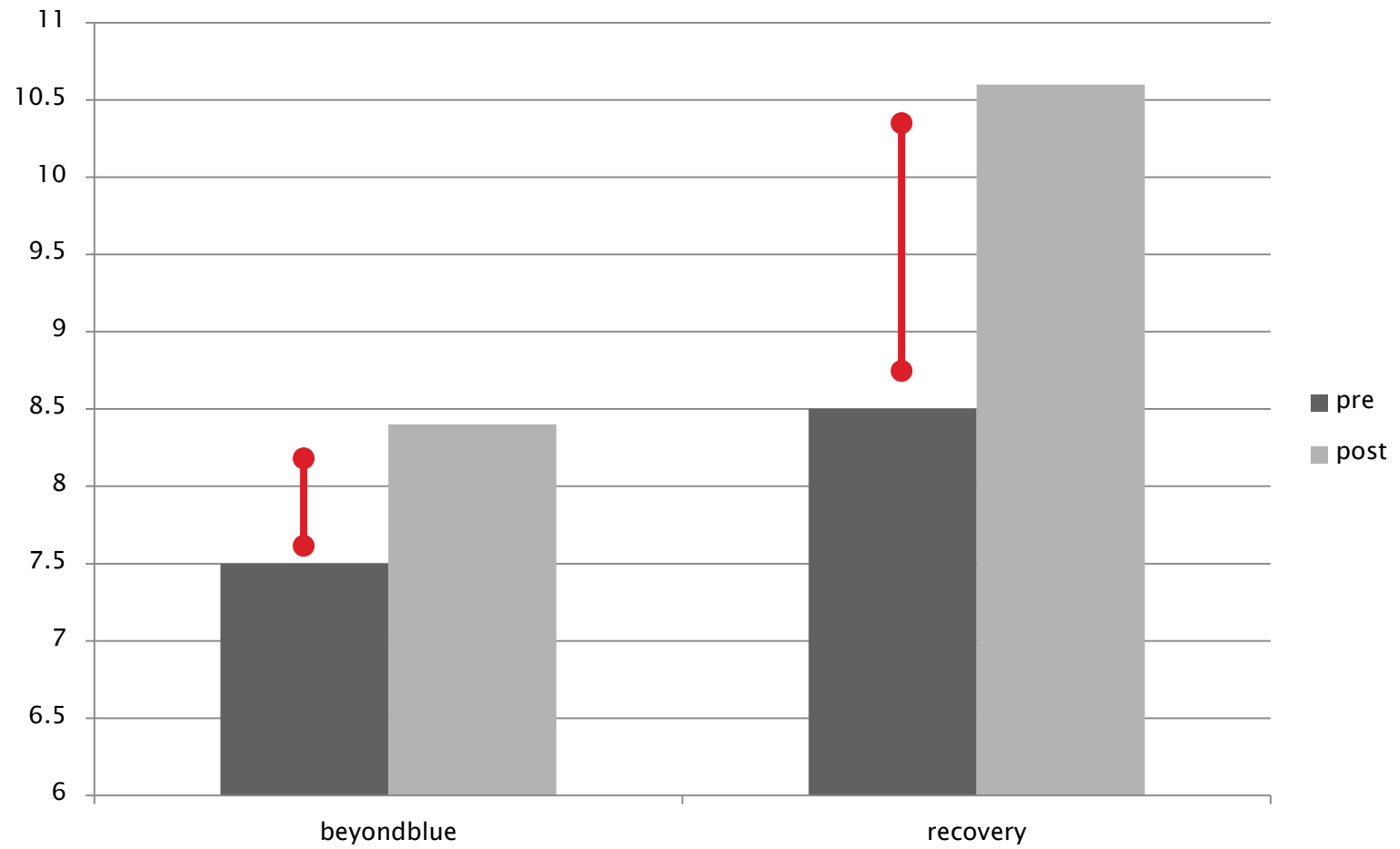
beyondblue

Info line 1300 22 4636

UNINTENDED CONSEQUENCES

- Brain Disease
- Difference
- Broken

SIMILARITY



TLC 3

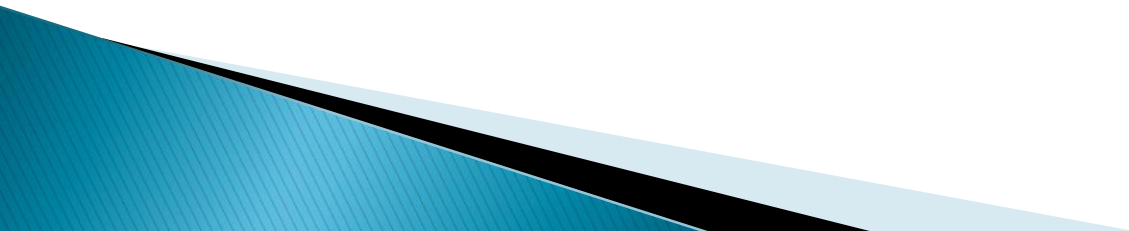


TLC3

- ▶ Targeted
- ▶ Local
- ▶ Credible
- ▶ Continuous
- ▶ Contact

Corrigan, 2011

Who should
targets be?



Targets

Landlords

Health care professionals

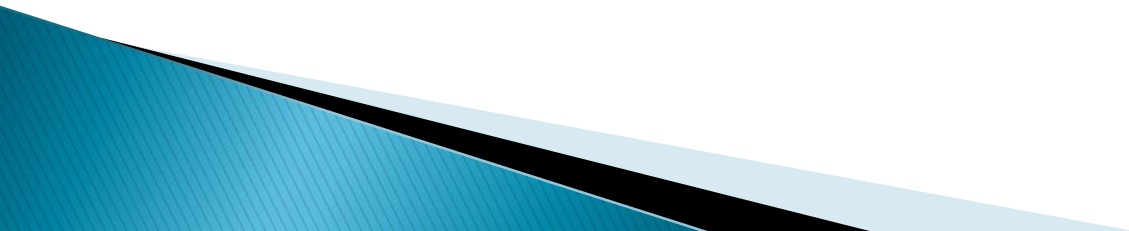
Teachers

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

- ▶ School



▶ Good stigma change

- credible
- continuous

Credible

- ▶ Contact with whom?
- ▶ Example
 - Military (PTSD)
 - Other enlisted members
 - Marines from marines
 - Sailors from sailors



Continuous

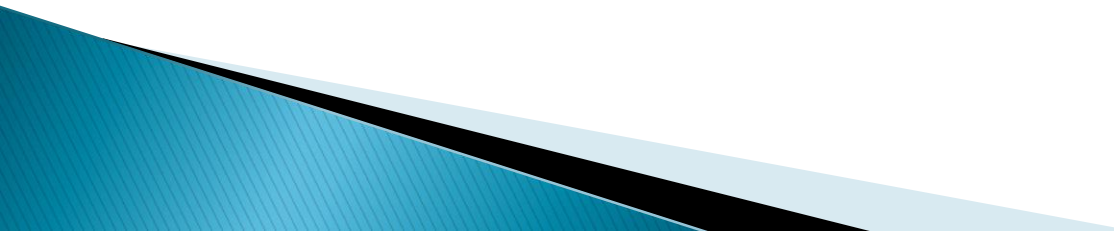
- ▶ Once is not enough
- ▶ And cannot be carbon copies

TLC3

- ▶ Targeted
- ▶ Local
- ▶ Credible
- ▶ Continuous
- ▶ Contact

The GRAND PLAN



- ▶ Come out everyone
 - ▶ Come out everywhere
- 

the Grand Plan

- ▶ Come out Mad
 - ▶ Come out Proud
- 



Rod Steiger



Patty Duke



Mike Wallace



Margot Kidder



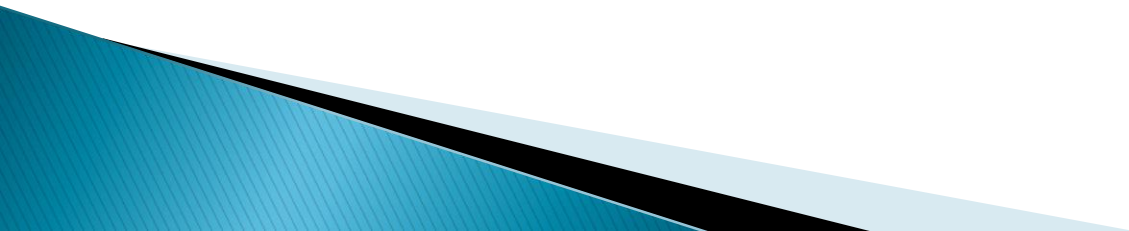
Thurgood Marshall Effect





COMING OUT PROUD

to erase the stigma of
mental illness





What's in an name?

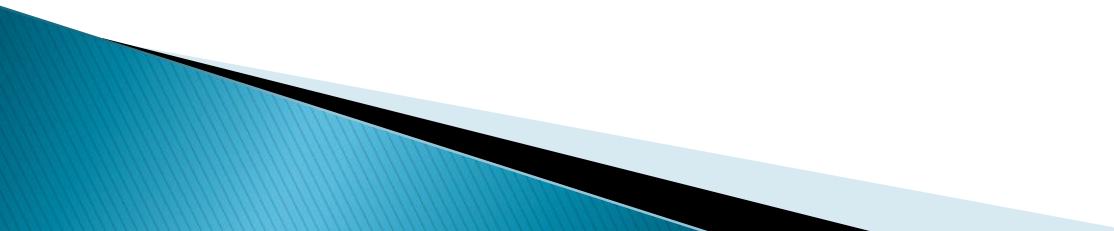
- ▶ LGBT agenda
 - Confusing
 - Objectionable

- **Honest, Open, Proud**



Coming Out Proud program

▶ Three Lessons

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

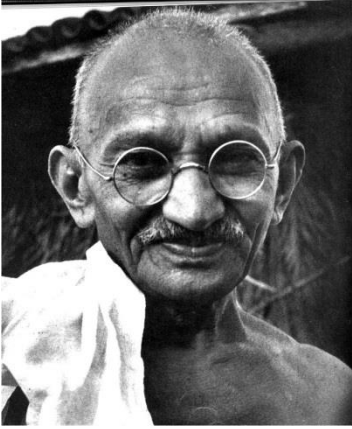
the ADVOCATE'S AGENDA





“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

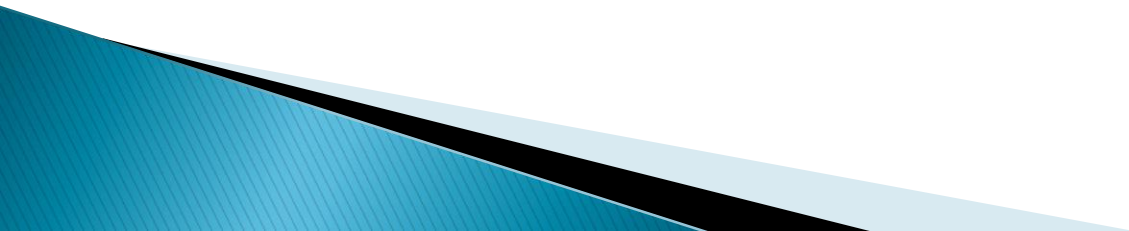
National Center on
Stigma and
Empowerment

www.ncse1.org

corrigan@iit.edu



NORMALCY or SOLIDARITY







I stand with mental illness.

www.COPprogram.org



mental health
UNITY