



# Beating the Stigma of Mental Illness

## WHAT SAYS THE DODO BIRD?

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**Illinois Institute of Technology**

**National Consortium on Stigma and Empowerment** [www.ncse1.org](http://www.ncse1.org)

# UNINTENDED CONSEQUENCES

*Everybody  
has won and  
all must have  
prizes!*



# 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!”*

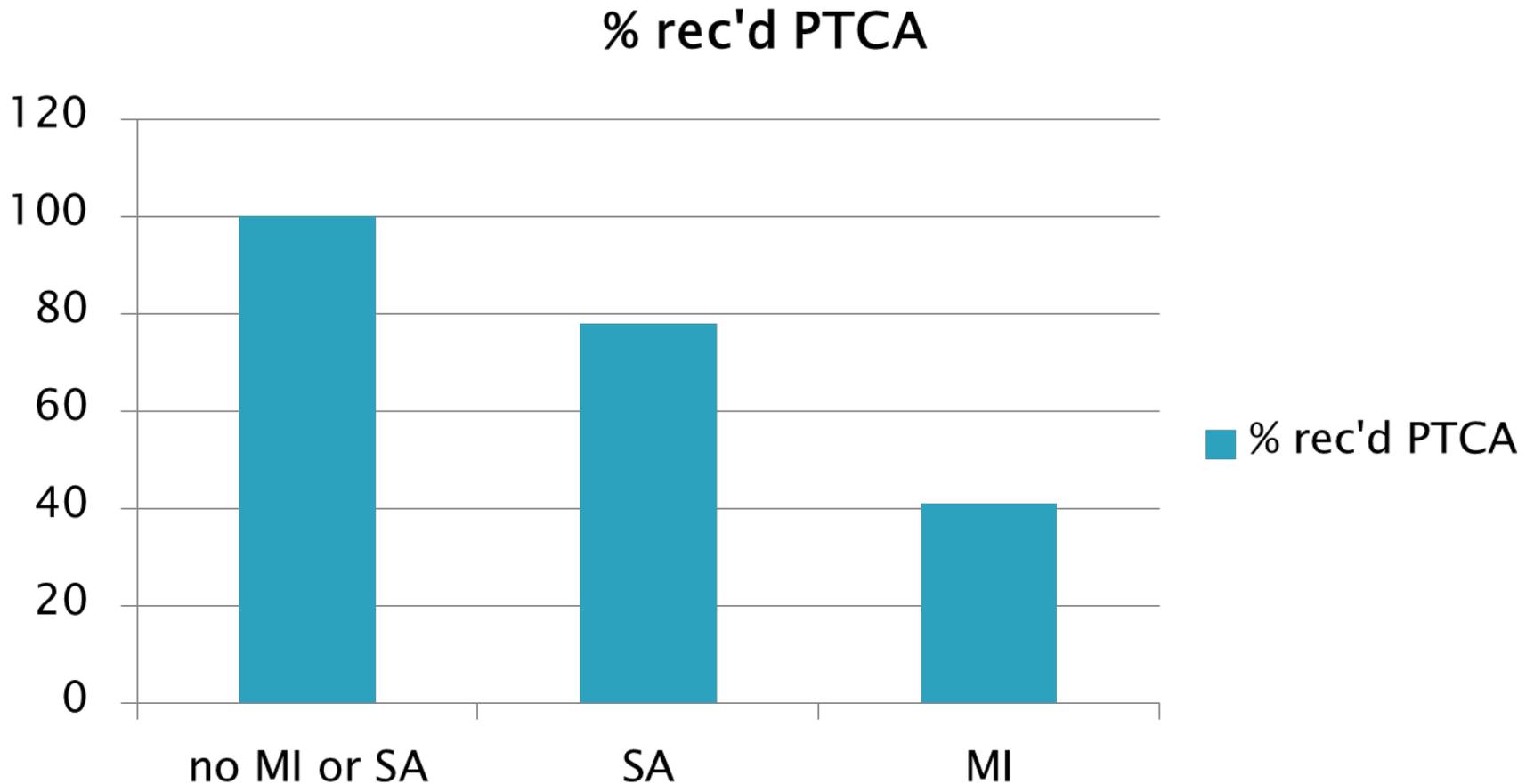
John

# WHAT IS THE STIGMA OF DISEASE?

## -----types-----

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

# WORSE HEALTH CARE



PTCA: percutaneous transluminal  
coronary angioplasty

Druss et al., 2000

# WHAT IS THE STIGMA OF DISEASE?

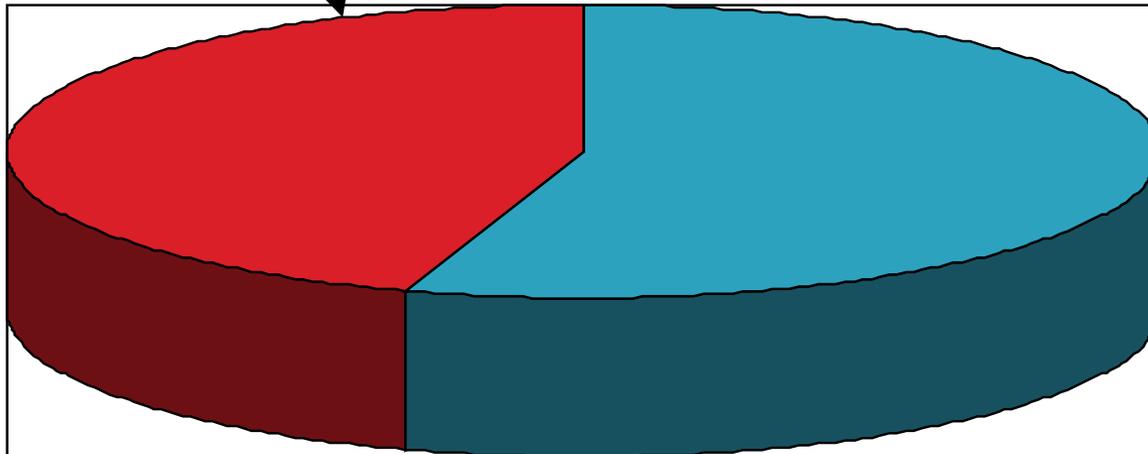
## -----types-----

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

# Care Seeking

## *Label Avoidance*

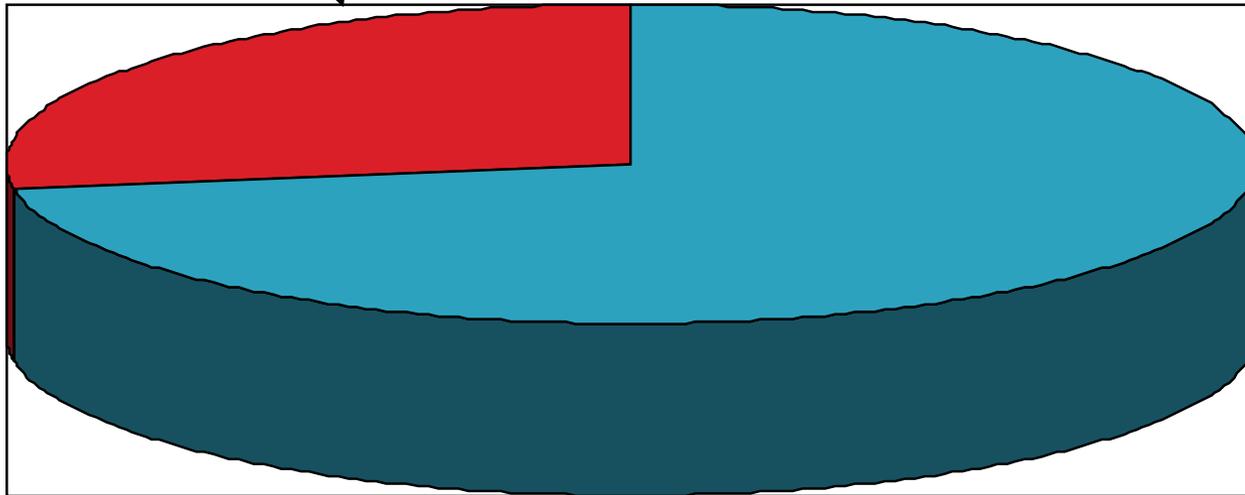
**45%**



Epidemiological Catchment Area, National Co-morbidity Survey, NCSII

# Adherence

22%



Canadian  
Community Health  
Survey



Resistance  
Adherence  
Compliance



# Self-Determination

Center on Adherence and Self-Determination

[www.CASD1.org](http://www.CASD1.org)

# UNINTENDED CONSEQUENCES

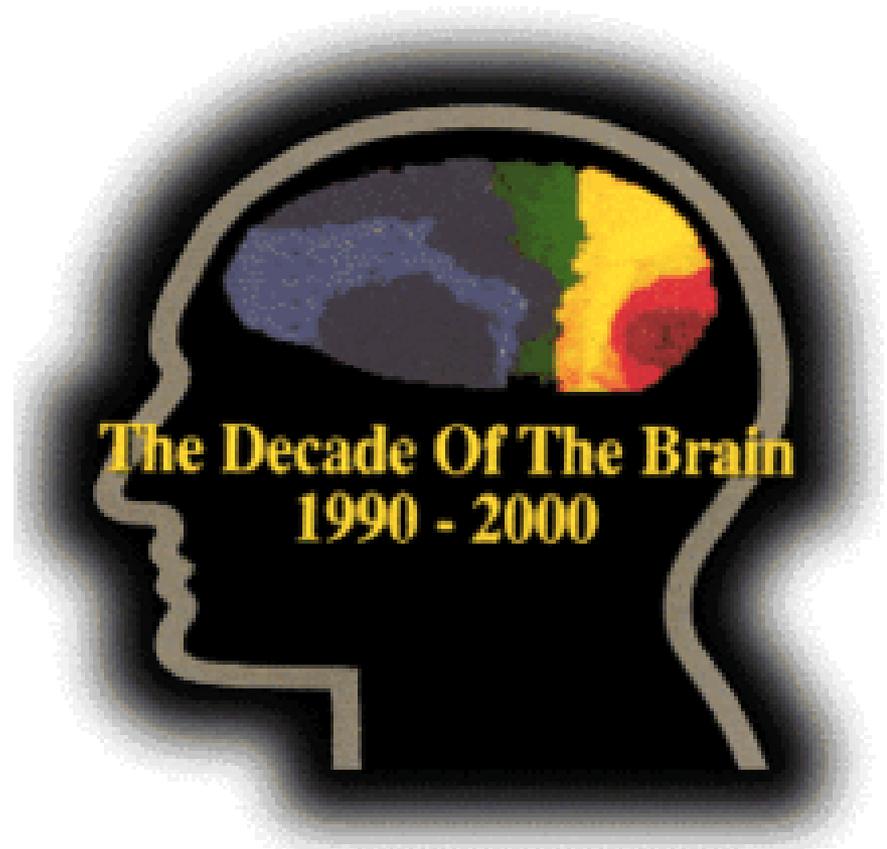
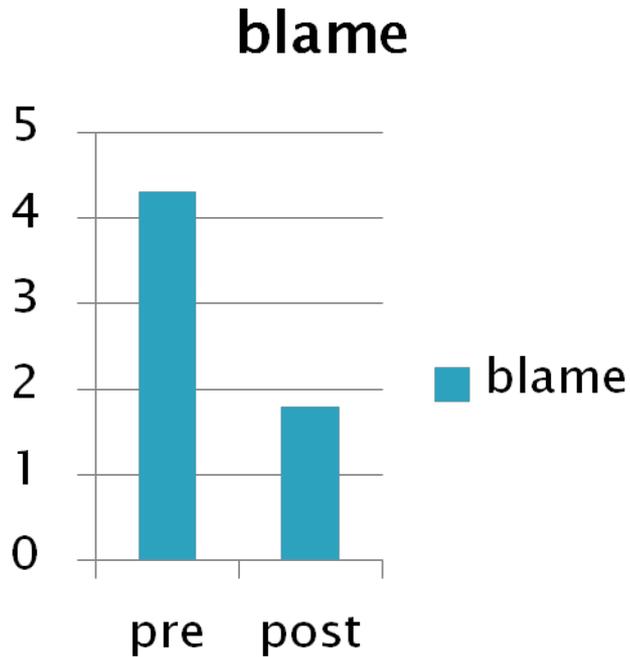
*Everybody  
has won and  
all must have  
prizes!*



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

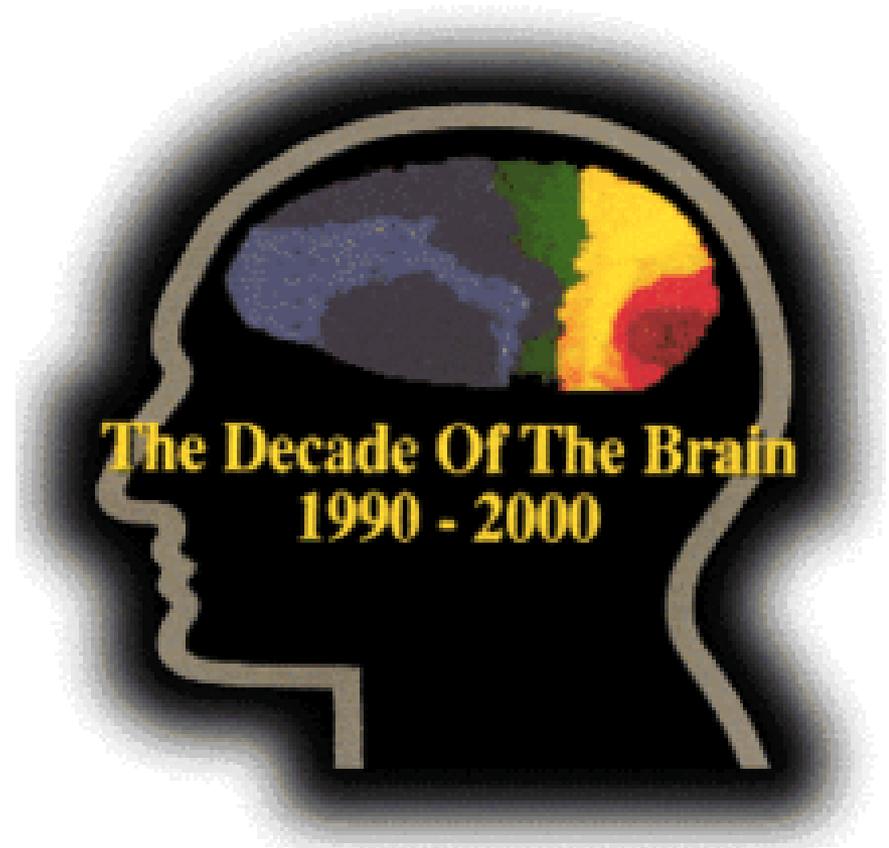


# Mental Illness is a Brain Disorder!



# Mental Illness is a Brain Disorder!

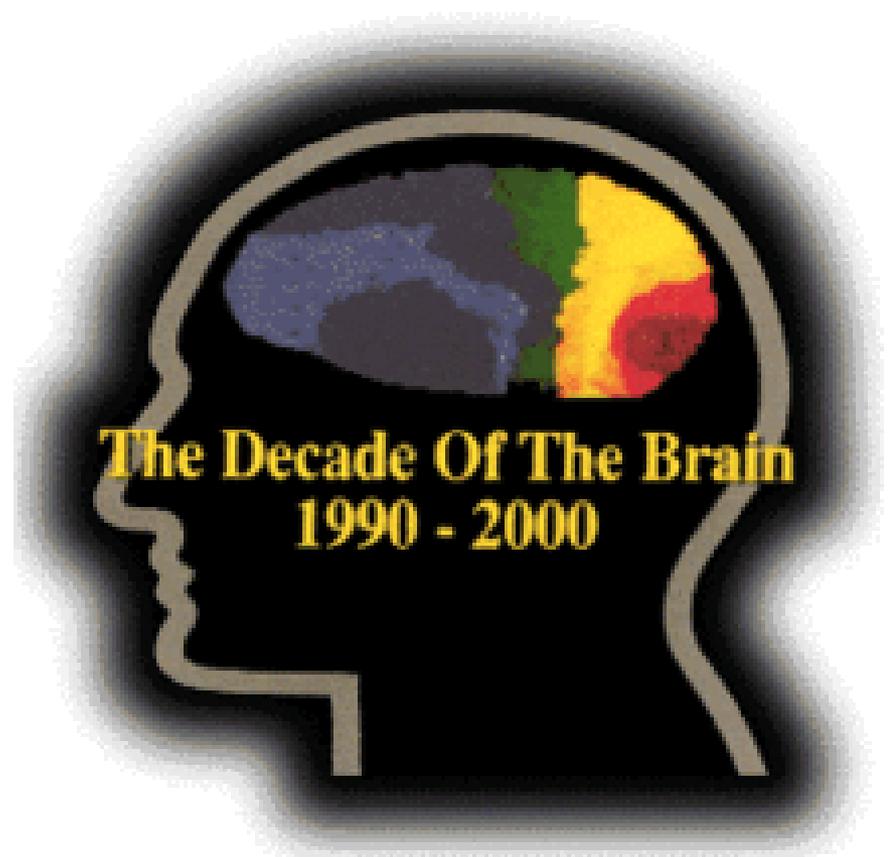
~~RECOVERY~~



# Mental Illness is a Brain Disorder!

~~RECOVERY~~

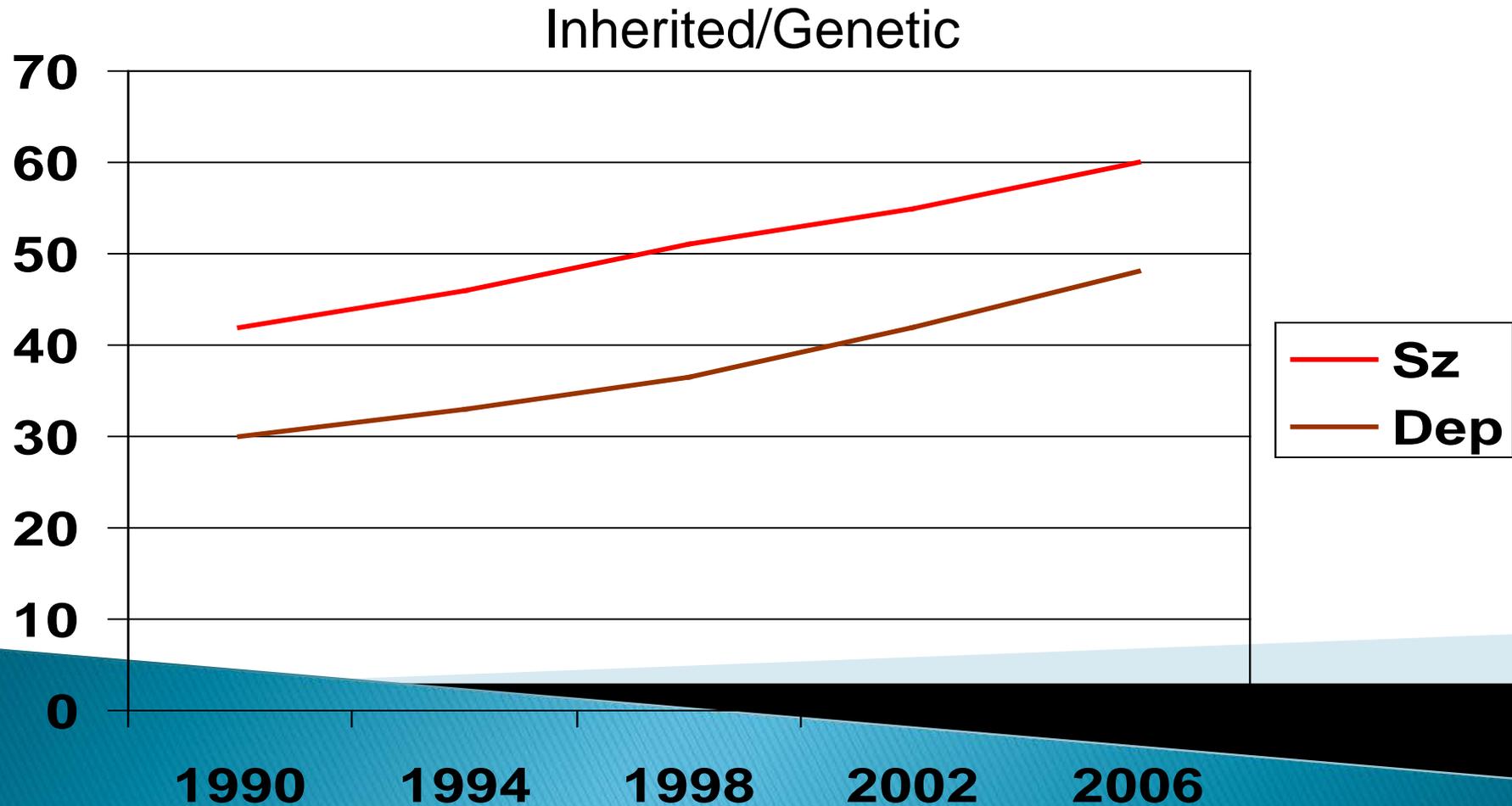
HIRE THEM?  
RENT TO THEM?  
EQUAL HEALTH CARE?



# Meta-Analysis: Knowledge and Stigma

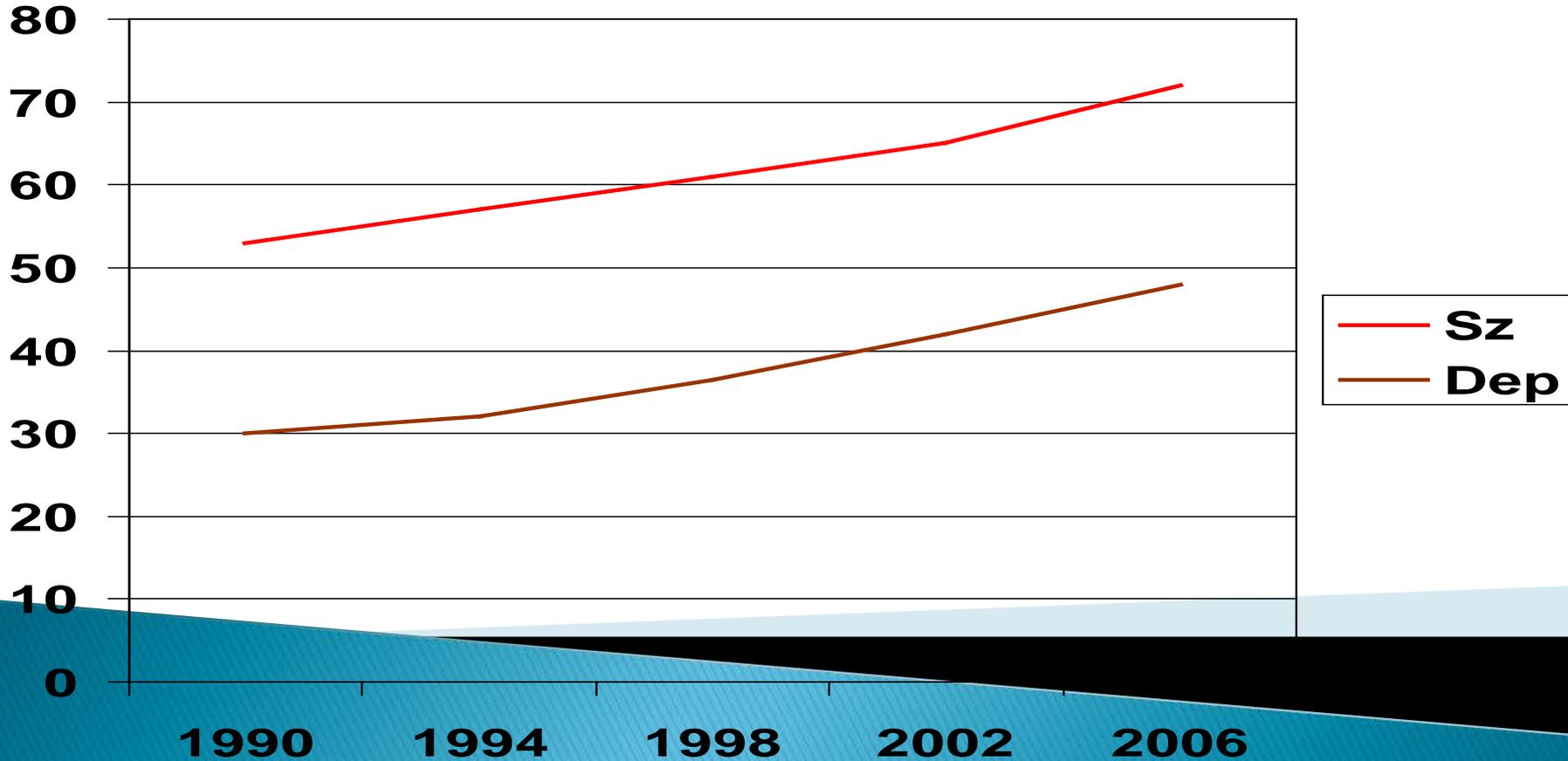
- ▶ Knowledge: Causal Beliefs
- ▶ Stigma: Acceptance
  
- ▶ Sixteen representative samples of nation-defined populations
- ▶ 230 to 6000 Ss
- ▶ Response rates: 65–85%

# META-ANALYSIS FINDINGS: CAUSE

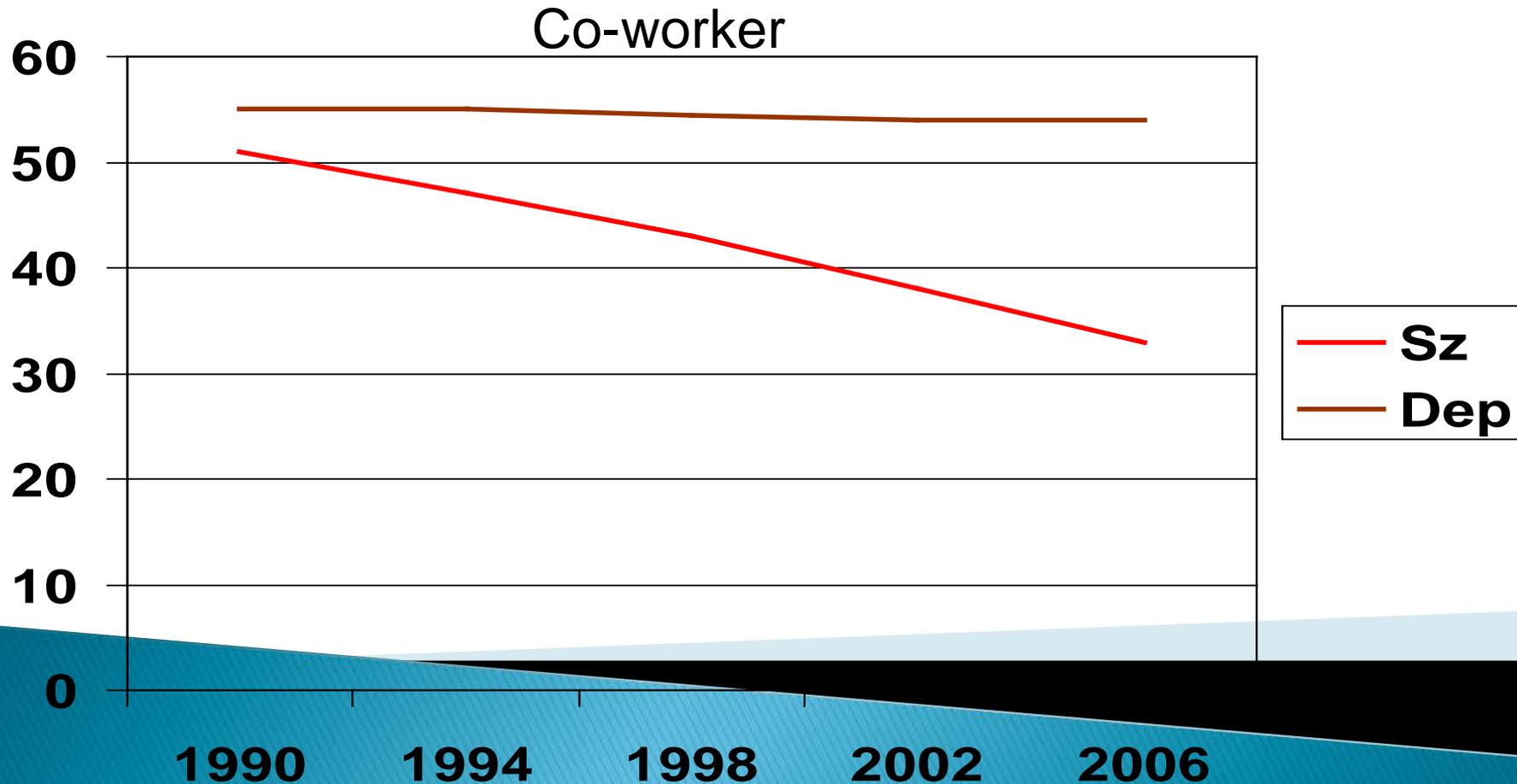


# META-ANALYSIS FINDINGS: CAUSE

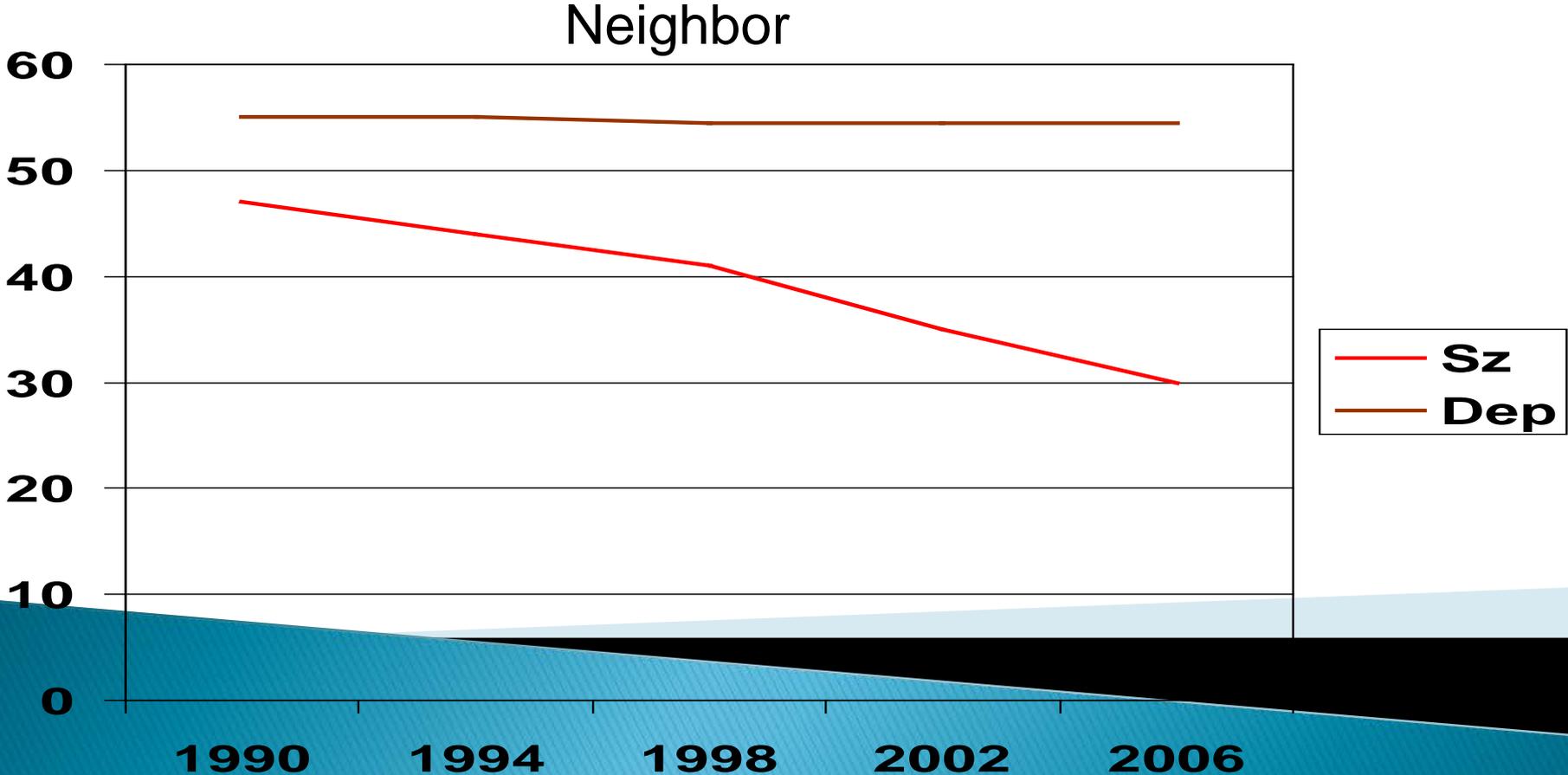
## Brain Disease



META-ANALYSIS FINDINGS: **ACCEPTANCE**



META-ANALYSIS FINDINGS: **ACCEPTANCE**



# ***CONTACT vs EDUCATION***

*The Pros and CONs!*



# ▶ Contact

“Meet Bob  
Lundin”

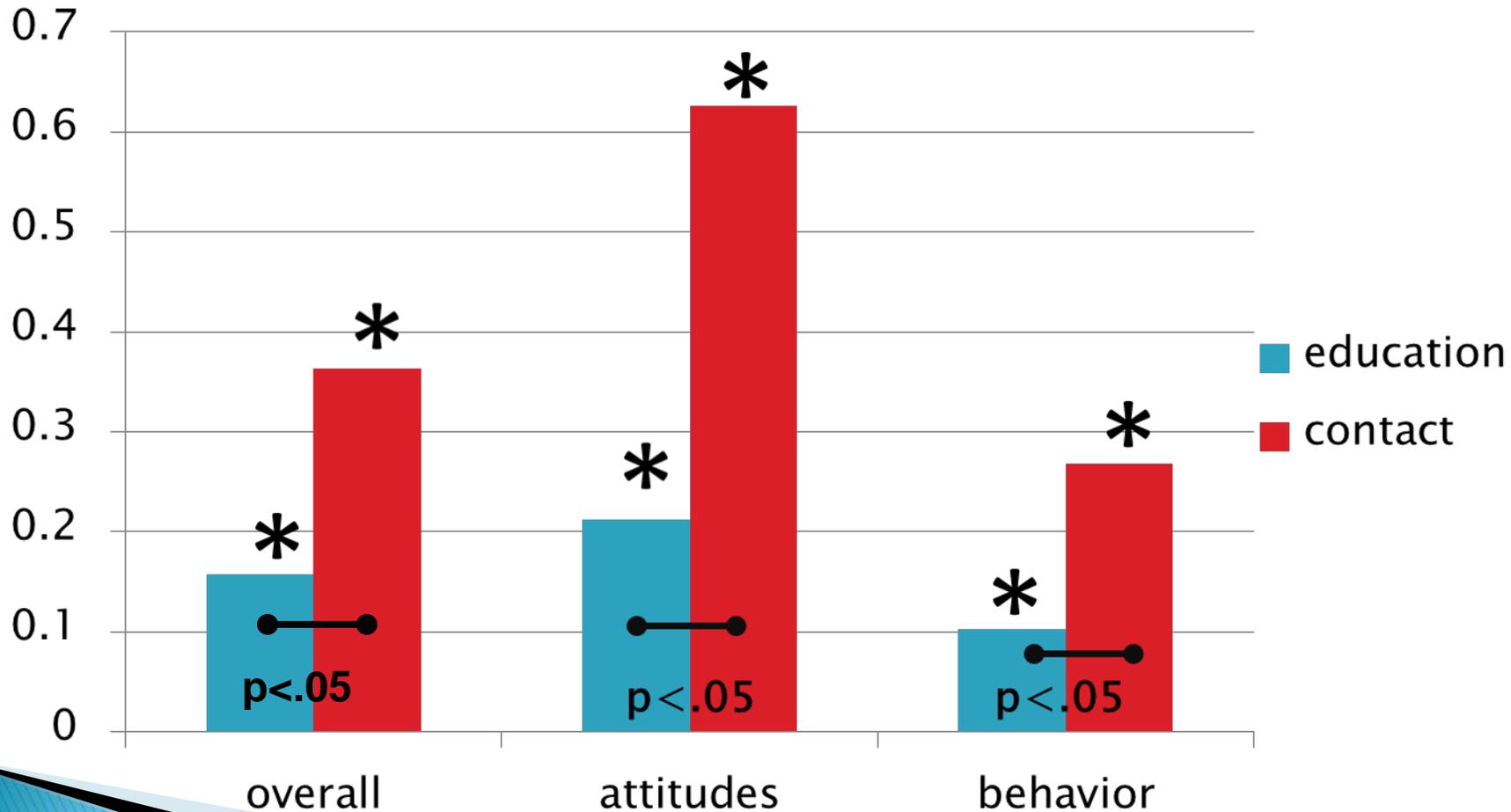


# Meta-Analysis:

- ▶ 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



# ***SOCIAL MARKETING***

*Its Promise and Limitations*





What a DIFFERENCE a friend makes!

WHAT A DIFFERENCE

www.whatadifference.org

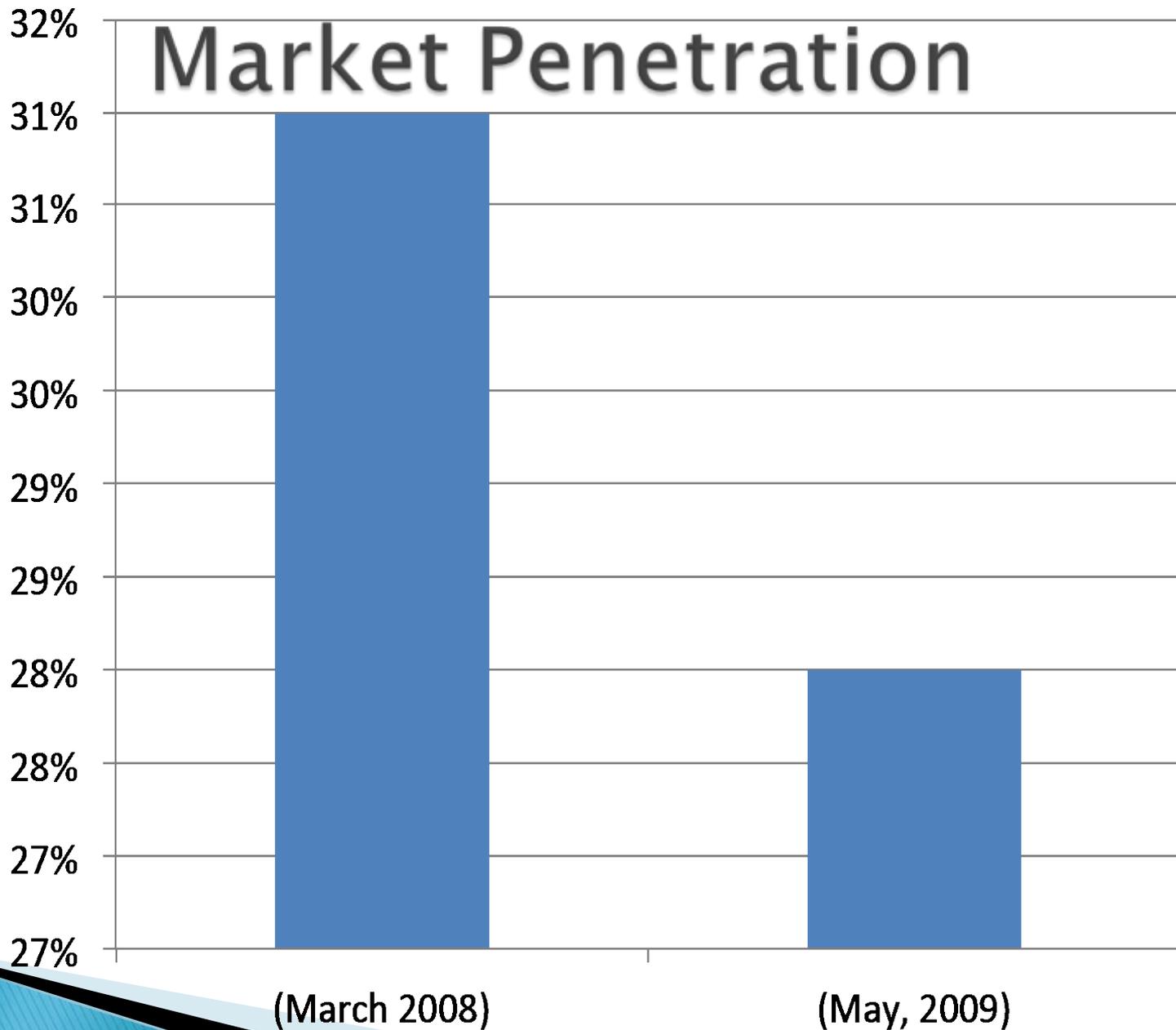
WHAT A DIFFERENCE A FRIEND MAKES

www.whatadifference.org

SAMSUNG AT&T

This brochure is designed to provide you with the tools to help support a friend you know is living with anxiety. Please call 1-800-955-6262 for more information.

# Market Penetration



Mental Illness

**WHAT A DIFFERENCE  
A FRIEND MAKES.**



### Support A Friend.

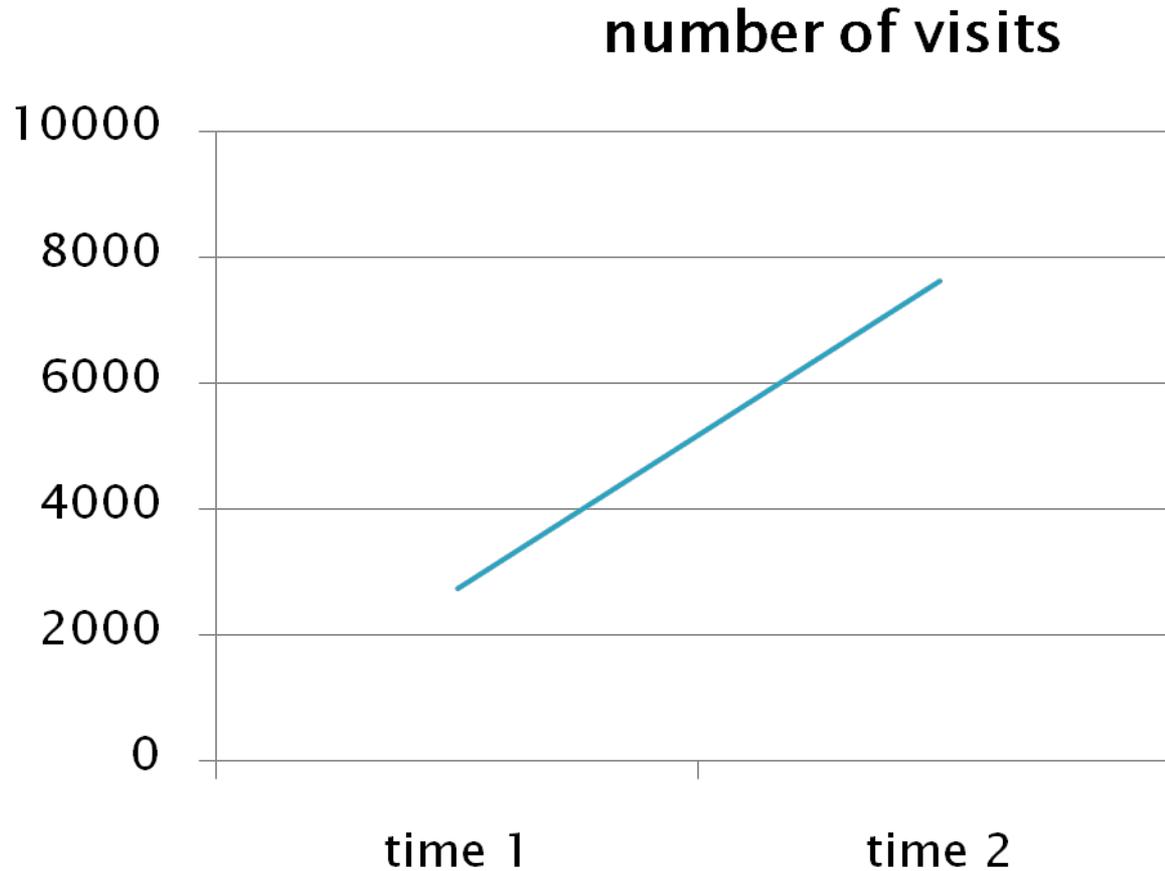
My friend Angela is living with bipolar disorder, and I'm supporting her through her recovery. Watch the video to see how.

NATIONAL  
**SUICIDE  
PREVENTION**  
LIFELINES  
1-800-273-8255



# Website visits

# 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

# TLC3

- ▶ Targeted
- ▶ Local
- ▶ Credible
- ▶ Continuous
- ▶ **CONTACT**

Corrigan, 2011

# The GRAND PLAN



# **the Grand Plan**

- ▶ **Come out Mad**
  - ▶ **Come out Proud**
- 

# COMING OUT PROUD

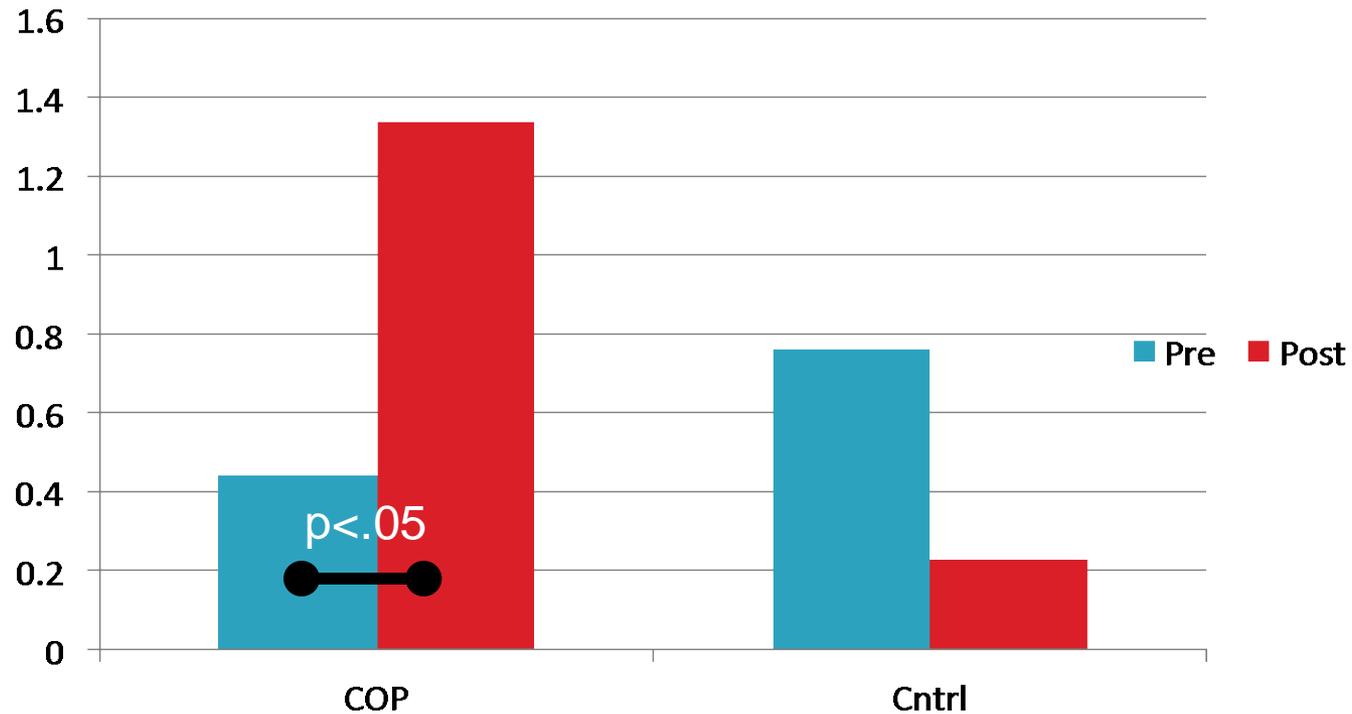
to erase the stigma of  
mental illness



# Stigma stress

Rusch et al., 2014

N=100

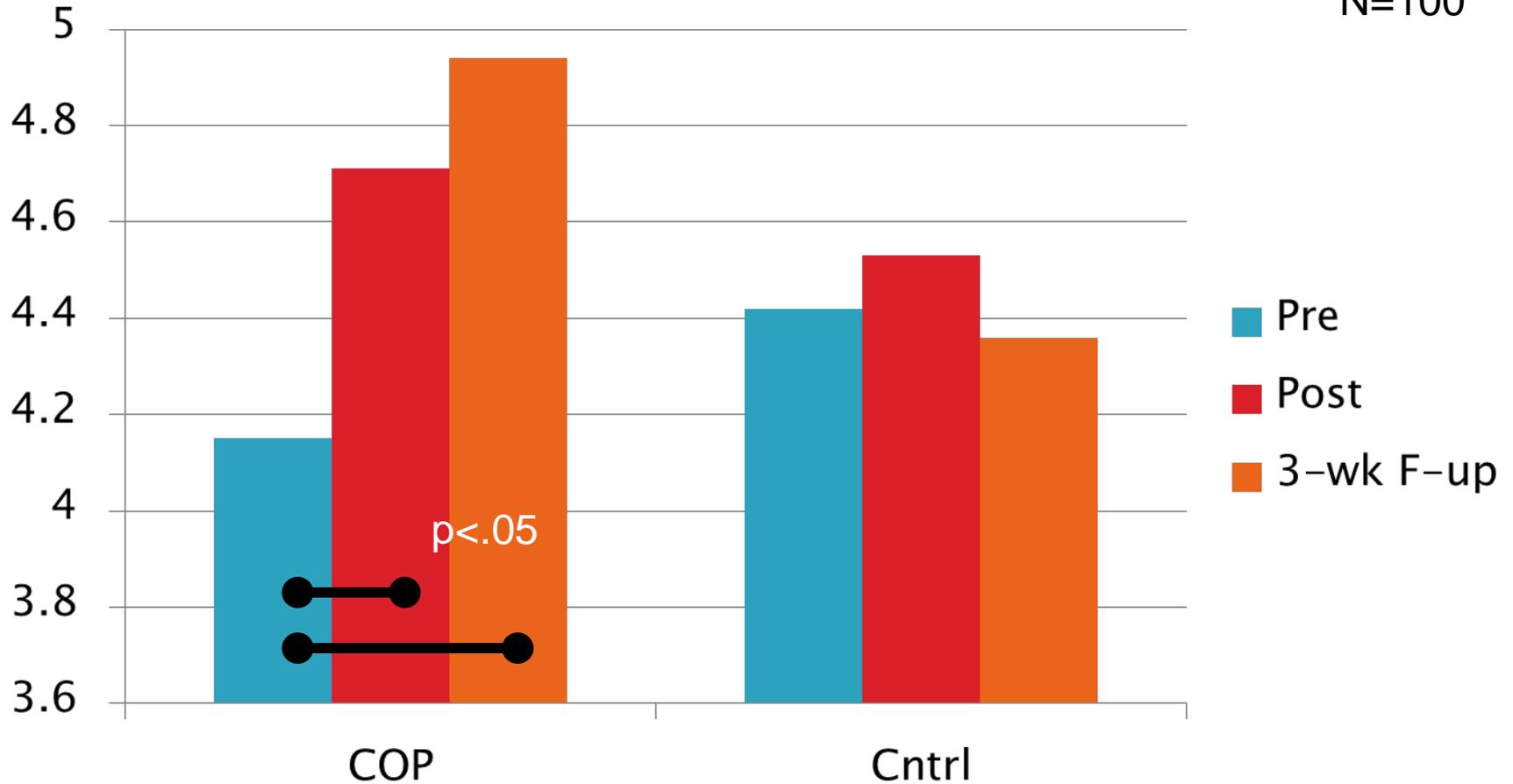


2X3 ANOVA  
F=7.06, p<.001

# Disclosure Benefits

*Rusch et al., 2014*

N=100



2X3 ANOVA  
F=4.70,  $p < .01$

# the ADVOCATE'S AGENDA





**“I must fight in the open!”**

Clifford Beers – 1909