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Understanding Stigma: Results of a Mixed Methods Evaluation of An Anti-Stigma Program for Healthcare Providers in Canada

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Together Against Stigma, Copenhagen, Denmark, September 20-22, 2017

#OpeningMinds

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2006: Senate Committee publishes

2006: Senate Committee publishes *Out of the Shadows at Last* – first and largest national study on mental health, mental illness and addictions

2007: The MHCC is created by the Government of Canada

Key Areas: Housing and Homelessness, Stigma, Workplace, Mental Health Strategy for Canada, Recovery, Peer Support, Suicide Prevention

2009: Launch of Opening Minds: anti-stigma initiative

2017: Renewed mandate



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Opening Minds

- ❖ Mental illness anti-stigma initiative of the Mental Health Commission of Canada
- ❖ Why reinvent the wheel? Identify successful anti-stigma programs through scientific evaluation
- ❖ Use existing evidence as a guide: contact-based education
- ❖ Promote successful programs and best practices across Canada
- ❖ Four target groups: health care providers, youth, the news media, and the workplace
 - + 25 hcp programs evaluated

Program Evaluation

Quantitative

- Pre-post-follow up design; OMS-HC
- 6 program replications; pooled analysis

Qualitative

- What elements of program impacted most
- Recommendations for improvement
- Behaviour change



Program Details

Setting, Target audience and Program Details of *Understanding Stigma* Implementations

Study Number	Province	Healthcare setting	Audience	Program version	Booster session?
1	BC	Hospital	ED staff	Original	No
2	Nova Scotia	Hospital	Clinical and non-clinical staff	Original	No
3	BC	Hospital	Clinical and non-clinical staff	Condensed	No
4	Ontario	Hospital	ED staff	Condensed	Yes
5	Ontario	Hospital	ED and mental health staff	Original	Yes
6	Ontario	Community Health Centre	Clinical and non-clinical staff	Original	Yes

Understanding Stigma

Program Details:

- 2 hr and 1 hr versions available; booster modules also available
- Social contact (in-person testimony + video) and educational (stigma + myth busting) and reflective/action components

Workshop Goals:

- Increase awareness and knowledge about the impact of stigma
- Develop understanding that healthcare providers can make a difference
- Improve attitudes and behaviours (esp. patient-provider interactions)

What's Your Gut Feeling?

1. What are some of the issues related to stigma in this scenario?
2. Could this create a barrier to getting or continuing with treatment? How?

*You overhear two of your colleagues talking with one another. "Oh God, she's tried to kill herself again. She always seems to take just enough to get sick, but not enough to really do the job. I really don't have time for this, especially when there are lots of really sick people who **want** to get better."*



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Understanding Stigma -- Video



Participant Characteristics

	n	%
Study Number		
1**	183	16.8%
2	478	43.9%
3	93	8.5%
4	23	2.1%
5	288	26.5%
6	24	2.2%
Program version: Original	938	86.1%
Booster session: Yes	327	30.0%
Occupation		
Nurse	528	49.6%
Physician	29	2.7%
Allied health	143	13.4%
Other (non-clinical)	365	34.3%
Gender: Female	931	86.4%
Age (M = 40.5)	1060	100%
Ever been treated for a mental illness?: Yes	266	25.1%

**No follow up measure

Quantitative Analysis

Mixed model analysis

- Significant improvement for total scale and subscales ($p < .001$)
- No difference for hcp type; program version; gender; previous diagnosis of a MI
- Inverse association between increasing age and score improvement
- Outcomes maintained for participants who attended booster

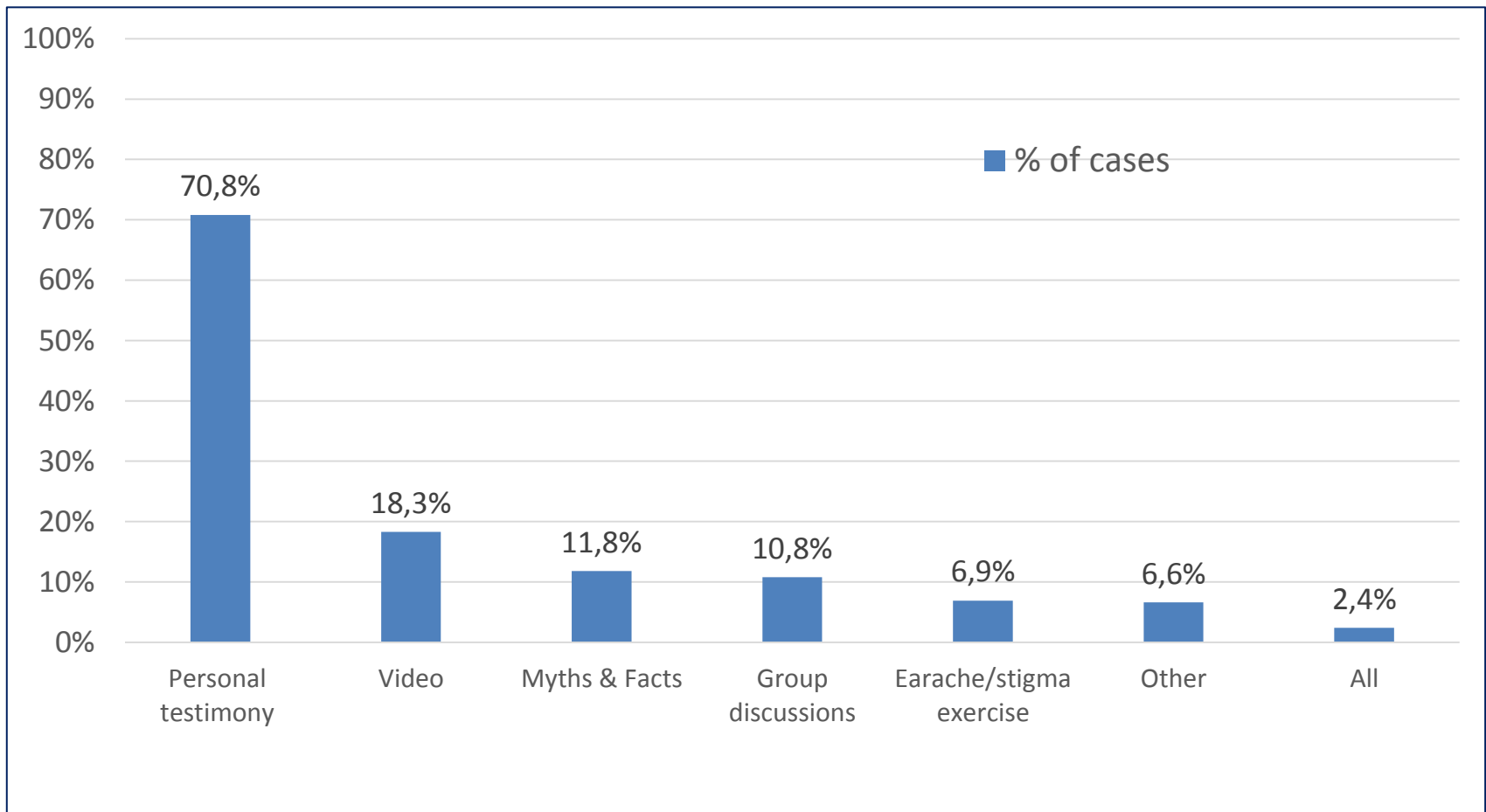
Meta regression for program outcomes by site

- Overall combined effect size = .30 (Cohen's d)
- Program effects ranged from .19 to .51

Publication: <http://jmhan.org/index.php/JMHAN/article/view/19>

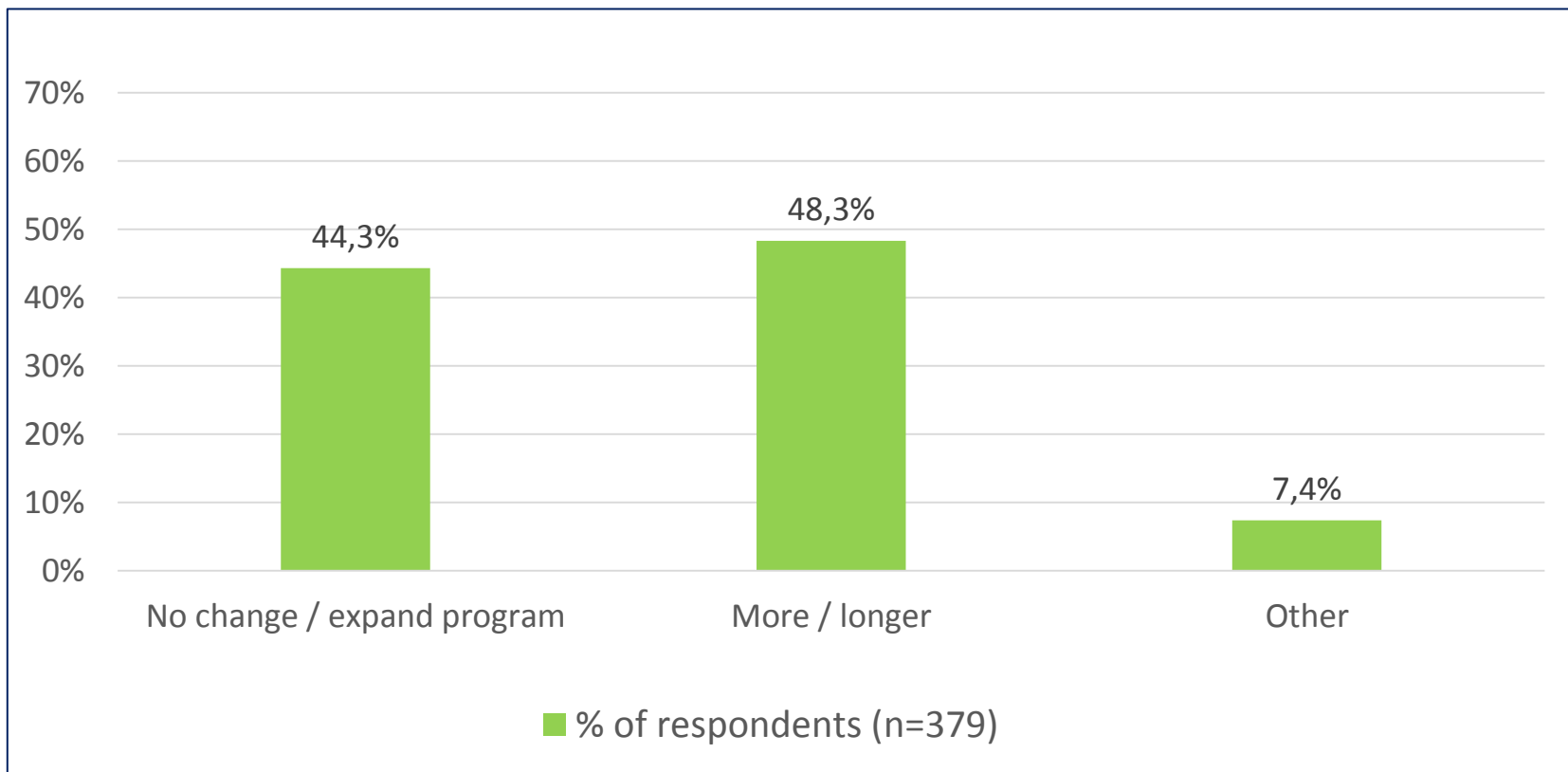


What Element Impacted Most





Suggestions for Improvement





More / longer

Add a section dedicated to strategies to use in the workplace

Having other sessions that explain different types of diagnoses and stigmas within mental health and addictions

Have another exercise that specifically looks at how to apply the knowledge/tools – really looking at how change can be made.

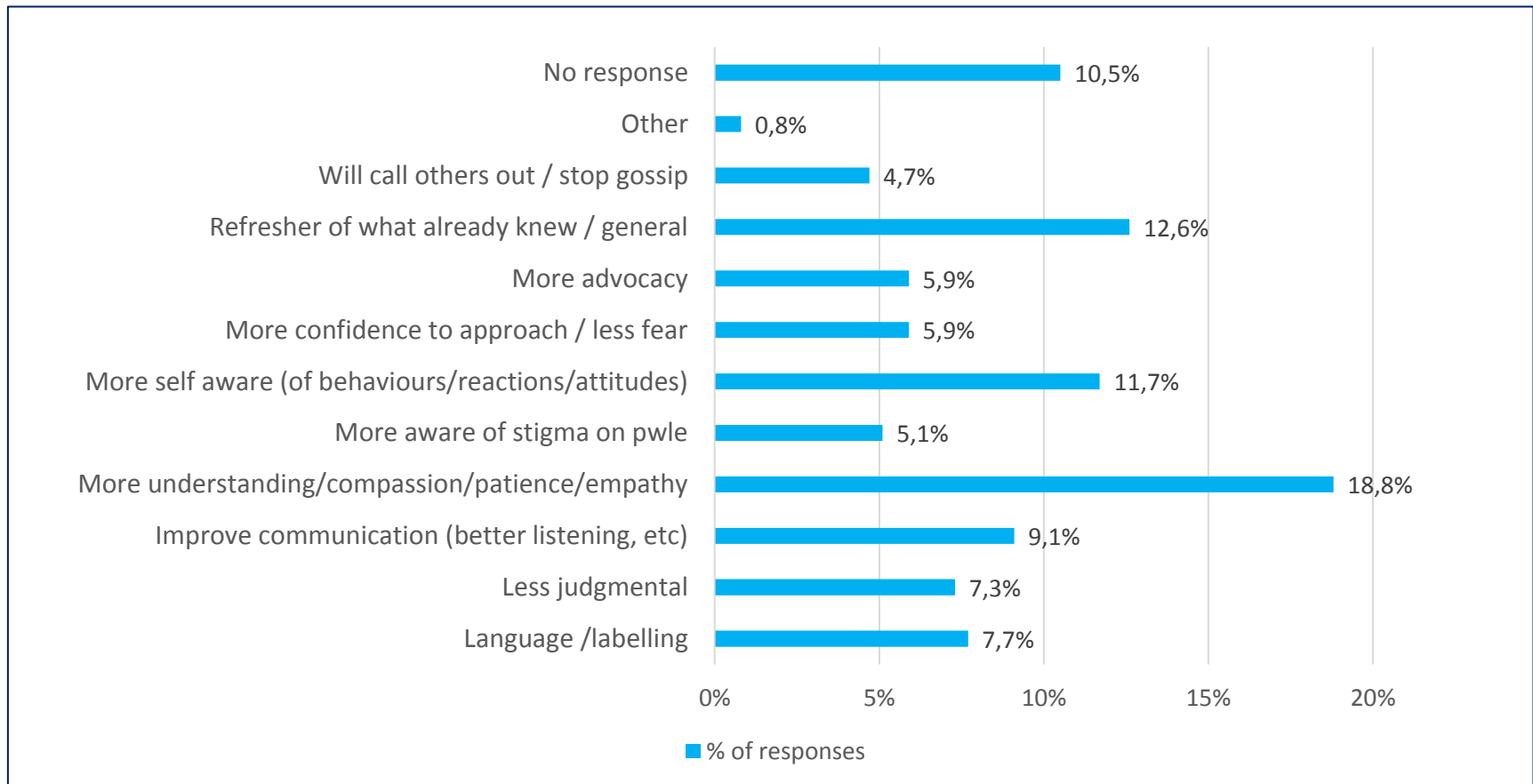
*Could be longer.
More personal stories*

Go deeper into how stigma is experienced. Do role plays

Great program – maybe 30 minutes longer with another guest speaker. The personal stories really assisted my understanding of mental illness



How will Behaviour Change?





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What we've Learned

Program strengths:

- Effective at reducing stigma
- Good fit for nearly all healthcare provider groups
- Adaptable; helps with ease of implementation
- Program well-received

Considerations:

- Physicians less likely to participate
- Implement with boosters / not as a one-off





Next Steps

- Program Resources Available for Sharing
- Taking “Understanding Stigma” online – launching in November
 - Multiple personal stories + scenario-based exercises
 - Adding section on trauma informed care
 - Adding more about recovery
 - Myths and Facts: updating
- ‘Understanding Stigma’ evaluation publication
 - Knaak S, Szeto A, Kassam A, Hamer A, Modgill G, Patten S. (2017) Understanding Stigma: A Pooled Analysis of a National Program Aimed at Healthcare Providers to Reduce Stigma towards Patients with a Mental Illness. JMHAN, 1(1):e19-e29. <http://jmhan.org/index.php/JMHAN/article/view/19/27>



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Questions? Comments?



Thank you

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