

# 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

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**Public stigma**

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

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**Self-stigma**

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

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Corrigan et al. 2002

# Impact of Stigma

- “Double Jeopardy” of mental illness
- Access to care
- Pediatric dimension: identity development, self-esteem, trauma associated with bullying
- Parental dimension: parental blaming

**TIME**

**THE MONSTERS  
NEXT DOOR**

**WHAT MADE THEM  
DO IT?**

# The New York Times Magazine

May 13, 2013

DISTURBED

AGGRESSIVE

DEFIANT

UNAFFECTIONATE

COLD

DETACHED

CALLOUS

UNEMOTIONAL

VOLATILE

VIOLENT

CALCULATING

MANIPULATIVE

PREDATORY

NARCISSISTIC

IMPULSIVE

CRUEL

UNREPENTANT

PSYCHOPATHIC?

## 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
- Intractable, 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				
	Move next door	Make friends with	Spend an evening socializing with	Work closely with on the job	marry into your family
<b>Adults<sup>a</sup></b>					
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
<b>Children/adolescents</b>	<b>Have child as classmate</b>	<b>Spend an evening with family</b>	<b>Move next door</b>	<b>make friends with</b>	
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