

# Stigma: If we build it, will they come?

Patrick W. Corrigan, Psy.D.  
the Illinois Institute of Technology and  
the Chicago Consortium for Stigma Research

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Goals

- Review stigma effect on care seeking and adherence
- Consider ways to challenge stigma
- Describe the importance of an evidence-based approach
- Recommendations

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## The Chicago Consortium for Stigma Research

- Illinois Institute of Technology
- Univ of Chicago
- Univ Illinois, Chicago
- Illinois State University
- Northern Illinois University
- Loyola University
- Northwestern University

N  
I  
M  
H

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

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

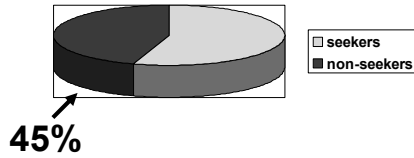
---

---

---

## Care Seeking

*Of those who might benefit from mental health services...*



Epidemiological Catchment Area, National Co-morbidity Survey, NCSII

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

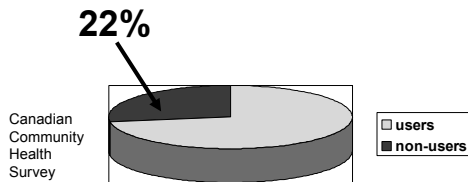
---

---

---

## Adherence

*Of those who participate in mental health services...*



Canadian  
Community  
Health  
Survey

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

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Fail to Seek Care or Adhere to Treatment

- Impact
  - Symptoms and distress
  - More enduring disabilities
    - Relationships (family)
    - Work
    - Independent living
  - Quality of life

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## *What causes failure to seek or use?*

- **Stigma**
- Mental Health Literacy
  - About illness
  - About services
- Availability and Accessibility

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## A Typology of Stigma

- Public stigma
  - Stereotypes
  - Prejudice
  - Discrimination
- Self-stigma
- Label Avoidance

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

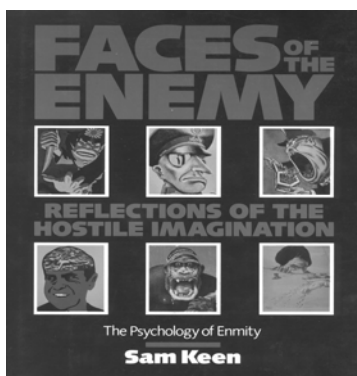
---

---

---

---

---



A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

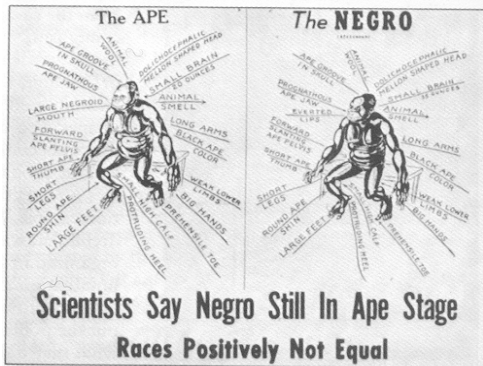
---

---

---

---

---



Scientists Say Negro Still In Ape Stage  
Races Positively Not Equal

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

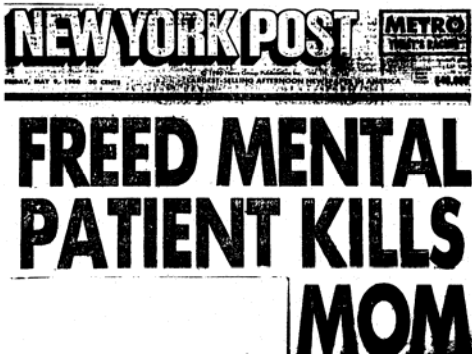
---

---

---

---

---



A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

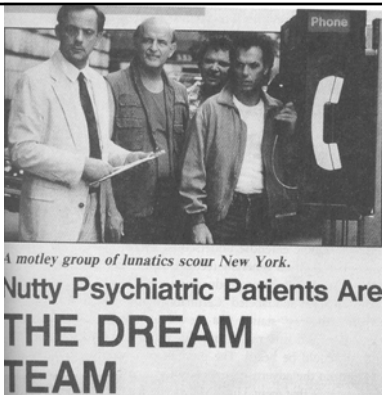
---

---

---

---

---



A motley group of lunatics scour New York.  
Nutty Psychiatric Patients Are  
THE DREAM TEAM

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

---

---

## Label Avoidance

- Avoid the pernicious public effects of stigma
- Avoid services and service providers
- Public stigma and care seeking
  - Halter (2003)
  - Cooper, Corrigan, & Watson (2003)

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Addressing Label Avoidance

- Education
  - Myths and facts of mental illness
- Contact
  - Meet Bob Lundin

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

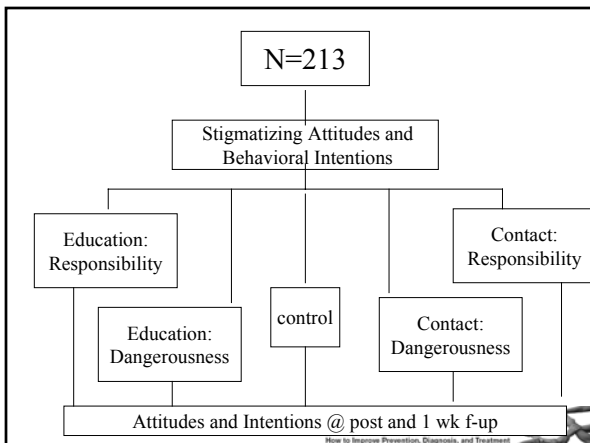
---

---

---

---

---



A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

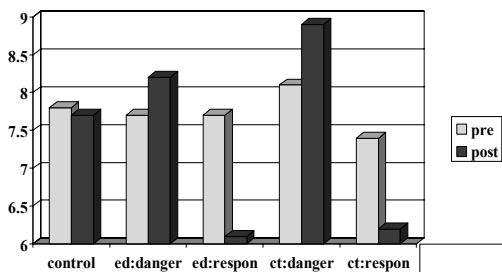
---

---

---

---

## Responsibility: pre-post

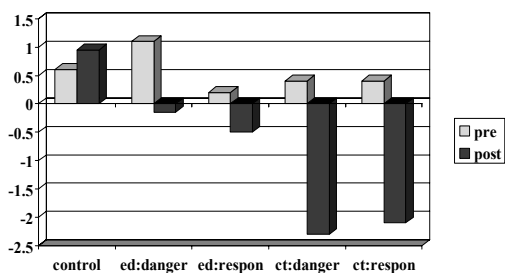


Corrigan, Rowan, et al., 2002

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment

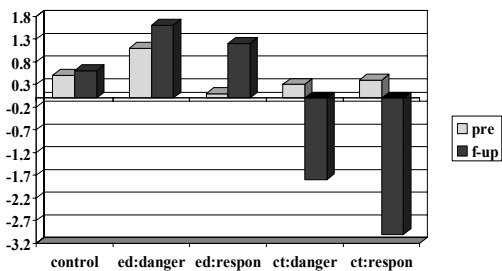
res>danger

## Avoidance: pre-post



A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment

## Avoidance: pre-follow-up



A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment

## The State of the Research

- Short and long term attitude and intention change
- Internally valid social psychological methods

## Research Directions

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## What's Out There?

### Current Programs

- World Psychiatric Association
  - [www.worldpsychiatricassociation.org/sections/stigma/index.shtml](http://www.worldpsychiatricassociation.org/sections/stigma/index.shtml)
  - Programs by country (N>50)
- US SAMHSA's Resource Center
  - [www.stopstigma.samhsa.gov/default.aspx](http://www.stopstigma.samhsa.gov/default.aspx)
  - Programs by state (N>100)
- Canada Programs
  - "...the Commission is launching a major, national 10-year anti-stigma and discrimination reduction campaign. This campaign will be the largest systematic effort to reduce the stigma of mental illness in Canadian history"

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Public Service Announcements



<http://www.whatadifference.samhsa.gov/>

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Media Watch



[www.nami.org/stigma](http://www.nami.org/stigma)

### Fright Night Scream Park



A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

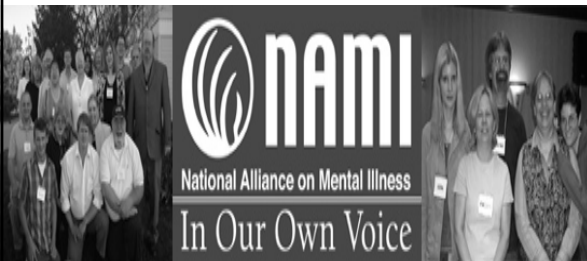
---

---

---

---

## Personal Stories



A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Ahead of the Data! Intervene Now!

*"There's a temptation for the Commission to sprint out of the gate with a mass marketing campaign, but that would be a mistake."*

### ***Evidence Based Approach***

- Policy: disseminate approach "A"
- Practice: I will use "B" locally

**A model for stigma change strategies**

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---



## Evidence Based Considerations

- Dependent measures
  - Attitude
  - Physiological change
  - Information processing
  - Social behavior
  - Behavioral intention
  - Behavior

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Evidence Based Considerations

- Reducing discrimination versus affirming actions
- Effect size and specificity
- Unit of measurement
- Manuals and Fidelity
- Feasibility

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Evidence Based Approach

- **WHO** is to be targeted.
- **WHAT** needs to be changed.
- **HOW** will this be changed.
- **WHEN** will change occur
- **MEASURE IT**

A Consensus Development Conference on  
Depression in Adults:  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## RECOMMENDATION

### Technical Support Center

#### Stigma Change Methods

Catalogue existing  
programs  
Support manual  
development  
Training and fidelity  
RFA development: for local  
stigma change

#### Evaluation Approaches

Research methods training  
Consultation on methods  
Mentoring young scientists  
RFA development: to  
identify national change

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## RECOMMENDATION

### Technical Support Center

#### Governance

- Stakeholders
- Diversity

#### Locale

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Evidence Based Considerations

- Iatrogenic effects
  - Mental illness is a brain disorder
- Cost effectiveness
  - Intervention strategies
  - Evaluation
- Process
  - Quantity (
    - number of discrete interventions
    - Length in minutes of those interventions
    - Follow-up
  - Quality (engagement)

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---

## Final Thoughts

effective stigma  
change is local

effective change  
can be measured

A Consensus Development Conference on  
**Depression in Adults:**  
How to Improve Prevention, Diagnosis, and Treatment



---

---

---

---

---

---

---

---