

## IS02. Initiating programmes on fighting stigma and discrimination because of schizophrenia (Supported by Eli Lilly)

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### IS02.01

#### FIGHTING STIGMATISATION BECAUSE OF SCHIZOPHRENIA IN SPAIN: RESULTS

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The pilot study of the World Psychiatric Association programme was carried out in Madrid in 1999. In order to identify the target population and the specific messages to convey a survey of the population was undertaken. The survey showed little knowledge about the disease and a small amount of stigma. As a consequence, the decision was taken not to carry out an awareness campaign in the general population, which has the risk of increasing stigma in parallel to increasing awareness. It was therefore decided to explore the amount of stigma in the environment closer to the patient such as the patients themselves, their relatives, their neighbours and health services staff. Here, the degree of stigma appeared to be much more significant. Therefore, activities related to this group of people were undertaken, specially by training psychiatrists to identify stigma and discrimination and to fight it. The outcome showed a great satisfaction among patients, their relatives and physicians. A pilot media campaign was also undertaken. In the previous years there was no information about schizophrenia in the mass media but only news on incidental problems of patients with schizophrenia. After the campaign news on the disease itself appeared in the mass media. The experience in Madrid shows that the strategies of the WPA programme, which are based on doing population research and adapting the campaign to local needs, is most appropriate and that an anti-stigma campaign can be carried out with success. The same experience is being repeated in 2000 in the whole of Spain. Health authorities in Madrid were very sensible and helpful with the campaign which was supported by an unrestricted grant by Eli Lilly and Company.

### IS02.02

#### FIGHTING STIGMA AND DISCRIMINATION BECAUSE OF SCHIZOPHRENIA

N. Sartorius. *Association of European Psychiatrists, Switzerland*

Stigma attached to mental illness and its consequences for those who suffer from it, for their families and for the health and social service professions that provide care for them is a universal problem. Its presence is reported in a vast majority of countries as a major obstacle to any programme of health and social care. Prejudices about mental illness and the consequent negative discrimination makes treatment of mental illness more difficult and the rehabilitation of people who had it almost impossible. In view of this the WPA has made the fight against stigma and discrimination because of mental illness one of its institutional programmes and a central focus of its advocacy of the human rights of people with mental illness. The presentation will describe the strategy and timetable of the WPA programme. Results from programme sites in Austria, Germany, Greece, Italy and Spain will be presented.

### IS02.03

#### COMBINING A PROGRAMME AGAINST STIGMA WITH A COMPREHENSIVE RESEARCH PROGRAMME ON SCHIZOPHRENIA

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Germany has recently joined the WPA Antistigma programme. Centres in five towns (Düsseldorf, Hamburg, Kiel, Leipzig, München (TU, LMU)) will each focus on a different aspect of the programme and complement each other's work. Düsseldorf and München (LMH) are also coordinating centres of the country-wide German Research Network on Schizophrenia (MedNet Schizophrenia) funded by the German Government. The research programme is focused on clinical and basic aspects of the course and outcome of schizophrenia under innovative strategies of early detection and intervention, acute and long-term treatment, and rehabilitation. The network will bring together clinicians, practitioners, researchers and consumers. Within the programme, the two coordinating centres will implement Antistigma interventions in all MedNet centres. A nationwide pre- and post-intervention public attitude survey will be carried out by the Leipzig centre. The combination of the two programmes will allow to compare the long-term outcome of schizophrenia in centres with and without specific antistigma interventions. Currently, focus interviews with patients, families, and professionals at different target sites have been carried out by the Leipzig group to collect material on which the development of specific interventions will be based and tailored to specific problems.

### IS02.04

#### THE AUSTRIAN PROGRAMME ON FIGHTING STIGMA BECAUSE OF SCHIZOPHRENIA

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In Austria, the programme against Stigma and Discrimination because of Schizophrenia is carried out jointly by the Austrian Association for Psychiatry, the Austrian Schizophrenia Society and the Austrian Federation for Mental Health. The campaign will be launched with TV and radio spots as well as billboards all over Austria. After the media launch, four regions - the East, West, North and South of Austria - will develop regional programmes. Activities will rely on the influence of opinion leaders (e.g. of the medical and legal professions, administrators and politicians). A campaign in schools and for interested lay people is also planned. The Universities of Linz, Innsbruck and Vienna have already completed a survey of the general population and worked with focus groups (MD's, journalists, nurses and social workers) to establish the level of knowledge and attitudes. The survey was designed to assess attitudes (e.g.: Would you mind if a patient with schizophrenia moved in next to you?) and knowledge (e.g.: Is schizophrenia contagious, is it incurable, etc) to provide a baseline for the measurement of changes in attitudes or knowledge after the completion of the programme. The programme will start by the end of 1999 and is going to continue for at least one year.

### IS02.05

#### ANTI-STIGMATISATION PROGRAMME IN ITALY

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The Italian centre for the WPA programme has established a local planning group which includes a business leader, a journalist, a