

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



WILLIAM T. WALKER & BARBARA SWIN
PRESENT

SCHIZO

LYNNE FREDERICK JOHN LEYTON STEPHANIE BEACHAM and JOHN FRASER

STORY BY DEAN HEDDERLEY DIRECTED BY PETER WALKER PRODUCTION AND EDITING BY PETER WALKER COSTUME DESIGNER BR

DISTRIBUTED BY MILES INTERNATIONAL

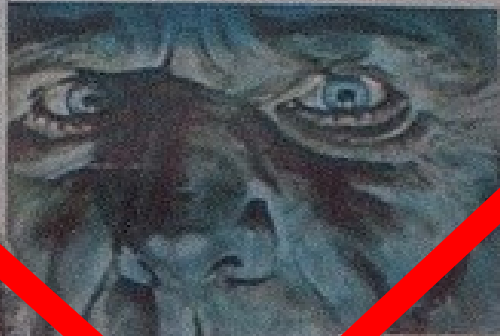
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SCHIZOPHRENIA...
WHEN THE LEFT HAND DOESN'T KNOW WHO
THE RIGHT HAND IS KILLING!!



STOP

LYNNE J. BARRY & BARRY SMITH
PRESENT

SCHIZO

LYNNE FREDERICK JOHN LEYTON STEPHANIE BEACHAM and JOHN FRASER

SCREENPLAY BY DEAN HEDLUNDY PRODUCTION BY PETER WALKER EDITOR PETER WALKER DIRECTOR OF PHOTOGRAPHY

DISTRIBUTED BY MILES INTERNATIONAL A PETER WALKER PRODUCTION

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ENDING DISCRIMINATION AGAINST
PEOPLE WITH MENTAL AND
SUBSTANCE USE DISORDERS

The Evidence for Stigma Change

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

Social Justice



**THE POWER OF
PROGRESSIVES**



**REFORM
THROUGH
SOCIAL
ACTION AND
GOVT**

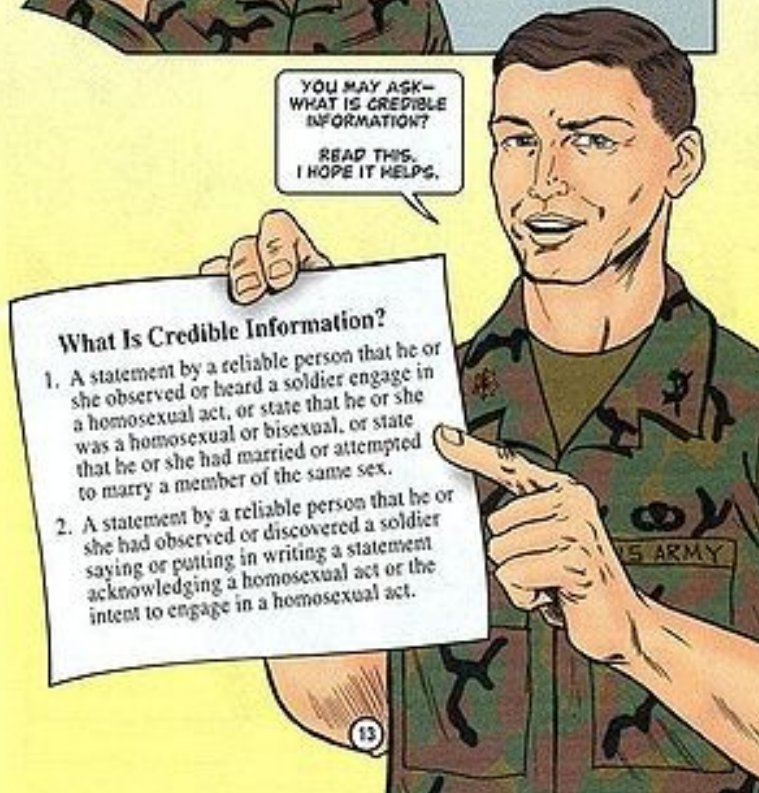


The Stigma Effect

UNINTENDED CONSEQUENCES OF
MENTAL HEALTH CAMPAIGNS

Patrick W. Corrigan

BEAT HOMOPHOBIA



**DON'T ASK
DON'T TELL**



Pope Francis I Inaugural Mass
March 19, 2013

BESTOW

“THE POOR!”

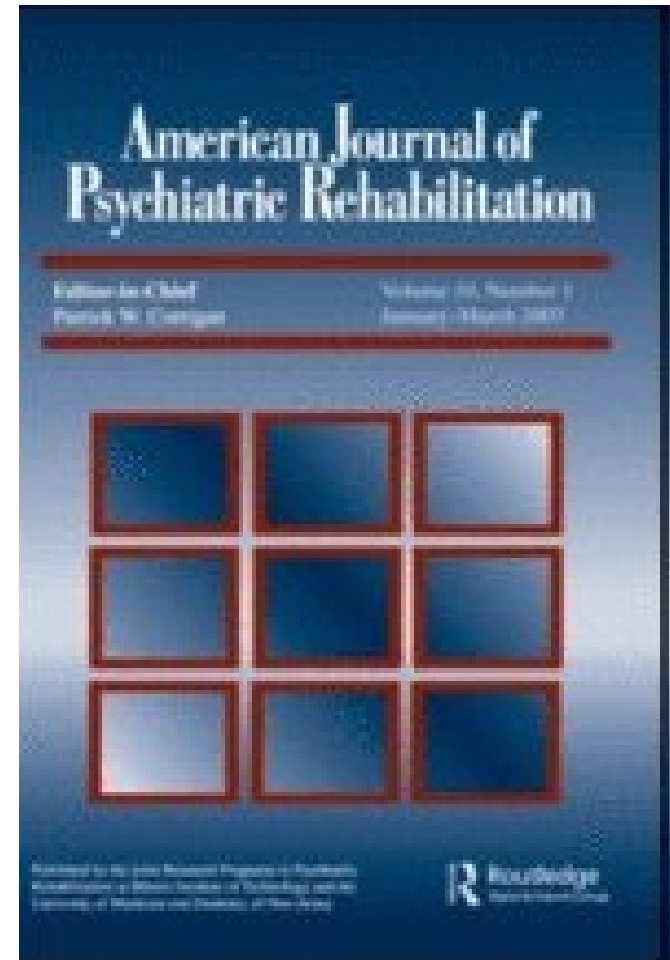
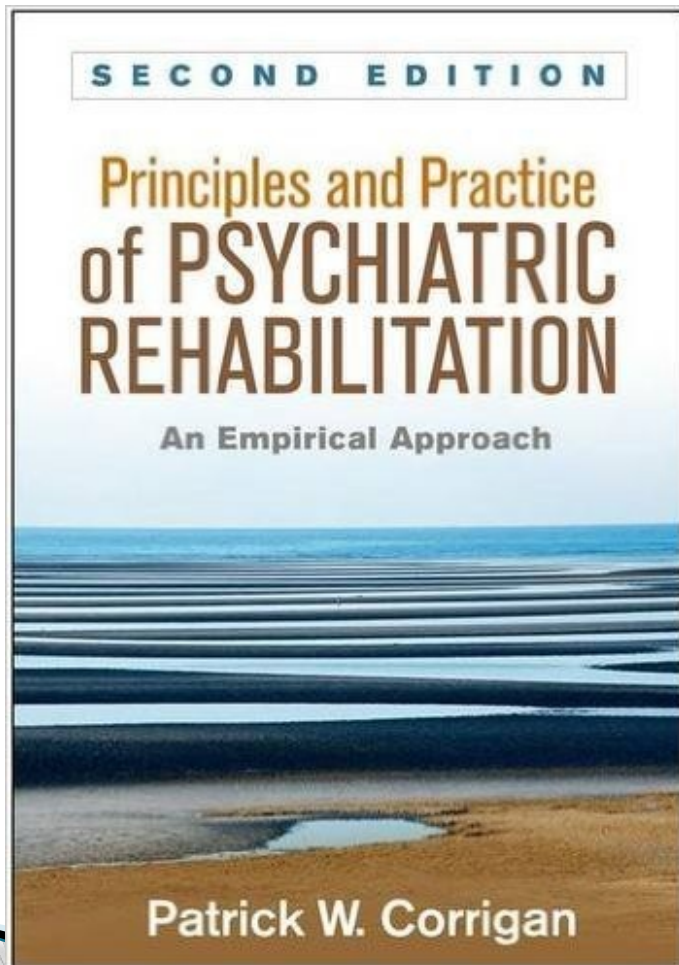
“THE WEAK!”

EMPOWER

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

John

Psychiatric Rehabilitation





WHAT IS STIGMA?

**Early Diagnosis and Intervention
For Serious Mental Illness**



FACES OF THE ENEMY



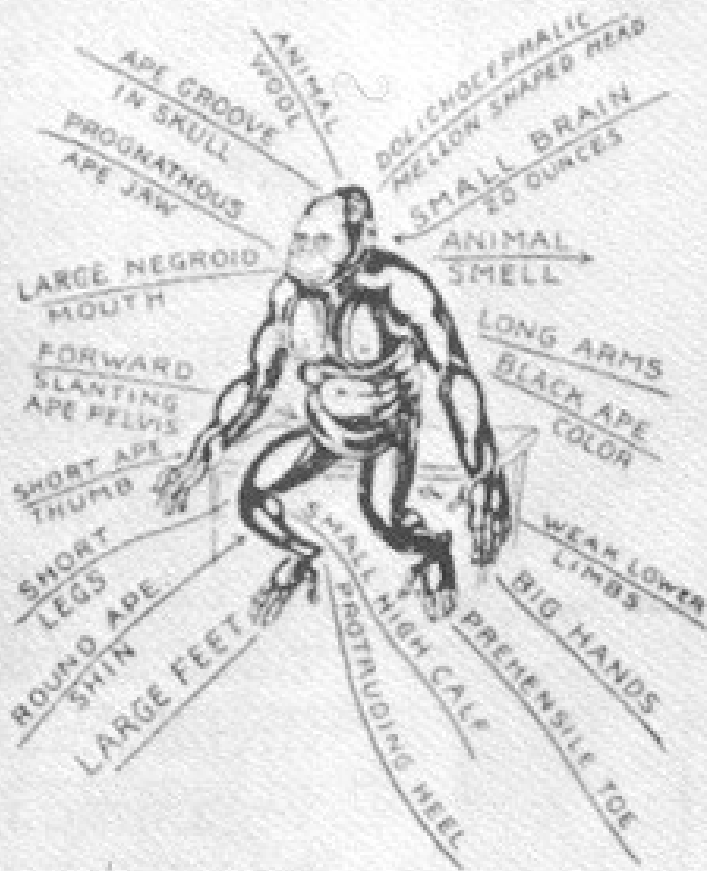
REFLECTIONS OF THE HOSTILE IMAGINATION



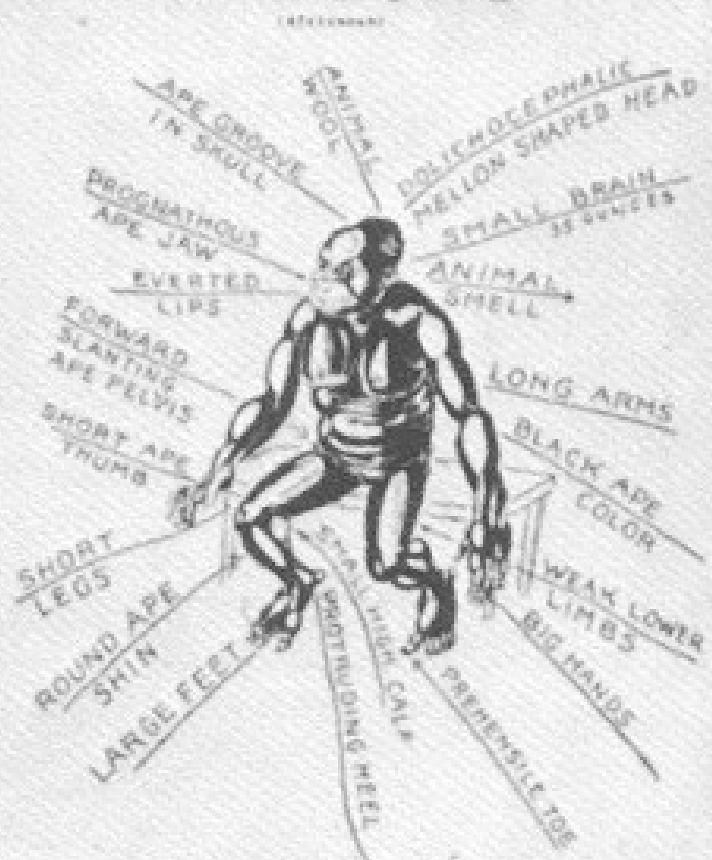
The Psychology of Enmity

Sam Keen

The APE



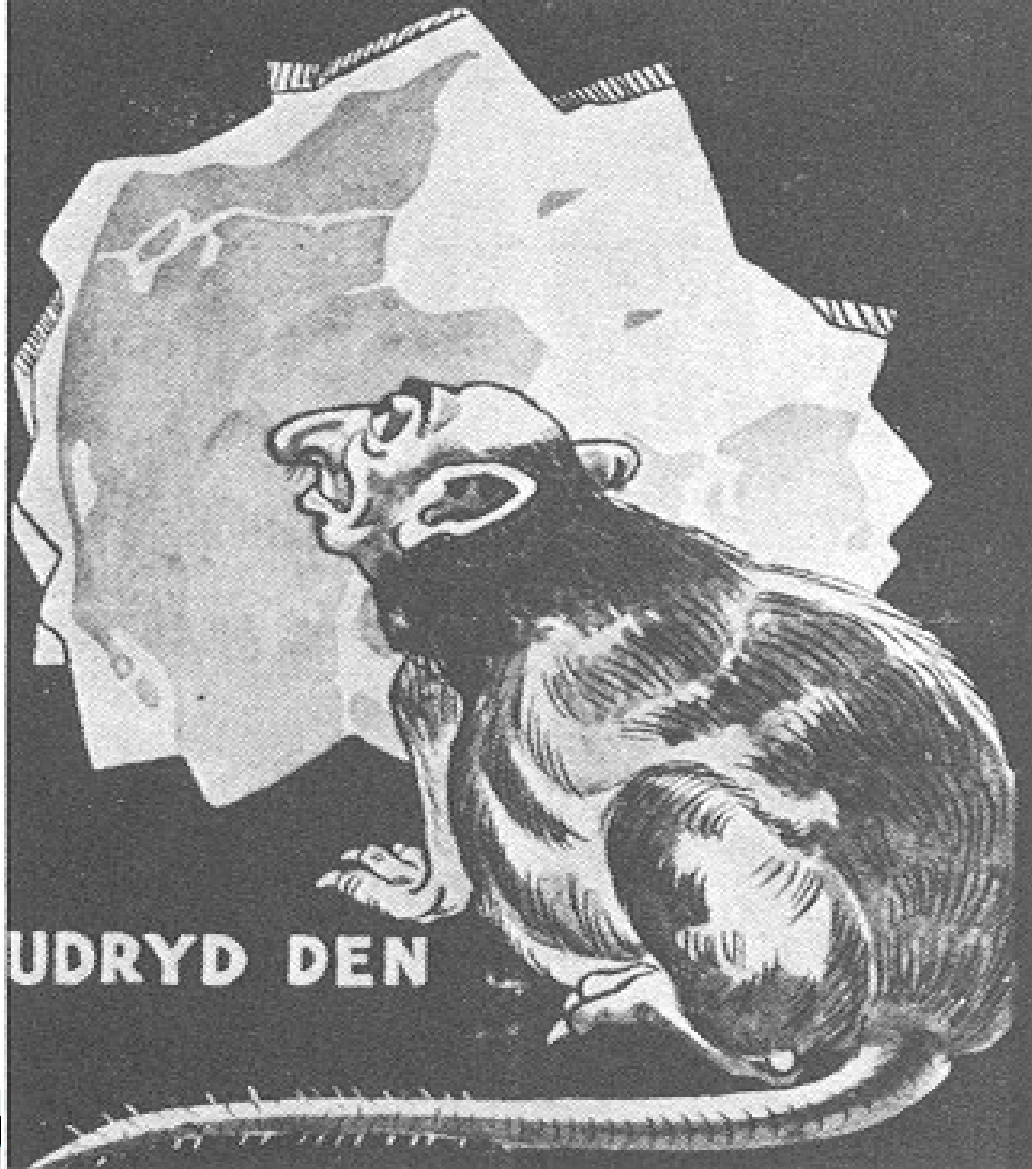
The NEGRO



Scientists Say Negro Still In Ape Stage

Races Positively Not Equal

ROTTEN



UDRYD DEN



**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



"THE MOST POPULAR
Cinematic Maniac Since
Darth Vader."
—Joshua Hammer, NEWSWEEK

"SHARP HUMOR... Freddy delivers double
entendres like a James Bond Boogeyman."
—Richard Corliss

A Nightmare 4
ON ELM STREET
THE DREAM MASTER

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**People with mental illness are
homicidal maniacs**

In the newspapers

NEW YORK POST

METRO
TODAY'S RACING

FRIDAY, MAY 9, 1968 30 CENTS

© 1968 News Group Publications Inc. Vol. 114
LARGEST-SELLING AFTERNOON NEWSPAPER IN AMERICA

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RATES
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FREED MENTAL

PATIENT KILLS

MOM

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER Friday, November 23, 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 66

GET THE VIOLENT CRAZIES OFF OUR STREETS

NEWS' SPECIAL EDITORIAL

SEE PAGES 2 & 3

THIS ISSUE IN FOUR SECTIONS

READER

FRIDAY, JULY 27, 2001 | VOLUME 30, NUMBER 44 | CHICAGO'S FREE WEEKLY

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 AND ANNETTE ROBIN

BY TED KLEINE

- "Lee Robin. Not a nice guy."
- The voice booming through the phone line belongs to Tom South, a commander at the Palatine Police Department. Thirteen years ago, he answered a call reporting a "problem" at Robin's north house and stepped into the most gruesome scene he's ever witnessed.
- Robin, dressed only in shorts and a T-shirt, was sitting on the steps leading to his living room. His legs and feet were splattered with blood. Slumped ahead in bewilderment, Robin, an internal medicine specialist at two suburban hospitals, responded to the officers' questions with short, whistled answers. South's police report opens his reply: "Dead! ... This ... Bedroom and bedroom."
- In the bedrooms, South found Robin's wife, Annette, lying on the floor in her jens and panties. Her back, arms, and body had deep cuts from the furniture as at her side. Blood, hair, and

- brains pooled into a grey soup that soaked the carpet.
- "It was pretty grisly," South says. "There was brain matter on the floor and on the walls."
- Moving into the bathroom, South found a baby girl face up in the tub. It was Robin's two-and-a-half-year-old daughter, Denise. She had drowned. White officers photographed the crime scene. Robin sat on the bed above. Face in handcuffs, shaking his head, South recalls Robin moaning, "I don't understand it."
- Denise and Annette were buried together in a single coffin at Resurrection Cemetery in Justice. After an eight-month delay because he was too depressed to participate in his funeral, Robin was found not guilty by reason of insanity and committed to the Elgin Mental Health Center.
- Today he's living in an Upper West Side home, where he's allowed to go out unaccompanied for 15 hours a day.
- Robin is the most controversial serial ... **CONTINUED ON PAGE 24**

**People with mental illness are
homicidal maniacs**

In advertising

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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

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



I'm giving my wife a

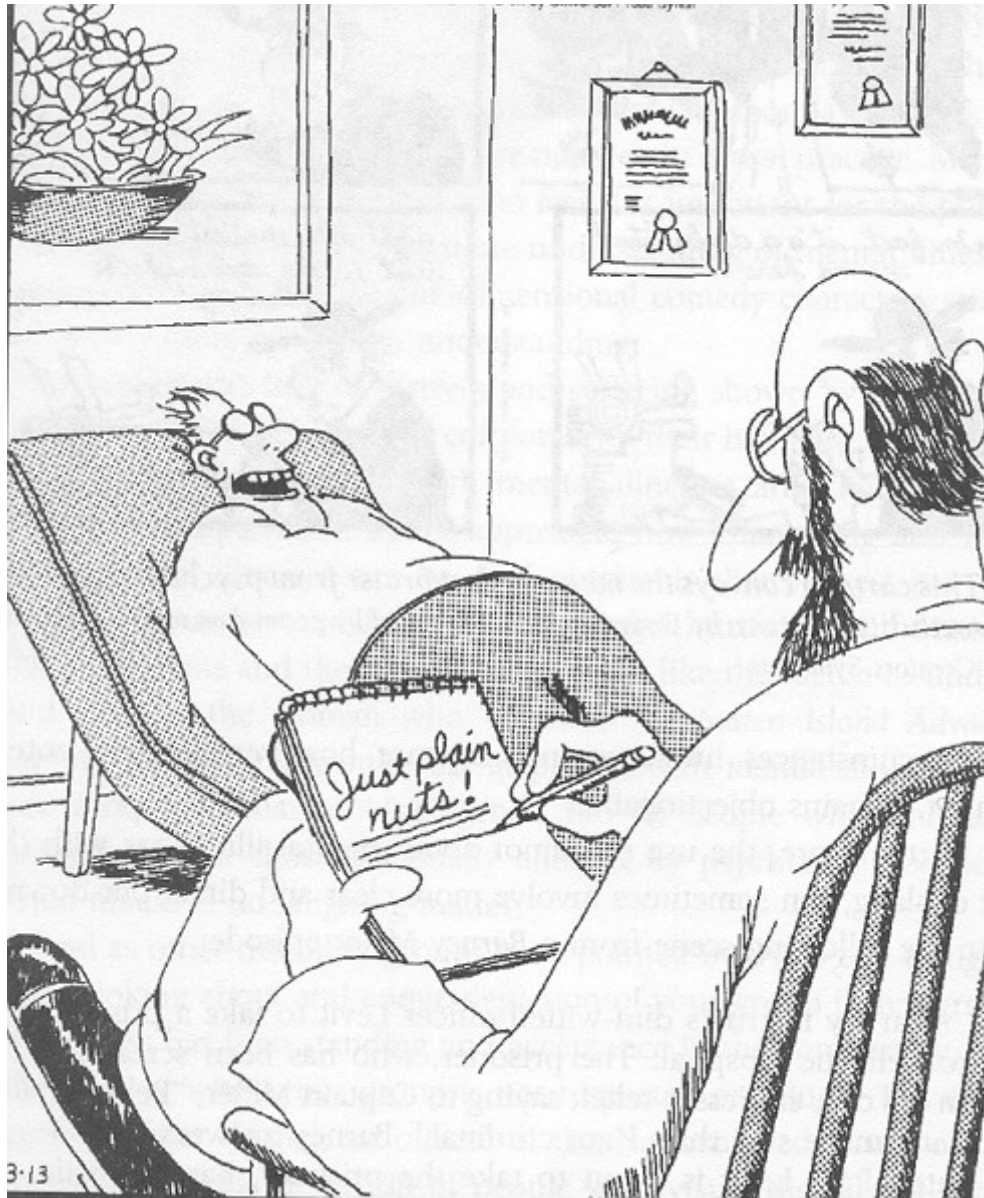


Kenwood Chef

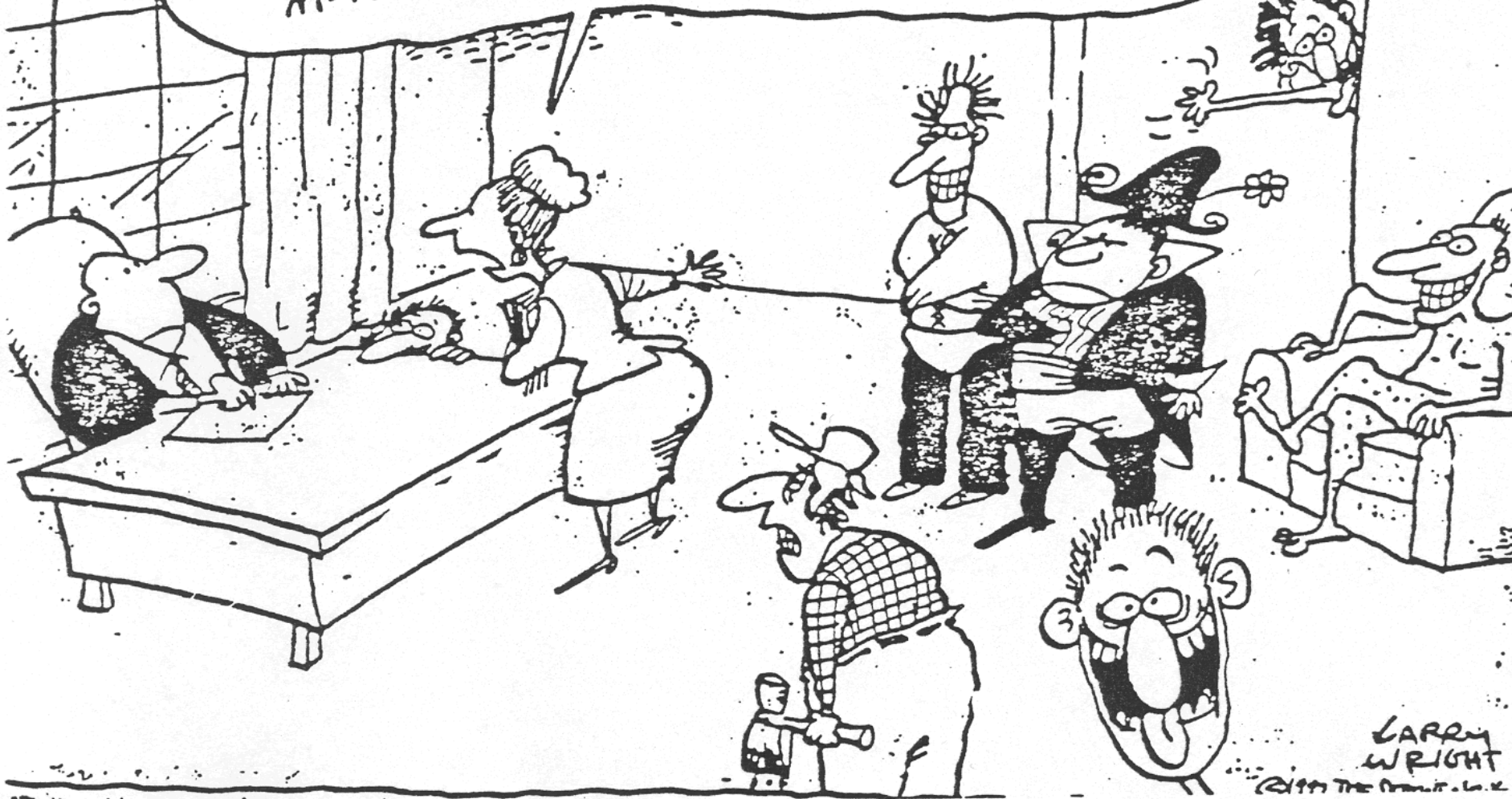


**People with mental illness are
homicidal maniacs**

In comics

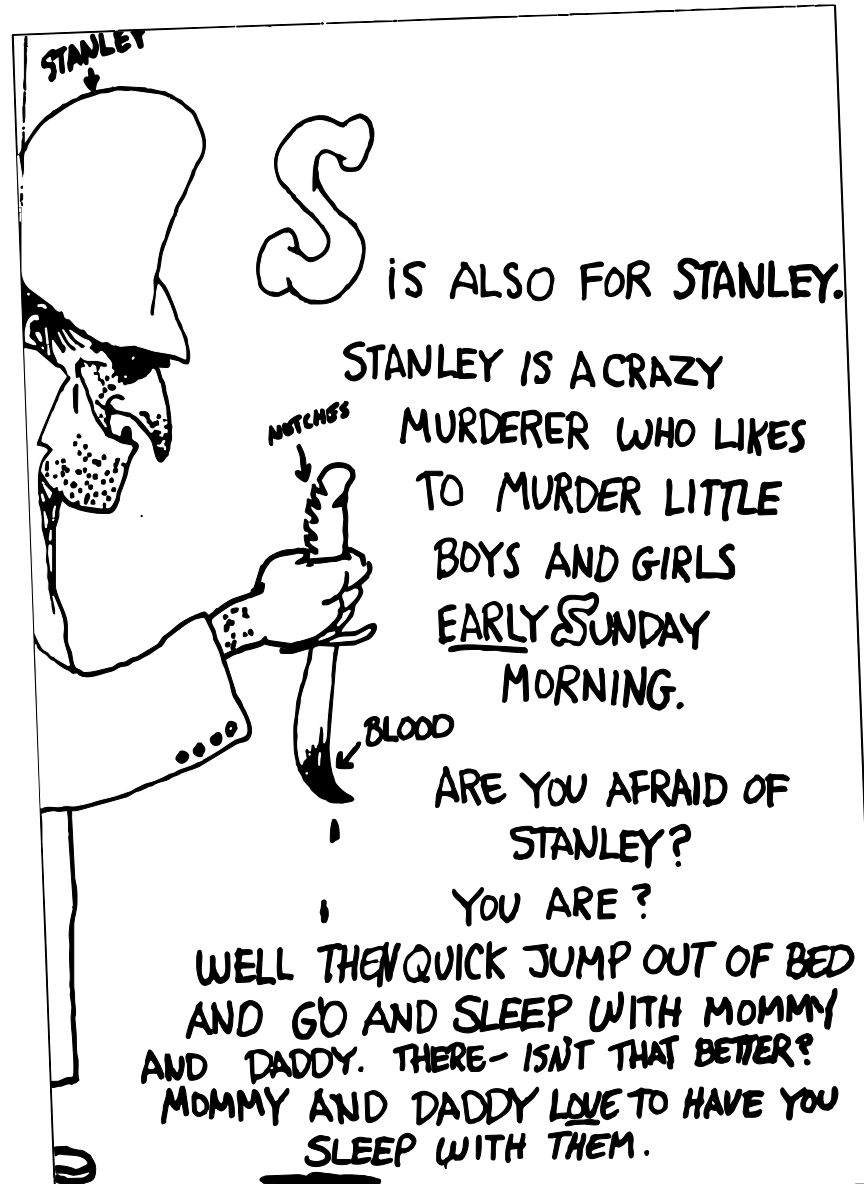


SIR, THESE GENTLEMEN FROM THE
U.S. EQUAL EMPLOYMENT OPPORTUNITY COMMISSION
ARE HERE TO EXPLAIN NEW RULES ON
MENTAL ILLNESS IN THE WORKPLACE.



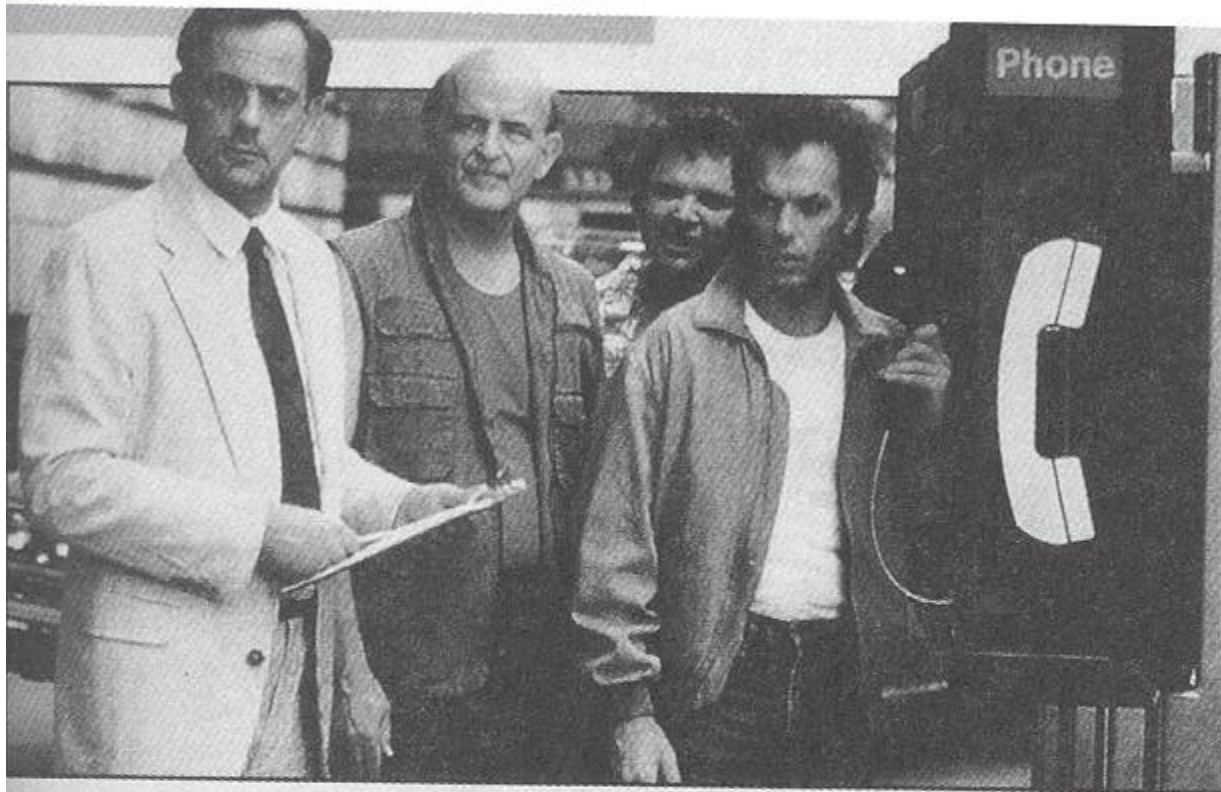
LARRY
WRIGHT

© 1979 THE NEW YORK TIMES



People with mental illness are
lovable buffoons

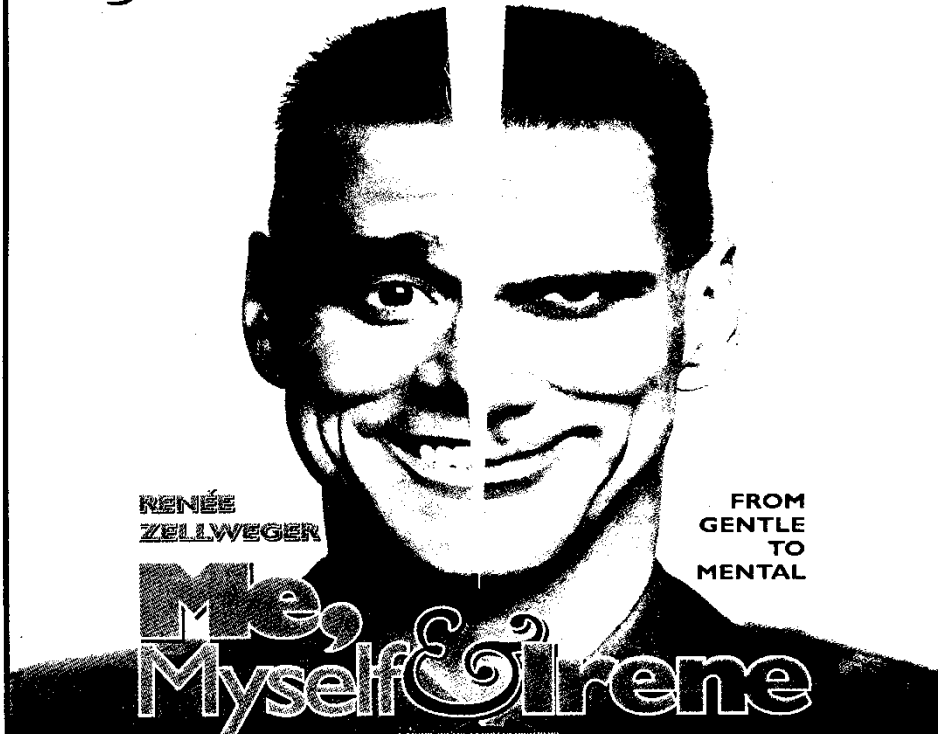
Benevolence stigma



A motley group of lunatics scour New York.

Nutty Psychiatric Patients Are **THE DREAM TEAM**

JIM CARREY



RENÉE
ZELLWEGER

FROM
GENTLE
TO
MENTAL

Me, Myself & Irene

A NOVEL BY THE FARRELLY BROTHERS

Twentieth Century Fox presents a CONVICTION ENTERTAINMENT production a FARRELLY BROTHERS novel JIM CARREY RENÉE ZELLWEGER "ME, MYSELF & IRENE" CHRIS COOPER ROBERT FORSTER
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*EAST 86TH ST. CINEMAS
BETW. 2ND & 3RD AVES.
777-FILM #753 | CLEARVIEW CINEMAS
*62ND & BROADWAY CINEMA
BROADWAY AT 62ND ST.
777-FILM #864 |
| CITY CINEMAS
*MURRAY HILL
34TH ST. AT 3RD AVE.
777-FILM #902 | CLEARVIEW CINEMAS
*CHELSEA CINEMAS
23RD ST. BETW. 7TH & 8TH AVES.
777-FILM #597 | UNITED ARTISTS
*UNION SQUARE STADIUM 14
BROADWAY & 13TH ST.
777-FILM #777 | CLEARVIEW CINEMAS
*OLYMPIA CINEMAS
BROADWAY AND 107TH ST.
777-FILM #613 |



AND AT THEATRES EVERYWHERE

NO PASSES HONORED DURING THIS MANAGEMENT

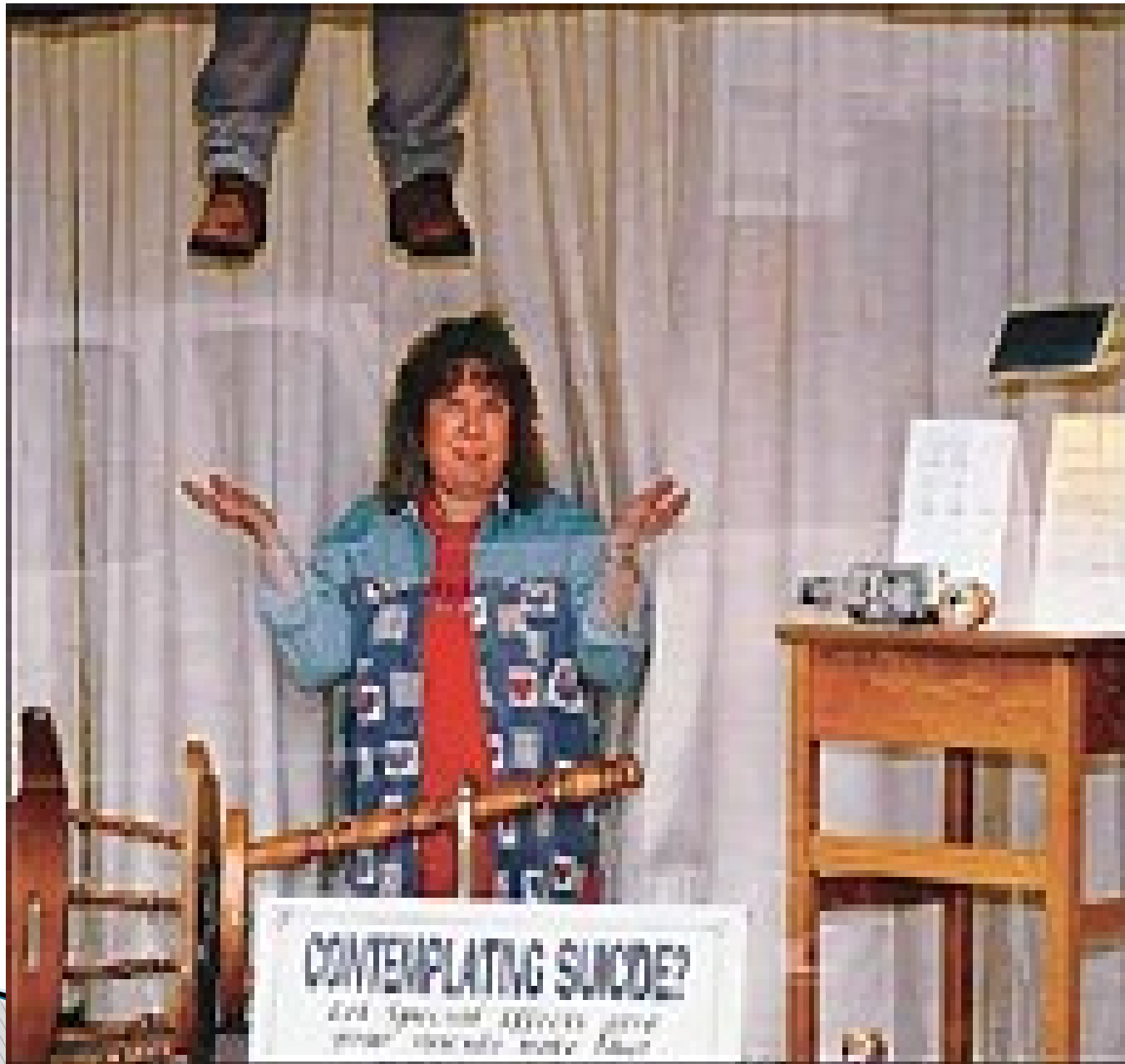
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How To Avoid Hiring **Lemons, Nuts & Flakes**TM



Isn't It Better?



Dateline: July 10, 2002



**Trenton State Hospital
has fire.**

ROASTED NUTS

General-alarm fire at Trenton Psychiatric

By Tom Scavron
Special to NJ.com

A building under renovation at Trenton Psychiatric Hospital was gutted by a general-alarm fire on Tuesday.

The fire, which broke out in the building's east wing, destroyed a portion of the structure and forced the evacuation of about 100 patients.

The building, which is being renovated by the state, was under construction when the fire broke out.

The fire broke out in the building's east wing, which was under construction. The fire destroyed a portion of the structure and forced the evacuation of about 100 patients.

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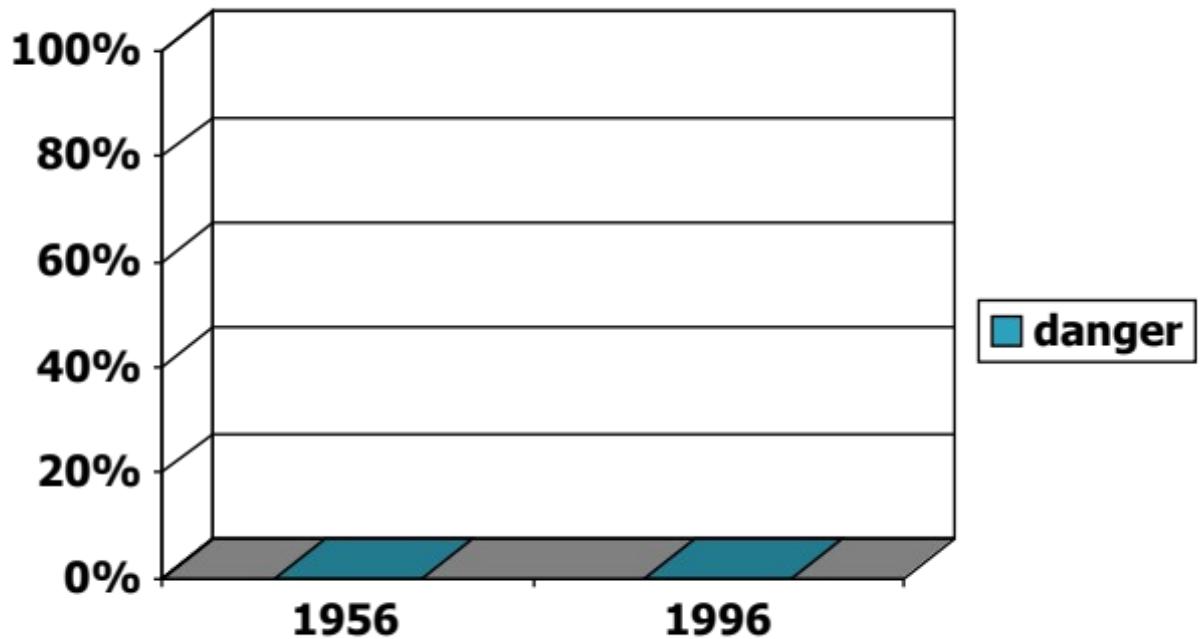


Budget only casualty of fire

Construction workers at the site of the fire on Tuesday. The building, which is being renovated by the state, was under construction when the fire broke out.

Has Stigma Changed?

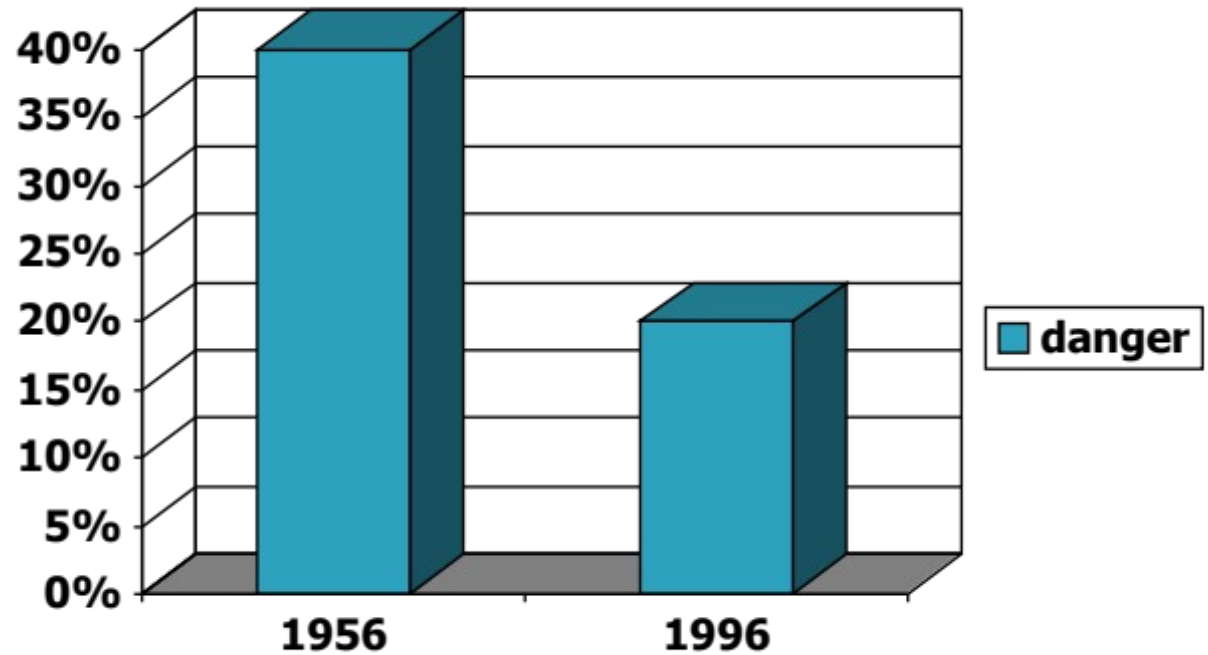
▶ DANGER



Phelan, Link *et al*

Has Stigma Changed?

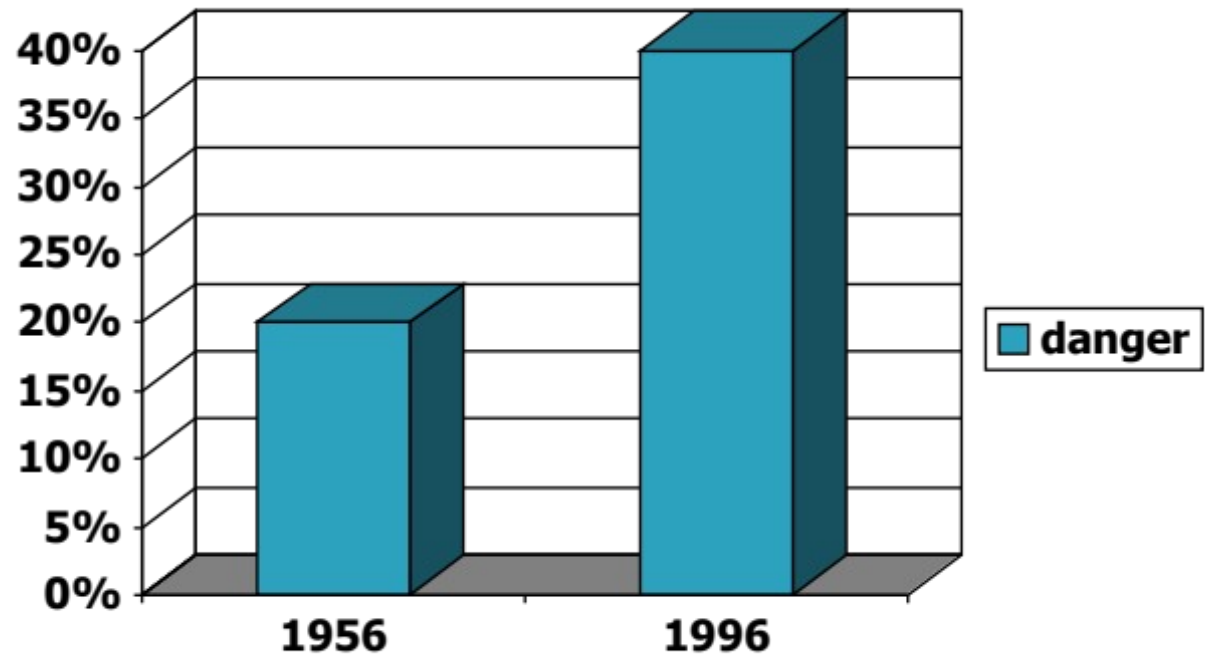
▶ DANGER



Phelan, Link *et al*

Has Stigma Changed?

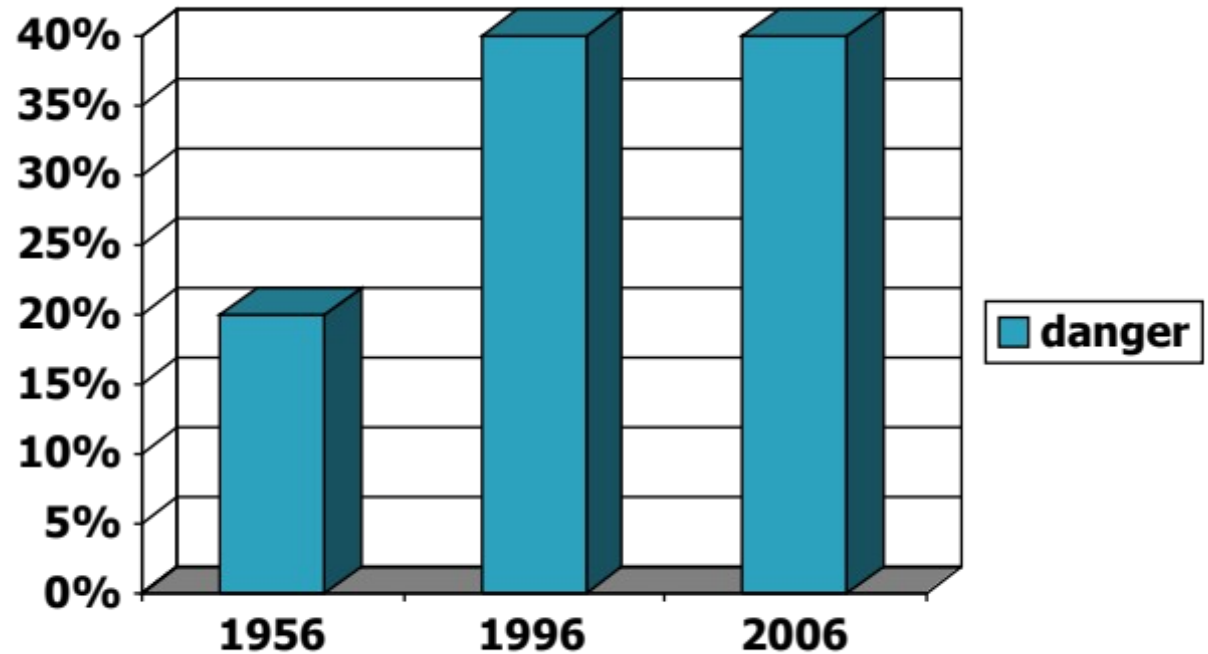
▶ DANGER



Phelan, Link *et al*

Has Stigma Changed?

▶ DANGER

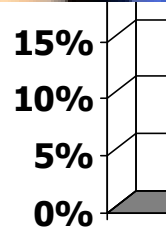


Phelan, Link *et al*

Has Stigma Changed?



danger



Phelan, Link *et al*

Public belief that mentally ill people are violent: Is the USA exporting stigma to the rest of the world?

Anthony F Jorm and Nicola J Reavley

In the wake of another mass shooting in the USA, with the gunman widely reported as having mental health problems (Associated Press, 2013), it is timely to again consider the relationship between belief in the dangerousness of people with mental illness and stigma. Belief that people with mental illness are violent is a major driver of stigma and there is evidence that this belief has increased in Australia in recent years (Reavley and Jorm, 2012).

One view, championed particularly by Fuller Torrey (2011), is that lack of treatment has fuelled a rise in belief that mentally ill people are dangerous. Writing from a US perspective, Fuller Torrey argues that (i) stigma towards

mentally ill people as the sole driver of stigma. We argue that media reporting of violent acts in the USA is an even more important factor, both in the USA and across the world. We base our argument on the following points:

1. People who have most contact with mentally ill people are less likely to believe they are dangerous

If direct experience of violent behaviour by mentally ill people was the primary factor behind the belief that they are dangerous, then it would be expected that people who have more

(Jorm et al., 2012). While there are many negative results as well, it is notable that no study has found that contact is associated with greater belief in dangerousness.

2. Belief in dangerousness is more likely to be due to media exposure than to personal experience of violent acts by mentally ill people

If exposure to violent acts by mentally ill people drives the belief that they are dangerous, then we would expect that many members of the public would have had direct experience of

Australian & New Zealand Journal of Psychiatry
2014, Vol. 48(3) 213–215
DOI: 10.1177/0004867413509697

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New Zealand College of Psychiatrists 2013
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“Part of the problem is we used to have **mental institutions** ... where you take a **sicko** like this guy... We’re going to be talking seriously about opening mental-health institutions again.”

The Atlantic, February 23, 2018

PARKLAND SCHOOL SHOOTING
LOSS OF 17 STUDENTS AND THEIR
TEACHERS

February 14, 2018



Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

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	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-----

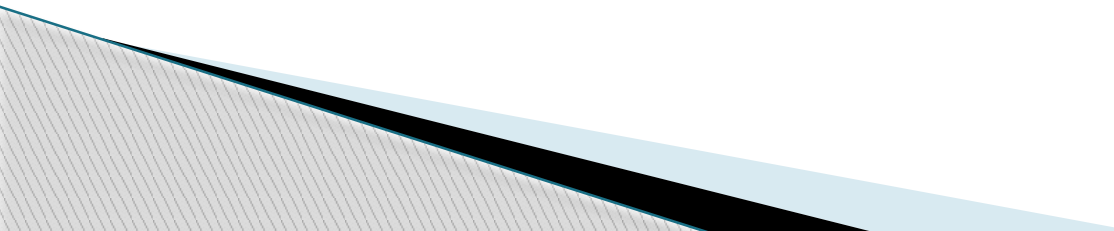
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	Public stigma	Self-stigma	Label avoidance
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prejudice			
discrimination			

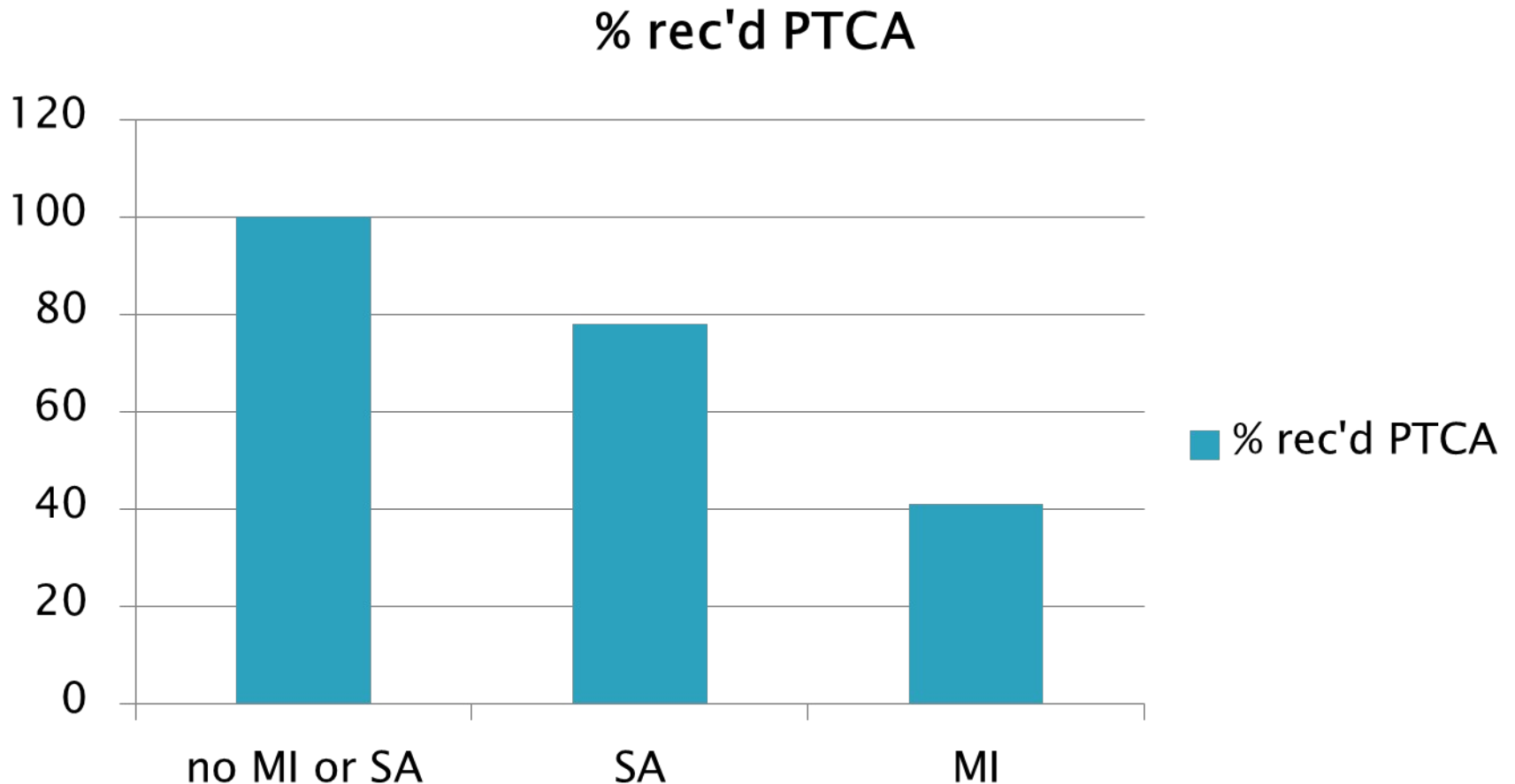
The Egregious Effects of Public Stigma: Its Impact on SOCIAL INCLUSION

- ▶ Lost employment
 - ▶ Subpar housing

 - ▶ Worse educational opportunities
 - ▶ Diminished legislative support
 - ▶ Alienated faith communities

 - ▶ Coercive treatment
- 

WORSE HEALTH CARE



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
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-----

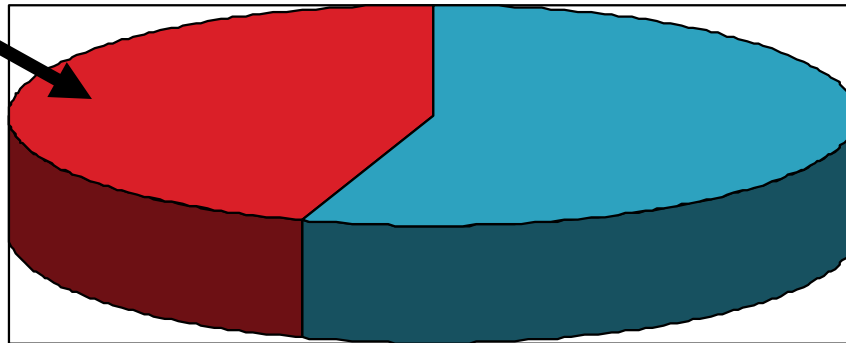
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	Public stigma	Self-stigma	Label avoidance
stereotype			
prejudice			
discrimination			

Care Seeking

Label Avoidance

45%



Epidemiological Catchment Area, National Co-morbidity Survey, NCSII

Understanding Stigma for Stigma Change: STRUCTURES BY TYPES

-----types-----

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

AGENDAS



1 THE SERVICES AGENDA

label avoidance

Mental illnesses are treatable diseases

Challenging the Stigma of Mental Illness: Different Agendas, Different Goals

Patrick W. Corrigan, Psy.D.

This Open Forum describes two agendas for addressing stigma surrounding mental illness: the services agenda, which aims to increase care seeking by decreasing stigma, and the rights agenda, which aims in the spirit of other civil rights efforts to eradicate the discrimination felt by people with mental illness. The

two agendas developed independently and tend to embrace different approaches to effecting change in the population. These differences and directions for future research are described.

Psychiatric Services 2015; 66:1347–1349; doi: 10.1176/appi.ps.201500107

Stigma has an impact on the lives of people with mental illness in at least two ways: label avoidance, which occurs when people do not seek mental health services in order to avoid stigmatizing labels, and public stigma, which leads to prejudice and discrimination that undermine the pursuit of life goals related to work, independent living, and personal relationships. Targeting stigma to erase these different impacts leads to separate approaches: the services agenda, which aims to remove stigma as a barrier to becoming engaged in evidence-based services, and the rights agenda, which replaces discrimination that robs people of rightful opportunities with affirming attitudes and behaviors. This Open Forum briefly reviews each agenda and describes differences between them.

seeking. Beyondblue is a social marketing campaign that includes public service announcements framing depression as a treatable disease. It has been active in Australia for almost 15 years and has been shown to have penetrated the population well—60% of Australians are aware of the program (5). Campaign awareness was found to be associated with better recognition of mental illnesses and greater understanding of treatment benefits (6).

Mental health first aid (MHFA), another mental health literacy program, originated in Australia and has expanded greatly in the United States and Canada during the past few years. MHFA is an eight-hour course taught in classroom settings that reviews basic information and skills so that course participants can help others with mental health problems or crises. MHFA has been completed by more than 1% of Australians (7) and was the centerpiece of U.S. legislation meant to address gun violence related to mental illness (HR 5996). Findings from an MHFA meta-analysis showed that people who completed training were likely to have mastered information about mental illness and had fewer stigmatizing attitudes and beliefs (8). This kind of information is expected to boost care seeking.

THE SERVICES AGENDA: ERASING STIGMA TO PROMOTE CARE SEEKING

Although research has identified several evidence-based practices for people with serious mental illness, many individuals opt not to seek these services in time of need or drop out of them prematurely (1,2). The stigma of mental illness is one of many reasons that seem to account for the disparity between need and service receipt (3). People avoid interacting with providers and places where users are associated with stigmatizing labels. ("That person coming out of the psychiatrist's office must be nuts.")

One way to decrease stigma's harm is by promoting mental health literacy through health communication campaigns. Mental health literacy is knowledge about mental illness, which aids in its recognition, management, and prevention (4). Individuals who better recognize their mental illness and corresponding treatment options might be more willing to use those options. An Australian program, called beyondblue, is especially relevant to the issues of label avoidance and care

Psychiatric Services 66:12, December 2015

ps.psychiatryonline.org 1347

2 THE RIGHTS AGENDA

public stigma

Stop stereotype & discrimination.
Promote opportunity.



s Self-Worth Agenda

self-stigma

Replace shame with pride



AGENDA'S COMPETE

Mental illness is a treatable disorder.

Exacerbates DIFFERENCE.

Worsens stereotypes and discrimination

June 14, 1965




ERASING STIGMA IS NOT ENOUGH

You 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
- 

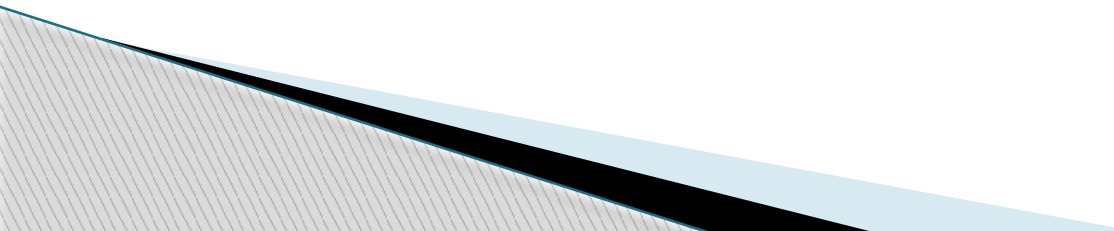
Early Psychosis

- ▶ Individual development
- ▶ Identity
- ▶ Relationship (family, friends, intimate)
- ▶ Role (school career, significant others, home)

- ▶ FAMILY

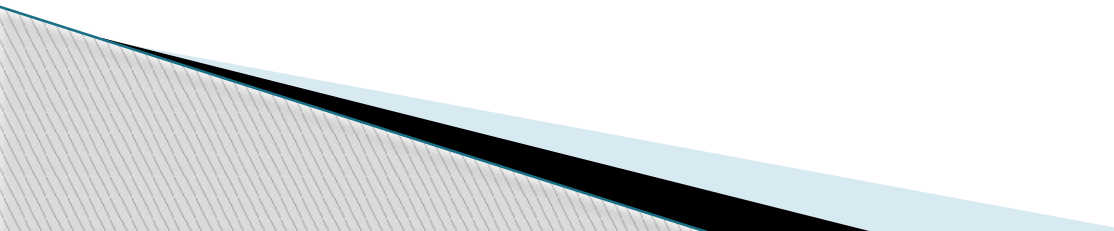


Gronholm, Thornicroft, Evans–Lacko (2017)

- ▶ sense of difference,
 - ▶ characterizing difference negatively
 - ▶ negative reactions (anticipated and experienced)
 - ▶ strategies
 - ▶ lack of knowledge and understanding
 - ▶ 'service-related factors'.
- 

- ▶ What is early?
 - Childhood
 - Adolescence
 - Emerging adults
- ▶ Independence
- ▶ Identity
- ▶ Peer relations

Cognitive
Social/Interpersonal

- ▶ Independence (Family of origin, launching)
 - ▶ Peer relations (Pros/cons for stigma change)
 - ▶ Identity Image management???
(Who am I? What's my story?)
Disclose or secrets
- 


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

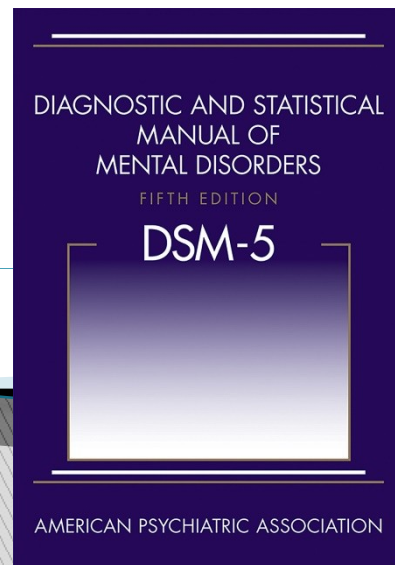
- ▶ *Japan: Seishin–Bunretsu–Byo* to *togo shitco sho*
“mind split disease” “integration disorder”
- ▶ *Korea: Jeongshin–bunyeol* to *Johyun–byung*
“mind splitted disorder” “attunement disorder”
- ▶ *Hong Kong: Jing Shen Fen Lie* to *Si Jue Shi Tiao*
“splitting of the mind” “dysfunction of thought
and perception”
- ▶ Singapore, China

Schizophrenia: Bleuler's Syndrome

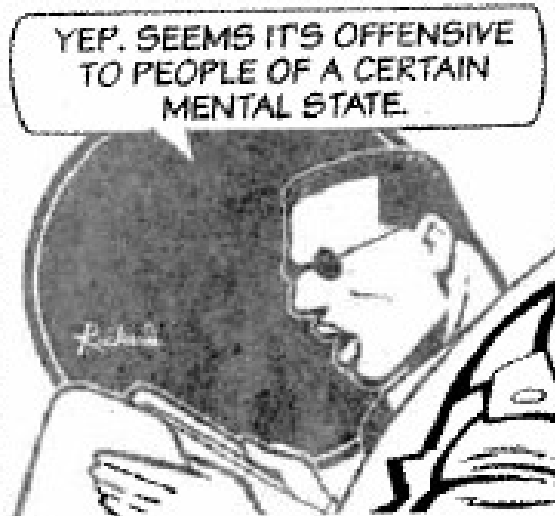
RESEARCH Lasalvia et al., 2015
“47 studies” correspondence, editorial, comments, forum

General Population?

Providers



Brewster Rockit: Space Guy!



It Looks easy:

NIMH and other funders decrease
Advocacy groups: No longer a priority



Framing Stigma Change

-----processes-----

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

v
e
h
i
c
l
e

Framing Stigma Change

-----processes-----

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

***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)

No effects

Cal Dept Ed (1995)

U Maryland (1998)

APA (1999)

Worse effects

Indiana II (1992)



The Independent VACCINES FA

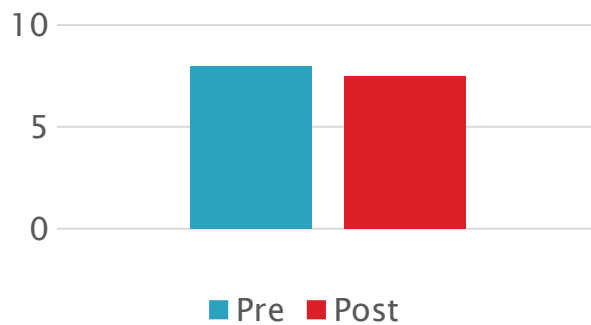
Modern medicine tells us to vaccinate our children. Vaccines were developed for adults. Most of these injections are "insults" to our health. The reality is that we have never – in all of history – diminished the damage caused by disease. Here are 10 facts you should know.

1. Vaccines are made from live pathogens grown (or cultured) in tissue, chicken embryos and aborted human fetal cells.
2. Vaccine cultures are preserved with neurotoxins 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).
3. 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.

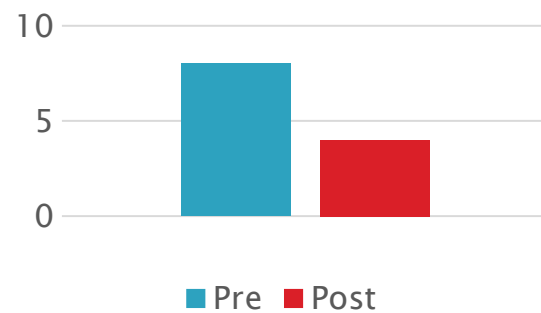




Attitude

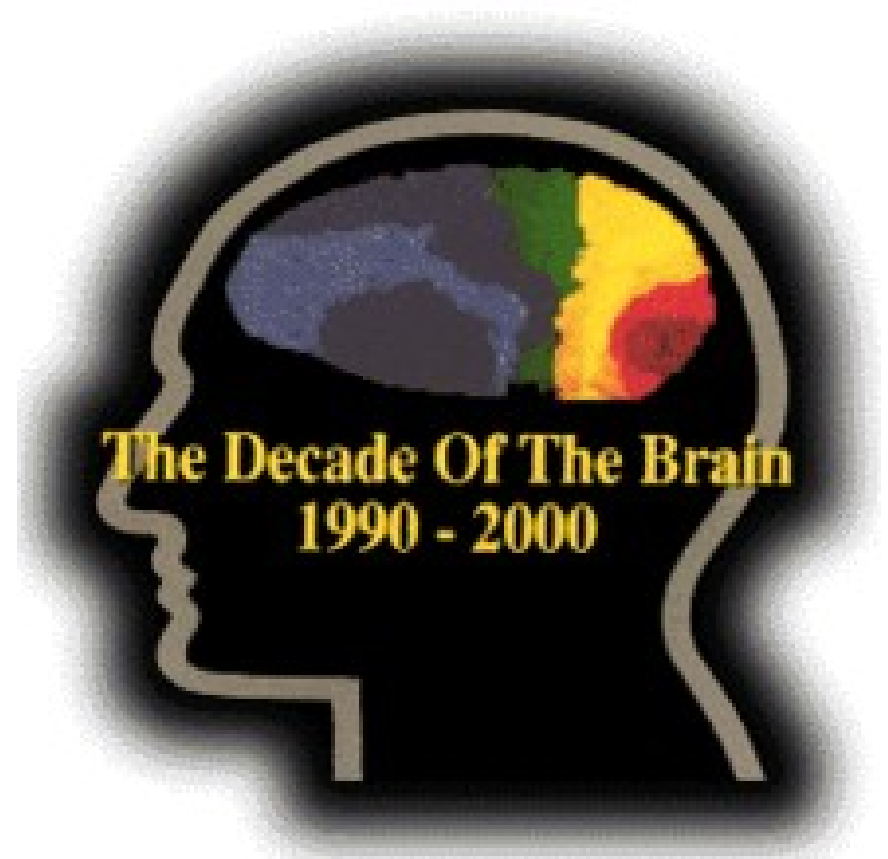
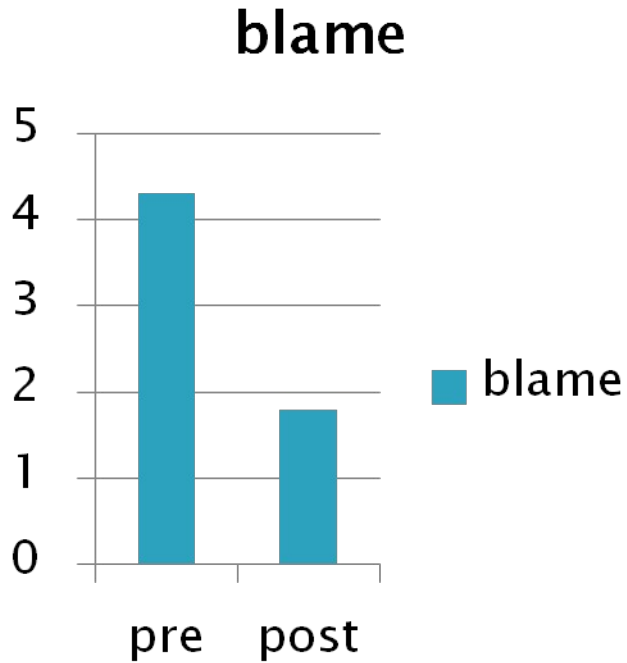


Vaccination Intent



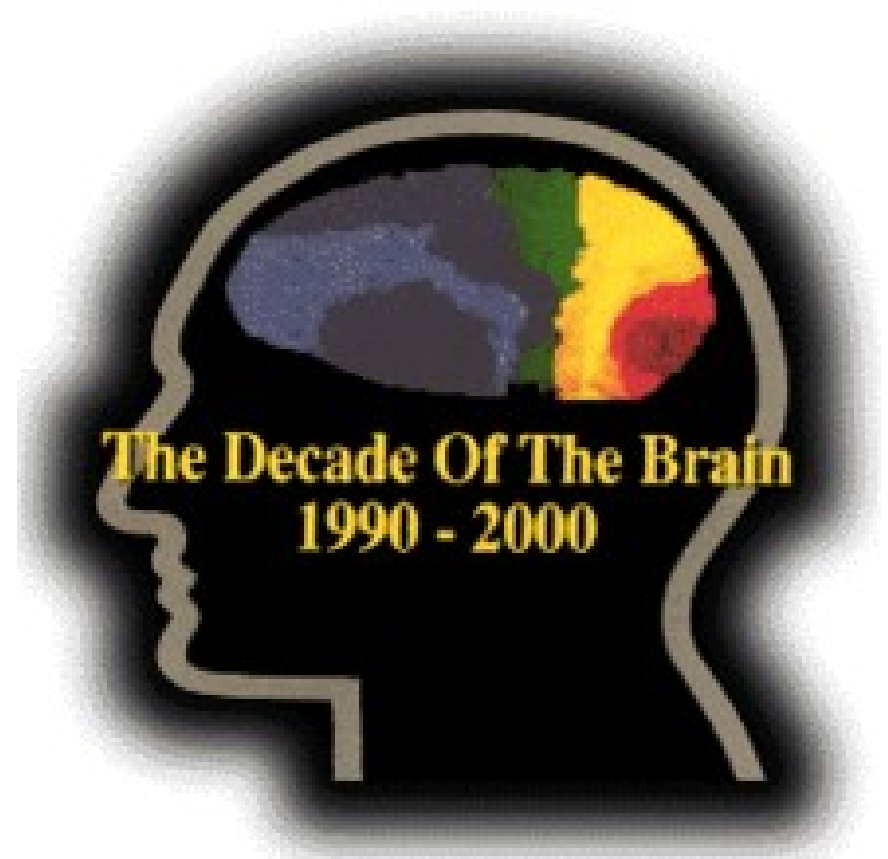
Nyhan, Reifler, Richey, & Freed, 2014

Mental Illness is a Brain Disorder!



Mental Illness is a Brain Disorder!

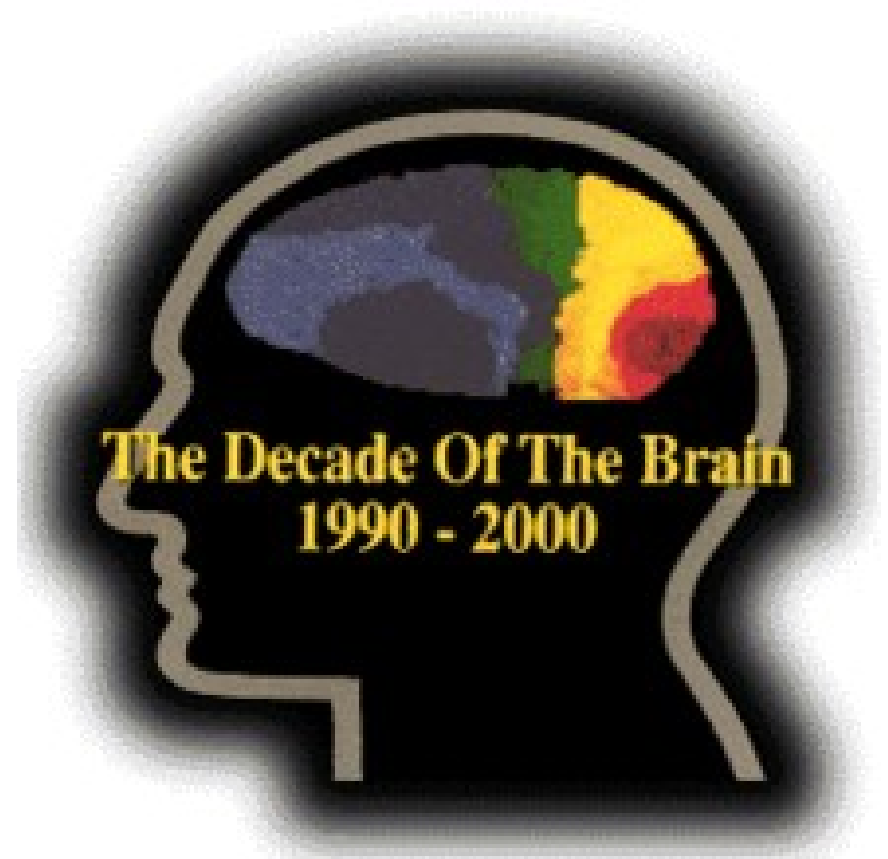
~~RECOVERY~~



Mental Illness is a Brain Disorder!

~~RECOVERY~~

HIRE THEM?
RENT TO THEM?
EQUAL HEALTH CARE?



PROTEST:

The Pros and CONs!



DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER Friday, November 13, 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

▶ 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

**PSYCH
DONUTS**

Help turn lemon donuts into lemonade.



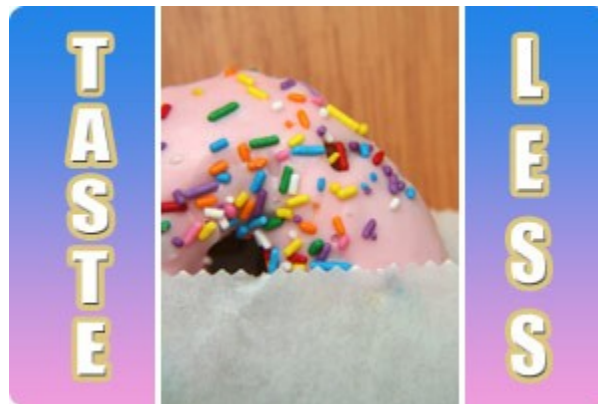
Good!

Join the national on-line food fight.



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-----

	Protest	Educ	CONTACT
Media-based			
<i>In vivo</i>			

v
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CONTACT vs EDUCATION

The Pros and CONs!



▶ Contact

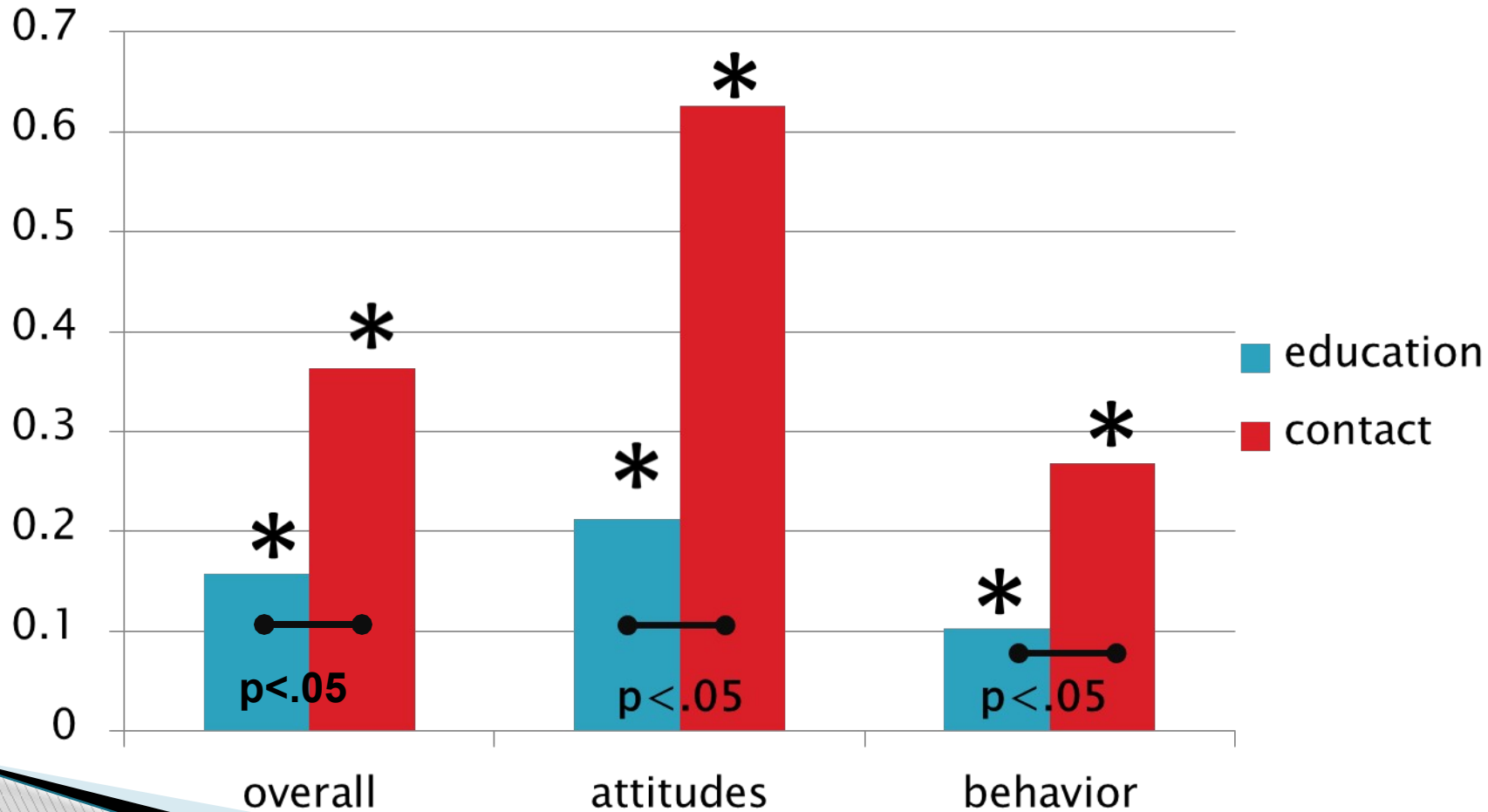
“Meet Bob Lundin”



▶ 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.

Mean effect sizes: RCTs only



TLC

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

Corrigan, 2011

Who should targets be?



Targets

Landlords

Health care professionals

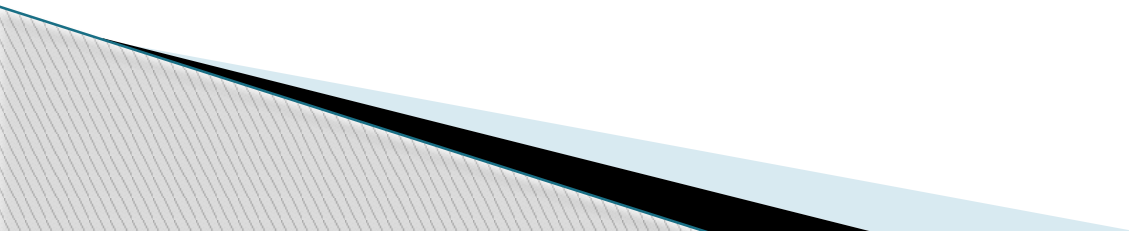
Teachers

Legislators

Employers

**change
goal?**

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

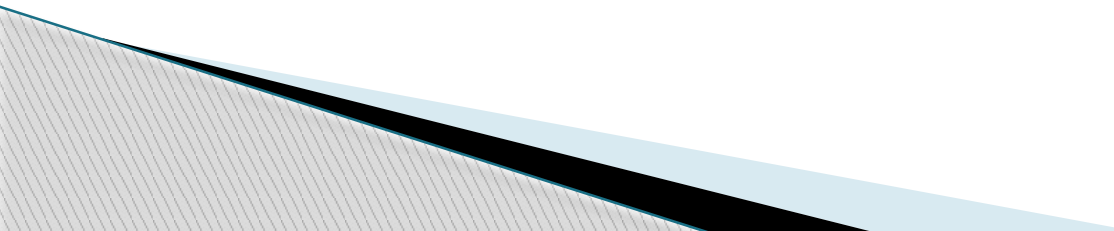
TLC

- ▶ 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



Mike Wallace



Rod Steiger



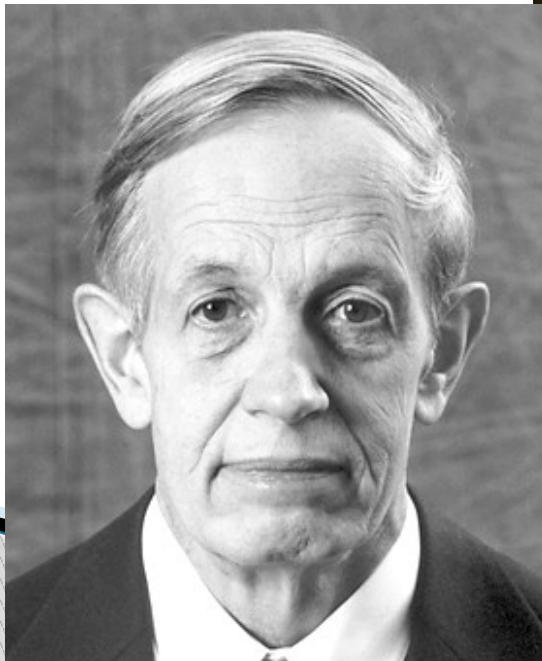
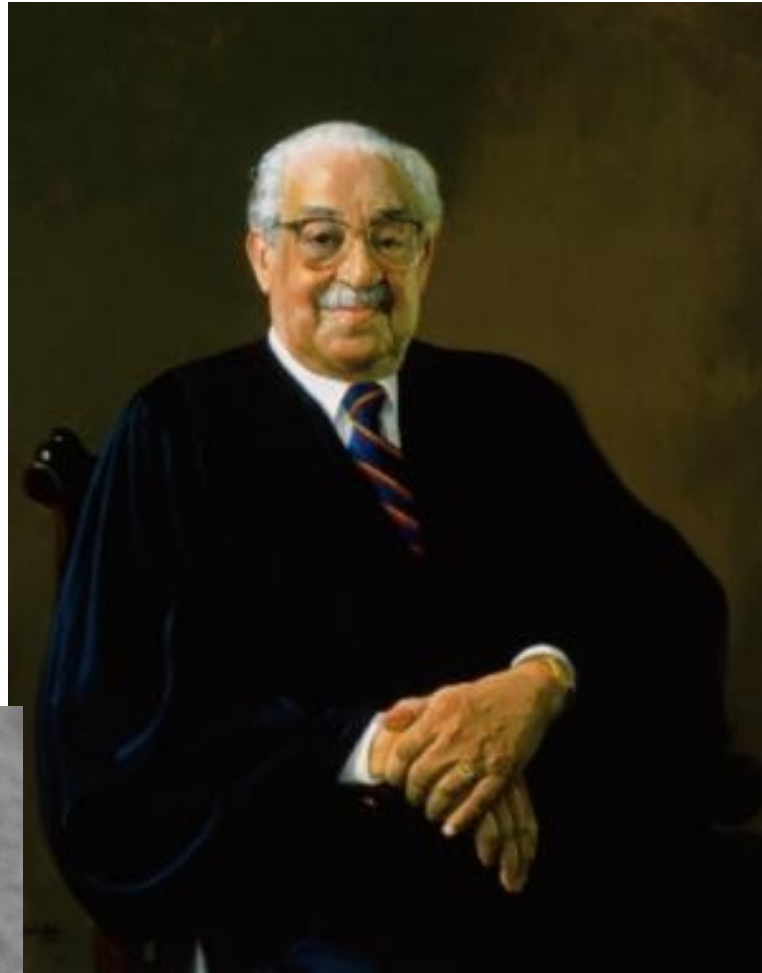
Patty Duke



Mike Wallace



Thurgood Marshall Effect



**HONEST, OPEN,
PROUD**

**to erase the stigma of
mental illness**

www.HOPprogram.org

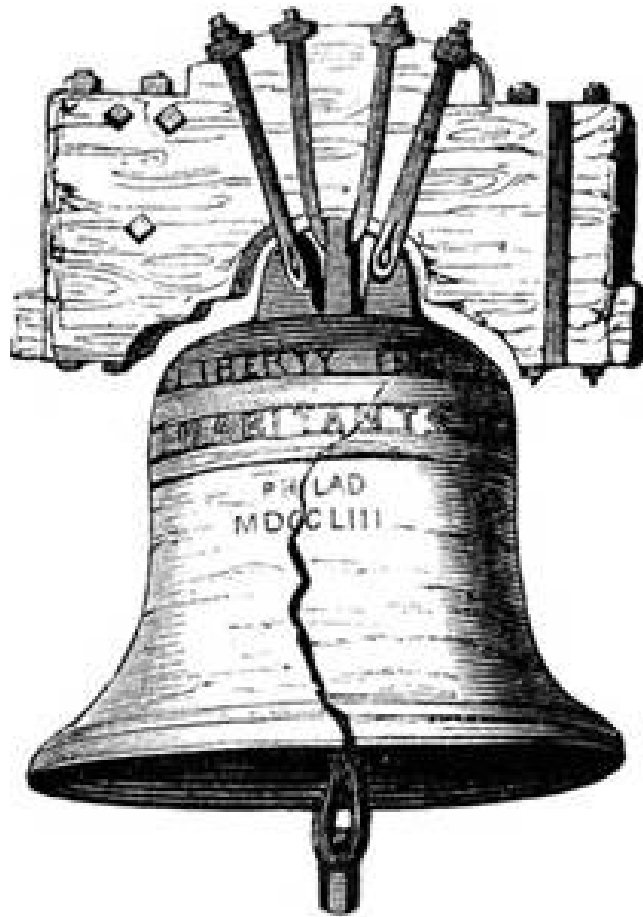


Honest Open Proud program

▶ Three Lessons

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

◦ Booster



It's hard to stop the clanging bell.

PRIDE?

- ▶ Accomplishment
 - Overcoming disability



- ▶ Who I am
 - Ethnic pride



- ▶ Authenticity

IDENTITY

Disease Identity



DON'T BE A MENTAL PATIENT

Human Identity



EMBRACE WHO YOU ARE

WHO IS THE PERSON COMING OUT?

RECOVERY

In early psychosis

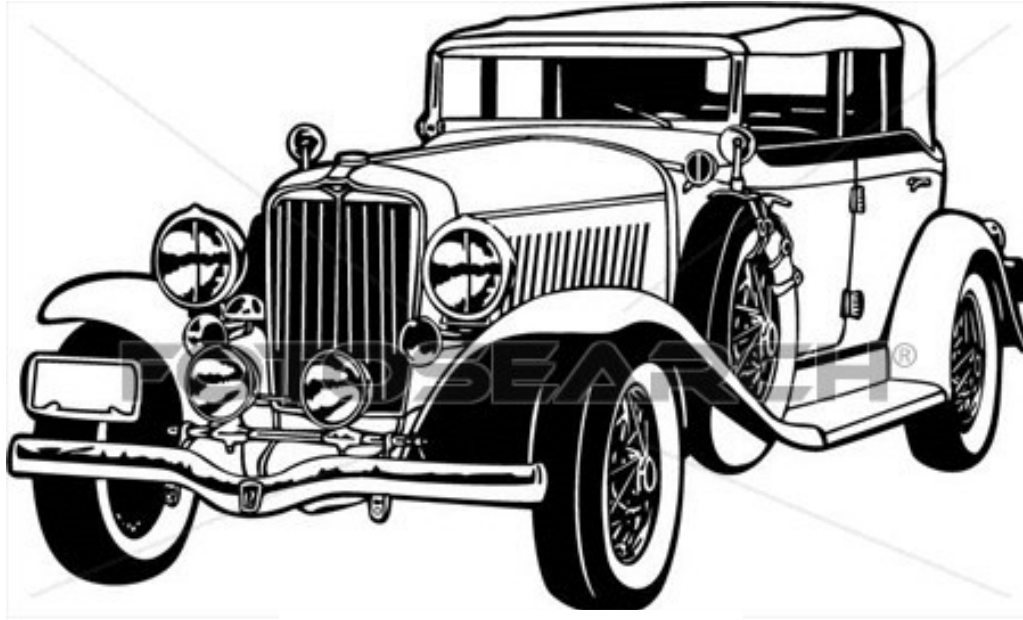


H.O.P. Format

- ▶ Two trained facilitators
- ▶ 3–8 peers
- ▶ Multiple sessions
- ▶ Fidelity

DISCLOSURE





WHO?

**LITMUS
TEST**

Two-fer effect of **disclosure**

- ▶ Self-stigma:
 - The closet is horrible on health and well-being

- ▶ Public stigma
 - Contact with LIVED experience
 - People marked by mental health challenges
 - As there experience occurs in-the-world

Honest Open Proud

www.HOPprogram.org



Honest, Open, Proud

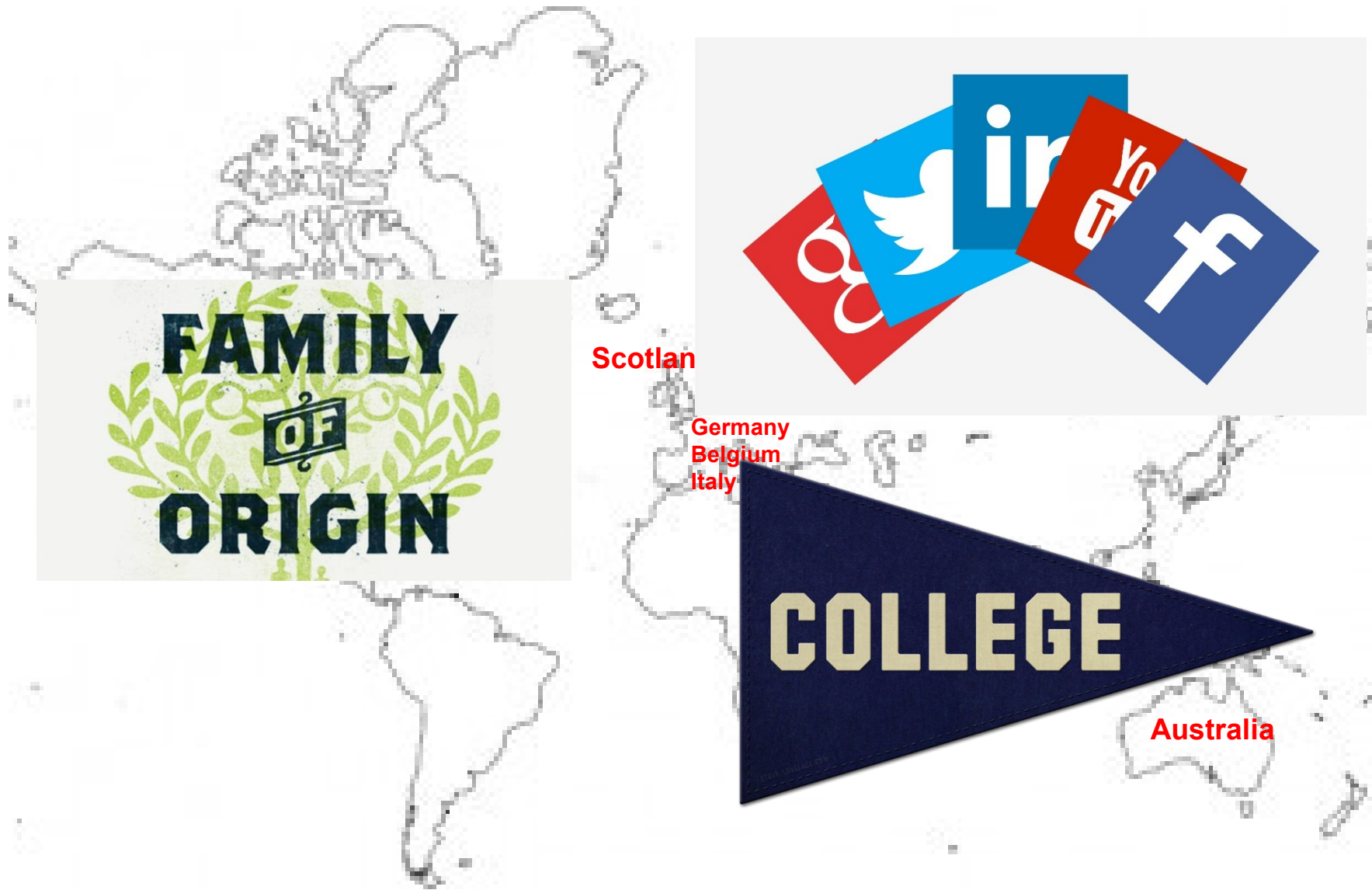


Honest, Open, Proud



Should HOP be adapted?

- ▶ Community Based Participatory Research
 - Ownership
 - Reflect “local” interests
- ▶ By ethnicity
- ▶ By disorder
 - Autism, FASD, SUD
- ▶ By identity
 - Professional groups
 - Military and Veterans’ groups
- ▶ By age



**FAMILY
OF
ORIGIN**

Scotland

Germany
Belgium
Italy

Australia

COLLEGE

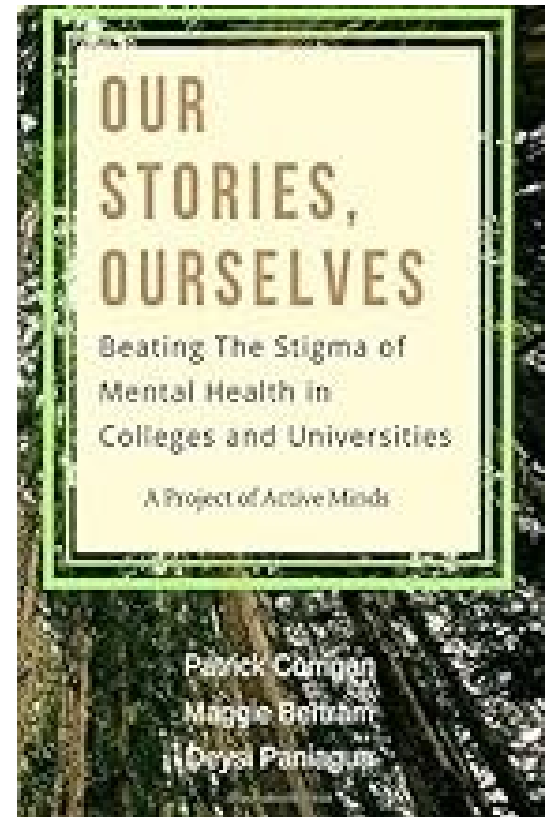
HOP for colleges

Stigma and Disclosure in College

▶ N=1393 How much do you? Terciles

- ▶ Public stigma 33.3%
- ▶ Stressed 60.3%
- ▶ Identity 11.6%
- ▶ Feel ashamed 9.2%
- ▶ Secret 21.2%
- ▶ Disclose 14.9%
- ▶ Join HOP 16.3%

Corrigan et al., 2015)

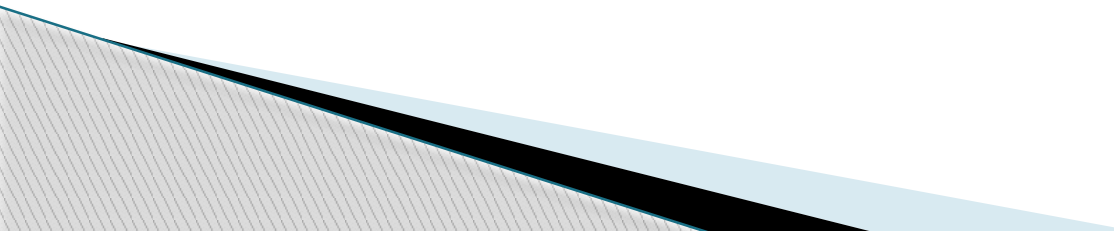


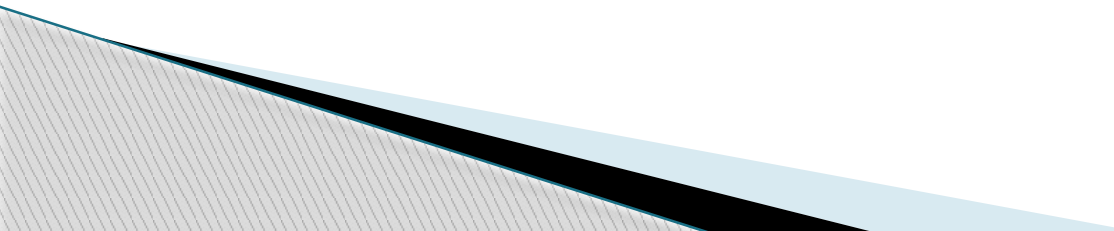
Early Psychosis HOP

- ▶ N=70 16+ early psychosis
- ▶ Adaptation: Individual provision
 - Adverse effects of group HOP
- ▶ Feasible and tolerable
- ▶ Positive effects at post-test and f-up (6 mos)
Self-stigma, self report measure

Pyle et al. 2024. Feasibility RCT of individually delivered peer support... *Psychological Medicine*, 54, 4600-4611.

Early Psychosis and Family

- ▶ Family's have stigma too
 - ▶ Courtesy stigma (It's all your fault.)
 - ▶ Vicarious stigma: anger sadness
 - ▶ Family stigma = person stigma
- 

- ▶ Family and age of person with early psychosis
 - ▶ Maturity and legal authority
 - ▶ Fostering independence
 - ▶ Who is the family? (Culture)
- 

Exercises from the Workbook

Marie is a person with schizophrenia. She has learned to control it and now works successfully as part of a sales team at a major corporation. She does not want to disclose her experiences with schizophrenia because it might hurt promotions at the work or ways others think of her.

John Henry is also a person with schizophrenia. He too has learned to control it and now works on the administrative team of a local business. He hates being in the closet and feeling ashamed. He prefers to come out and tell his story.

WHO'S RIGHT?



PROS

Accommodations

Don't like secrets

Feel validated
being out

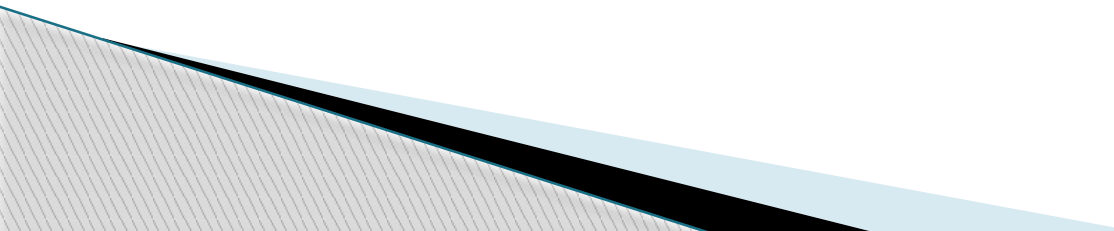
CONS

Embarrassed

Shame

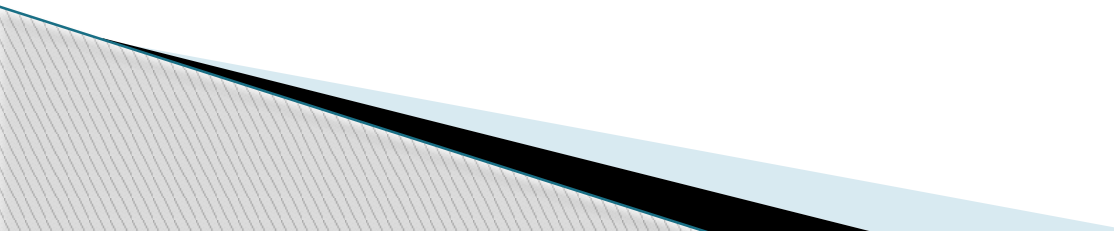
Get left out

DECISION

- ▶ _____ Yes, I would
 - ▶ ----- No, I would not
 - ▶ _____ Still unsure
- 

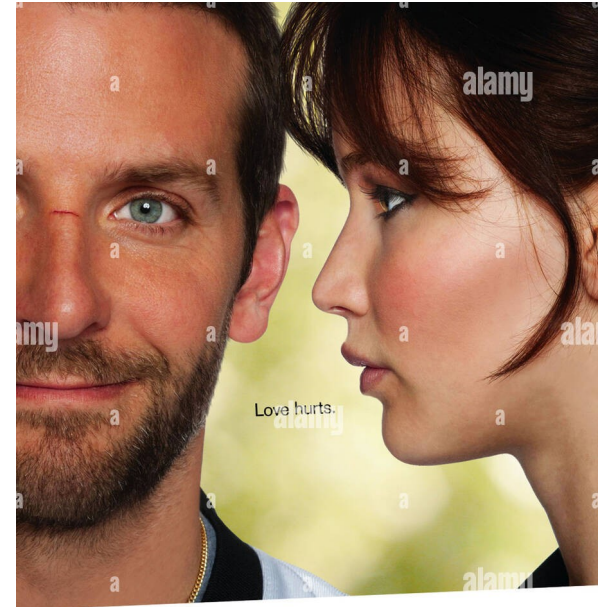
Lesson 2:

There are different ways to disclose

- ▶ Different ways to disclose
 - ▶ To whom might you disclose
 - ▶ How might others respond to your disclosure
- 

To whom might you disclose

- ▶ Worksheet 2.3: Testing a Person for Disclosure



BRADLEY COOPER JENNIFER LAWRENCE ROBERT DE NIRO JACKI WEAVER CHRIS TUCKER


SILVER LININGS PLAYBOOK

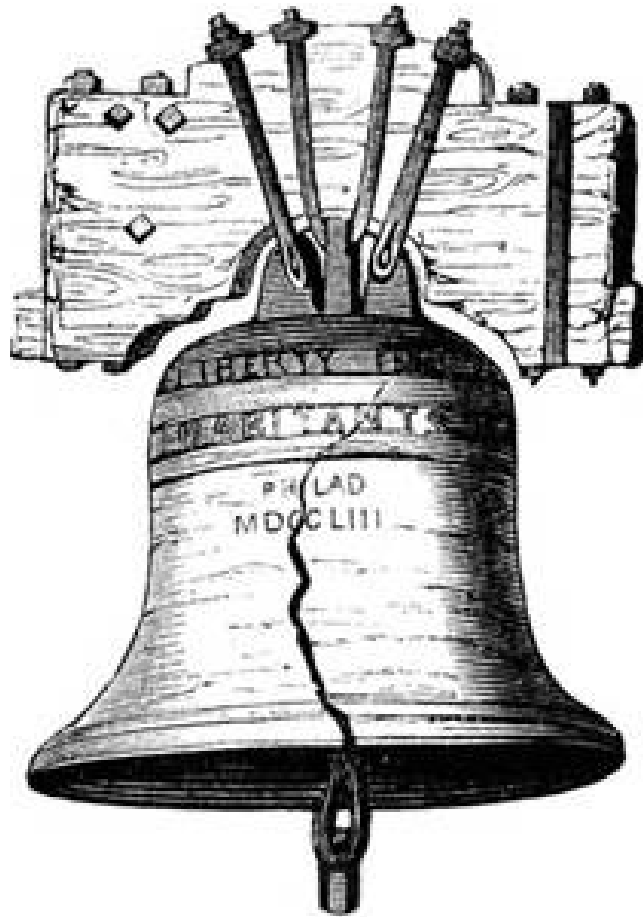
ASCOT ELITE ENTERTAINMENT GROUP AND THE WEINSTEIN COMPANY PRESENTS A BRADLEY COOPER FILM "SILVER LININGS PLAYBOOK" STARRING BRADLEY COOPER, JENNIFER LAWRENCE, ROBERT DE NIRO, JACKI WEAVER, ANUPAM KHEJA AND CHRIS TUCKER. COSTUME DESIGNER LINDSAY GRAHAM. EXECUTIVE PRODUCERS MARK BROUSS AND SUSAN JACOBS. PRODUCED BY DANNY ELFMAN AND JEFF CASSTON. WRITTEN BY JUDY BECKER. DIRECTED BY JOSEF KANAROU. EXECUTIVE PRODUCERS JESSIE BENE WITT, JESSIE BOB WEINSTEIN, HARVEY WEINSTEIN, GEORGE PARRA, MICHELLE PALOMO, ROYALE, BRADLEY COOPER. PRODUCED BY DOMINICA GELUCCI, BRUCE COHEN, JONATHAN GORDON. EXECUTIVE PRODUCERS MATT HEW QUINN AND DAVID R. RUSSELL. CASTING BY ASCOT ELITE.

SilverLiningsPlaybookMovie.com Ascot-Elite.ch

Lesson 3:

Telling Your Story

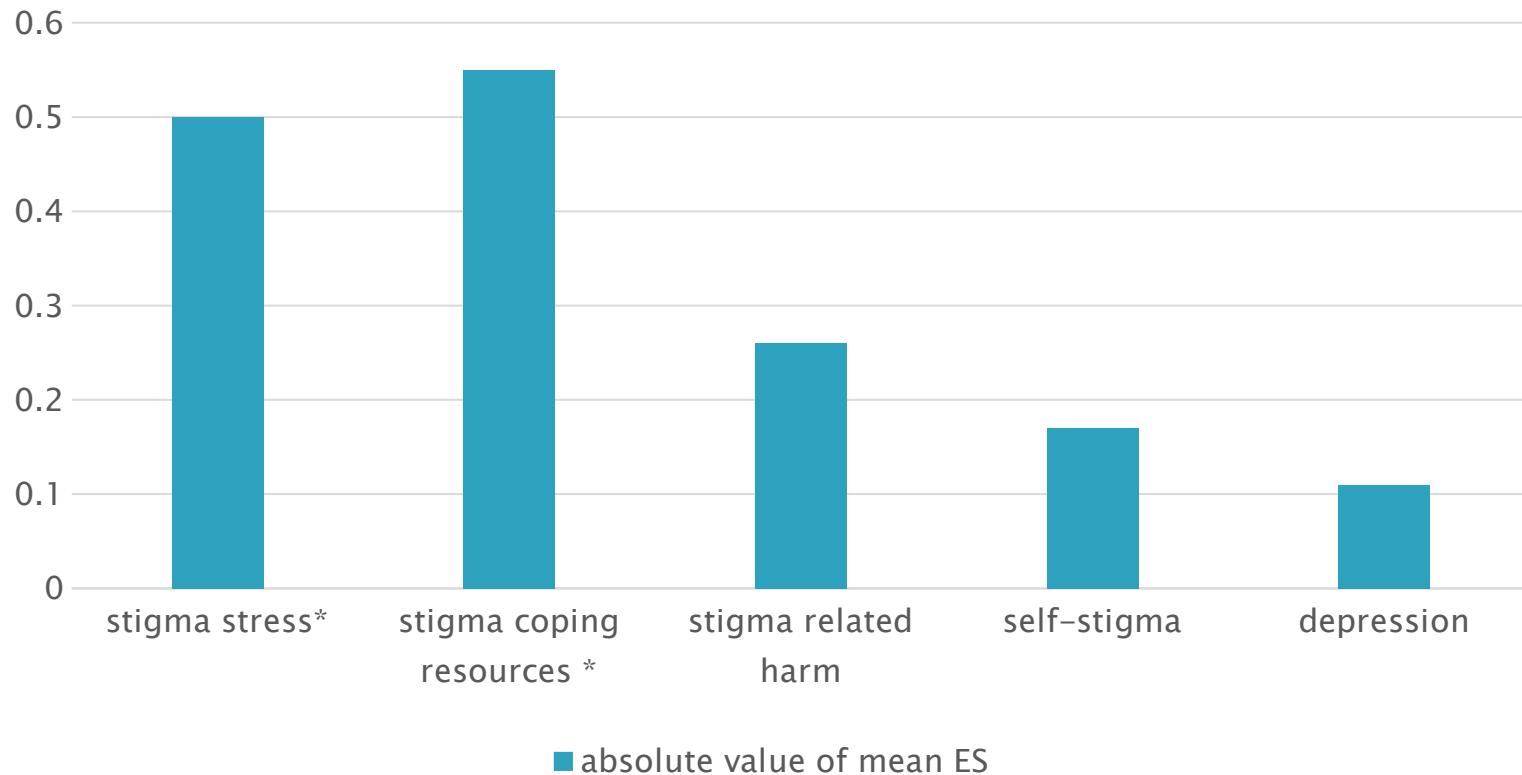
- ▶ How to Tell Your Story
 - ▶ Coming Out with Peer Support
 - ▶ How Did it Go?
 - ▶ Putting it All Together
- 



It's hard to stop the clanging bell.

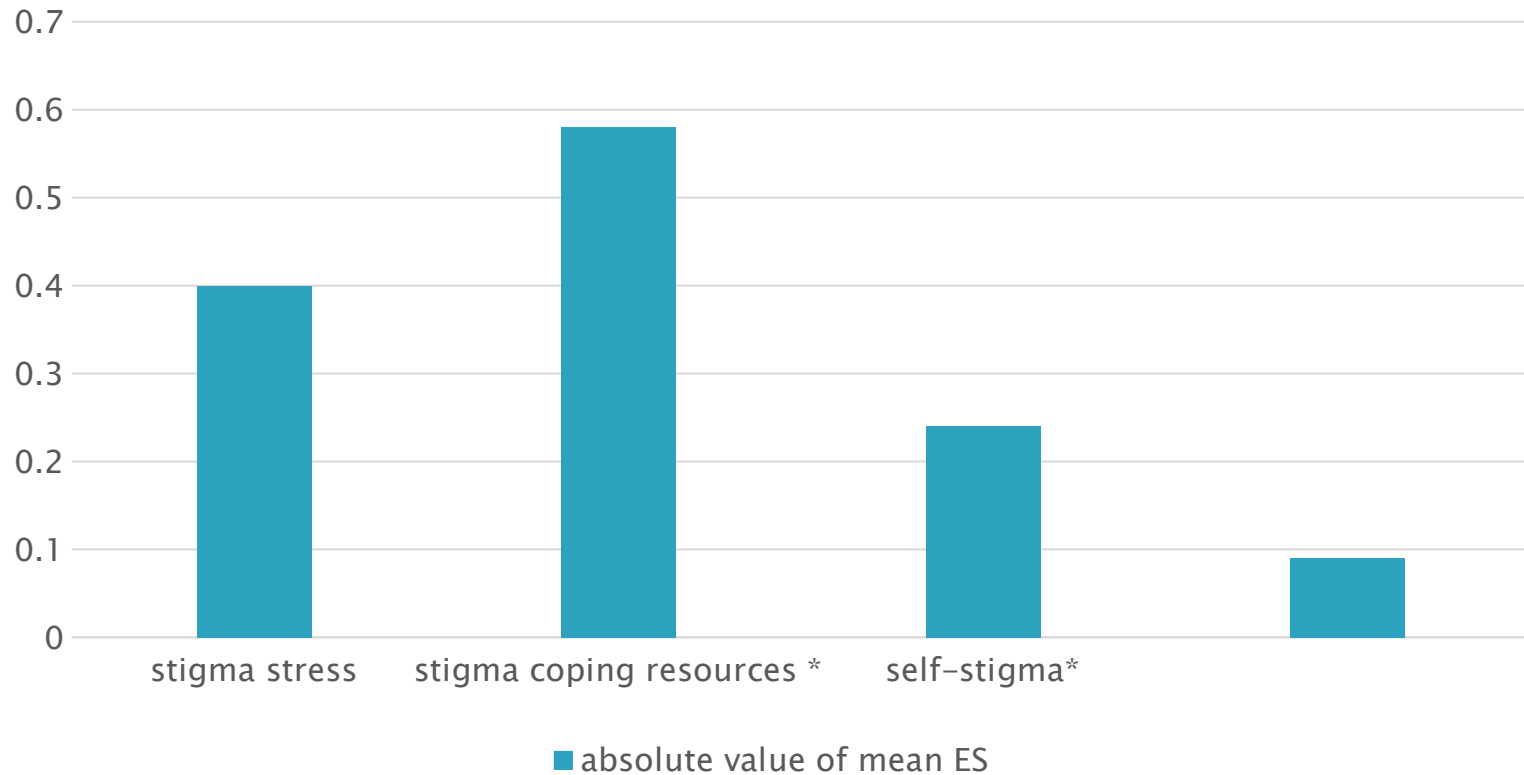
Evidence–Meta–analysis: Efficacy on five RCTs of HOP Pre–post

absolute value of mean ES

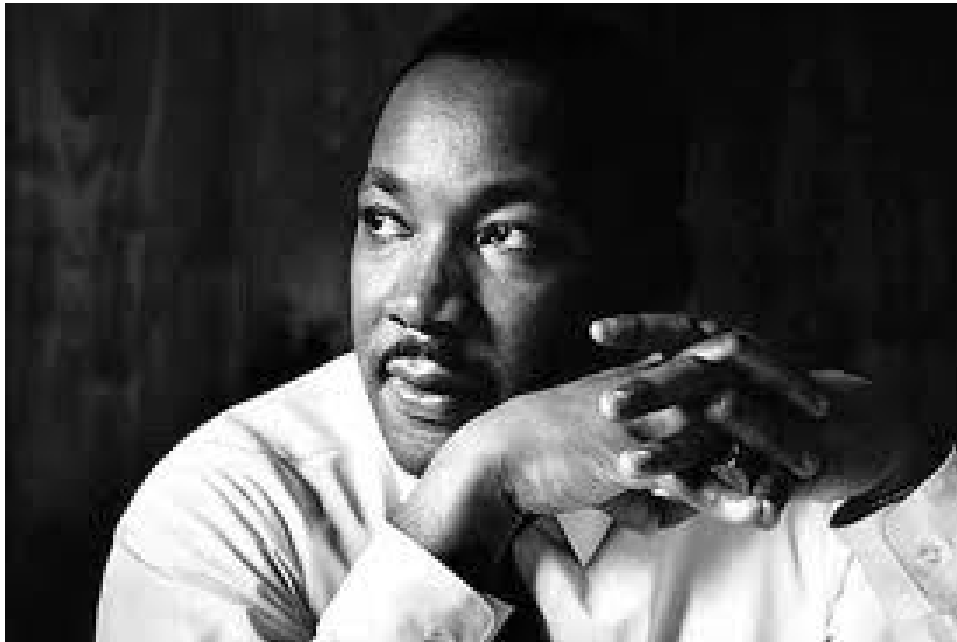


Evidence–Meta–analysis: Efficacy on five RCTs of HOP Pre–followup (3–4 weeks)

absolute value of mean ES



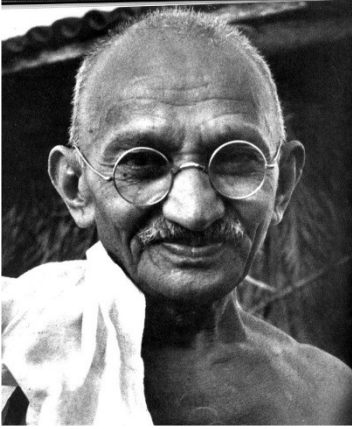
the ADVOCATE'S AGENDA





“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

Questions or Comments



corrigan@iit.edu

www.HOPprogram.org