Beating the Stigma of Mental Illness

WHAT SAYS THE DODO BIRD?

Patrick Corrigan
Illinois Institute of Technology
Schizophrenia...
When the left hand doesn't know who
the right hand is killing!

Schizo

Lynne Frederick John Leyton Stephanie Beacham and John Fraser

A Miles International Release
A Pete Walker Production
UNINTENDED CONSEQUENCES

Everybody has won and all must have prizes!
Whatsoever you did to the least of my brethren, that you do unto me!

Matthew 25
“Whatsoever you do to the least of my brethren, that you do unto me!”

John 13:34
GOALS

- Stigma is Bad
  - Public stigma
  - Self-stigma

- Not all ways to address stigma work!
  - Unintended consequences
National Consortium on Stigma and Empowerment

- IIT
- Yale
- U Penn
- Rutgers
- Temple

ncse1.org
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

Editor-in-Chief
Patrick W. Corrigan
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Routledge
WHAT IS STIGMA?
FACES OF THE ENEMY
REFLECTIONS OF THE HOSTILE IMAGINATION
The Psychology of Enmity
Sam Keen
Scientists Say Negro Still In Ape Stage
Races Positively Not Equal
SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!

1. GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS.

Vitamins for pep! PEP for vitamins! *
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 Cottiss

A Nightmare 4
ON ELM STREET
THE DREAM MASTER

NEW LINE CINEMA
FREED MENTAL PATIENT KILLS MOM
LOBSTER LUNACY!

Every Thursday Night!

COMPLETE LOBSTER DINNER

$9.95

Includes Hushpuppies, tossed or Caesar salad and fresh vegetable or potatoes

Featuring Fresh Fish, Prime Rib, Chicken, & Fresh Shellfish

4111 Duke Street
Alexandria, VA
703-823-1166
The Chef does everything but cook—that’s what wives are for!

I’m giving my wife a Kenwood Chef.
STANLEY IS ALSO FOR STANLEY.

STANLEY IS A CRAZY MURDERER WHO LIKES TO MURDER LITTLE BOYS AND GIRLS EARLY SUNDAY MORNING.

ARE YOU AFRAID OF STANLEY?

YOU ARE?

WELL THEN QUICK JUMP OUT OF BED AND GO AND SLEEP WITH MOMMY AND DADDY. THERE—ISN'T THAT BETTER? MOMMY AND DADDY LOVE TO HAVE YOU SLEEP WITH THEM.
People with mental illness are lovable buffoons

Benevolence stigma
A motley group of lunatics scour New York.

Nutty Psychiatric Patients Are THE DREAM TEAM
Isn’t It Better?
Dateline: July 10, 2002

Trenton State Hospital has fire.
ROASTED NUTS
SCHIZOPHRENIA...
WHEN THE LEFT HAND DOESN'T KNOW WHO
THE RIGHT HAND IS KILLING!!

STOP
EASY STUFF:
Just change the words!
Just Change the Words!

- Leprosy to Hansen’s Disease
- Dementia to Alzheimer’s
- Mental Retardation to Intellectual Disability
- Leprosy to Hansen’s Disease
- Mania to Bipolar Illness

seishin bunretsu to togo shitco sho
“mind split disease” “integration disorder”
Just Change the Words!

- The Data
  - Japan: mixed findings (Takashi et al., 2009, 2011)
  - Hansen’s Disease (Oliveria et al., 2003; Van Brakel et al., in press)

- Perpetuates the difference

- Prejudice and discrimination more than words.
  - MODERN RACISM
## Framing Stigma Change

<table>
<thead>
<tr>
<th>Vehicle</th>
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<th>Education</th>
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## Framing Stigma Change

--- processes ---

| Vehicle | Media-based | | | EDUCATION | | | | Contact |
|---------|-------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| In vivo |             |                 |                 |                 |                 |                 |
KNOWLEDGE IS GOLD: 
Educate stigma away!
Mental Illness is a Brain Disorder!
Mental Illness is a Brain Disorder!

RECOVERY

The Decade Of The Brain
1990 - 2000
Mental Illness is a Brain Disorder!

RECOVERY

HIRE THEM?
RENT TO THEM?
EQUAL HEALTH CARE?
Meta-Analysis: Knowledge and Stigma

- Knowledge: Causal Beliefs
- Stigma: Acceptance

- 16 STUDIES
- 230 to 6000 subjects

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: CAUSE

Inherited/Genetic

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: CAUSE

Brain Disease

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: ACCEPTANCE

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
META-ANALYSIS FINDINGS: ACCEPTANCE

Schomerus, Schwann, Holzinger, Corrigan, Grabe, Carta, & Angermeyer, 2011
Framing Stigma Change

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-------- processes --------
PROTEST: The Pros and CONs!
Protest

- Review stigmatizing images
- Shame on you for thinking that way
GET THE VIOLENT CRAZIES OFF OUR STREETS

TEXAS CAMPUS TRAGEDY KILLS 11
PAGES 6 & 7

GREAT NEW YORK EATS THAT FIT THE BILL
PAGES 76-80

FOR JAMES BOND'S 'WORLD'
PAGE 86

NEWS' SPECIAL EDITORIAL
SEE PAGES 2 & 3
Beware the rebound effect

the white bear
Wonderland

2000

NAMI - stigmabusters
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.
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

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CONTACT vs EDUCATION
The Pros and CONs!
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.
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

- **Overall**: p<.05
- **Attitudes**: p<.05
- **Behavior**: p<.05

- Green bars represent education.
- Red bars represent contact.

Stars indicate statistical significance.
**Framing Stigma Change**

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Based on: 

- **MEDIA**
MEDIA

Its Promise and Limitations
What a DIFFERENCE a friend makes!
REAL WARRIORS + REAL BATTLES

REAL STRENGTHS

Reaching out makes a
REAL DIFFERENCE

Photo by SSGT. Suzanne M. Day
Connecting Veterans and their friends and family members with information, resources, and solutions to issues affecting their health, well-being, and everyday lives.

“Courage is the ability to face adversity, even if it's within yourself.”

Bryan U.S. MARINE CORPS

“I knew that if the troops I’d lost could talk, they'd say 'Come on, you're living for me now. Pick up your game.'”

Jack U.S. MARINE CORPS

“It's amazing what you can do by just telling and owning your own story.”

Trista U.S. NAVY, U.S. MARINE CORPS, U.S. ARMY NATIONAL GUARD

Veterans Crisis Line
1-800-273-8255 PRESS 1

MAKETHECONNECTION.NET
What a DIFFERENCE a friend makes!
Market Penetration

frequency

(March 2008) (May 09)
Website visits
Website visits to *Part of Our Lives*

Odds Ratio 2.81***
UNINTENDED CONSEQUENCES

Everybody has won and all must have prizes!
MILLIONS

Effect Size

Just going to the site is not enough

88% left after one minute!
STEREOTYPE BOOST
Beware the Positive Spin
Men excel at math
Women are compassionate
Blacks are grand athletes
The elderly are wise

People with Downs are affectionate

Vincent Van Gogh
Lord Byron
Virginia Woolf
Robert Schumann
What if THEY (I) don’t fit the stereotype?

- Choking under pressure
  - A man who is not good at trigonometry
    (Rosenthal & Crisp, 2007; Smith & Johnson, 2006)

- The mold goes only one way.
  - Blacks are athletes not scientists
    - (Czopp, 2010; Diebels & Czopp, 2011)
Who is a good person for contact?
Thurgood Marshal Effect
Who is a good person for contact?
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

[Map of North America showing Canada, United States, and Mexico]
CHICAGO: the heart and brains of Illinois

Does it play in PEORIA?
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
COMING OUT PROUD program
Disease Identity

DON’T BE A MENTAL PATIENT
Human Identity

EMBRACE WHO YOU ARE
Coming Out Proud program

Those who identify positively...
- Less self-stigma
- More personal empowerment
- More goal attainment
PRIDE?

- Accomplishment
  - Overcoming disability

- Who I am
  - Ethnic pride

- Authenticity
Three Lessons

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