Fighting Stigma associated with Children's Behavioral Health: Primary Care Strategies

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# Definitions

 Table 1 Comparing and contrasting the definitions of public stigma and self-stigma

#### Public stigma

Stereotype	Negative belief about a group (e.g., dangerousness, incompetence, character weakness)
Prejudice	Agreement with belief and/or negative emotional reaction (e.g., anger, fear)
Discrimination	Behavior response to prejudice (e.g., avoidance, withhold employment and housing oppor-
	tunities, withhold help)

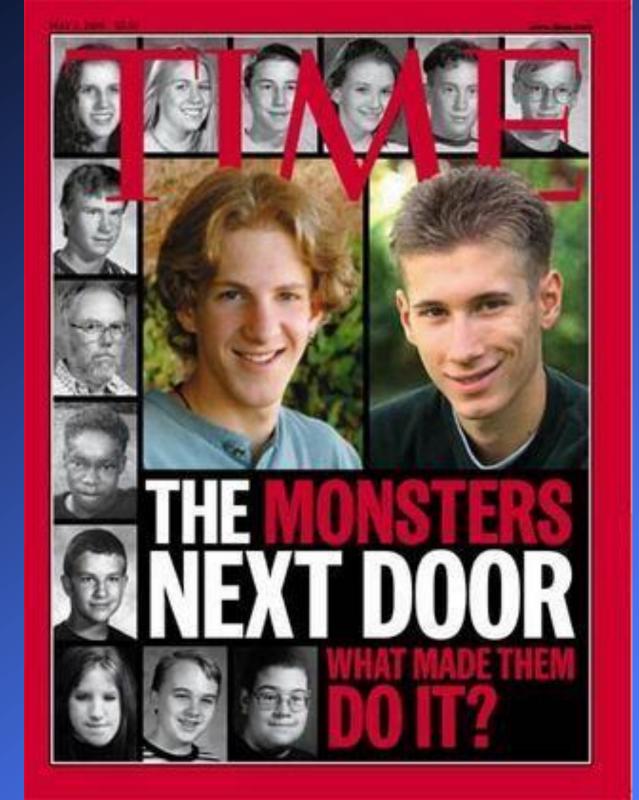
#### Self-stigma

Stereotype	Negative belief about the self (e.g., character weakness, incompetence)		
Prejudice	Agreement with belief, negative emotional reaction (e.g., low self-esteem, low self-efficacy)		
Discrimination	Behavior response to prejudice (e.g., fails to pursue work and housing opportunities)		

## Corrigan et al. 2002

# Impact of Stigma

- "Double Jeopardy" of mental illness
- Access to care
- Pediatric dimension: identity development, selfesteem, trauma associated with bullying
- Parental dimension: parental blaming



## The New York Times Magazine

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ACCRESSIVE

BEFLANT

URAPPECTIONATE

0010

DETACHED

CALLOUS

UNEMOTIONAL

VOLATILE

VIOLENY

CALCULATING

MANIPULATIVE

PREBATORY

NARCISSISTIC

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CRUEL

UNBEPENTANT

PETCHOPATHICT

#### When Is a Problem Child Truly Dangerous?

By Jennifer Kahn

Negative attitudes and beliefs regarding individual with mental illness, their families, and providers

- Dangerous
- Childish
- Irresponsible
- Weak
- Incompetent
- Infectious
- Disruptive
- Responsible for their own disability

- Parents' fault
- Intractible, refractory to treatment
- MH services are a bottomless pit
- MH providers are foolish/incompetent
- MH services are a waste of money

# Social Distance: the "heart of stigma"

Stigmatizing Attitudes toward Adults and Children by Vignette Type and Social Venue, U.S. General Social Surveys, 1996 and 2002

Vignette Type	Percent Unwilling to					
Adults <sup>a</sup>	Move next door	Make friends with	Spend an evening socializing with	Work closely with on the job	marry into your family	
Troubled person	9.5	10.0	14.9	21.0	41.9	
Depression	22.9	23.1	37.8	48.6	60.6	
Schizophrenia	37.0	34.0	49.0	64.1	72.2	
Alcohol dependence	45.6	36.7	55.8	74.7	78.2	
Drug dependence	75.0	59.1	72.7	82.0	89.0	
Children/adolescents	Have child as classmate	Spend an evening with family	Move next door	make friends with		
Asthma	2.80	6.45	9.31	4.82		
"Daily troubles"	5.95	10.49	10.49	9.79		
Attention deficit hyperactivity disorder	19.30	16.90	22.19	23.47		
Depression	11.04	17.48	18.45	29.64		

<sup>a</sup>Adapted with permission from martin et al. (2000).

<sup>b</sup>Adapted with permission from martin et al. (2007).

### Pescosolido, 2013

# Confounding impact of medical model...

- NAMI has promoted biological/genetic causation as an anti-stigma strategy
- Genetic and biological attribution was associated with higher levels of stigma
  - Perhaps related to a sense of permanence

## Phelan, 2005

Integration of Mental Health in Pediatric Primary Care

- "normalizes" mental illness
- Mental health placed in a wellness context: people go to PCP for health promotion
- Engagement methodology improves rate of follow up with mental health referrals (? Mitigates effect of self-stigma)
- SBIRT, IMPACT models show improved outcomes