

CHANGING STIGMA THROUGH CONTACT

CalMHSA and Prop 63

Patrick Corrigan
Illinois Institute of Technology



Proposition 63 - 2004

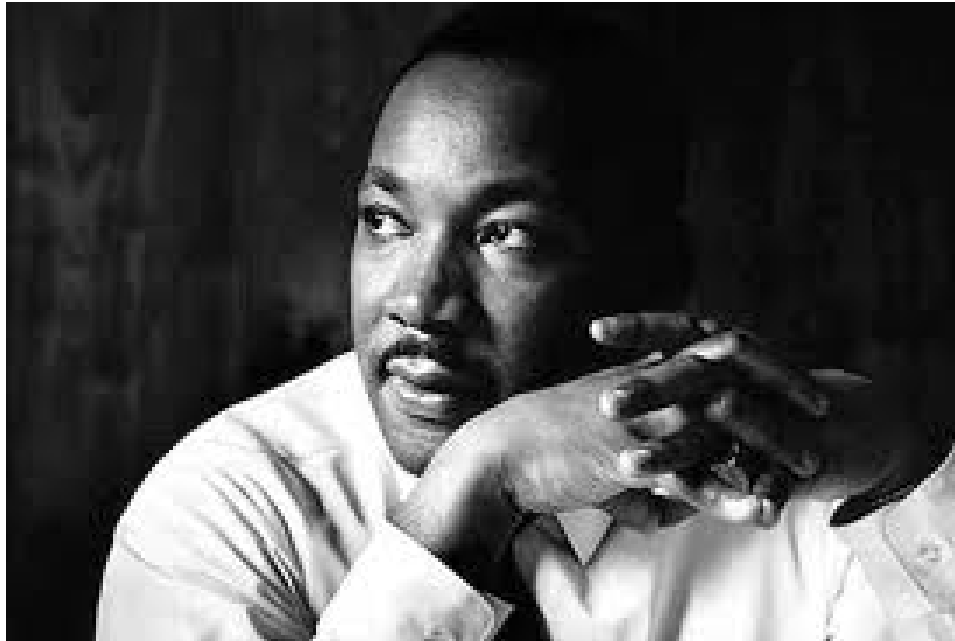
1% tax of income of \$1,000,000

Stigma agenda

CONTACT

Center for Dignity, Recovery, and Empowerment

the ADVOCATE'S AGENDA





“I must fight in the open!”

Clifford Beers – 1909

GRASSROOTS

Framing Stigma Change

-----processes-----

v
e
h
i
c
l
e

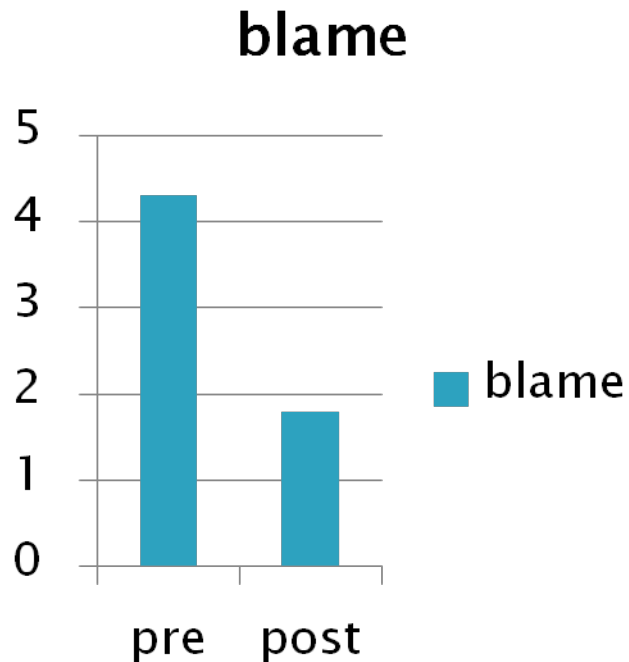
	Protest	Education	Contact
Media-based			
<i>In vivo</i>			

Framing Stigma Change

-----processes-----

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

Mental Illness is a Brain Disorder!



Mental Illness is a Brain Disorder!

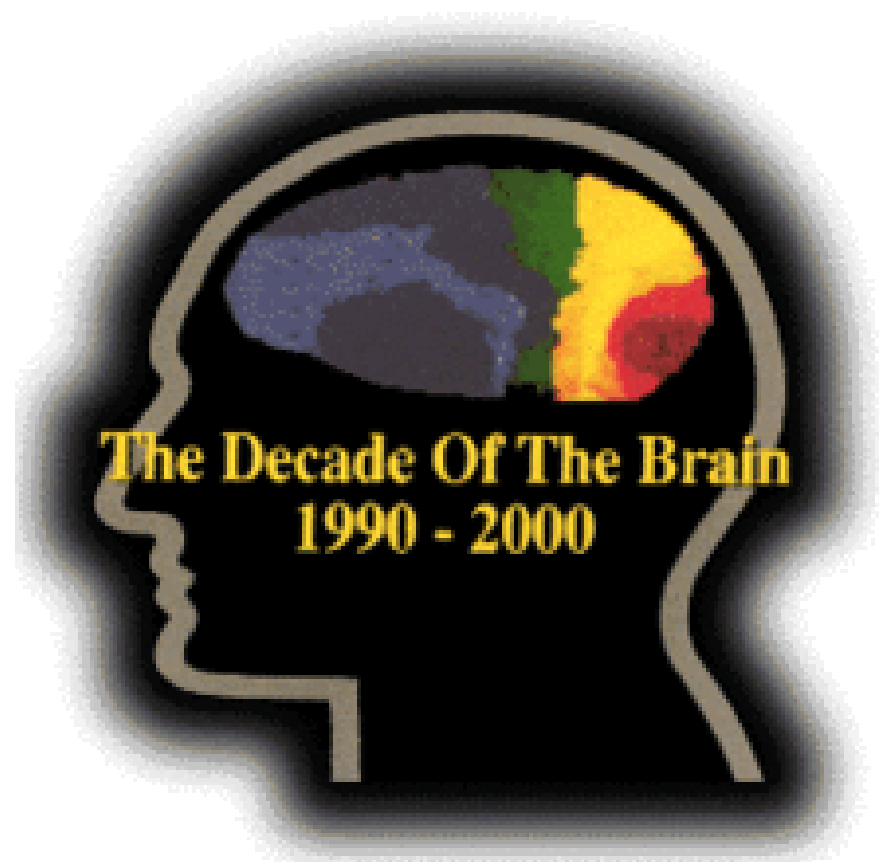
~~RECOVERY~~



Mental Illness is a Brain Disorder!

~~RECOVERY~~

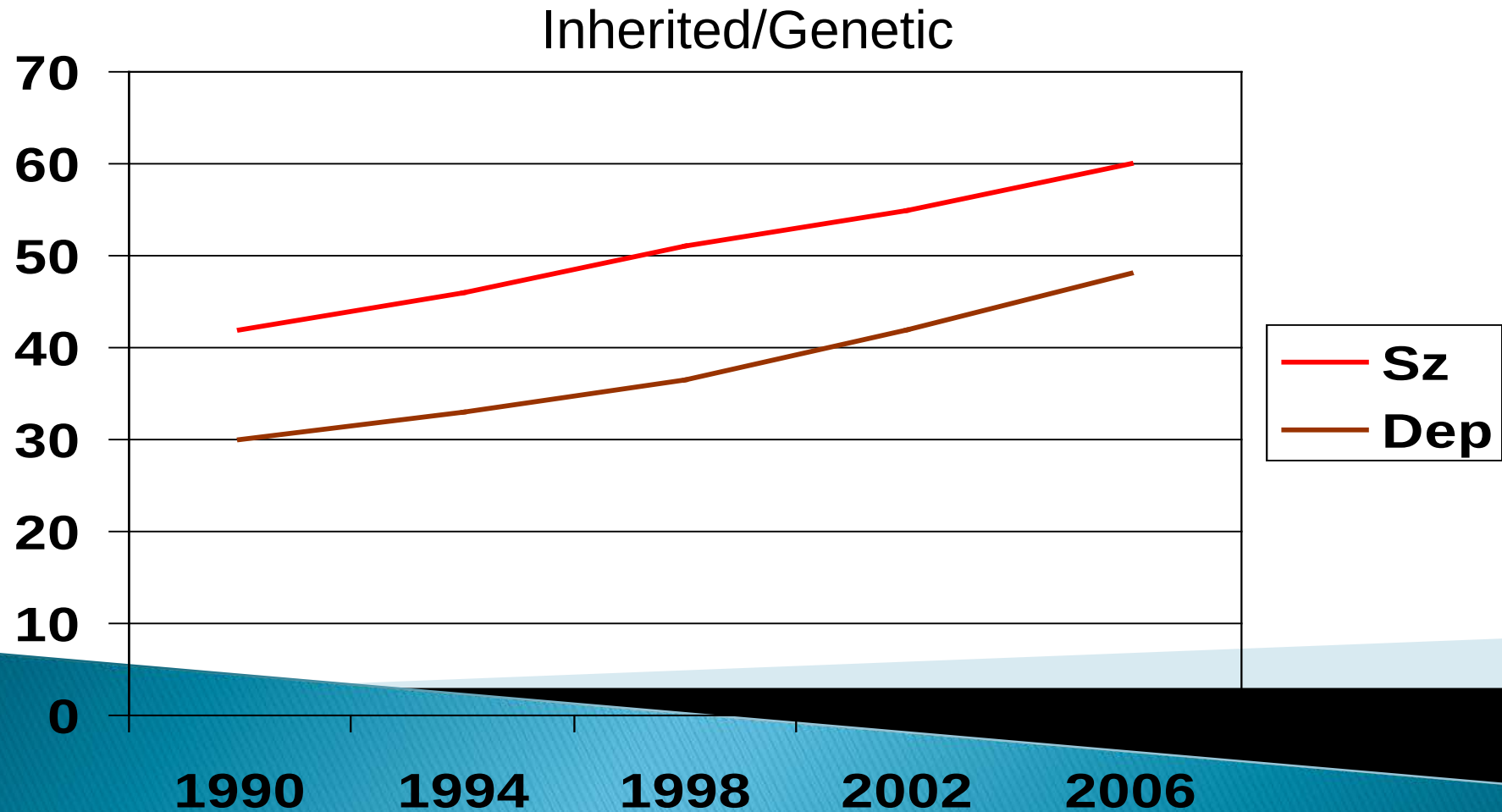
HIRE THEM?
RENT TO THEM?
EQUAL HEALTH CARE?



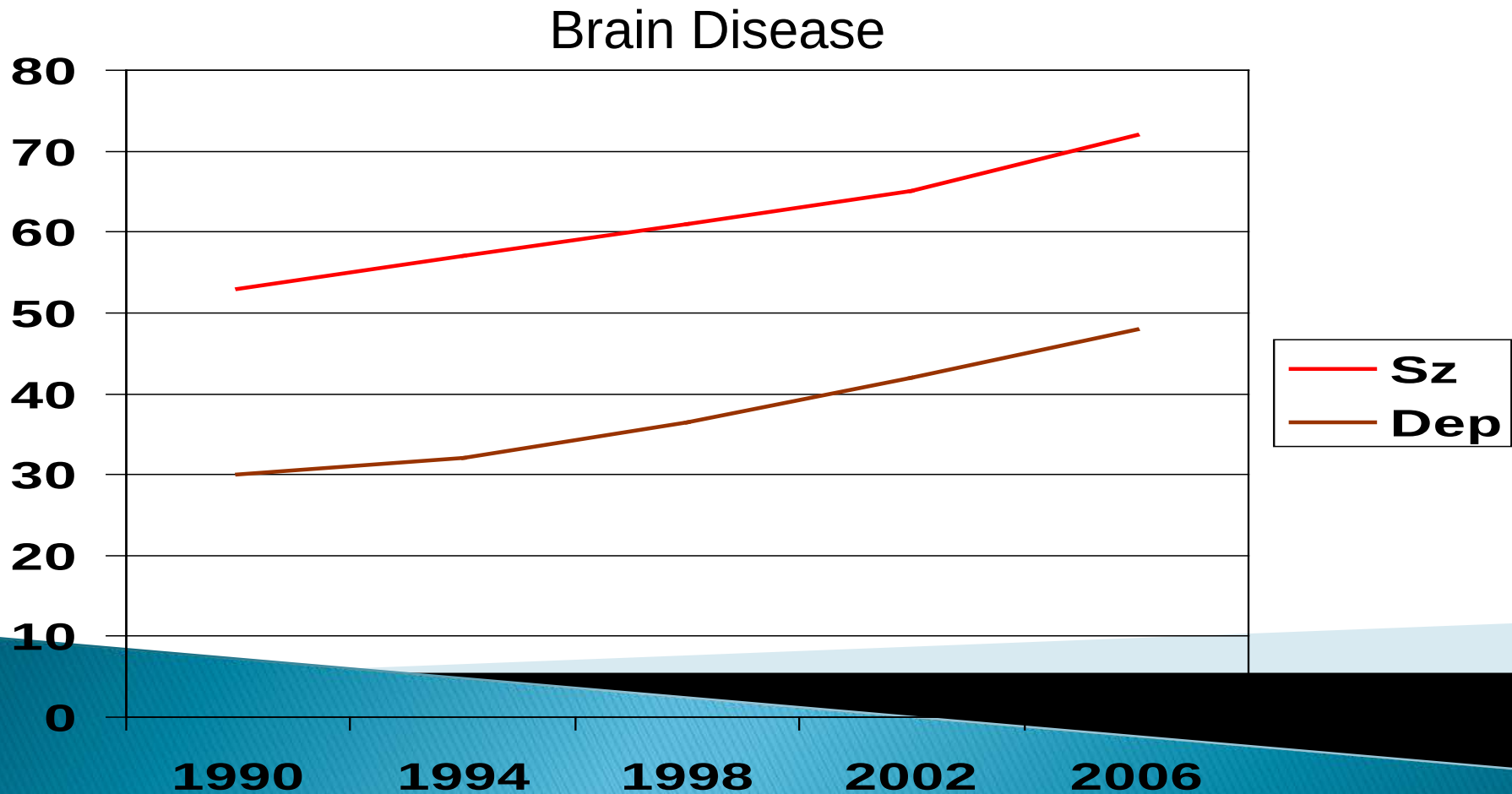
Meta-Analysis: Knowledge and Stigma

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

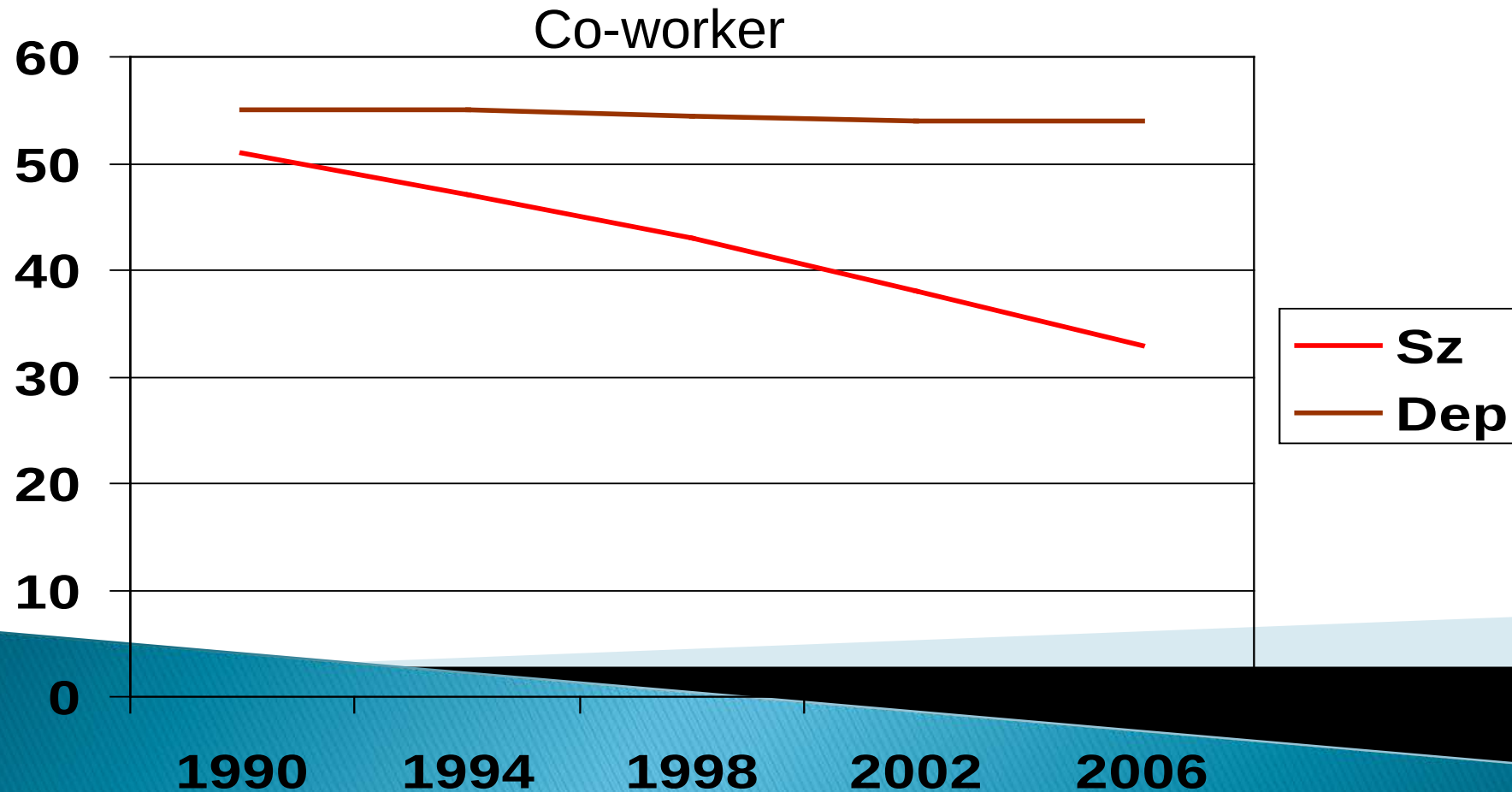
META-ANALYSIS FINDINGS: CAUSE



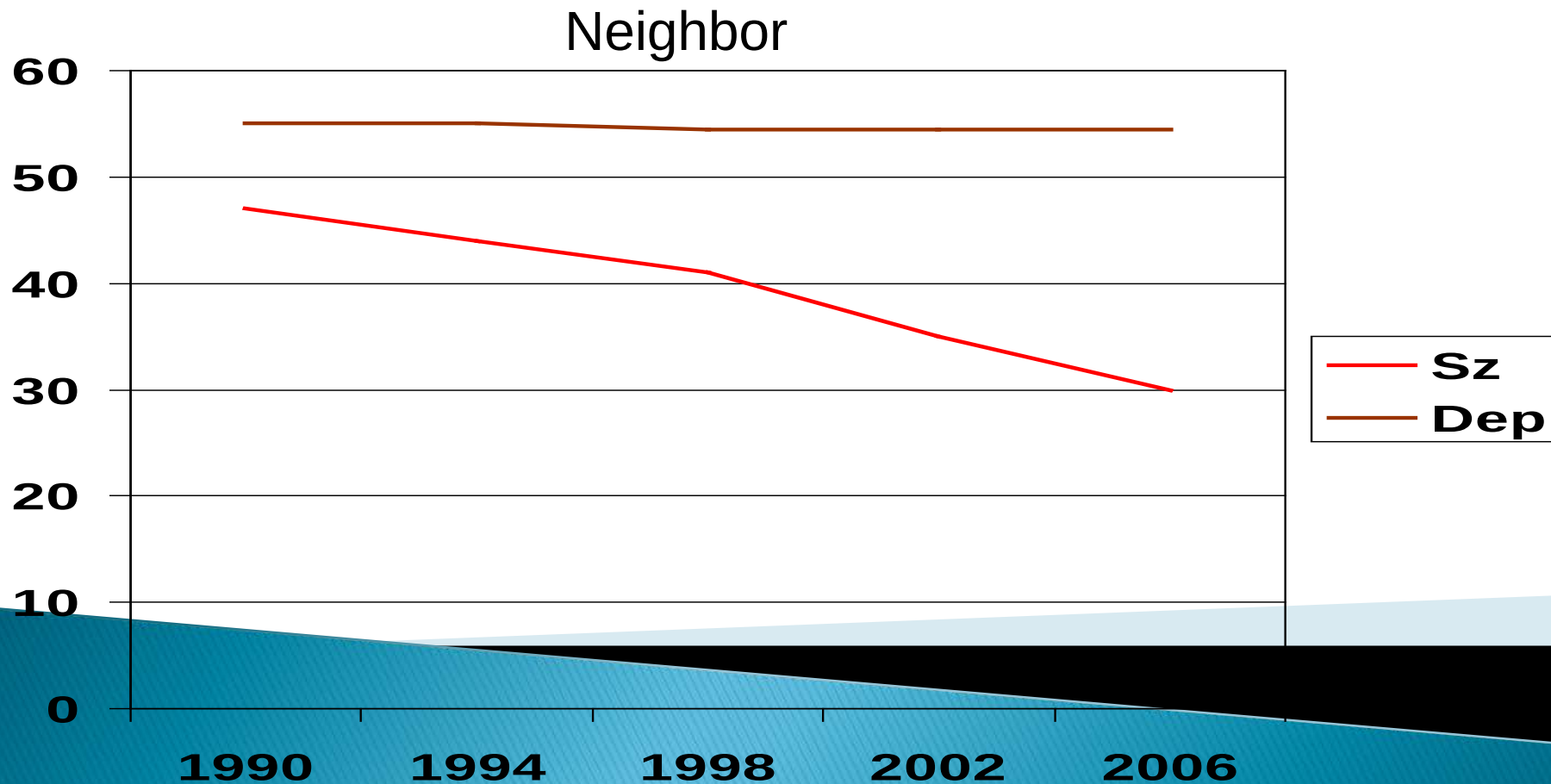
META-ANALYSIS FINDINGS: CAUSE



META-ANALYSIS FINDINGS: **ACCEPTANCE**



META-ANALYSIS FINDINGS: **ACCEPTANCE**



Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Educ	CONTACT	
	Media-based				
	<i>In vivo</i>				

CONTACT vs EDUCATION

The Pros and CONs!



► Contact

“Meet Bob
Lundin”



▶ Bob's story

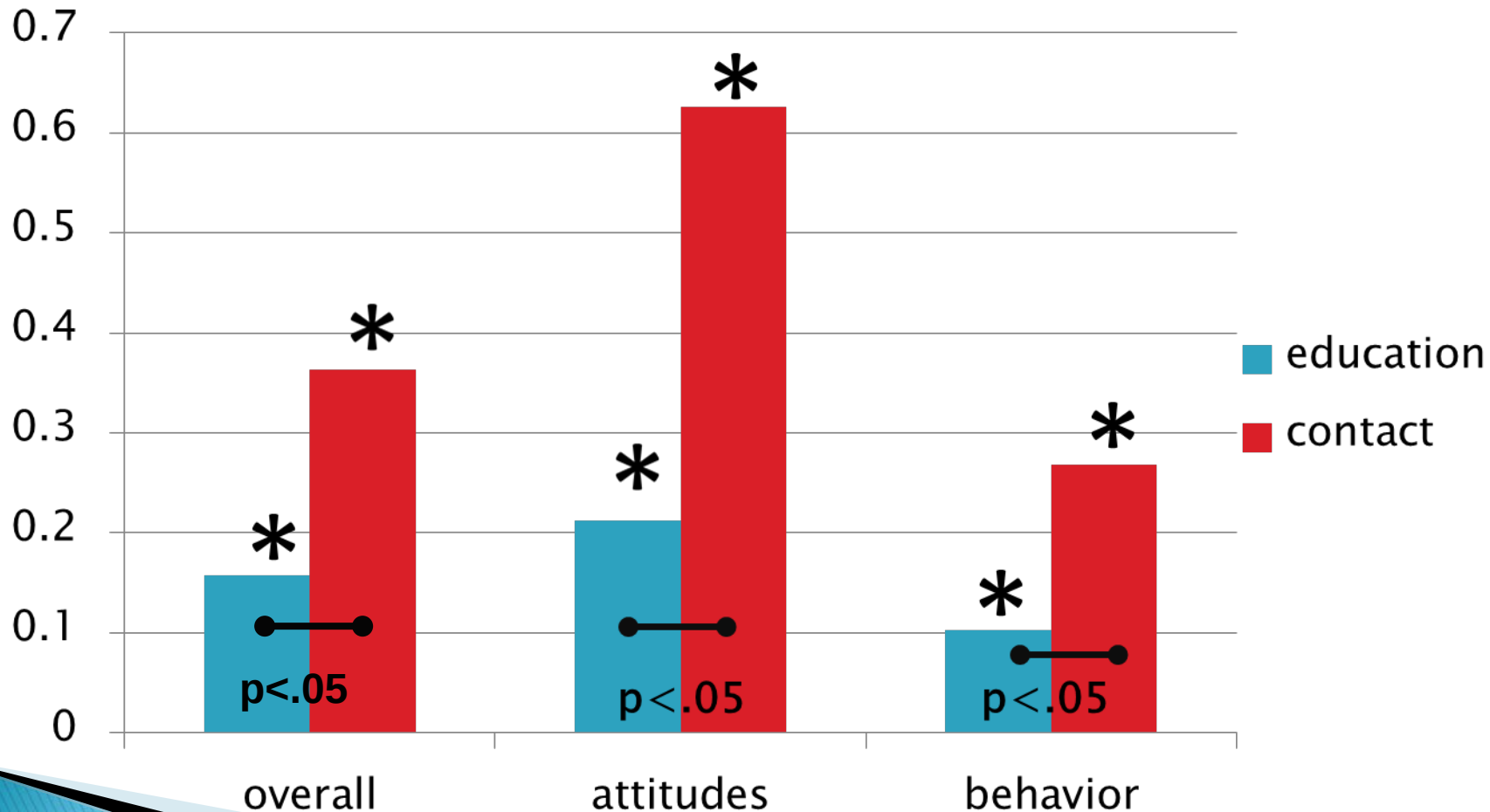
- My name is _____ and **I have** a severe mental illness called schizo-affective disorder
- My **childhood** was not unusual...
- Unfortunately, my mental illness was **traumatic.** It did not go away quickly...
- Despite these problems, **I have achieved** several accomplishments.

Meta-Analysis:

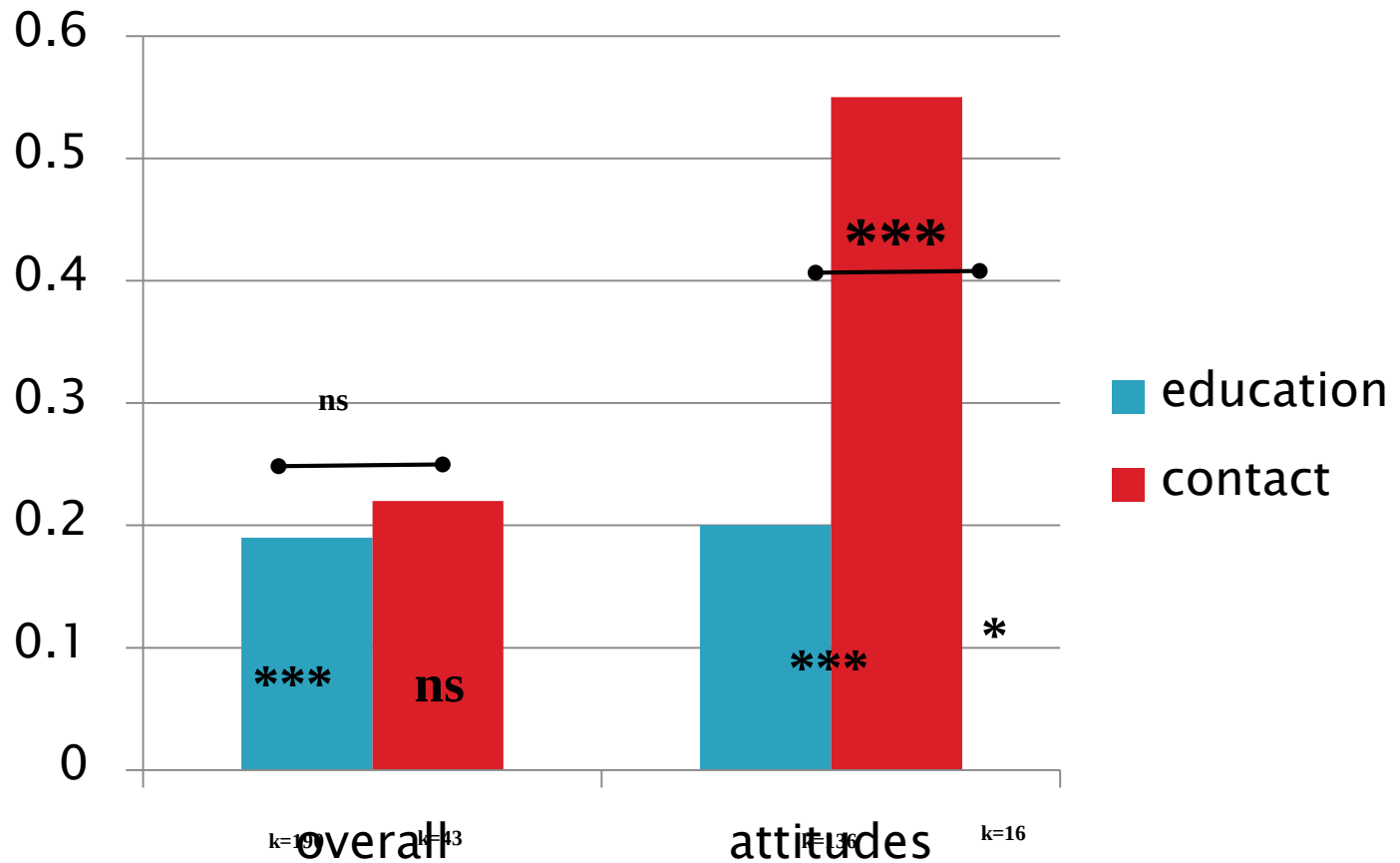
- ▶ Contact vs Education
- ▶ DV' s
 - Overall
 - Attitudes
 - Behavior
- ▶ > 38,000 Ss
- ▶ 79 studies; 13 RCTs

Corrigan, Michaels et al., 2012

Mean effect sizes: RCTs only

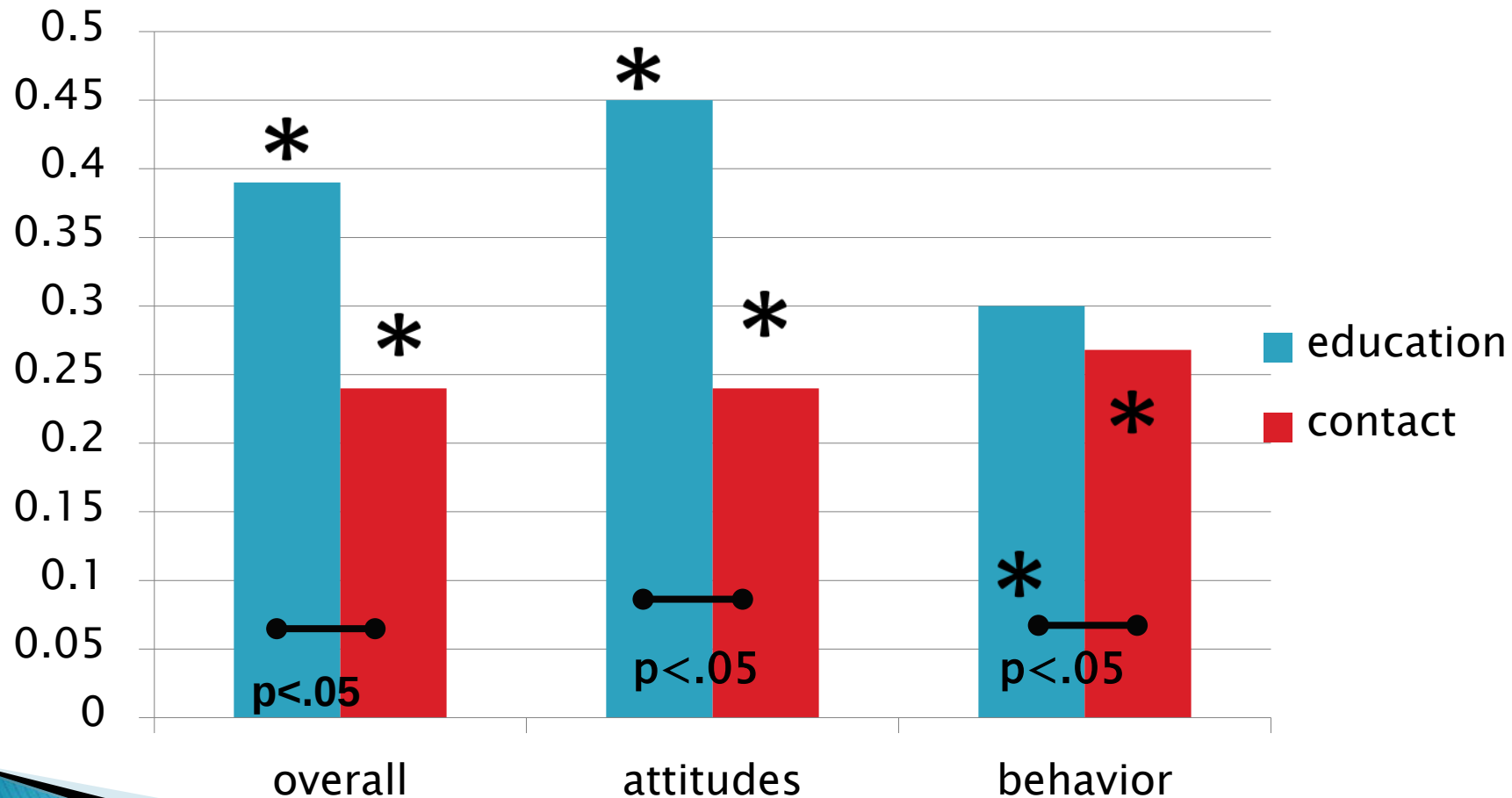


Mean effect sizes: Pre-Follow-up



Mean effect sizes: RCTs only

CHILDREN

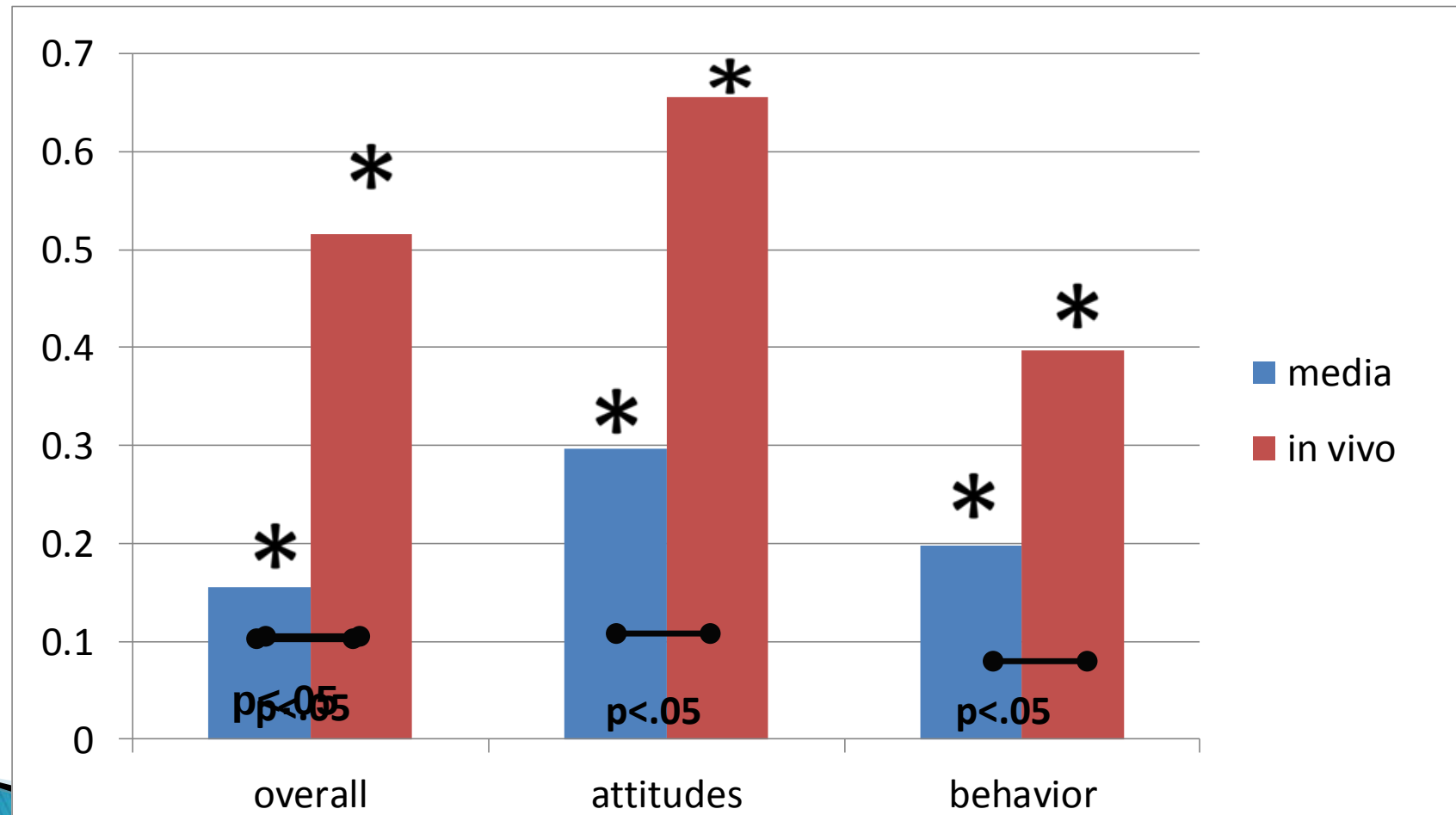


Framing Stigma Change

-----processes-----

v e h i c l e		Protest	Education	Contact
	Media-based			
	<i>In vivo</i>			

In vivo versus Media Effects





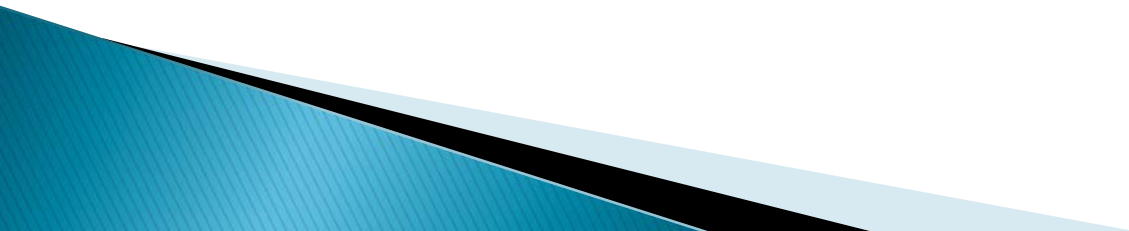
TLC 3

TLC

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

Corrigan, 2011

**Who should
targets be?**



Targets

Landlords

Health care professionals

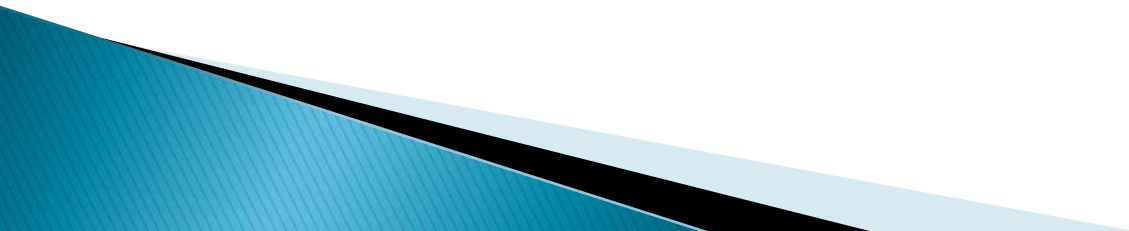
Teachers

Legislators

Employers



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

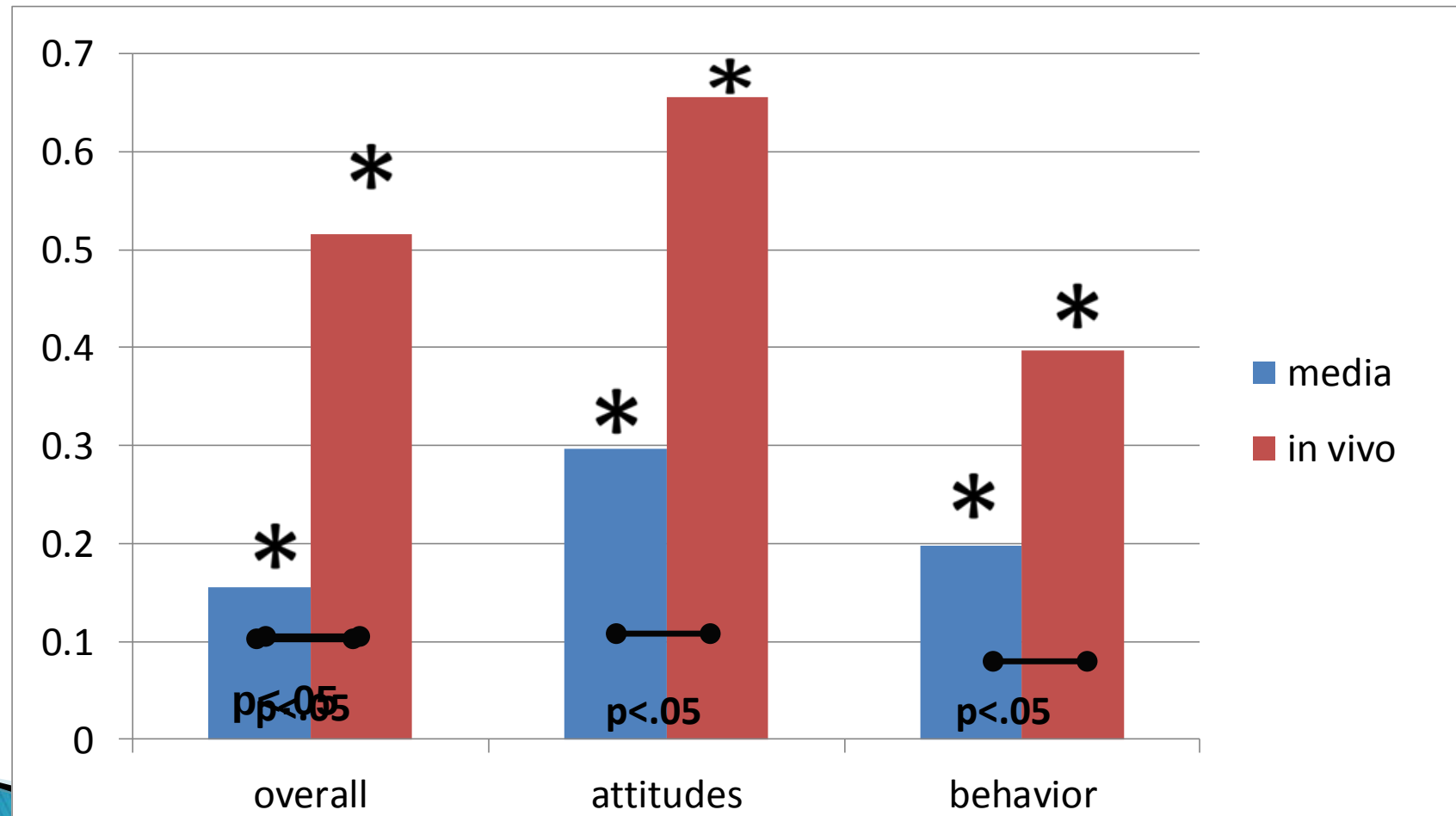
- ▶ Once is not enough
- ▶ And cannot be carbon copies

TLC

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

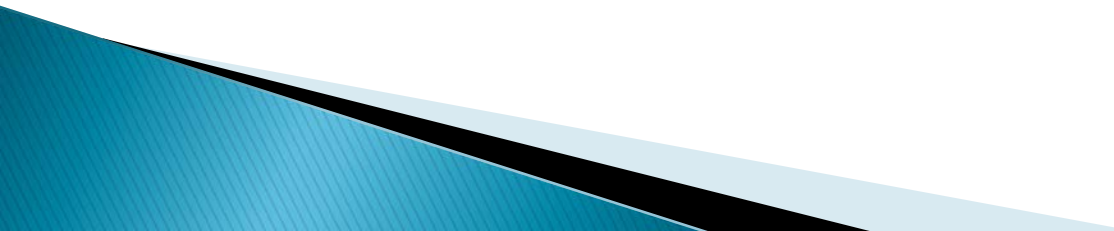
Corrigan, 2011

In vivo versus Media Effects



The GRAND PLAN



- ▶ Come out everyone
 - ▶ Come out everywhere
- 

the Grand Plan

- ▶ Come out Mad
 - ▶ Come out Proud
- 



Rod Steiger



Patty Duke



Mike Wallace



Margot Kidder

Thurgood Marshall Effect





**COMING OUT PROUD
TO ERASE THE STIGMA
OF MENTAL ILLNESS:**

**STORIES AND ESSAYS OF
SOLIDARITY**

**PATRICK W. CORRIGAN
JON E. LARSON
PATRICK J. MICHAELS**

COMING OUT PROUD TO ERASE THE STIGMA OF MENTAL ILLNESS:

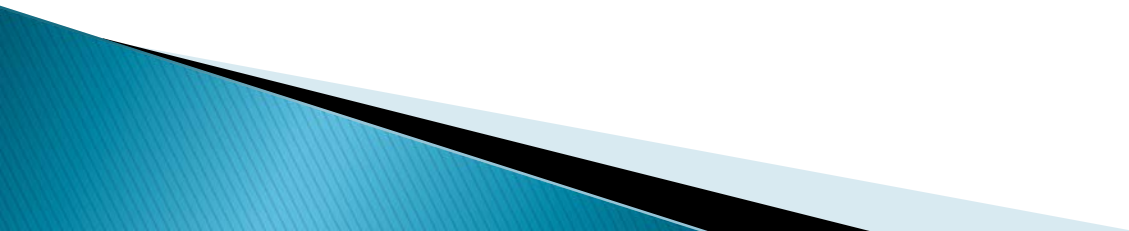
**STORIES AND ESSAYS OF
SOLIDARITY**



**PATRICK W. CORRIGAN
JON E. LARSON
PATRICK J. MICHAELS**

COMING OUT PROUD

to erase the stigma of
mental illness



Coming Out Proud program

▶ Three Lessons

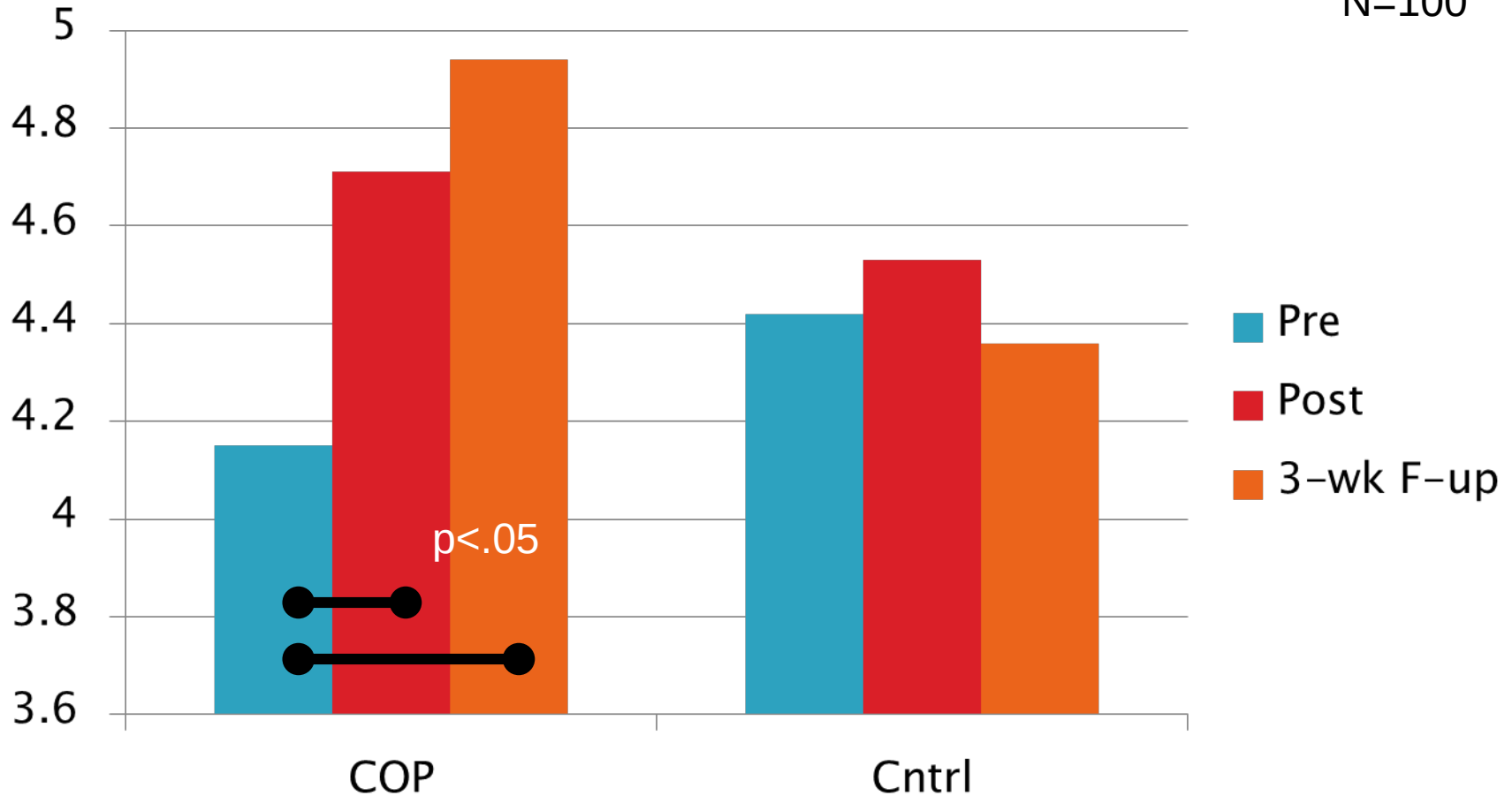
- Consider the pros and cons of disclosing
- There are different ways to disclose
- Telling your story

2 RCTs

Disclosure Benefits

Rusch et al., 2014

N=100

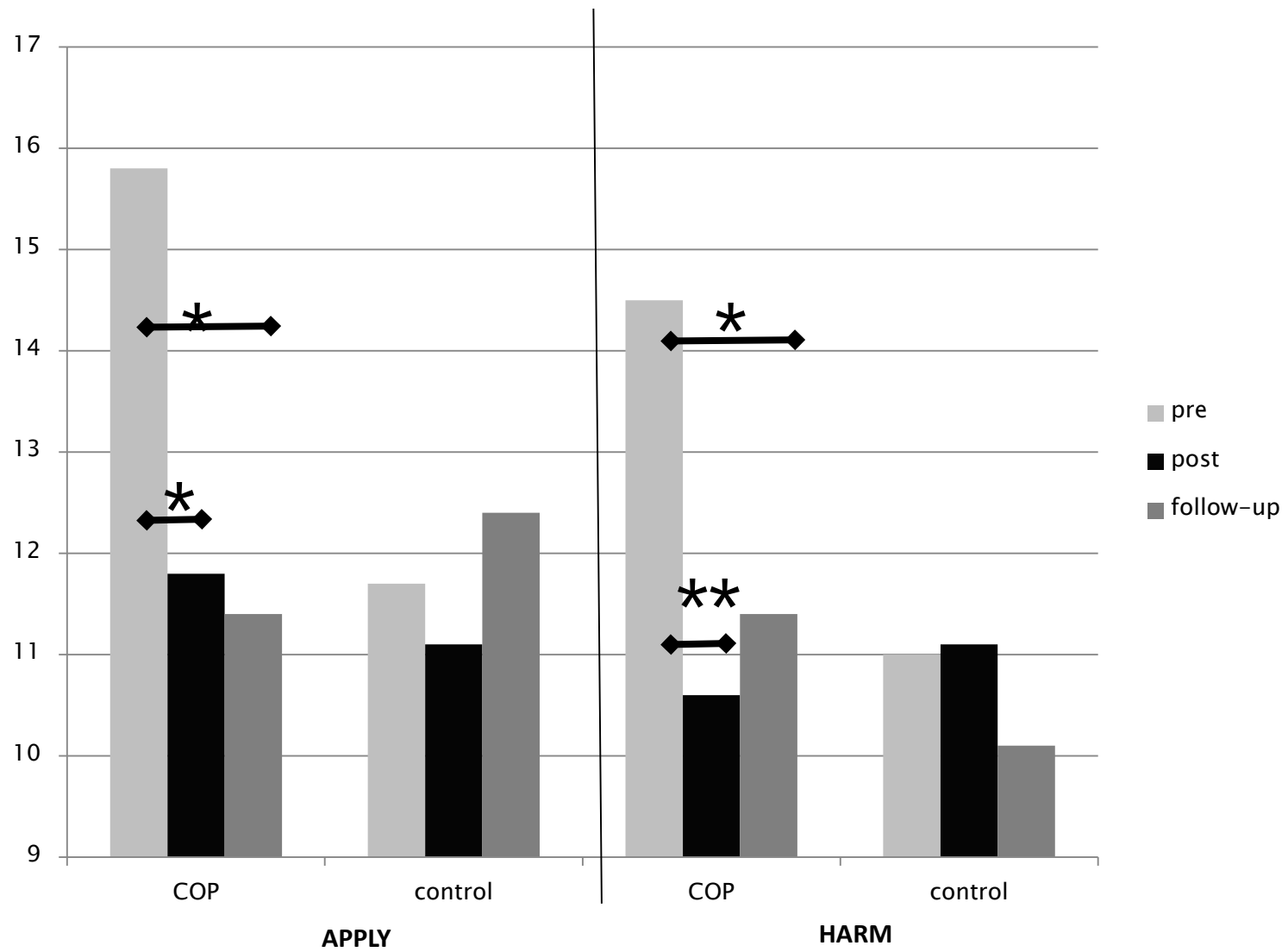


2X3 ANOVA
 $F=4.70, p < .01$

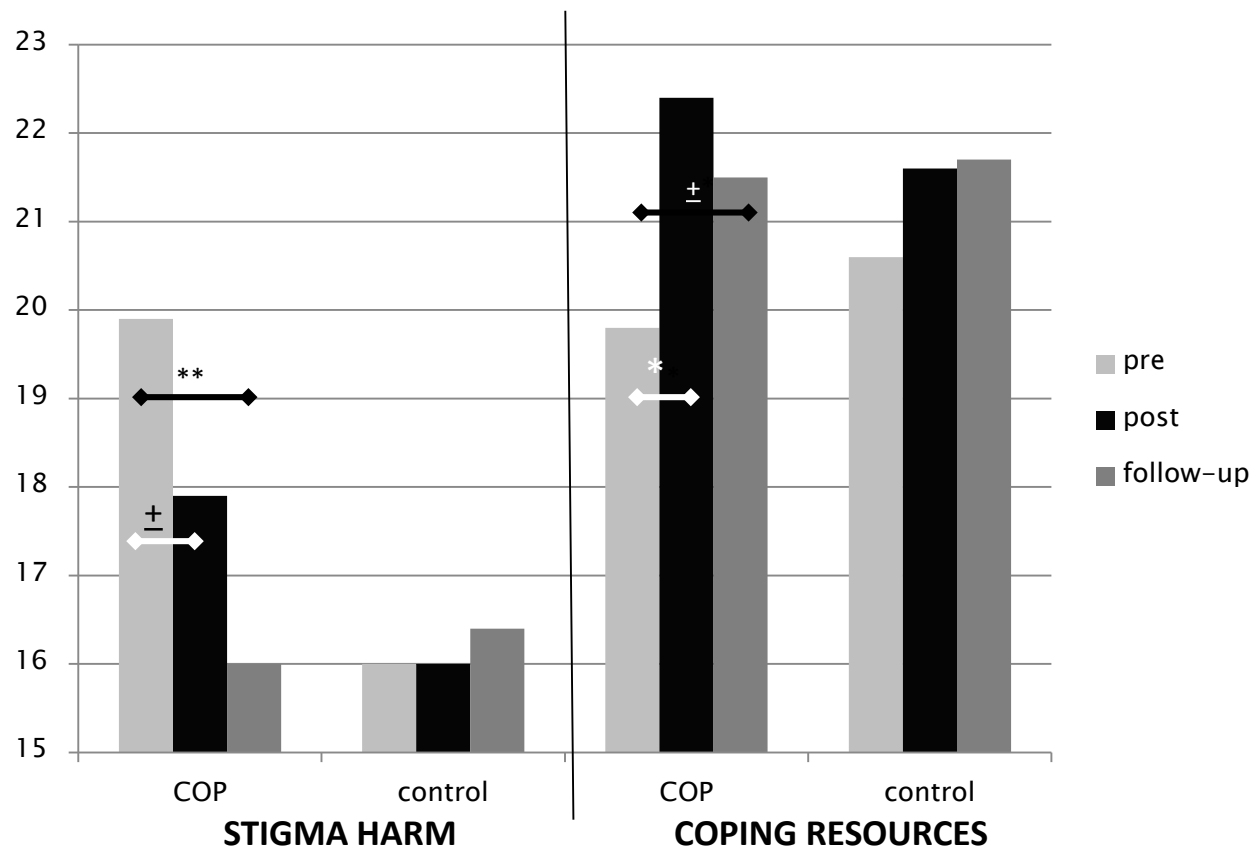


COP

MULTI-SITE



SELF STIGMA



± p<.10 * p<.05 ** p<.01



Volume 1 February 2016
Number 1

Published quarterly by the
American Psychological Association

ISSN 2376-6972

Stigma and Health

Editor

Patrick Corrigan

Associate Editors

Bruce Link

Rebecca Puhl

Perla Werner

www.apa.org/pubs/journals/sah