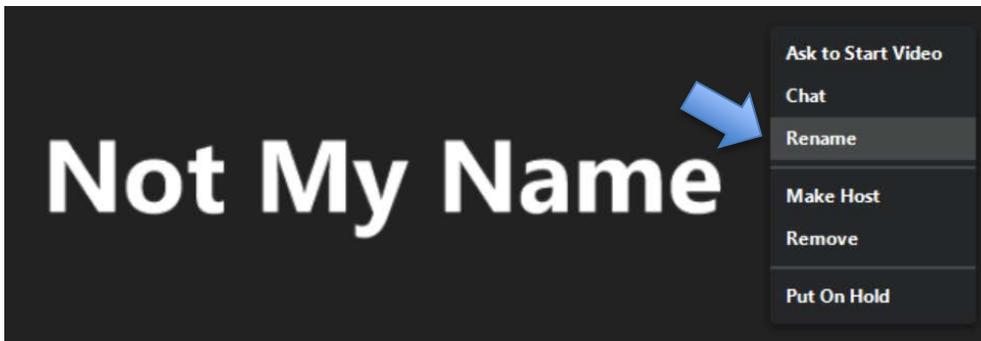




## ECHO Idaho: Behavioral Health in Primary Care

Welcome! The session will start at 12:00 pm MT.



Please introduce yourself in the chat function: Name, Title, Organization, City

If you need to update your screen name, right click on your image and select rename.

If you need technical support please contact our IT team:

- Zoom Private Chat to Jessica, ECHO
- Email: [boisehelp@uidaho.edu](mailto:boisehelp@uidaho.edu)
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# ECHO IDAHO



## ECHO Idaho: Behavioral Health in Primary Care

Helping Patients Break the Stigma  
Against Mental Illness

February 19, 2020

Michelle Cullinan, PMHNP

The speaker has no relevant financial relationship(s) to disclose.

# Learning Objectives

- What is stigma in mental health?
- What are the effects of stigma?
- How do we assess and address stigma?

# What is Stigma?

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**Definition** – a mark or brand; an attribute that is deeply discrediting, which reduces someone from a whole and usual person to a tainted, discounted one

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**Public Stigma** – the public endorses negative stereotypes and prejudices resulting in discrimination against people with mental illness

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**Self-Stigma** – people with mental illness accept the negative attitudes of others towards them, internalize and apply these beliefs to themselves

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**Perceived Stigma** – the belief that others have negative beliefs about people with mental illness

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**Label Avoidance** – a person chooses not to seek mental health treatment to avoid being assigned a stigmatizing label

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**Structural Stigma** – institutional policies or other societal structures that result in decreased opportunities for people with mental illness

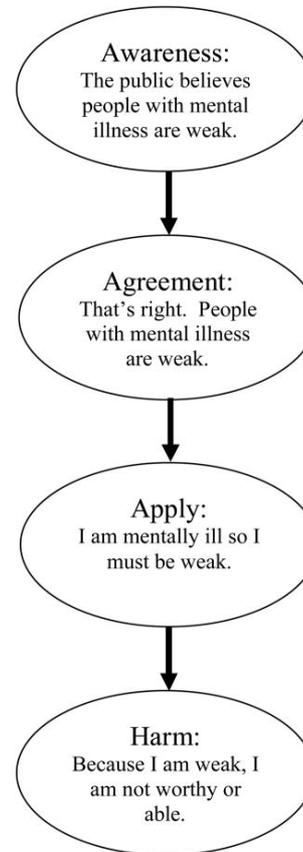
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**Health Practitioner Stigma** – anytime a provider allows stereotypes and prejudices about mental illness to negatively affect a patient's care

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# Effects of Self-Stigma

- Delay in seeking treatment
- Decreased treatment adherence
- Decreased self-esteem
- Decreased quality of life and general functioning
- Negatively associated with obtaining employment and housing
- Increase in symptom severity
- Self stigma lowers the effectiveness of combined treatment of anxiety disorders (Oskova, 2018)
- Higher severity of depression was associated with increased self-stigma about treatment particularly psychotropic medications but not necessarily psychotherapy (Gaudiano, 2012)
- Symptom severity influence the process of self-stigmatization which in turn has a negative impact on feelings of self-worth and competence for individuals with schizophrenia spectrum disorders (Horselsenberg, 2016)



Why try...  
To pursue a job; I am not worthy.  
To live on my own; I am not able.

# Public Health Implications of Stigma

- Less than half of adults in the U.S. who need treatment seek out services (MHA, 2016)
- Delay between onset of symptoms and intervention is 8-10 years (Wang, 2005)
- Suicide remains the 2<sup>nd</sup> leading cause of death for ages 10-34 and 10<sup>th</sup> cause of death for all Americans (CDC, 2019)

# Provider tips



Knowledge is Power – assess the patients' expectations and attitudes about receiving mental health treatment



Dispel Myths – prevalence of certain mental health disorders, treatment options and recovery, biological aspects of mental health disorders



Re-think wellness – overall wellness includes mental and physical health



Draw Parallels – “you wouldn’t ignore cancer; we can't ignore your depression”



Seeking Help Now will reduce future complications – impact on career, family relationships, physical wellbeing, social relationships

# Break the Stigma

## A MENTAL ILLNESS IS

- A medical condition disrupting a person's thinking, feeling, mood, ability to relate to others, and daily functioning.
- Common. One in four people will develop a mental illness in their lifetime.
- Treatable. Most mental illnesses can be treated effectively with medication, therapy, diet, exercise, and support. Recovery is possible.

## A MENTAL ILLNESS IS NOT

- Imaginary. Mental illnesses are very real and very common.
- Something to "get over." Mental illnesses cannot be willed away.
- A character flaw. Mental illnesses are medical conditions that do not define us.

## AN ILLNESS CAN BE CAUSED BY

- Trauma. Sometimes traumatic events can play a role in triggering a mental illness.
- Chemical imbalance. Chemical or biochemical changes in the brain can be factors.
- Genetics. Some mental illnesses get passed along from one generation to the next.
- Environment. Exposure to toxins, illnesses, drugs, or alcohol can affect the developing brain in utero.

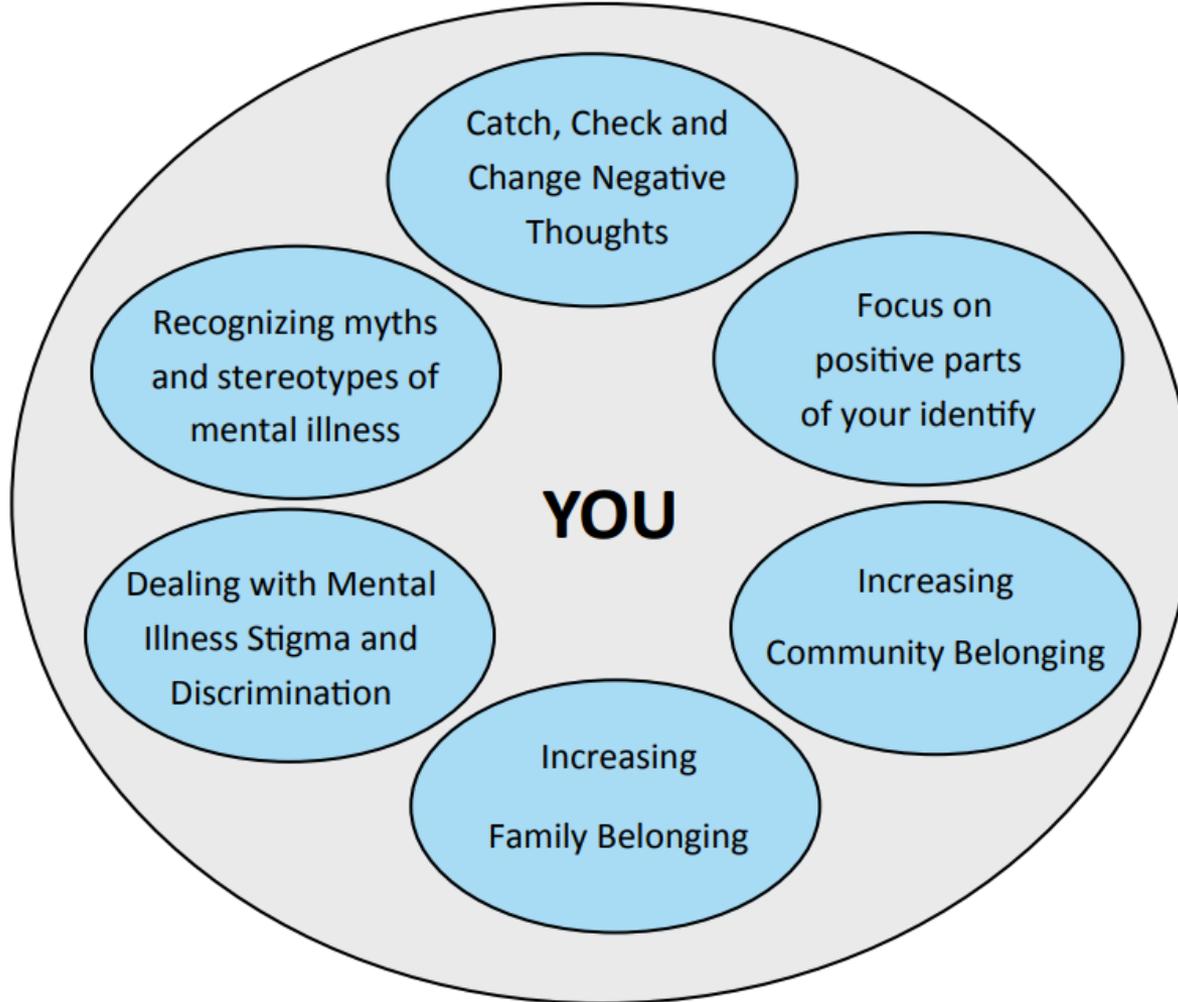
## Internalized Stigma of Mental Illness Inventory (ISMI)

We are going to use the term "mental illness" in the rest of this questionnaire, but please think of it as whatever you feel is the best term for it. For each question, please mark whether you strongly disagree (1), disagree (2), agree (3), or strongly agree (4).

	Strongly disagree	Disagree	Agree	Strongly agree
1. I feel out of place in the world because I have a mental illness.	1	2	3	4
2. Mentally ill people tend to be violent.	1	2	3	4
3. People discriminate against me because I have a mental illness.	1	2	3	4
4. I avoid getting close to people who don't have a mental illness to avoid rejection.	1	2	3	4
5. I am embarrassed or ashamed that I have a mental illness.	1	2	3	4
6. Mentally ill people shouldn't get married.	1	2	3	4
7. People with mental illness make important contributions to society.	1	2	3	4
8. I feel inferior to others who don't have a mental illness.	1	2	3	4
9. I don't socialize as much as I used to because my mental illness might make me look or behave "weird."	1	2	3	4
10. People with mental illness cannot live a good, rewarding life.	1	2	3	4
11. I don't talk about myself much because I don't want to burden others with my mental illness.	1	2	3	4
12. Negative stereotypes about mental illness keep me isolated from the "normal" world.	1	2	3	4
13. Being around people who don't have a mental illness makes me feel out of place or inadequate.	1	2	3	4
14. I feel comfortable being seen in public with an obviously mentally ill person.	1	2	3	4
15. People often patronize me, or treat me like a child, just because I have a mental illness.	1	2	3	4
16. I am disappointed in myself for having a mental illness.	1	2	3	4
17. Having a mental illness has spoiled my life.	1	2	3	4
18. People can tell that I have a mental illness by the way I look.	1	2	3	4
19. Because I have a mental illness, I need others to make most decisions for me.	1	2	3	4
20. I stay away from social situations in order to protect my family or friends from embarrassment.	1	2	3	4
21. People without mental illness could not possibly understand me.	1	2	3	4
22. People ignore me or take me less seriously just because I have a mental illness.	1	2	3	4
23. I can't contribute anything to society because I have a mental illness.	1	2	3	4
24. Living with mental illness has made me a tough survivor.	1	2	3	4
25. Nobody would be interested in getting close to me because I have a mental illness.	1	2	3	4
26. In general, I am able to live my life the way I want to.	1	2	3	4
27. I can have a good, fulfilling life, despite my mental illness.	1	2	3	4
28. Others think that I can't achieve much in life because I have a mental illness.	1	2	3	4
29. Stereotypes about the mentally ill apply to me.	1	2	3	4

# Break the Stigma

- “Ending Self Stigma” intervention – 9 group sessions focusing on education about mental illness, cognitive behavioral strategies on dealing with public stigma, methods to strengthen family and community relationships, methods to respond to discrimination
- In Our Own Voice – NAMI presentation of testimonials from people living with mental illness in order to reduce public stigma. Participants feel empowered by the activist role they play
- Peer Support – sense of community, improvements in self-reliance, coping skills and knowledge, feelings of empowerment
- Cognitive Behavioral Therapy – improvements in six domains (experiential learning, positive change in experience of self, acquiring cognitive skills, enhanced hope, improved coping, and emotional change)



# Mental health in the Media

- Lady Gaga and Oprah discuss mental illness and self-care <https://youtu.be/f8iNYY7YV04>

# Key Points

- Public stigma of mental illness can cause internalized stigma which leads to negative implications for mental health treatment and recovery
- Assess for self-stigmatization as a barrier to treatment
- Increasing patient self-efficacy and self-esteem through CBT, peer support and education decreases self-stigmatization
- As providers, we have a responsibility to educate the public about mental health in order to reduce public stigma and prejudice

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