

“The issue of stigma against mental illness sometimes feels like the worst part about it.”

Tom



Friends

They don't call me sad.
They don't call me bad.
They don't call me mad.
They don't call me.

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Evidence of how to reduce stigma and discrimination

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Plan

1. what is the evidence of stigma & discrimination?
2. how are stigma & discrimination experienced by people with mental illness?
3. what is the evidence on how to reduce stigma and discrimination?

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Sources

- review: 1615 international stigma published sources
- detailed statements / testimonies from people with severe mental illness in South London (n=40)
- statements about discrimination from INDIGO Schizophrenia Study (732 people with a diagnosis of schizophrenia in 27 countries)

What is Stigma?

- Problem of knowledge = Ignorance
- Problem of attitudes = Prejudice
- Problem of behaviour = Discrimination

1. Discrimination at home

- adverse reactions by family eg lazy / weak
- negative reactions to family members
- high rates of homelessness
- neighbourhood reactions to residential care

“At 16, in 1996, I suffered a bad mental breakdown where I was hospitalised for 5 years. It was very traumatic. There I was, the eldest son, suffering a sudden deep depression, crying and unable to work, often threatened by my confused Dad as being “weak”.

Robert

2. Discrimination in friendships, intimate relationships and childcare

- loss of husband/wife/partner
- disappearance of friends
- impaired long-term sexual relationships

“When I got sick for the first time I was seventeen and I was at high school. My behavior was awkward and my friends and classmates were making fun of me. I was feeling really bad about this. Then I was hospitalised. When they found out about this, they all abandoned me. I lost my friends.”

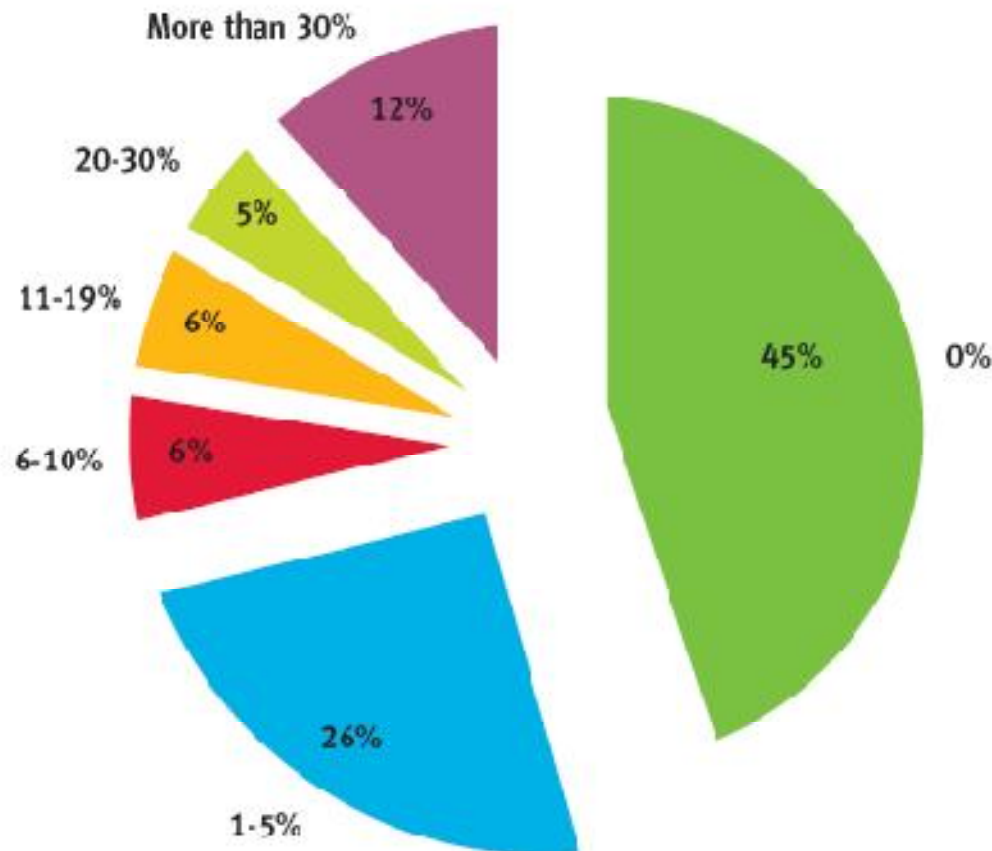
Paul

3. Discrimination at work

- lower rates of short-listing and hiring
- more often sacked
- lower rates of pay
- poorer promotion prospects
- dilemma: conceal or disclose

Proportion of employees that are believed to have a mental health problem

“What percentage of employees do you think will have a mental health problem at some point during their working life?”



Source: The Future Foundation, 2006
Base: 480 enterprises

4. Discrimination in the media

- newspapers: 40-70% of items about violence
- 85% of children's animations show characters with mental illness
- few direct accounts from consumers
- clear negative effects on popular views

5. Physical health care

- people with mental health problems more likely to have: eg smoking, heart disease, diabetes and stroke
- '*diagnostic overshadowing*' ie reports of physical ill health are viewed as part of the mental health problem & so are under-treated
- Jones S, Howard L, Thornicroft G. (2008) 'Diagnostic overshadowing': worse physical health care for people with mental illness. *Acta Psychiatrica Scandinavica*, 118, 169-71

Healthcare and discrimination

- people with mental illness who have heart attacks receive:
 - fewer investigations
 - less invasive treatments
 - and so have worse outcomes and higher mortality rates
 - adjusted for all other factors
- Druss B G, Bradford D W, Rosenheck R A, Radford M J, Krumholz H M. Mental disorders and use of cardiovascular procedures after myocardial infarction. JAMA 2000; (283): 506-511

6. Structural discrimination

- systematic ways in which mental health service users and services are given less value
- eg in investment for new buildings or staffing levels
- eg in budget cuts

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indigo study

International Study of Stigma and
Discrimination Outcomes

Graham Thornicroft, Diana Rose,
Norman Sartorius, Elaine Brohan, Ann Law
and the INDIGO Study Group



INDIGO Aims

- develop and validate a scale to measure service user's experiences of discrimination (anticipated and experienced)
- called: Discrimination and Stigma Scale (DISC)
- collect international data on the nature and severity of discrimination

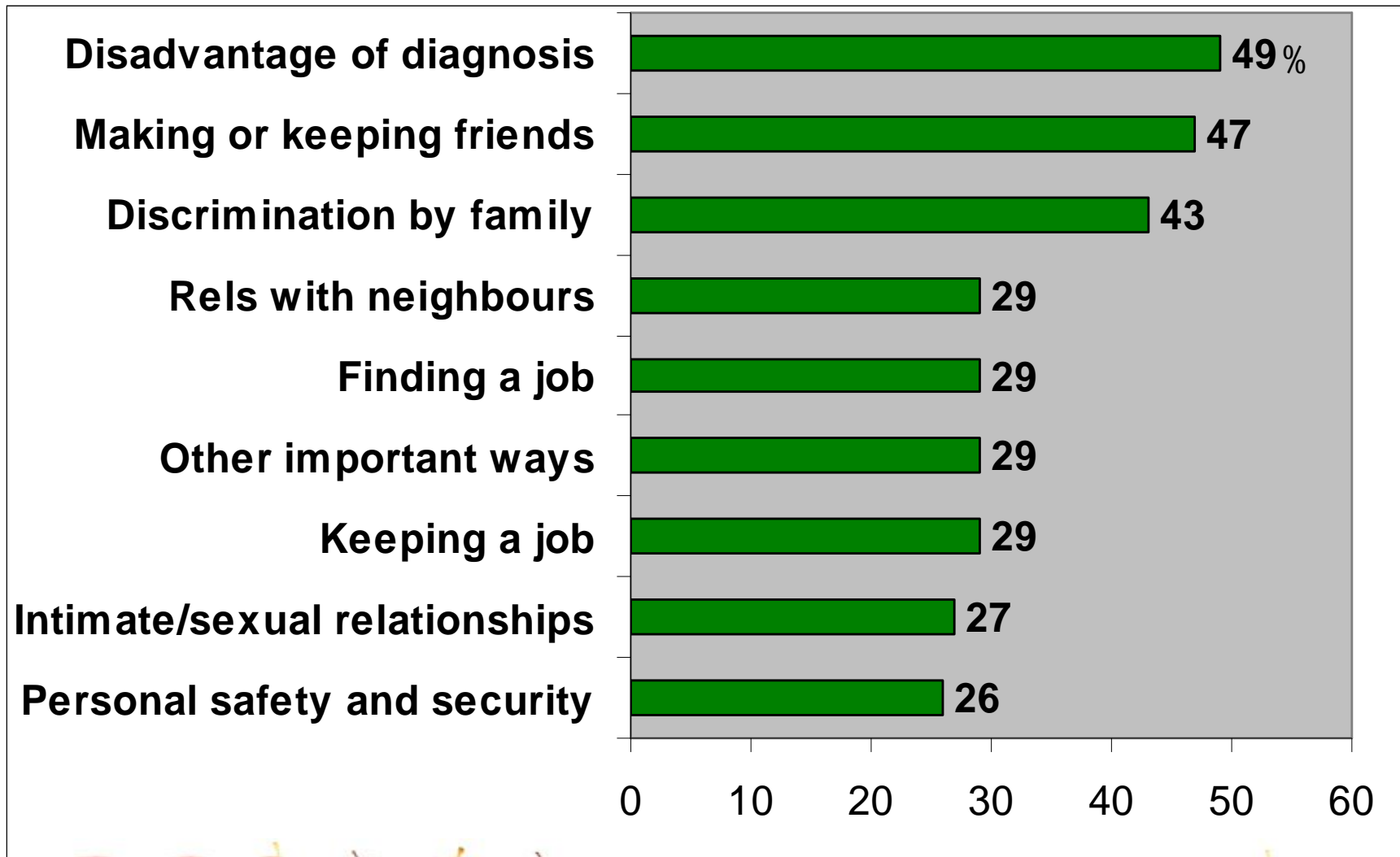


Discrimination & Stigma Scale (DISC)

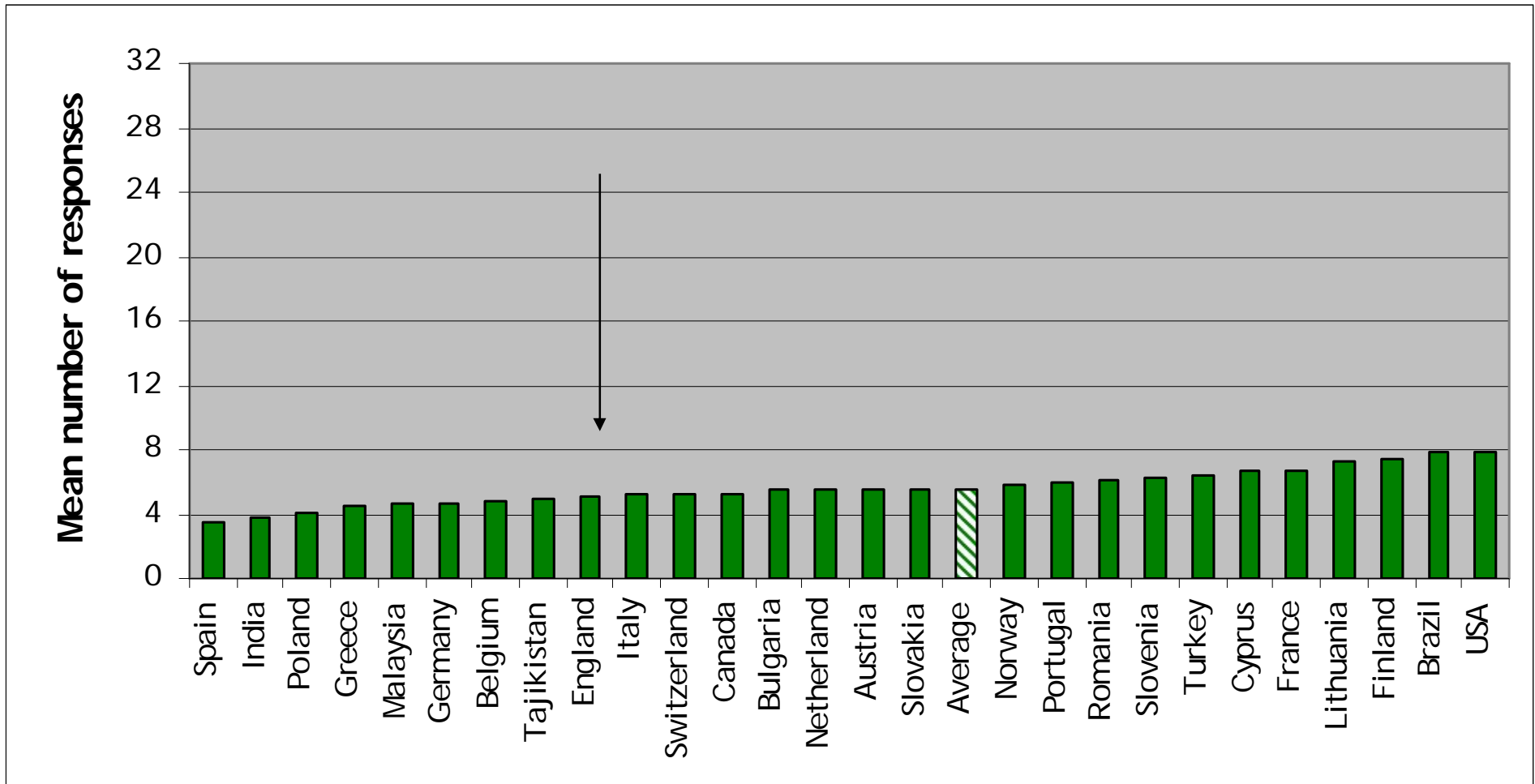
Reported by service users about
experiences of discrimination:

- personal relationships
 - housing
 - education
 - family life
 - work
 - transport and travel
 - financial affairs
 - community life
 - health & social services
 - privacy and safety
 - children
 - avoidance
-
- 736 people interviewed
 - 28 countries

Negative Experienced Discrimination 1



Negative Experienced Discrimination 2



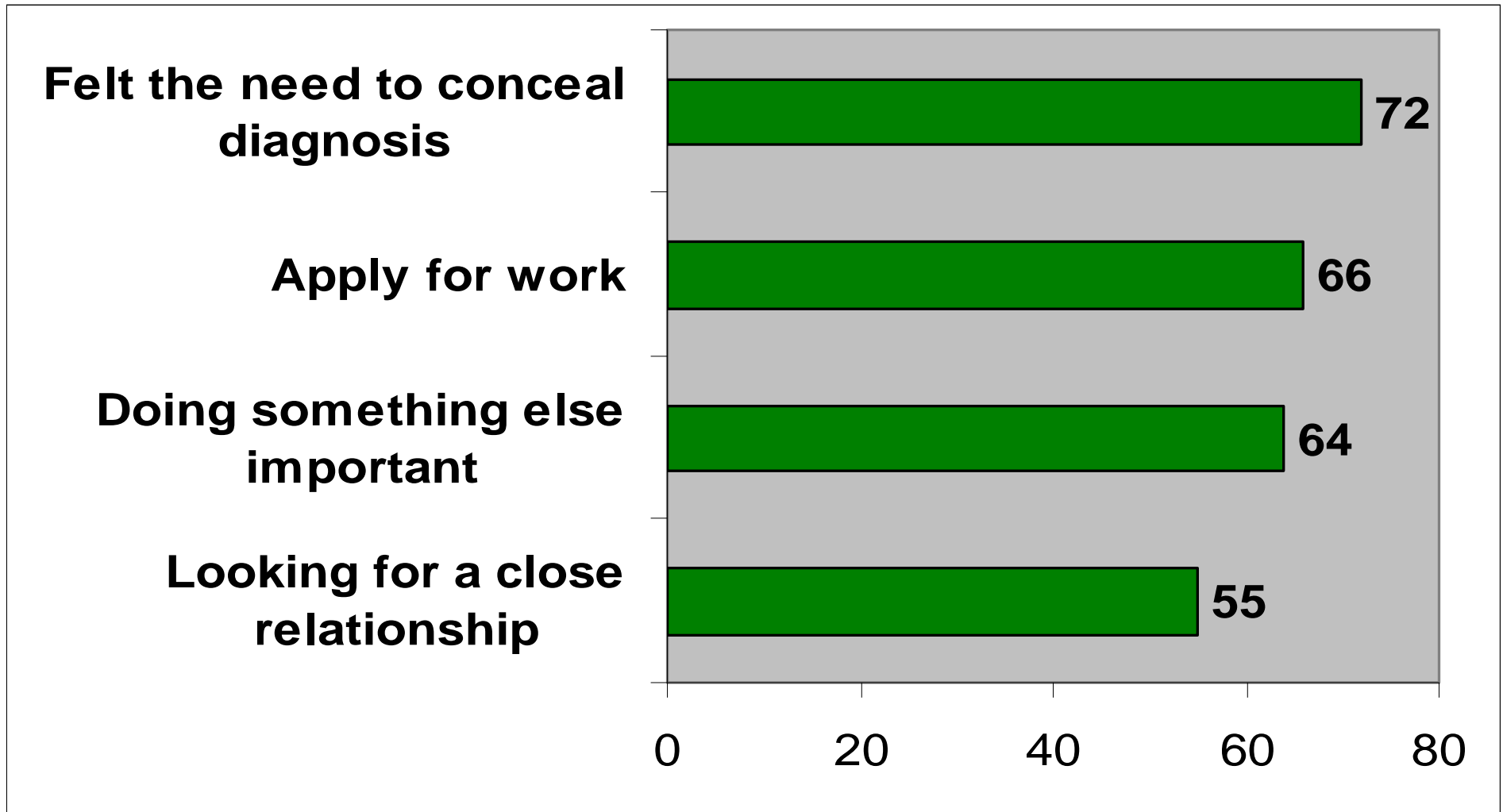
ICC = 0.044 (95% CI: 0.001-0.086)



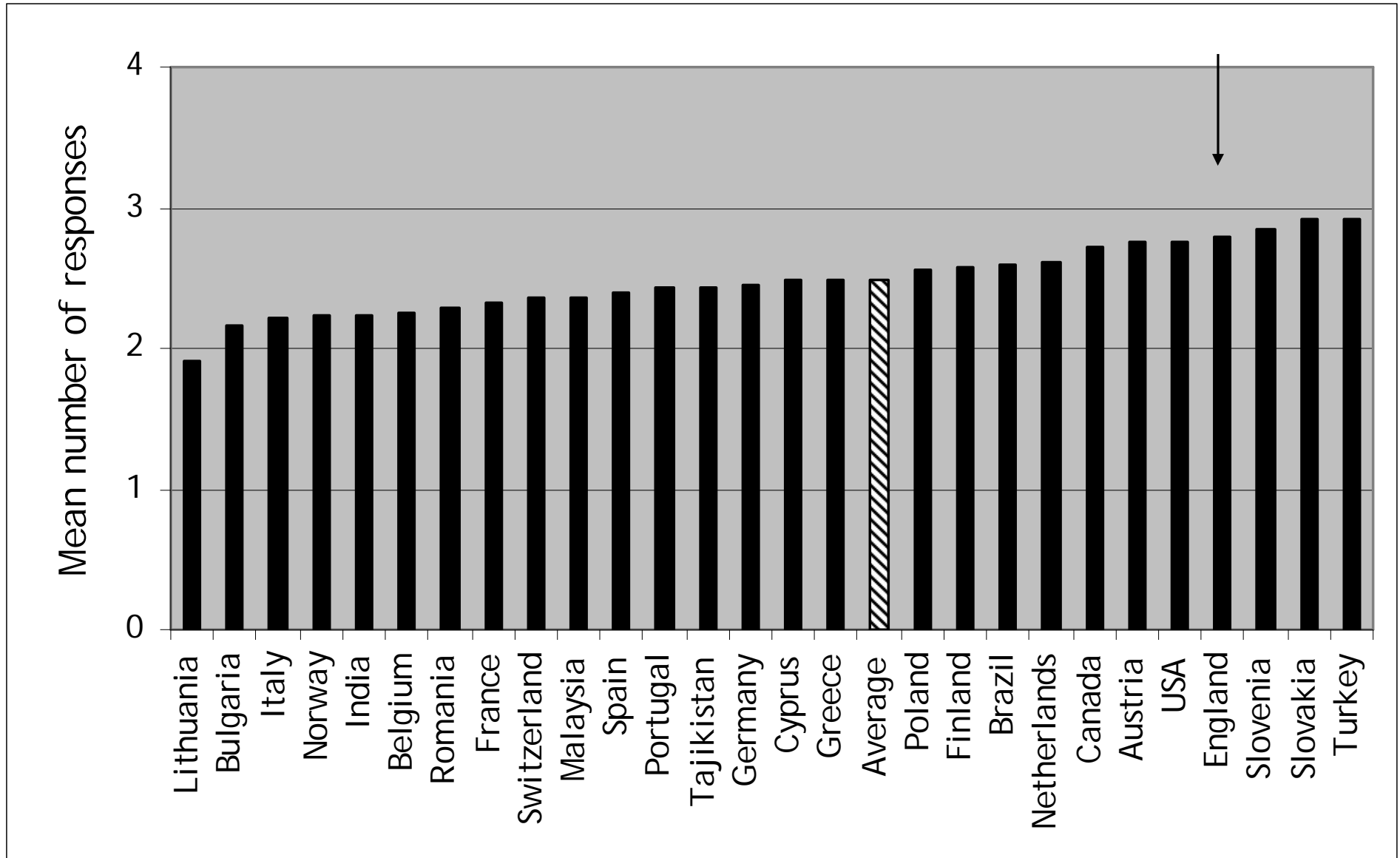
Anticipated Discrimination

- Similar ideas: self-stigma, self-discrimination
- Avoidance of important actions: eg
 - applying for a job
 - seeking a close relationship
 - because of previous failure or
 - in anticipation of failure

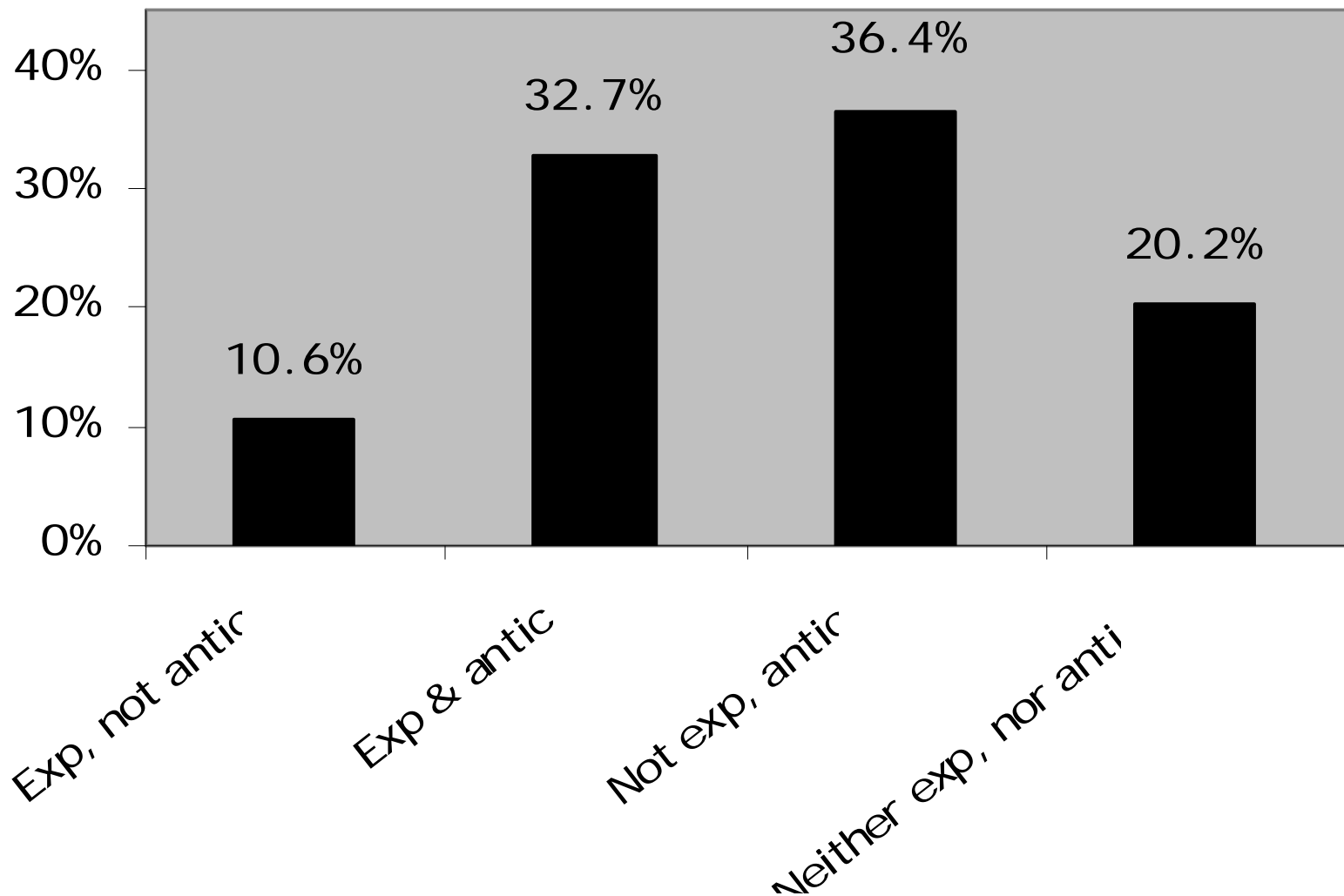
Anticipated Discrimination



Anticipated Discrimination by Country (range 0-4)



Anticipated & Experienced Discrimination in Finding and Keeping Work



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Local level interventions

Social contact theory

- Bogardus 1924
- direct, personal contact with individual(s) of stigmatised group
- equal status (eg co-facilitator)

Target Groups

- Police officers ✓
- Young people ✓
- Medical students ✓
- Trainee psychiatrists
- Student teachers
- Nurse students



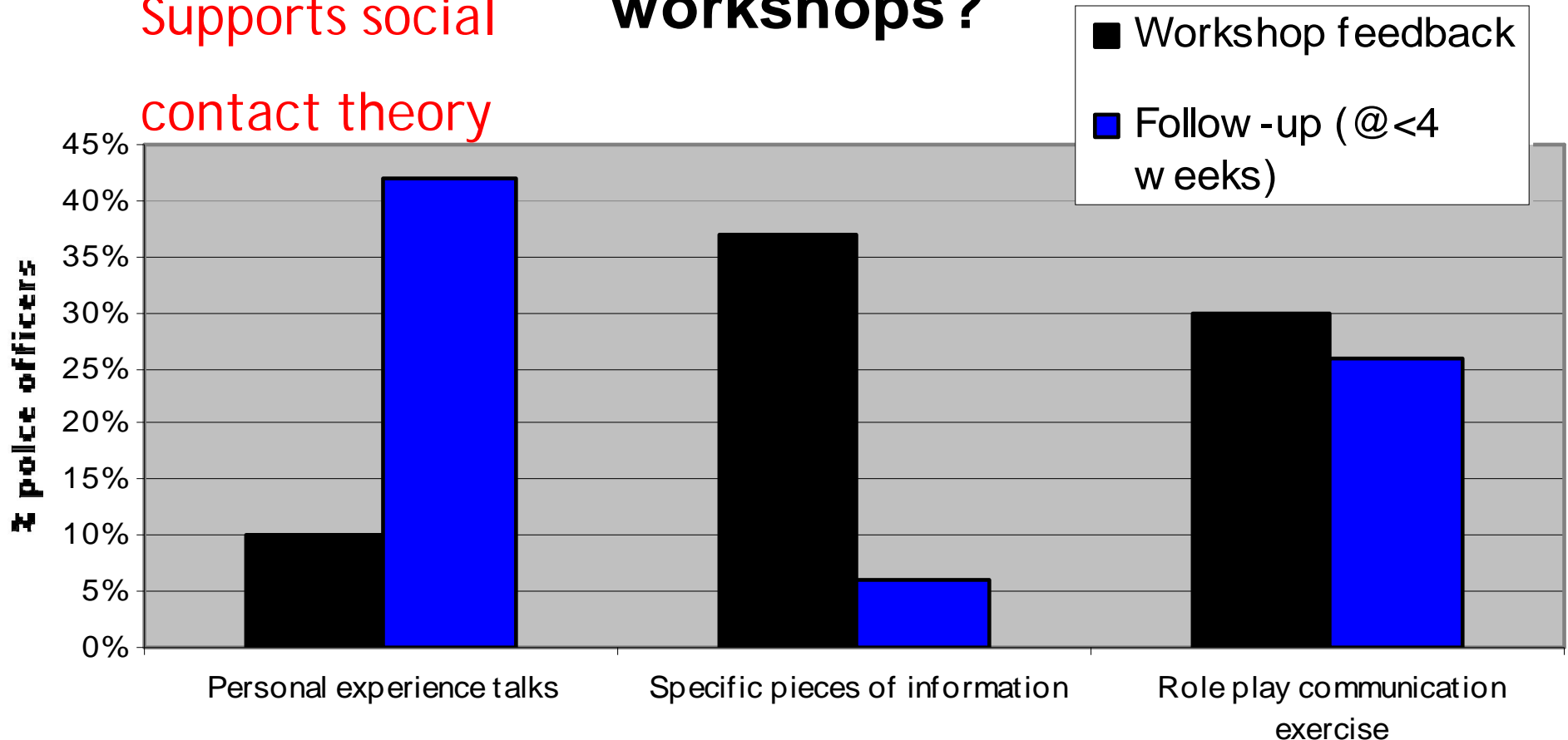
1. Pinfold V. et al (2003). Reducing psychiatric stigma and discrimination: Evaluating an educational intervention with the police force in England. *Social Psychiatry & Psychiatric Epidemiology*, 38, 337-344.
2. Pinfold V. et al (2003). Reducing psychiatric stigma and discrimination: Evaluation of educational interventions in UK secondary schools. *British Journal of Psychiatry*, 182, 342-346.
3. Kassam A, Thornicroft G et al (in press) Mental illness: clinicians' attitudes scale. *Acta Psychiatrica Scandinavica*



Feedback from Police

What will you most remember from the workshops?

Supports social contact theory



Pinfold V., Thornicroft G., Huxley, P., & Farmer, P. (2005). Active ingredients in anti-stigma programmes in mental health. *Int. Review of Psychiatry*, 17, 123-132

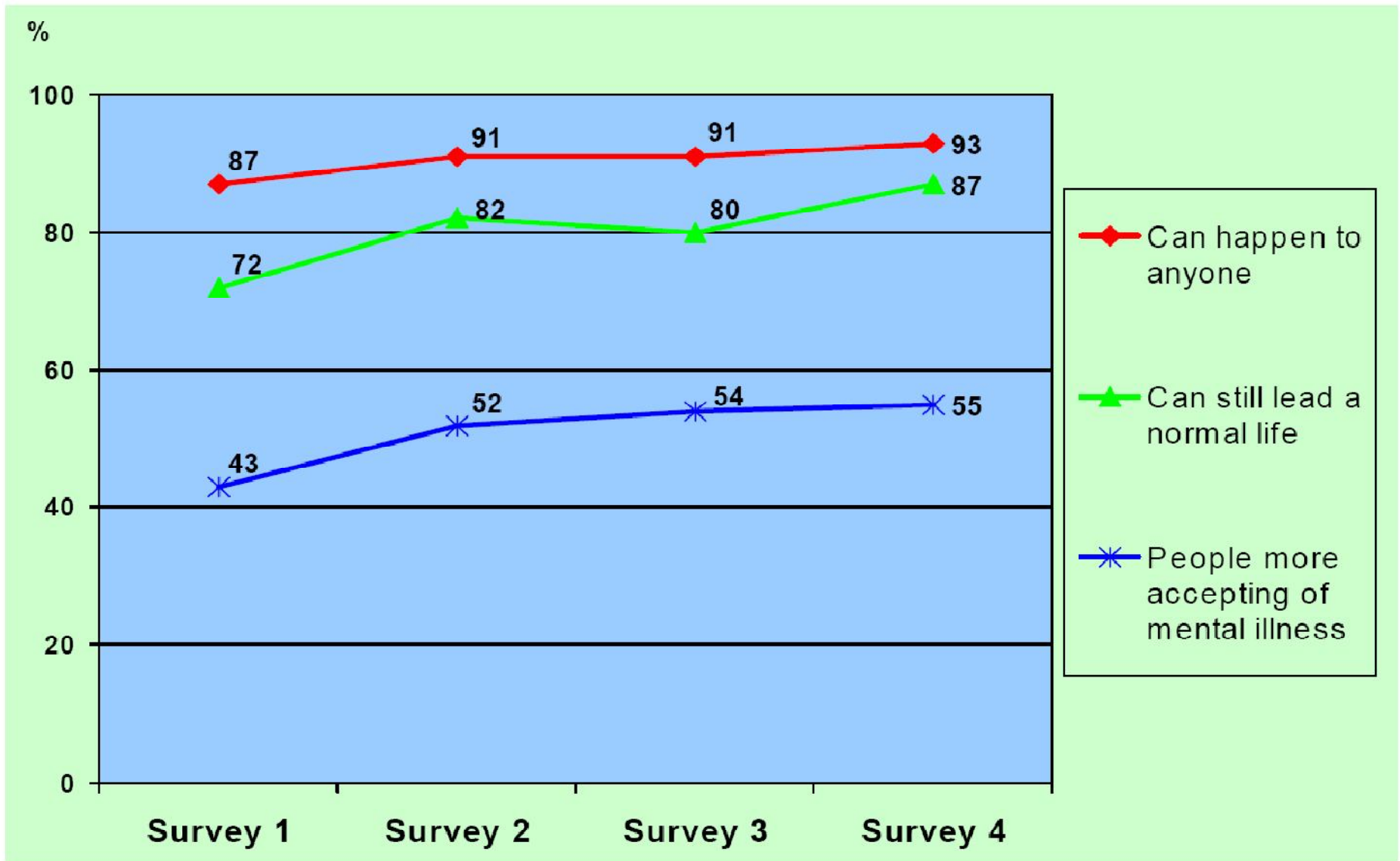
National level interventions

National campaigns

- Australia
- New Zealand
- Scotland
- England
- Canada
- Sweden
- Denmark

Attitudes, Perceptions & Opinions Relating to Mental Illness, Stigma & Discrimination

Positive Statements



time to change

let's end mental health discrimination

Development and delivery of England's
programme to end stigma and
discrimination



rethink



time to change

let's end mental health discrimination

Programme overview

National level

- Anti-stigma social marketing campaign and website [eg](#)
- Nationwide mass participation events (Time to Get Moving)
- Materials for employers and employees (Time to Challenge)

Local level

- 28 local projects for mental and physical wellbeing
- 32 local user-led anti-discrimination campaigns
- anti-discrimination training for students (eg doctors, teachers)

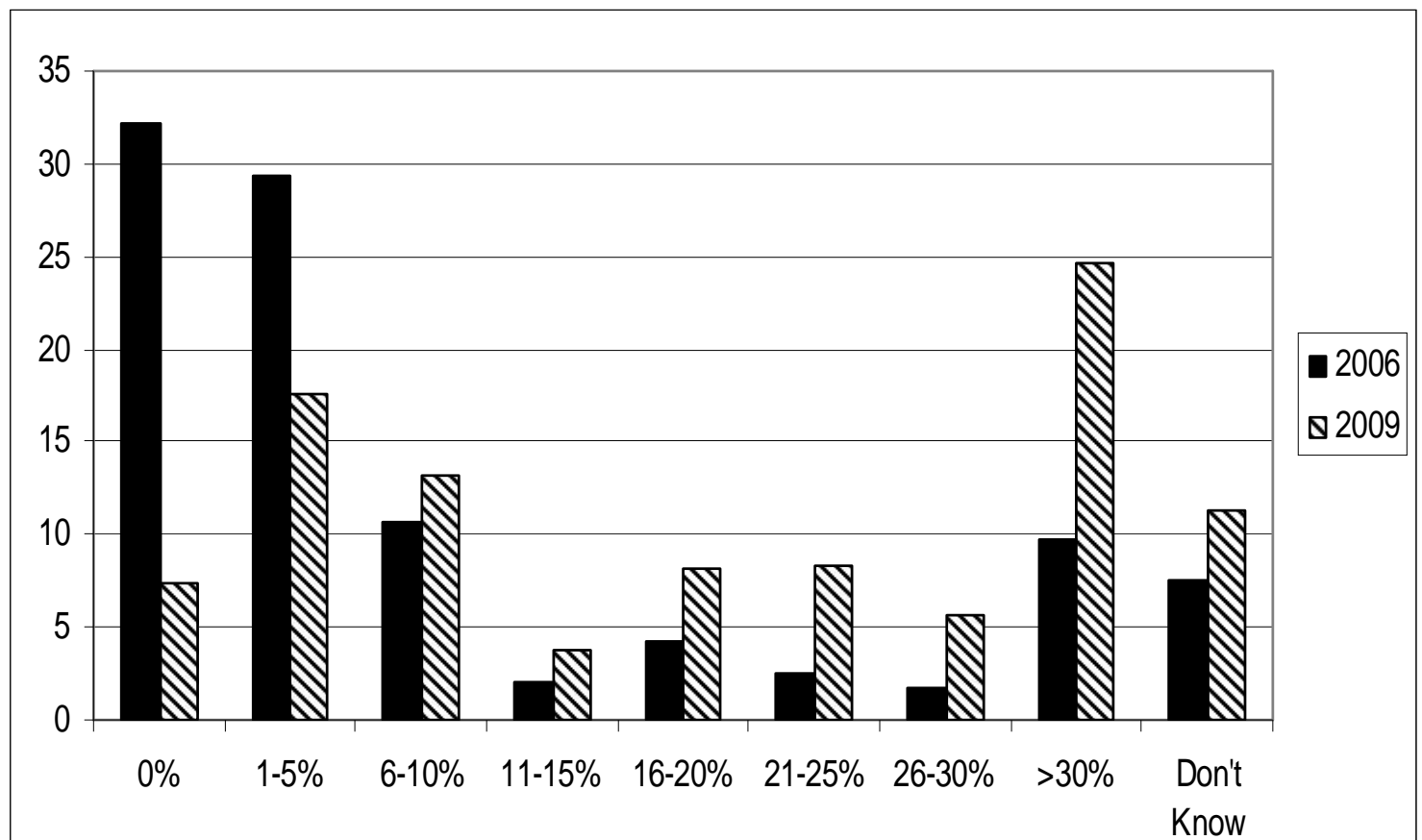
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National survey of 500 company senior executives in England

Reduction in discrimination among employers (n=550)

Question: what % of your employees will have a mental health problem at some point during their working life?



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Viewpoint Annual Phone Survey in England: Method

- Interviews of 1000 people with severe mental illness
- By 27 interviewers, most of whom are consumers
- Discrimination in last year assessed with DISC scale

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The DISC Interview

Negative Discrimination



Anticipated Discrimination



Positive Discrimination

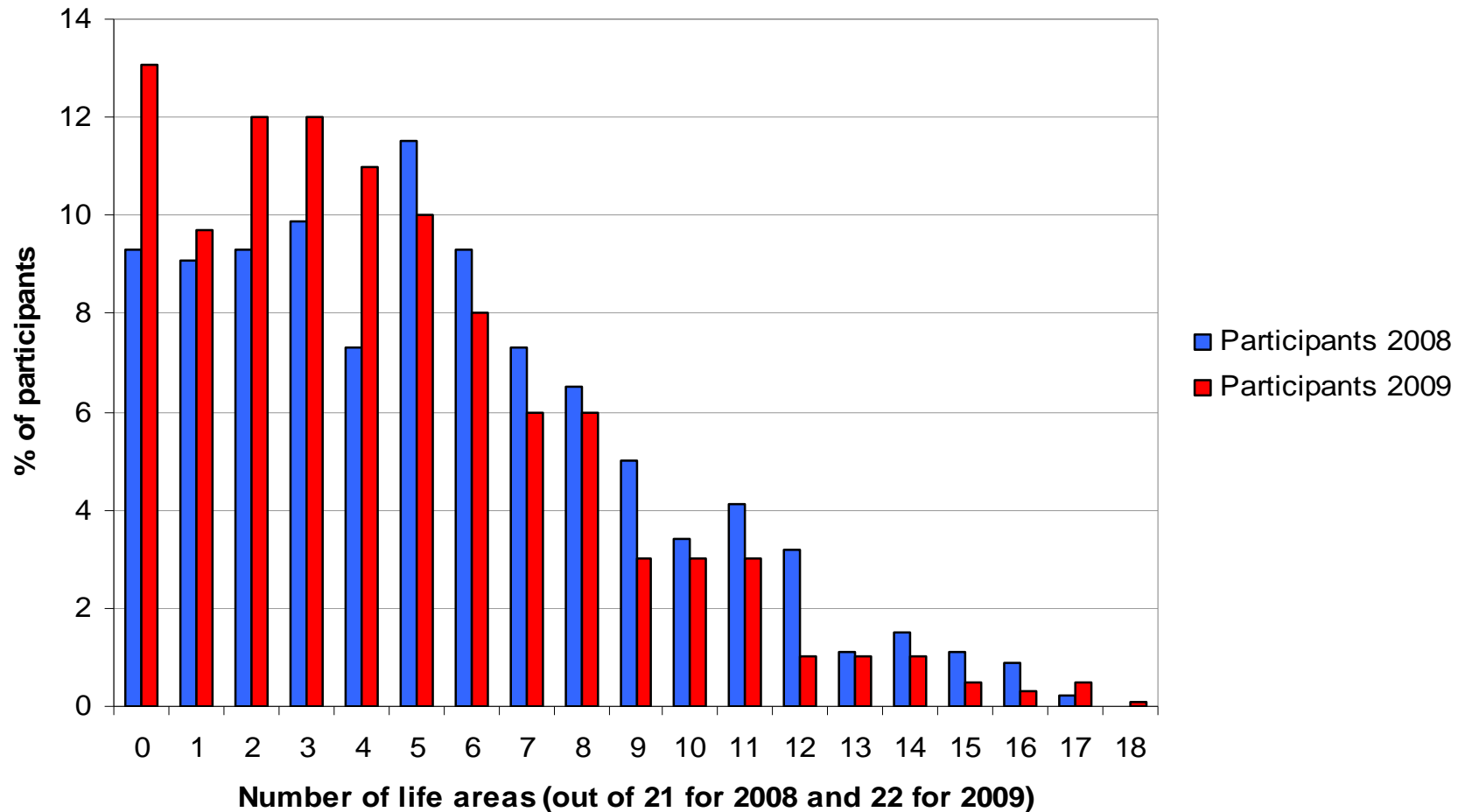


Local Questions

time to change

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Results of Viewpoint Survey:
% of life areas in which
discrimination reported by
service users in 2008 & 2009
(2008 n=533, 2009 n=910)



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Comparison between 2008-2009: employment

Finding a job

- 16% in 2009 vs 25% in 2008 reported discrimination in finding job

Keeping a job

- 13% in 2009 vs 19% in 2008 reported discrimination

Finding job: $F(1,1559)=17.8$ $p=0.00002$

Keeping a job: $F(1,1559)=6.3$ $p=0.024$

time to change

let's end mental health discrimination

Summary of first year follow-up results

After 1st year, consistent pattern of moderate & positive changes: knowledge, attitudes and (sometimes) behaviour:

- General public
- People with severe mental health problems
- Medical and teaching students
- Time to Get Moving (mass participation events)
- Press cuttings analysis
- Best predictor of favourable views is direct social contact
- But early days ... & celebrity endorsement may be important

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