

What is the Most Effective Intervention to Reduce Public Stigma of Mental Illness (PSMI) Among Adults? Limor Luss Smith, M.S.

Introduction

- Public Stigma of Mental Illness (PSMI) is prejudice & discrimination perpetuated by the general public that affects people with mental illness in multiple ways (Corrigan et al., 2012).
- People with mental illness are perceived as: blameworthy for their illness, defective, dangerous, incompetent, & targets for bullying.
- PSMI is associated with reluctance to seek mental health services. 46% & 32% of the general public, respectively, believed others would think less of them for seeing a psychiatrist or a counselor (Barney et al., 2006).
- People with mental illness report stigma can be as detrimental as mental illness symptoms (Casados, 2017).

Research Question

What is the most effective intervention to reduce public stigma of mental illness (PSMI) among adults?

Methods

Search: Mental Illness or Mental Health or Mental Disorder AND Stigma Intervention

MEDLINE - 342 articles-AND Adult-167 articles AND Public-57 articles
PsycINFO - 357 articles-AND Adult-115 articles AND Public- 41 articles

Search: Patrick Corrigan (leading researcher in field)

PsycINFO - 118 articles-AND Public Stigma-42 articles AND Adult-16 articles

Inclusion Criteria: published 2012-2018, peer-reviewed journal, empirical, intervention studies

Exclusion Criteria: not public stigma, included other diseases (i.e., HIV), target population too narrow (i.e., nurses), confounds in intervention, & qualitative

Articles Used:
Of 114 articles, 31 were duplicates

Of 83 articles, 35 did not meet inclusion criteria

Of 48 articles, 29 met exclusion criteria

Of 19 articles, the 8 strongest RCT's were included in this review.

Recommended Intervention: Face-to-Face Contact (F2F)

The key component of contact is structured, planned contact between a person with mental illness who is recovered and members of the general public or targeted groups from the general public (i.e., police, teachers, parents).

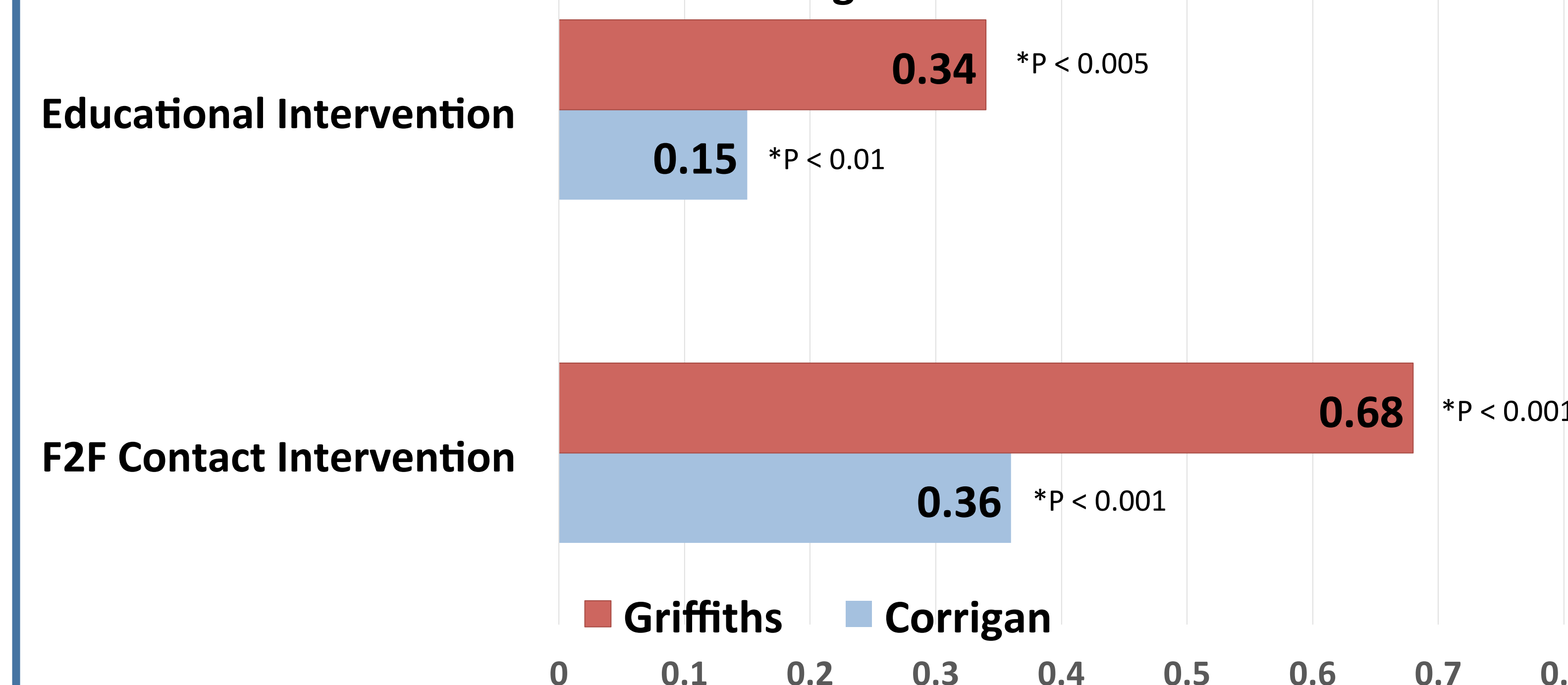
Five Criteria for F2F Contact (Corrigan et al., 2014)

1. **Design:** face-to-face presentations, audience discussion
2. **Target:** group identified for stigma change
3. **Staff:** presenters with lived experience of mental illness
4. **Message:** includes difficulties, "on-the-way up" stories, & recovery
5. **Follow-up:** evaluation, get input from target group

Rationale for Recommended Intervention

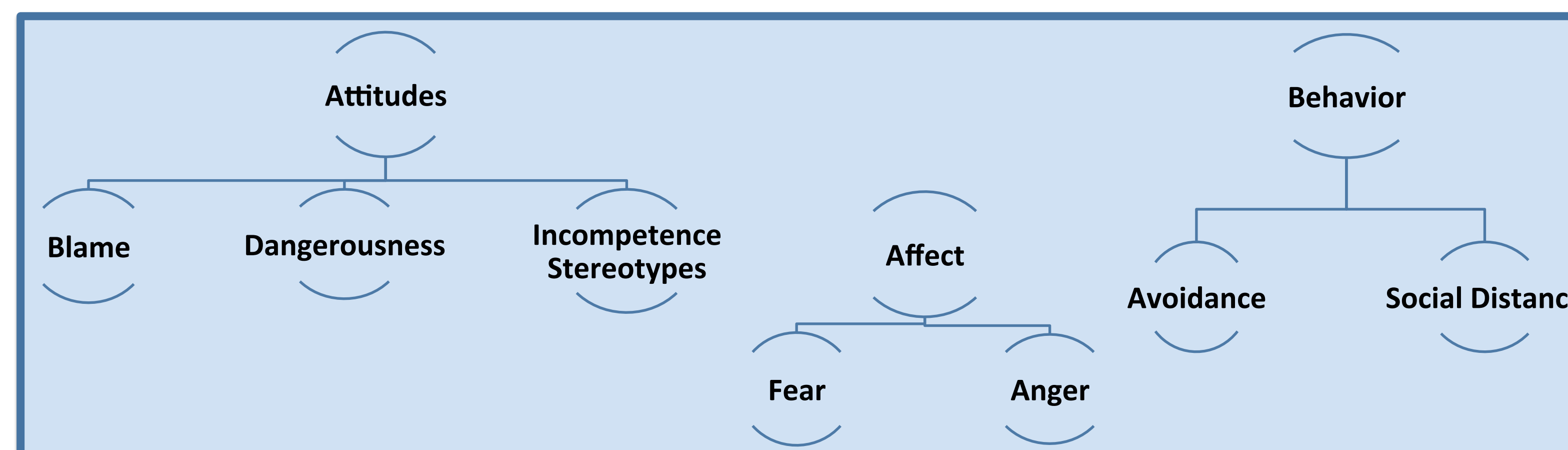
Two meta-analyses and three systematic literature reviews concluded face-to-face contact is the most effective intervention to reduce PSMI (Corrigan et al., 2012; Dalky, 2012; Griffiths et al., 2014; Morgan et al., 2018; Parcesepe & Cabassa, 2013).

Effect Sizes for Stigma Reduction



Based on Meta-Analyses: Corrigan et al. (2012) with 13 RCTs & Griffiths et al. (2014) with 5 RCTs for Educational Intervention & 3 RCTs for F2F Contact Interventions

Measurement: Self-report stigma attitudes, affect, & behavior (Corrigan et al., 2012).



External Validity: For Corrigan et al.'s (2012) meta-analysis, sample included: 58.7% female; 21.1% African American; & 5.6% Hispanic. Descriptives not available for Griffiths et al.(2014) meta-analysis.

Other Interventions Considered

Intervention	Strengths	Weaknesses
Protest (Corrigan et al., 2012)	Useful for suppressing behaviors that promote stigma in the media.	Fewer studies; Not effective for reducing PSMI.
Video Contact (Clement et al., 2012)	A growing body of research has found that filmed contact interventions may be as effective as F2F contact	Lacks empowerment of the presenter and opportunity to ask questions.
Education (Griffiths et al., 2014)	An effective intervention method to reduce PSMI, second to F2F contact. Potential additive effect with F2F contact to reduce PSMI.	Associated with a smaller PSMI reduction than F2F contact. Lacks relationship and social context specificity.

Research Limitations:

- Long-term PSMI reduction not addressed
- Does not address stigma for specific disorders

Recommendations for Practice and Research

Practice Recommendations:

- F2F Contact intervention effectively reduces PSMI. Filmed contact is a good alternative & allows for internet-wide distribution & intervention fidelity for PSMI reduction with populations online, in rural areas, & with homebound individuals (Yamaguchi et al., 2013).

Research Recommendations:

- Study different methods of contact interventions (i.e., F2F, filmed, longer duration, repeated contact, & joint activity). Compare their results for reducing PSMI to determine the most effective and cost-efficient delivery method for contact interventions.
- Study contact, education, and contact with education to test if additive design is beneficial (Griffiths et al., 2014).
- Measure PSMI reduction with interactive behavior, rather than self-report measures (Corrigan et al., 2012).