

Stigma and Mental Health

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HOP Program Lead

WISE

Rogers InHealth

WI Initiative for Stigma Elimination

- Statewide collaborative think tank to identify, implement, and evaluate evidence based practices
- Majority speak from experience of stigma and recovery
- Insight, resources, and support for stigma reduction

WISE Partners

Care Connections (Waukesha County NAMI Support Group)
Center for Suicide Awareness
COPE Services
Dry Hootch
Grassroots Empowerment Project
Illinois Institute of Technology
LaCrosse Mental Health Coalition
Latino Health Coalition – Mental Health Action Team
MHA Sheboygan
MHA Wisconsin
Marian University
NAMI WI, Fox Valley, Greater Milwaukee, Racine
Prevent Suicide WI and local coalitions
Rogers InHealth
University of WI Eau Claire, Milwaukee, Madison
WI Department of Health Services
WI Family Ties
Youth Empowered Solutions

Goals

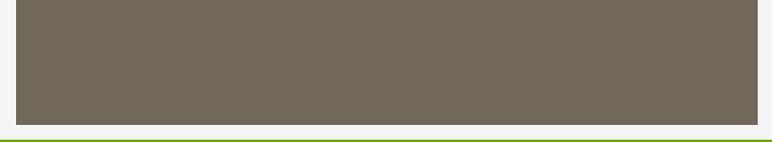
- Explore stigma
 - Public stigma
 - Internalized shame
- Frame stigma change
- Efforts to curb stigma and support youth mental health
 - Honest, Open, Proud Program
 - Seven Promises



1 in 4
schizophrenia anxiety
trauma depression
47% in our lifetime

eating disorders Drug and alcohol abuse

They are us!



What is stigma?

Where does it come from?

Stigma

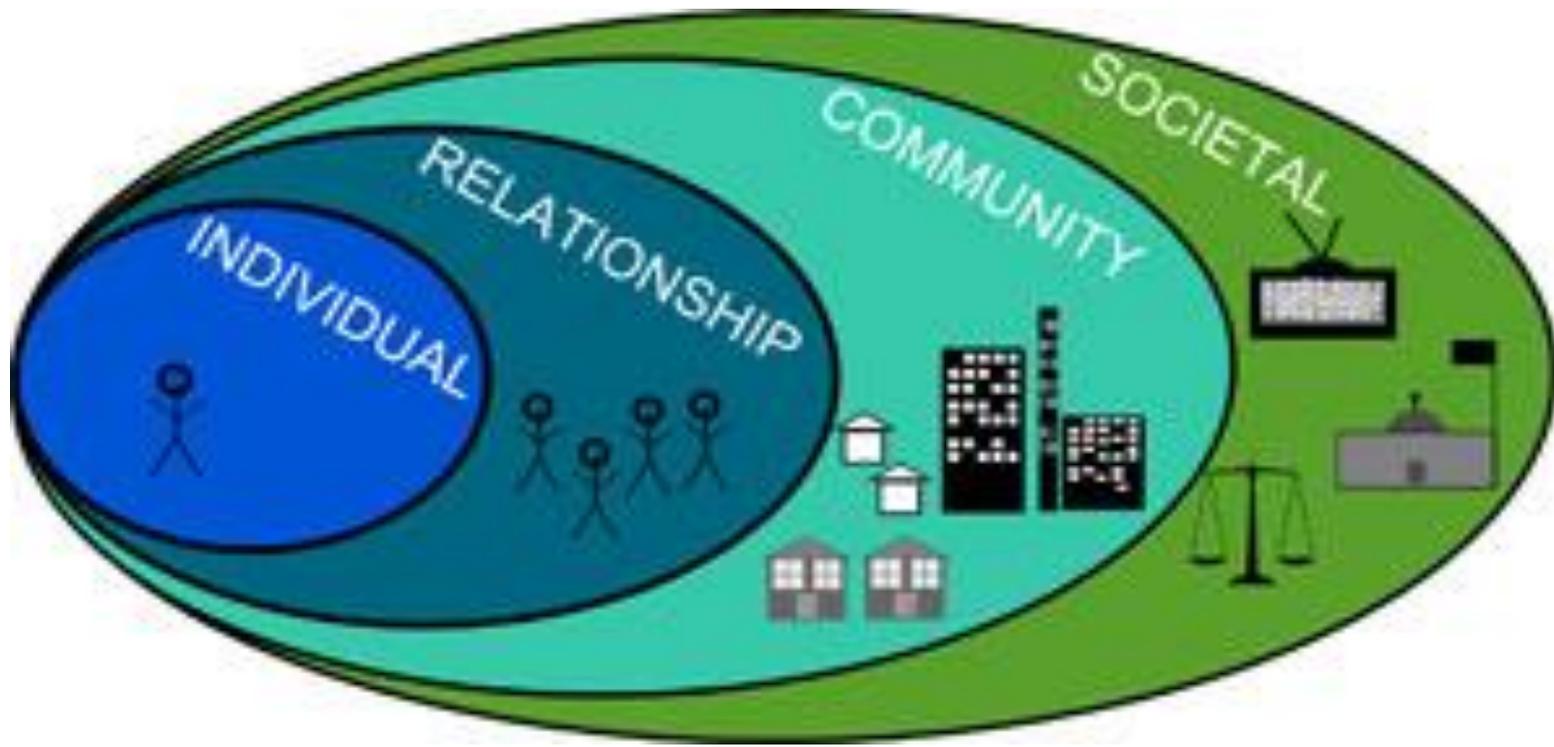
Definition

- Stereotype-ideas
- Prejudice-beliefs
- Discrimination-actions

Types

- Internalized Stigma
- Public
- Structural

Social Ecological Model and Stigma



Public Stigma: It's Impact on SOCIAL INCLUSION

- Lost employment; socioeconomic disadvantage
- Subpar housing
- Worse health and worse health care
- Diminished education opportunities
- Alienated from communities
- Decreased help seeking

Internalized Shame/Self Stigma

Public Stigma



↓ self esteem
I am not good



↓ sense of efficacy
I am not able



So, why try?

avoidance, anger and apathy



Stigma Change Processes

- ▶ Protest
- ▶ Education
- ▶ Contact

Protest

- Review stigmatizing images
- “Shame on you for thinking that way”
- Be aware of unintended consequences of well intended actions
- The rebound effect

Education

- Review key myths and facts that counter these myths
- **Myth:** People with serious mental illness are dangerous.
- **Fact:** People with untreated mental illness are slightly more dangerous especially when using drugs or alcohol
BUT...
 - They are more likely to be victims of violence



o Contact

“I’d like you to meet
Simone, Mike, Linda,
Nneka, Paul, Charles,
Val, Sumi, Denise,
Tim, Mark and Dori”



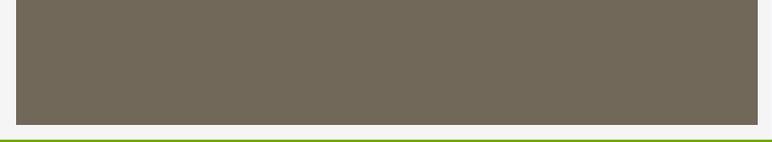


Now we know
what works...



Honest, Open, Proud

- Small group program for people who have faced mental health challenges and the daily decisions about what to say and to whom.
- Framework for key conversations
- Based on evidence-based program by Dr. Patrick Corrigan
- Revisions for multiple audiences
- Program shows decreased levels of stigma stress, increased self-efficacy surrounding disclosure, heightened sense of personal empowerment, lower depression



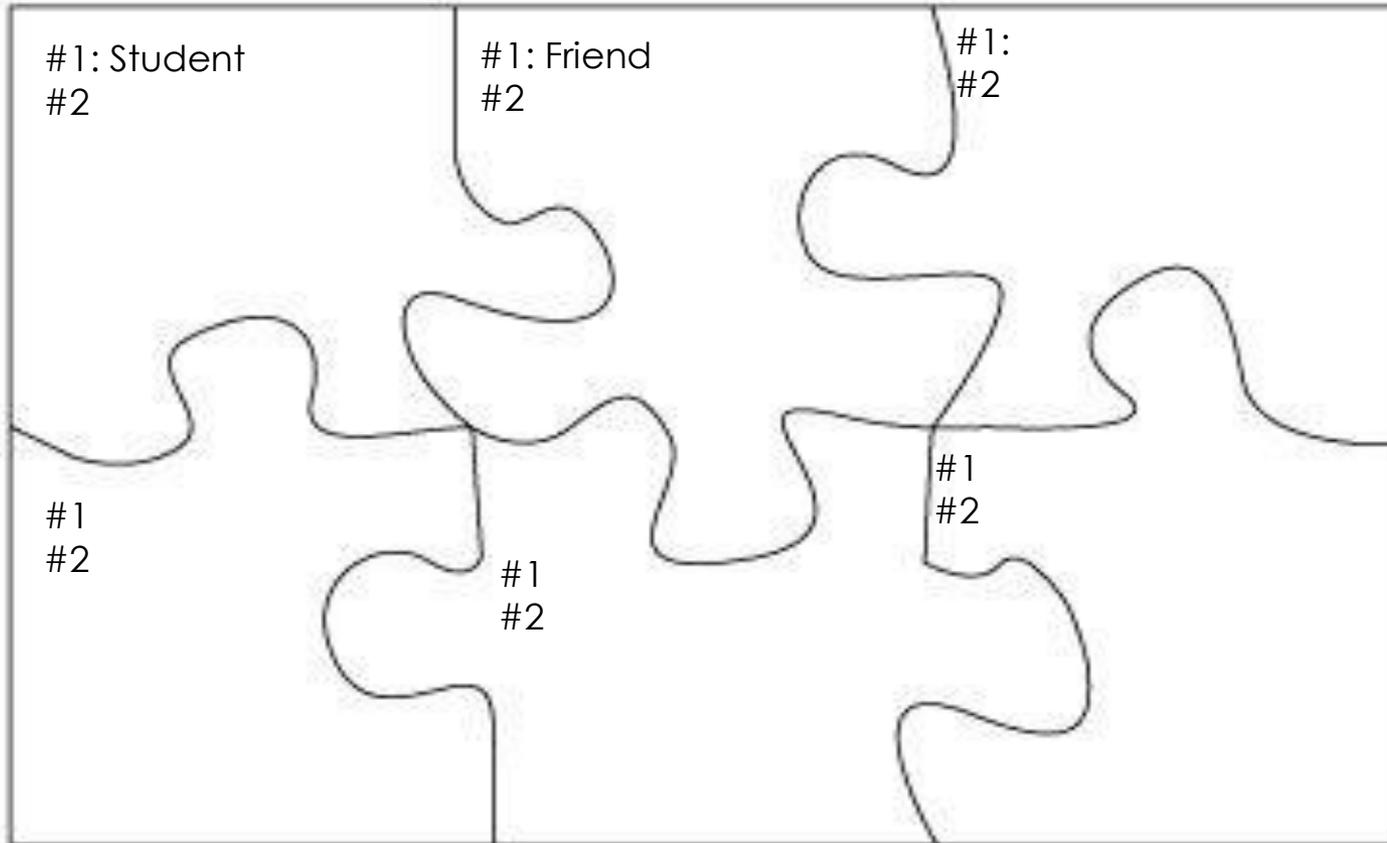
Lesson 1

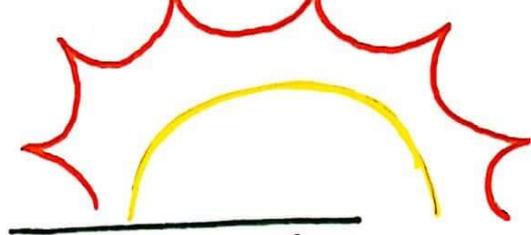
The Story I Tell Myself

Helpful and hurtful self beliefs



Your Self Talk Puzzle





5. Create a new, true statement that **COUNTERS** your hurtful belief

4. Collect evidence that shows the statement to be false

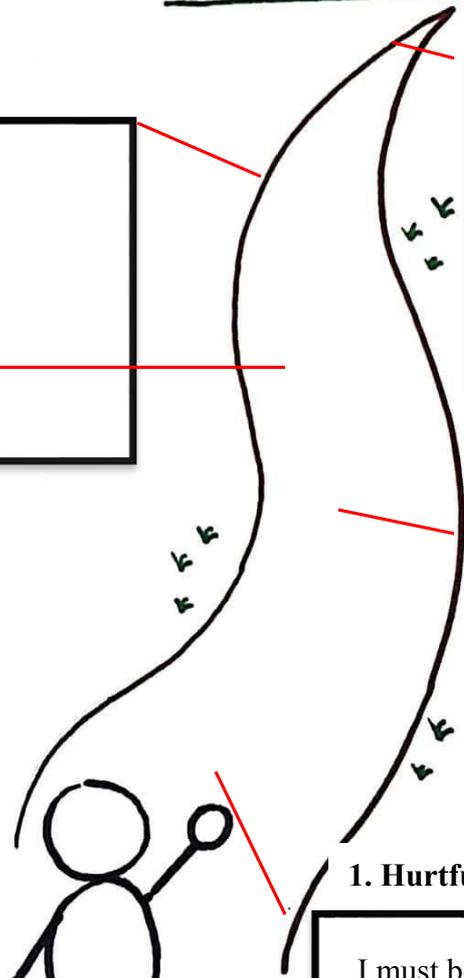
3. Who is the trusted person you will ask to see if they believe it is

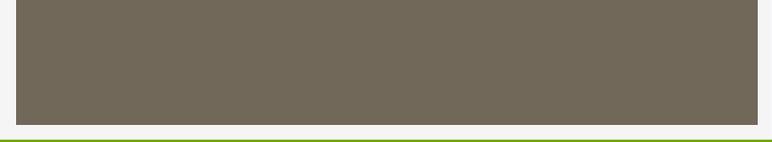
2. Turn into a true-false statement

1. Hurtful Belief

I must be

because



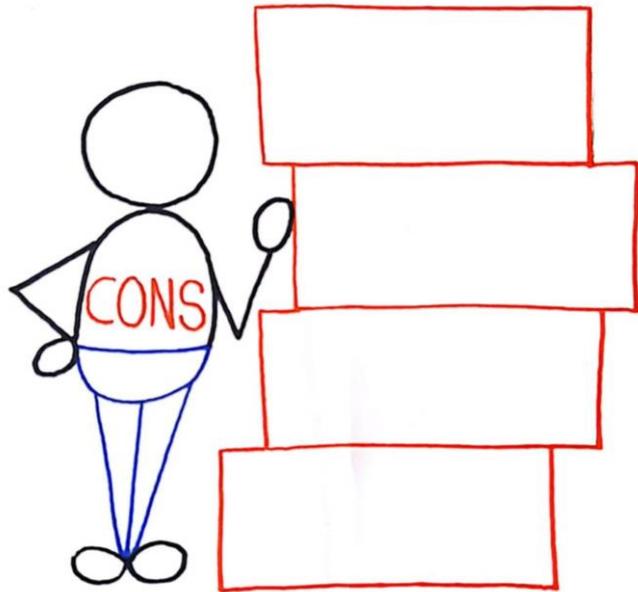


Lesson 2

Disclosure Choices

There are Pros and Cons of Disclosing

What are some you can think of?



Five Points to Remember about Disclosure Decisions

1. Don't dismiss any pro or con no matter how "silly" it may seem.
2. Your decision depends on the setting.
3. You decision can be yes, no, or decide later.



4. Know your reason or goal for disclosing.
5. Prepare yourself for expected and unexpected reactions.



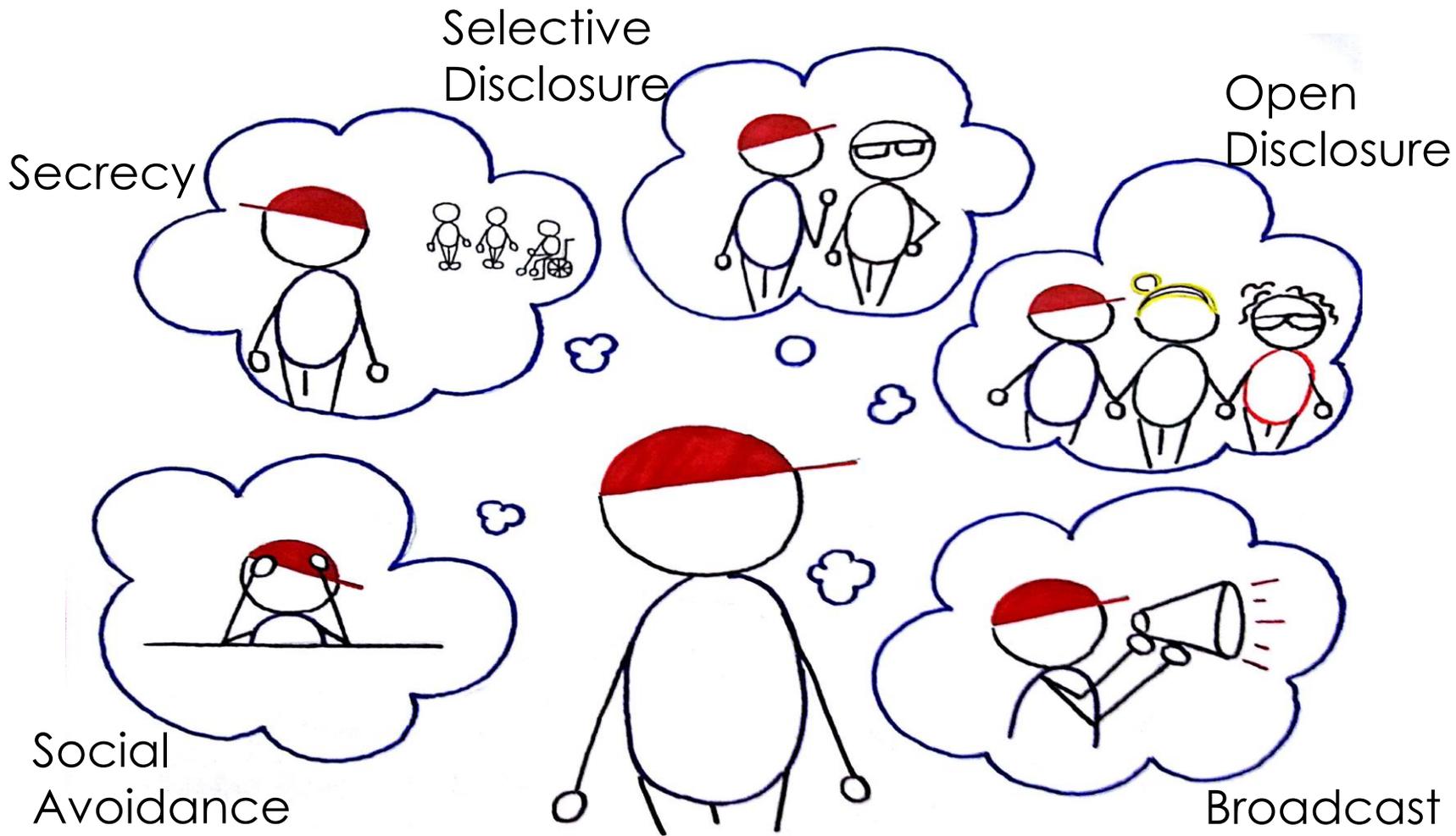
Social Media: Setting for Disclosure?

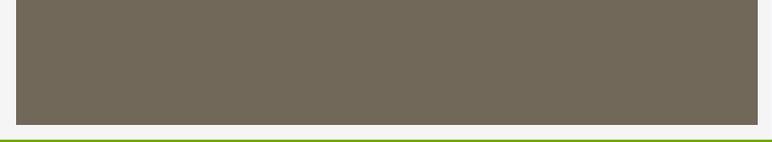


What social media do you use most?

Pros and Cons for you to use it as a means of disclosure?

Choices for Disclosure

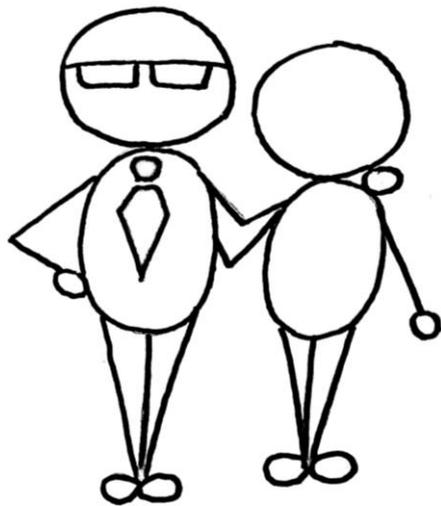




Lesson 3

Disclosure Decisions

Who might you disclose to?



Relationships that help me reach my goals

Function

Learn at school

Improve your mental health

Play a sport

Live with others

Relationship

Teacher

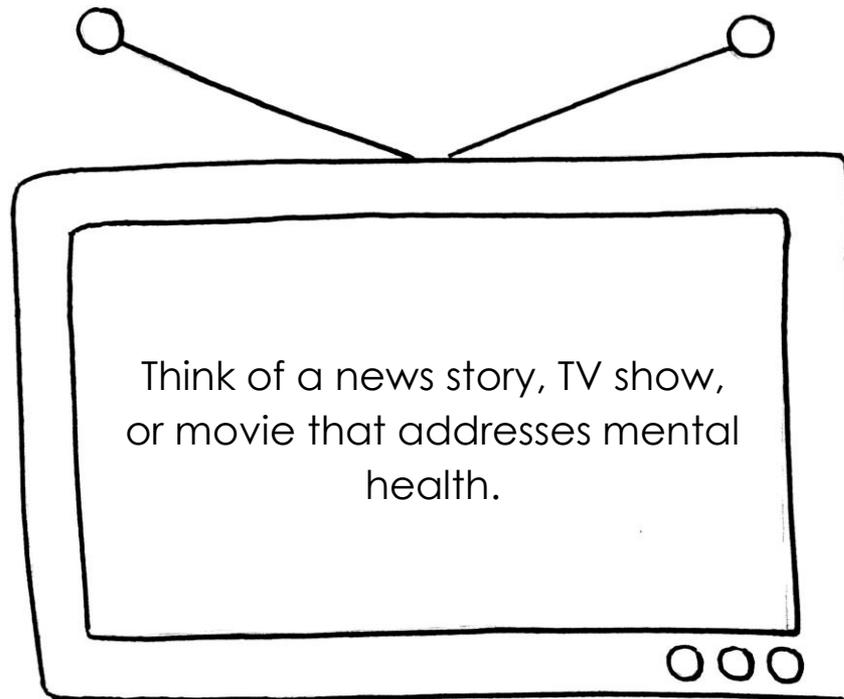
School social worker, therapist, or psychiatrist

Coach

Family members

What **characteristics** would you look for in a person to find someone who could offer support?

Testing a Person for Disclosure



Respond to Reactions Activity

Helpful

Understanding

Caring

Support

Sincere interest

Assistance

Hurtful

Disrespect

Denial

Punishment

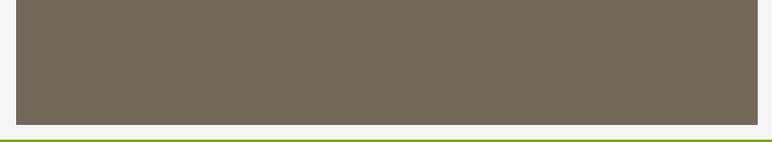
Fear/Avoidance

Blame

Who seems like a good person for you to disclose to?

Tip!

1. Your reason for disclosure- what you hoped would happen
2. Why you chose them – the characteristics you noticed

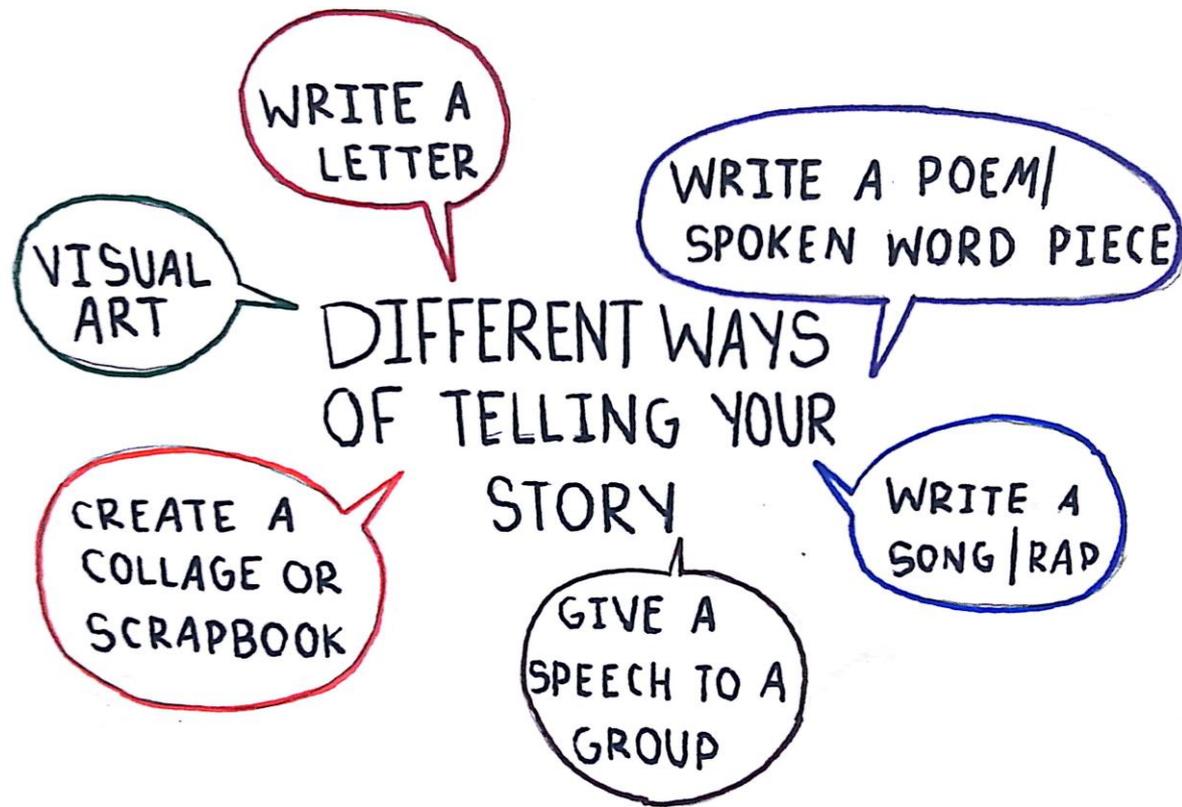


Lesson 4

Telling your Story to Others

Lesson Four

- **Opportunity to share** some of your story if you so choose
- Use the story guide we provide
- Be sure to include some of your **strengths and accomplishments** as you develop your story – 50%
- You will be given approximately 5 minutes to share
- This is for you to practice – the group will give **no critical feedback**
- Story examples can be found at Rogersinhealth.org
- **No one has to participate, but all are welcome!**



WRITE A LETTER

WRITE A POEM/
SPOKEN WORD PIECE

DIFFERENT WAYS
OF TELLING YOUR
STORY

WRITE A
SONG/RAP

GIVE A
SPEECH TO A
GROUP

CREATE A
COLLAGE OR
SCRAPBOOK

VISUAL
ART

Guide for Telling Our Story

Hi, my name is _____ and I deal/live with _____.

Here are a few things about me and my childhood.

My mental health challenges started when I was about _____ years old.

Along the way, I have experienced some unhelpful responses to my mental health challenges.

50%

Despite my challenges and sometimes because of them, I have many strengths and have some achievements that I am proud of.

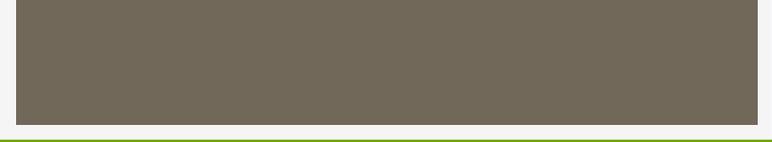
You probably do not want to communicate EVERYTHING on the guide when you share your story.

Remember your REASON/GOAL for disclosing.

Lesson 5

Moving Forward





List sources of support you know of and learn about today:

Peer:

Adult:

Safe Person Decal



The Safe Person Decal Seven Promises

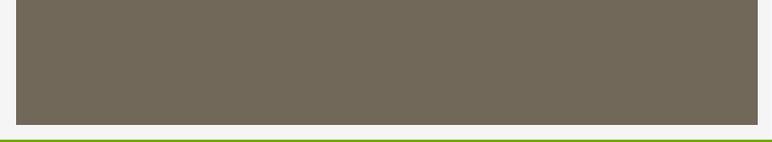
By displaying this decal for youth and adults to see, I promise to:

1. Acknowledge that reaching out for support is a strength.
2. Listen and react non-judgmentally.
3. Respond in a calm and reassuring manner.
4. Reflect back the feelings, strengths, and ideas I hear when listening.
5. Ask how I can be helpful and respond as I am able.
6. Do what I can to connect to other supports if asked.
7. Maintain confidentiality and communicate if exceptions exist.

To learn how to put the promises into action, go to safeperson.org.

What YOU Can Do Today

1. Seek out people with lived experience - listen to their story.
2. Reinforce & support their resilience & recovery.
3. Wear lime green to create curiosity.
4. Consider the story you can tell about recovery.
5. Share other's stories – one resource for short video stories is **Rogersinhealth.org**.
6. Order decals from **Safeperson.org**.
7. Bring the conversation to your community.



THANKS
for the work you do!

For further information,
email: WISE@wisewisconsin.org