

# Mental Health Stigma





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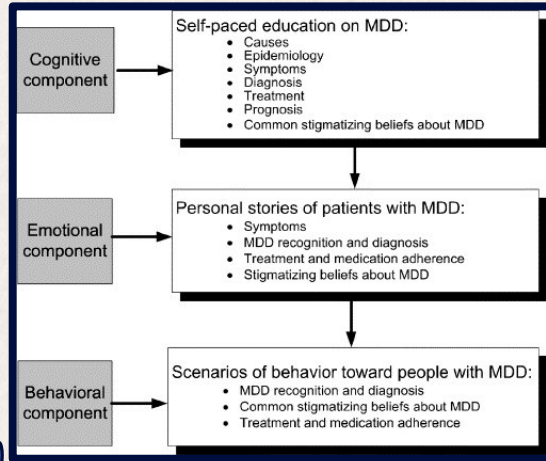
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# Different Attributes of Stigma Treatments



- **Protest/Behavioral Interventions:** raises awareness about prejudice and unfair situations occurrence of publicly endorsed stereotypes.
- **Education/Cognitive Interventions:** increases knowledge about mental health by replacing myths with facts
- **Contact/Emotional Interventions:** stimulates a change by demonstrating that those with mental disorders live productive lives and are not defined by a diagnosis. Could involve in person intervention or a short video (yielded three times stronger outcome then education ( Michaels et al. 2014))



01

# Short treatment



# What is a short treatment?

## **Focuses on one type of intervention**

- Cognitive interventions
- Emotional interventions
- Behavioral interventions

# Short Video Treatments



Example of an cognitive/educational  
intervention



Example of a video being an emotional intervention

# Survey question short treatment

How do you think your friend would approach the conversation with you?

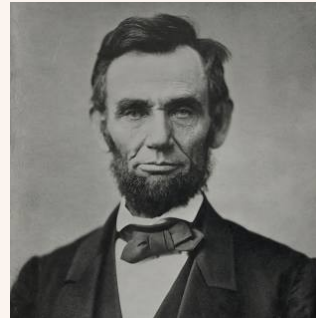
- Listening attentively without offering advice (1)
- Offering advice and solutions (2)
- Sharing similar experiences to make you feel understood (3)
- Changing the subject to lighten the mood (4)
- Being kind and trying his best but struggling to relate to your experience (5)

## Examples of a question being an emotional interventions

Think of a time in the past when a friend, clearly struggling and in distress, approached you for emotional support because they were struggling with a personal or academic issue. What was their problem? How did you support them?

*If no such event comes to mind, consider a hypothetical situation and describe what problem you imagine your friend having and how you would react.*

# Match the mental illness to the famous person



Depression

Bipolar disorder

Anxiety



02

Long treatment

# What is a Long Treatment?

- 
- Takes more time
  - Covers more areas: Cognitive, Emotional, Behavioral

Cognitive: Providing information

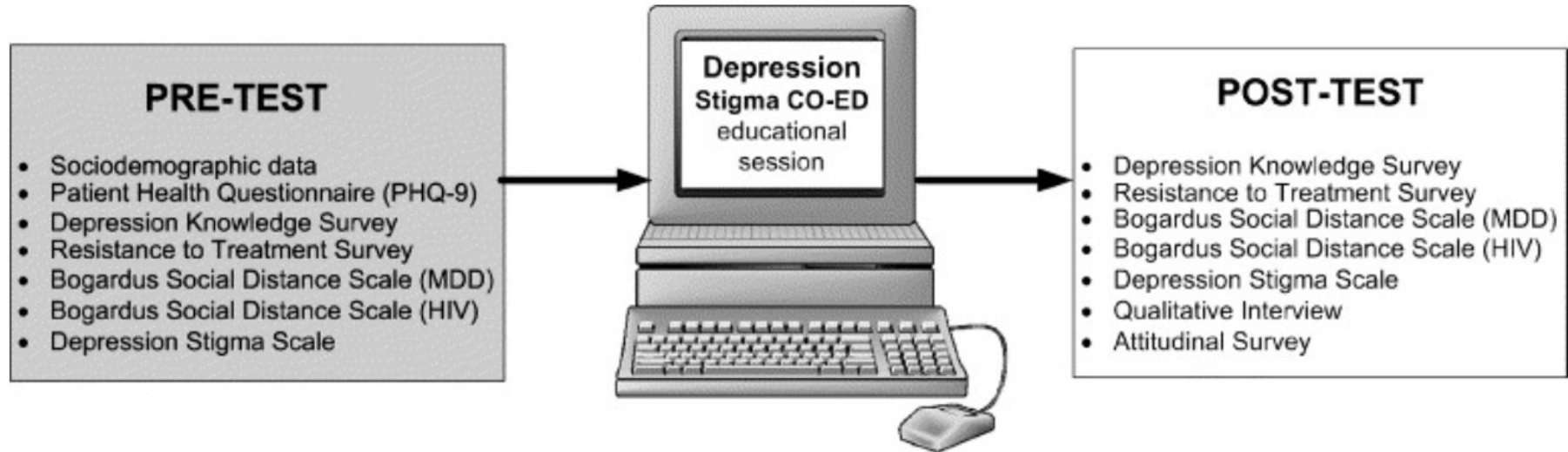
Emotional: Personal Stories

Behavioral: Case Scenarios

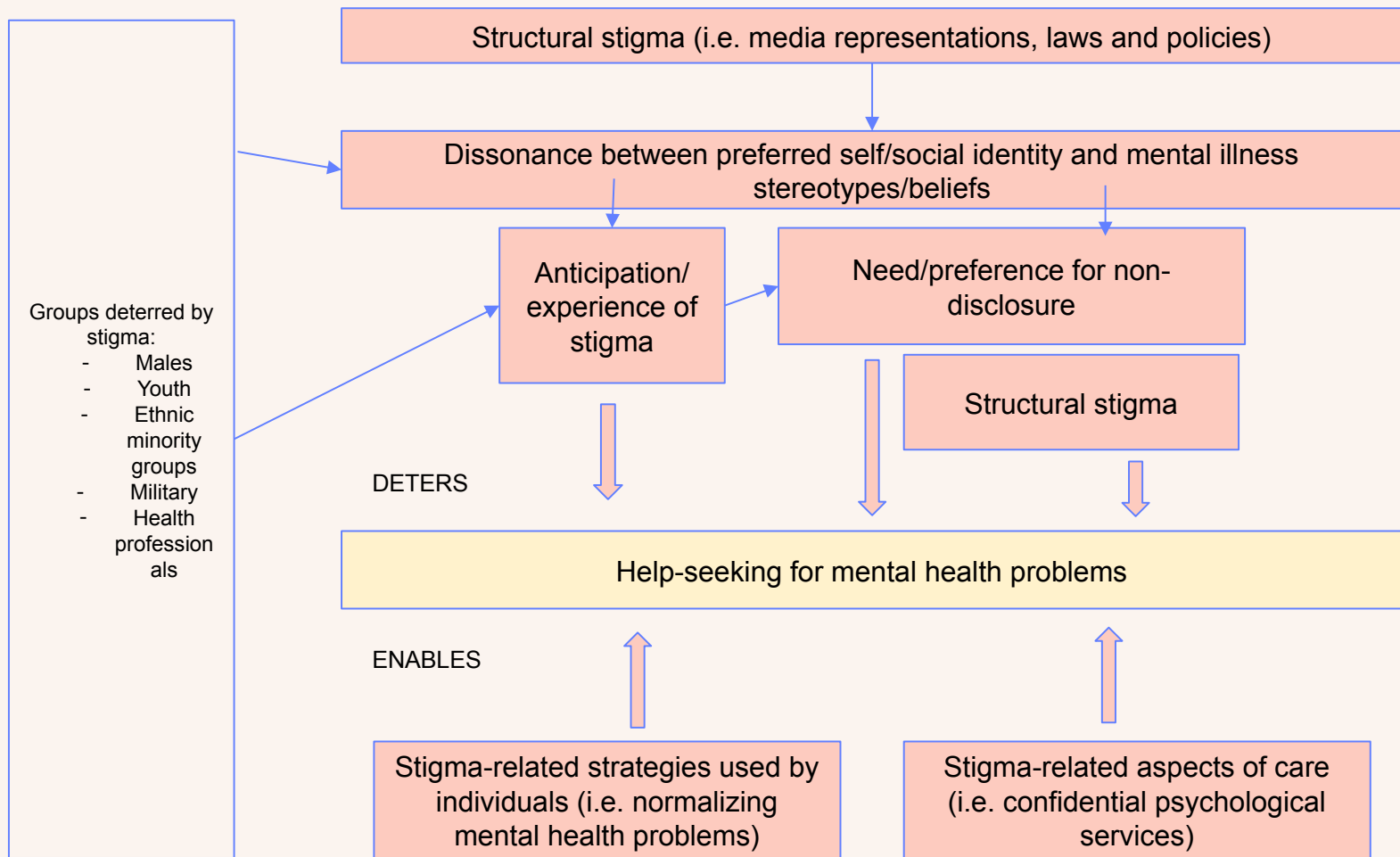
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# Examples from Research

- 
- Giving students a presentation on mental illness vs a peer sharing their experience with mental illness (Kosyluk et. al, 2016)
  - Providing students with messages/scenarios via computer program and asking questions (Finkelstein, Lapshin, 2006)



(Finkelstein, Lapshin, 2006)



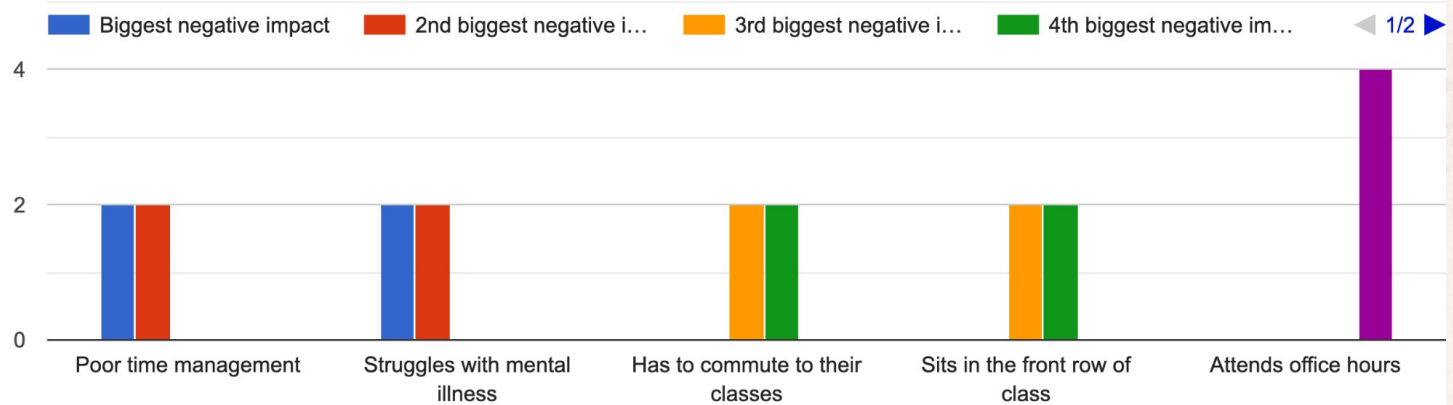


03

# Our Survey

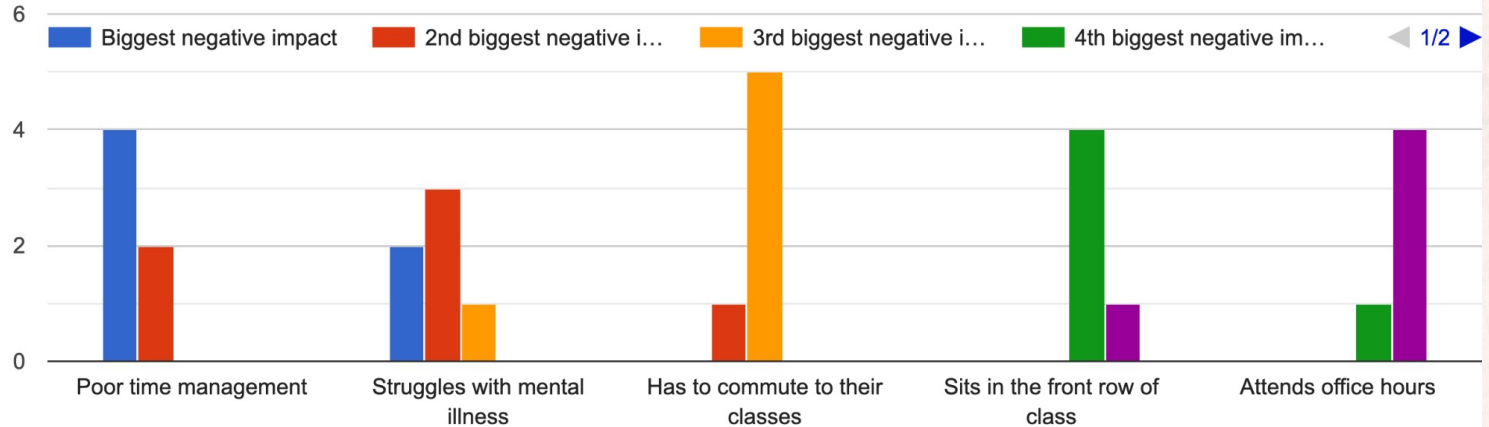
# Before Video - Group 1

Rank the following on how negatively it would impact a student's achievement in school?



# Before Video - Group 2

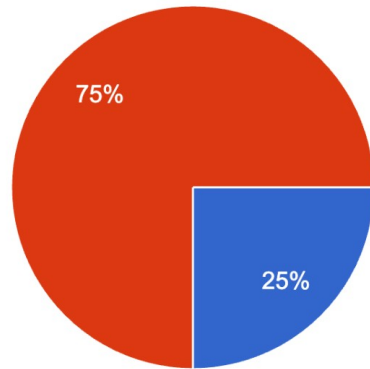
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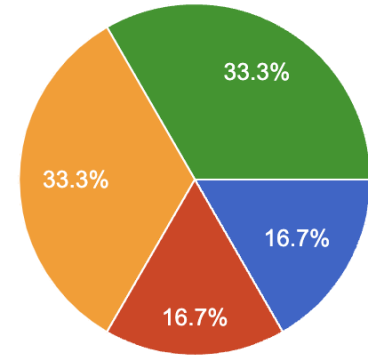
# After Video - Group 1 and Group 2

Among survey participants, what percentage would see mental health struggles as a trait to avoid when picking a group member for a school project?

4 responses



- 0-20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%

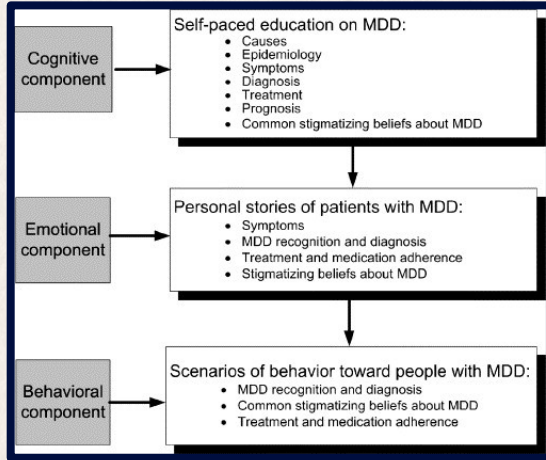




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# Conclusions/ Recommended Treatment

# Online Based Intervention



## Pros:

- Easy to implement on a large scale
- Can encompass many aspects of mental health stigma treatment
- Can be incorporated with mental health stigma survey

## Cons:

- Reduced engagements from participants

# Online Based Intervention Examples

- **Reducing depression stigma using a web-based program**
  - Significant effect but questionable
- **Mental health stigma among college students: Test of an interactive online intervention**
  - No effect
- **The Effects of Internet-Based Storytelling Programs (Amazing Adventure Against Stigma) in Reducing Mental Illness Stigma With Mediation by Interactivity and Stigma Content: Randomized Controlled Trial**
  - Short term success less clear long term