Index

A Beautiful Mind 49, 58, 74
adult education, Germany 56
anti-stigma interventions 160
Anti-stigma Prize, Germany 52
Anti-stigma Training Modules, Germany 52–3
Association of Friends for Schizophrenia,
Turkey 113
Australia 139–40
award-winning efforts 140
information resources 139–40
media collaboration 140
Austria 42–5
media coverage 42, 44
target groups 43
high school students 44
journalists 43–4
mental health services 45
baseline survey 187, 211–12
BASTA (Bavarian Anti-Stigma-Action) 57
Book Project, Brazil 121
Boulder Local Action Group see United States
Brazil 117–22
coalition building 120–1
cultural activities 121
educational initiatives 120
objectives 119
programme establishment 117–18
research 119–20
target groups 119
targeting two communities 118
Brescia Local Action Group see Italy
budget preparation 186
business community leaders as change agents,
Canada 24–6
Calgary, Alberta see Canadian pilot site
Canadian pilot site 15–30
Calgary Local Action Group 15–18
radio coverage 28–9
recommendations to hospital directors 18–19
results related to target groups 19–29
community change agents 24–7
health care professionals 18–21
teenagers 21–4
‘Starry, Starry Night’ production 20–1
Teens Talking 2 Teens competition 23–4, 25
change agents 24
Canada 24–7
children see high school students
Chile 142–4
consumers and family members 144
interventions in the psychiatric
community 143–4
clergy, as target group
Canada 24
Poland 91–2
Coalition Movement for Mental Health in
Brazil 120–1
collaboration 152–3
communication consultant 183
messages 161, 166–7
review of resources 182, 198–9
support materials, Greece 75
Competition Centre for Destigmatization of
People with Schizophrenia (CCDPS),
Germany 53
consumers as target group
Chile 144
Egypt 124
Greece 76–7
Japan 98
Morocco 128–9
Spain 38
Turkey 115
criminal justice system, United States 82–3
Das Weisse Rauschen (The White Noise) 49, 58

© Cambridge University Press www.cambridge.org

Cambridge University Press 0521549434 - Reducing the Stigma of Mental Illness: A Report from a Global Programme of the World Psychiatric Association Norman Sartorius and Hugh Schulze

More information
Index

Day of Solidarity, Poland 88, 92–3
developing countries 6, 218–20
discrimination 216
Düsseldorf, Germany 51–3

educational initiatives
Brazil 120
Germany 56
India 147
Egypt 123–6
broadening the programme 125–6
interventions 124
research 123
target groups
consumers and family members 124
journalists 124
medical students 125
primary care physicians 124
secondary school students 125
emergency room recommendations 229–33
employers, as target group
Italy 65–6
Poland 91
United States 81–2

family members as target group
Chile 144
Egypt 124
Greece 76–7
Japan 97
Morocco 128–9
Spain 38
Turkey 115

family support, India 145–6
film portrayals 49, 58
focus groups 54–5, 158–62, 166
anti-stigma interventions 160
communication messages 161, 166
dimensions of stigma 159
Germany 28, 55–6
Italy 66–7
monitoring and process documentation 161
successes 162
fund-raising guidelines 209–11
solicitation package 210–11
general practitioners as target group 155
Egypt 124
Turkey 113–14
see also health care professionals
general public 27–9
as target group 27–9
Austria 44
Germany 52
Japan 97–8
Spain 39–40
Turkey 114–15
United States 84
see also media coverage
German Research Network on Schizophrenia (GRNS) 50
Germany 49–58
Düsseldorf 51–3
Anti-stigma Training Modules 52–3
competence centre for
Destigmatization of People with Schizophrenia 53
first Anti-stigma Prize 52
interventions 52
surveys 51–2
Hamburg 53–4
Itzehoe-Steinburg and Kiel 54
Leipzig 54–6
adult education 56
interventions based upon focus group results 55
media coverage 56
Munich 56–7
Greece 70–8
communication support materials 75
expanding volunteer work 73–4
local networking and awareness 77
national opportunity 71–2
stigma and the arts 74–5
concert event 27–8, 76
survey 70–1
target groups 72
high school students 76
journalists 72–3
mental health professionals 72
those living with schizophrenia 76–7
Hamburg, Germany 53–4
health care professionals, as target group 155
Austria 45
Canada 18–21
Morocco 129, 131
Slovakia 109
Turkey 113–14
see also mental health professionals, as target group
high school students, as target group 155
Austria 44
Egypt 125
Germany 52, 53–4, 55
Greece 76
Italy 63–4
Japan 97–8, 100
Poland 91

Cambridge University Press
www.cambridge.org

© Cambridge University Press
Turkey 115–16
United Kingdom 134–5
United States 84–5
see also teenagers, as target group
home helpers, Japan 100–1
IDMAJ programme, Morocco 128
see also Morocco
India 145–7
educational initiatives 147
importance of family support 145–6
new initiatives 146–7
working with the National Service Scheme 147
informational presentations, Spain 38
Initial Planning Group establishment 179–80
‘inside-out’ strategy, Spain 37, 40
institutional capabilities review 182
Irre Menschen, Germany 53
Irre Menschlich e.V., Germany 54, 56
Italy 62–7
focus group findings 66–7
research 63
stigma and high school students 63–4
stigma and journalists 64–5
working with employers and their employees 65–6
Itzehoe-Steinburg, Germany 54
Japan 95–103
name change of schizophrenia 95–6
follow-up research on effectiveness 96–8
guidelines for the future 98–9
working in the community 99
Okayama 101–2
Sendai 100–1
Tokachi 100
journalists, as target group 155
Austria 43–4
Canada 15, 26–7
Egypt 124
Germany 52
Greece 72–3
Italy 64–5
see also media coverage
Kiel, Germany 54
law enforcement professionals, as target group
United Kingdom 134
United States 82–3
Local Action Groups 152–3
development of 153–5
invitations to join 180–1
nomination of team members 180
programme implementation 190
coordination of implementation schedules 190
work schedule preparation 185–6
see also specific countries
Local Action Plan, first draft 180, 181
Local Project Coordinator briefing 179
identification of 179
local welfare commissioners, Japan 101–2
Madrid Local Action Group see Spain
media coverage 153, 162–6
Australia 140
Austria 42, 44
Canada 28–9
Germany 28, 56
Greece 27–8
materials development 189
pre-testing 189
materials selection 187
media selection 185
advantages and disadvantages of various media 202–5
press event creation 206–9
follow-up 209
news conferences 206–7
news release 208–9
press kit 207–8
Slovakia 109–10
Spain 39–40
United States 84
see also journalists, as target group
medical professionals see health care professionals; mental health professionals
medical students, as target group
Canada 19
Egypt 125
Mental Health Awareness in Action initiative, United Kingdom 133
Mental Health policies and services review 182, 197–8
mental health professionals, as target group
Austria 45
Greece 72
Japan 96–7, 98
see also health care professionals
messages 161, 166–7
development of concepts 188, 212–14
pre-testing of concepts 188
sample messages 212–13
selection of 184–5
Michalovce, Slovakia 107–9
## Index

- **Morocco** 128–31
  - interventions 129–31
  - research 128
  - target groups
    - consumers and family members 128–9
    - medical professionals 129
- **Munich, Germany** 56–7
- **National Health policies and services review** 182, 197–8
- **National Service Scheme, India** 147
- **news conferences** 206–7
- **news release** 208–9
- **content** 208
- **writing** 209
- **Okayama, Japan** 101–2
- ‘Open the Door’ NGO, Poland 90–1
- ‘Open the Doors’ anti-stigma programme
  - Germany 50
  - Poland 88
  - Slovakia 108
  - Spain 38
- **organizational chart development** 186
  - Otvorme dvere – otvorme srdcia (ODOS), Slovakia 108
- **Partnership Programme, Calgary Schizophrenia Society** 21–2
  - patient education see educational initiatives
- **Poland** 88–93
  - Day of Solidarity 88, 92–3
  - national perspective 90–2
  - clergy 91–2
  - employers 91
  - ‘Open the Door’ NGO 90–1
  - teachers and students 91
  - needs assessment 89–90
  - police officers as target group, United Kingdom 134
  - PR firm, working with, Spain 39–40
  - prejudice 215
  - presentation evaluation 223–8
  - press event 206–9
  - follow-up 209
  - news conferences 206–7
  - news release 208–9
  - press kit 207–8
  - programme evaluation 191–3
  - outcome measures 199–201
  - presentation evaluation 223–8
  - programme implementation guidelines 173–93
  - data collection about programme site 181–3, 194–7
- **communication resources analysis** 182, 198–9
- **institutional capabilities review** 182
- **National/Mental Health policies and services assessment** 182, 197–8
- **prior stigma-reduction programmes** 183
  - site description 181–2
  - evaluation 191–3
  - outcome measures 199–201
  - presentation evaluation 223–8
  - implementation 188–90
  - coordination of schedules 190
  - local support and consensus building 189–90
  - programme diary maintenance 190
  - monitoring 190
  - planning action after programme ends 193
  - preliminary steps 178–81
  - draft action plan 180, 181
  - Initial Planning Group establishment 179–80
  - Local Action Team development 180–1
  - Local Project Coordinator briefing 179
  - Local Project Coordinator identification 179
  - meetings 180, 181
  - site selection 178–9
  - programme design 183–7
  - budget preparation 186
  - communication consultant 183
  - long-term goals 183
  - media selection 185, 202–5
  - official recognition from WPA 186–7
  - organizational chart development 186
  - potential message selection 184–5
  - short-term, site-specific objectives 183
  - target audience selection 184
  - work schedule preparation 185–6
  - programme tools development 187–9
  - baseline survey 187, 211–12
  - central theme and programme concepts agreement 187–8, 212–14
  - media materials development 189
  - media materials selection 187
  - message concepts development 188
  - new materials production 188
  - pre-testing materials 189
  - pre-testing message concepts 188
  - programme site description 181–2
  - selection 178–9
  - survey guidelines 194–7

© Cambridge University Press  www.cambridge.org

Norman Sartorius and Hugh Schulze

Reducing the Stigma of Mental Illness: A Report from a Global Programme of the World Psychiatric Association

Index
psychiatrists see mental health professionals, as target group
radio coverage see media coverage
Romania 149–50
SANE Australia 139–40
São Paulo see Brazil
schizophrenia as focus of WPA programme 6–7
cultural differences between developed and developing countries 6, 218–20
stigma and 216–18
school children see high school students; teenagers, as target group
school teachers, as target group
Germany 53
Poland 91
Turkey 115–16
Sendai, Japan 99–100
site survey guidelines 194–7
see also programme site
Slovakia 107–11
changing the system 109
media coverage 109–10
Michalovce 107–9
Spain 35–41
approach to the public 39–40
awareness 35–6
informational presentations 38
‘inside-out’ strategy 37, 40
presentations to health care institutions 38
results 40–1
working with PR firm 39–40
'Starry, Starry Night’ production, Canada 20–1
stigma 2, 215, 216–18
dimensions of 159
examples of 201
extent of 217–18
suggestions for anti-stigma interventions 160
vicious cycle of stigmatization model 2–5
target groups 155–8
selection of 184
see also specific countries and specific target groups
teenagers, as target group
Austria 44
Canada 21–4
see also high school students
Teens Talking 2 Teens competition, Canada 23–4, 25
television coverage see media coverage
tetralogue model 107
Togo-shiichō-shō 96
Tokachi, Japan 100
Turkey 112–16
NGO creation 113
surveys 112–13
target groups 113–16
consumer and family members 115
general practitioners 113–14
general public 114–15
school children and teachers 115–16
United Kingdom 133–7
findings and recommendations 135–6
target groups
police officers 134
school children 134–5
United States 80–6
criminal justice system 82–3
employers 81–2
high school students 84–5
media and the general public 84
vicious cycle of stigmatisation model 2–5
volunteer work, Greece 73–4
World Psychiatric Association (WPA) Global Programme against Stigma and Discrimination because of Schizophrenia 1–11, 152–5
activities of 7–8
administrative structure 8–9
conceptual framework 2–5
duration of 9–10
evaluation of 10–11
flexibility 153–5
focus on schizophrenia 6–7
global identity 168
recommendations 169–71
relationship with other programmes 10
responsibility for at country level 7
see also programme implementation guidelines
www.openthedoors.com 153
Zenkaren, Japan 95–6