



Deconstructing Stigma

DeconstructingStigma.org

Agenda for American Hospital Association Webinar

May 31, 2017

- Opening remarks: Michele Gougeon, *Chief Operating Officer and Executive Vice President, McLean Hospital*
- “Deconstructing Stigma: A Change in Thought Can Change a Life”
Adriana Bobinchock, *Senior Director, Public Affairs, McLean Hospital*
Brent Forester, MD, MSc, *Chief, Older Adult Psychiatry Division, McLean Hospital and Medical Director, Behavioral Health and Population Management, Partners HealthCare*
- Questions and Answers

Why did McLean develop a national public awareness campaign?

- Education is one of the three mission elements of McLean Hospital.
- As the largest psychiatric teaching affiliate of Harvard Medical School, we are dedicated to professional **and** public education.
- As clinicians, we see how mental health stigma affects patients and families.
- Shame and stigma are still far too prevalent when it comes to psychiatric disease.
- The stigma that surrounds these conditions contributes to the fear and isolation that individuals and their families feel far too often.

Partnerships

- Partnerships have been key to success of Deconstructing Stigma.
- Boston Logan Airport has been a tremendous supporter and has provided us with more than 235 feet of space for the campaign
- Boston Logan has been dedicated to highlighting mental health in a number of its initiatives, including being among the first to sign onto NAMI's CEO's 'Against Stigma Campaign'.
- Other partners included NAMI-Massachusetts, the American Foundation for Suicide Prevention, the International OCD Foundation, Massachusetts Mental Health Association, and Project 375.

“Deconstructing Stigma: A Change in Thought Can Change a Life”

Presented by:

- Adriana Bobinchock, Senior Director, Public Affairs, McLean Hospital
- Brent Forester, MD, MSc, Chief, Older Adult Psychiatry Division, McLean Hospital

- Deconstructing Stigma is a public awareness campaign developed by McLean Hospital in an effort to spark conversation not only about behavioral and mental health but also about the stigma that surrounds it.
- In a true partnership between McLean and the campaign participants, Deconstructing Stigma was created to change attitudes about mental health conditions and the individuals who live with them.
- We launched its initial installation in December 2016 and will expand to three new national venues in 2017.
- To understand the scope of the campaign, please watch this brief [video](#) that we captured during our launch event at Boston Logan Airport.



DeconstructingStigma

One in five Americans will be affected by a mental illness in their lifetime.

Will you know one of them?
Yes.
Right now, you're looking at 16 of us.

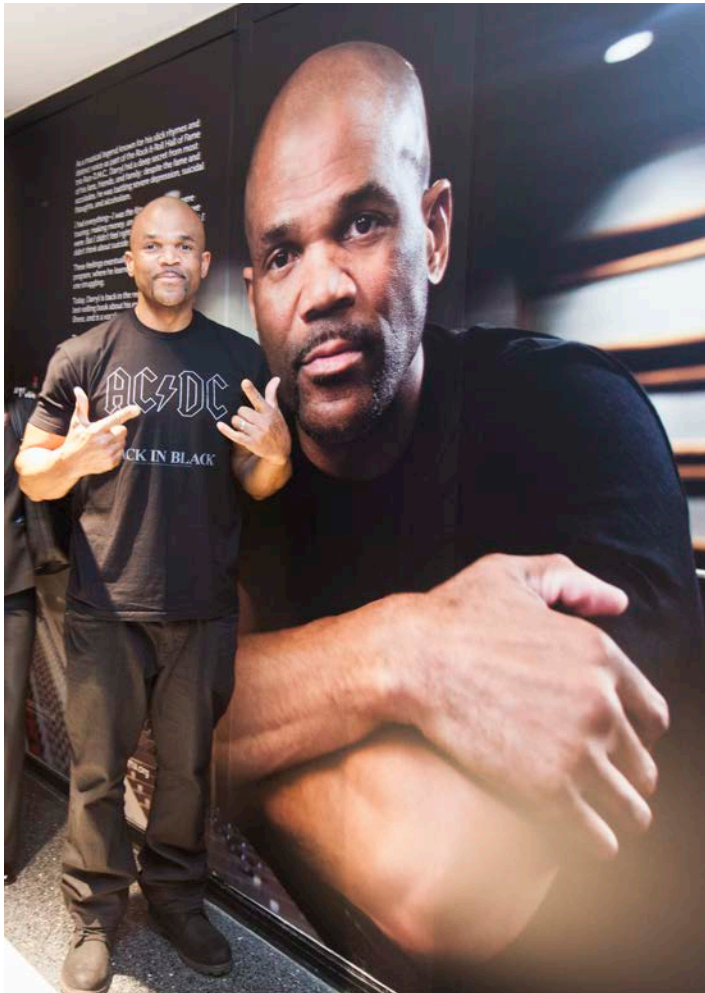
Learn more about us at a new art exhibit at Logan Airport in the gallery between Terminals B and C.

Share your story at DeconstructingStigma.org

 **McLean HOSPITAL**
HARVARD MEDICAL SCHOOL AFFILIATE

Deconstructing Stigma: A Change in Thought Can Change a Life is brought to you by McLean Hospital and Boston Logan.

- 1 in 5 Americans will be affected by mental illness in their lifetime.
- 75 percent of those with mental illness say they've experienced stigma.



What is Deconstructing Stigma?

Deconstructing Stigma boldly challenges the misconceptions regarding mental illness by telling the stories of people who have been affected by psychiatric conditions.

Pictured left is Darryl "DMC" McDaniels, one of the founding members of the hip hop band Run-DMC.

Standing next to his image at Logan Airport, DMC participated in the campaign because he wanted others to know they are not alone.



Participants range in age from 16 to 74 and represent multiple genders, races, and socioeconomic backgrounds.

Each participant is represented using bold images and an accompanying narrative, telling a story that reinforces the notion that a diagnosis does not define a person.

Pictured left is Carol who first exhibited signs of bipolar disorder in 1958. She didn't understand what was wrong, as mental health was rarely discussed back then.



The 235-foot long gallery at Boston Logan Airport. More than 1 million travelers will see it in 2017 alone.

Stigma by the numbers

Percentage of Americans reporting they are definitely or probably unwilling to have a person with mental illness:

Move in
next door



Spend an evening
socializing with them



Make friends
with them



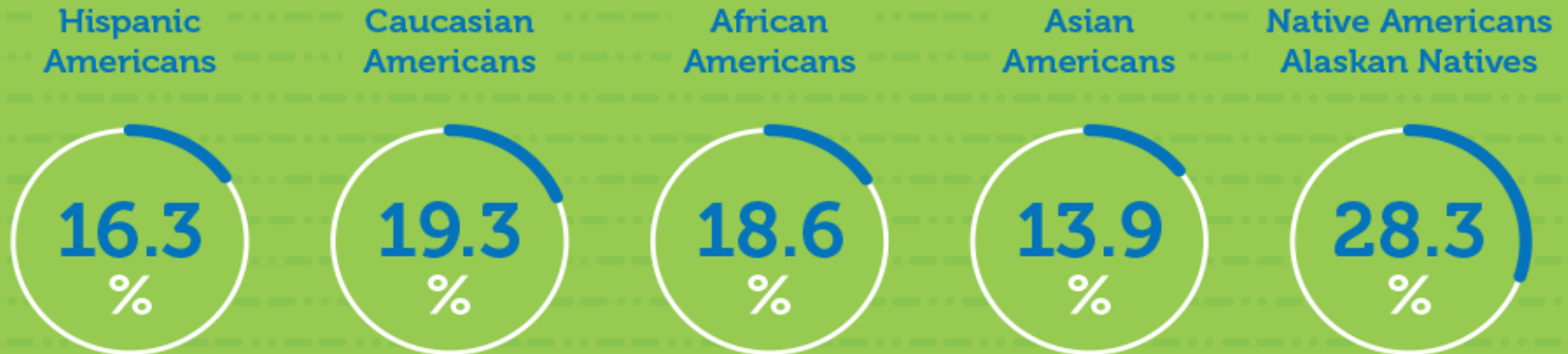
Work closely
with them

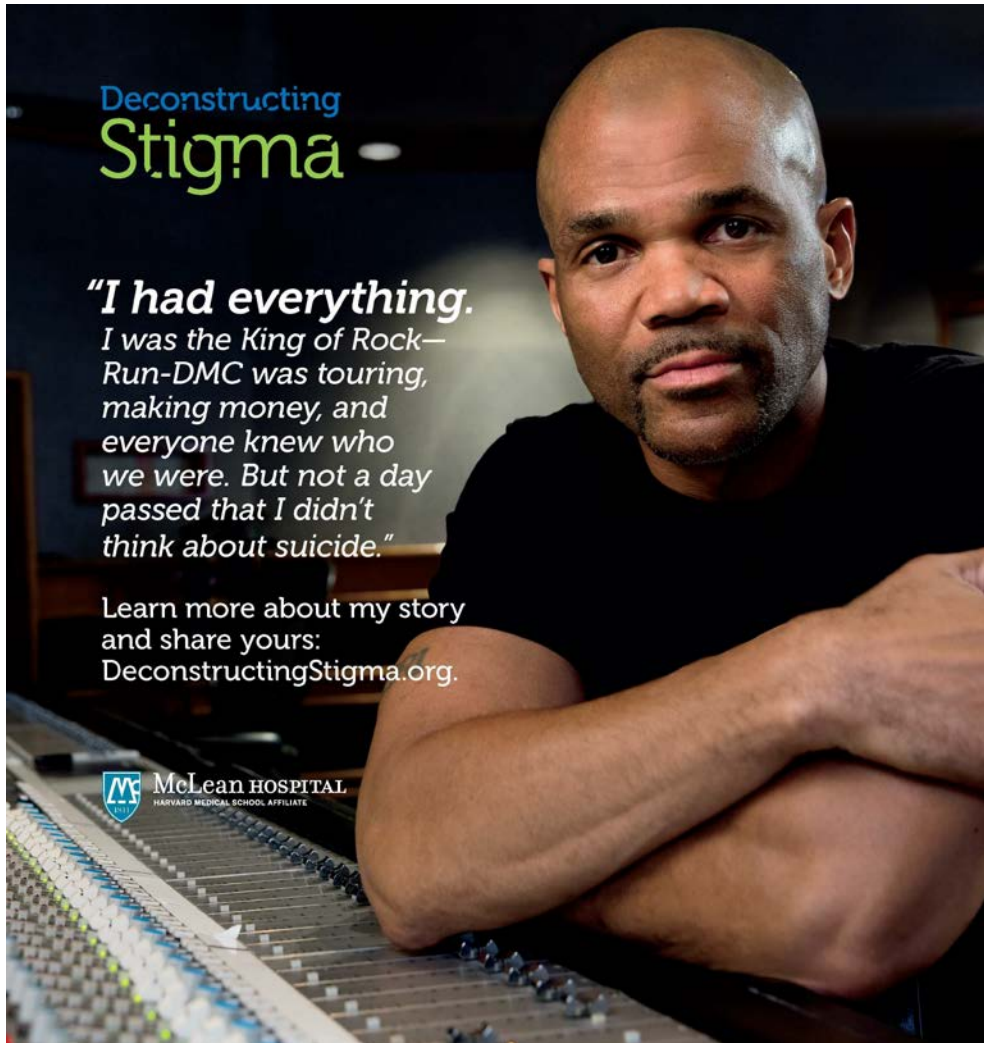


Marry into
their family



The prevalence of adults living in the United States who have mental illness, broken down by race:






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Stigma

"I had everything.
*I was the King of Rock—
Run-DMC was touring,
making money, and
everyone knew who
we were. But not a day
passed that I didn't
think about suicide."*

Learn more about my story
and share yours:
DeconstructingStigma.org.



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More than 34,000 lives
are lost annually to
suicide in the United
States.

The image shows a book cover for 'Deconstructing Stigma'. It features a woman with glasses and long hair sitting in a library, leaning on her hand. The text on the cover includes the title 'Deconstructing Stigma', a quote from the author, and the website 'DeconstructingStigma.org'. The McLean Hospital logo is in the bottom left corner.

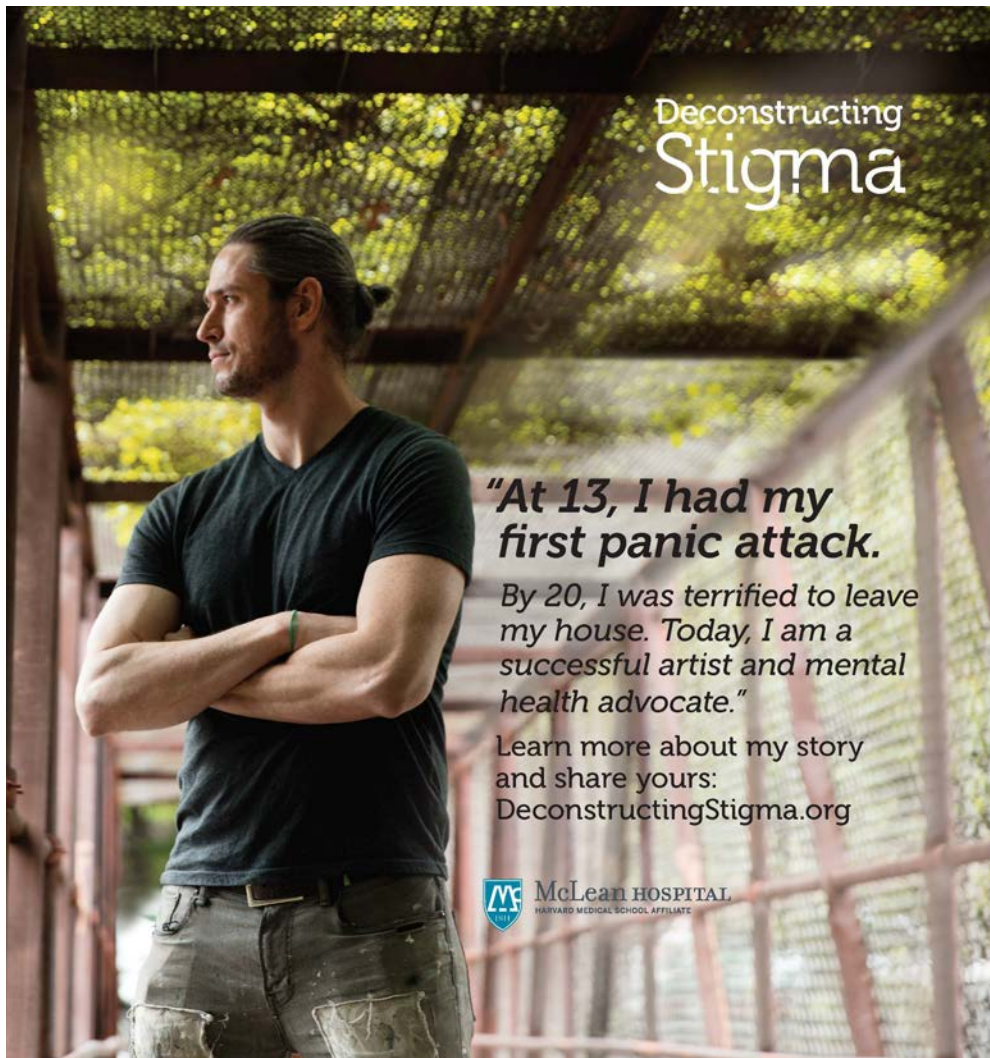
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"I am a New York Times best-selling author. I also live with depression and anxiety."

Learn more about my story and share yours:
DeconstructingStigma.org

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355 million people are affected by depression, making it one of the most common disorders in the world.



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Stigma

"At 13, I had my first panic attack.
By 20, I was terrified to leave my house. Today, I am a successful artist and mental health advocate."

Learn more about my story and share yours:
DeconstructingStigma.org



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50 percent of high school students diagnosed with a mental illness drop out of high school.



Age

50% OF ALL LIFETIME CASES OF
MENTAL ILLNESS BEGIN BY AGE 14
AND 75% BEGIN BY AGE 24

Results of the campaign so far:

- In conjunction with the Logan Airport installation, we launched a comprehensive social media campaign
 - Facebook and Twitter are the main drivers
 - Capitalizing on celebrity partnerships
 - Like-minded organizations
 - Campaign volunteers

In the five months of the campaign, we received more than 3 million Twitter impressions and reached 460,000 people on Facebook, resulting in a 50 percent increase in engagement.

The website DeconstructingStigma.org sees approximately 5,000 views a month.

The companion book to Deconstructing Stigma is now in its second run.

Reaching a national audience

- Garnering media attention for the campaign was critical
 - The Boston Globe broke the story; giving us the front page
 - The Associated Press also ran a story, resulting in Deconstructing Stigma being seen in more than 10,000 print and digital media outlets globally

Accolades

Deconstructing Stigma recently received the Lifesaver Leadership Award from the American Foundation for Suicide Prevention

Deconstructing Stigma was named Healthcare Campaign of the Year by the American Business Association

The Publicity Club of New England has identified Deconstructing Stigma as a finalist for campaign of the year (the award ceremony is tomorrow!)

Deconstructing Stigma has been asked to participate in 12 professional and consumer conferences in 2017.

What is next for Deconstructing Stigma?

- More than 100 volunteers have reached out to participate in phase 2.
- In 2017, Deconstructing Stigma will be installed in another international airport, a university and a large public venue.
- We continue to seek to partner with like-minded organizations to bring Deconstructing Stigma to other areas of the country.

“This campaign lets others who are experiencing mental illness know that they are far from alone. Mental illness stigma teaches us to view ourselves as victims and to feel ashamed, but being so public with all of this boldly challenges those notions! Participating in this project has made me, personally, feel less ashamed and more empowered. I’m confident that it will have the same effect on viewers with mental illness as well!” ~ Marie, a participant in the campaign

Thank you!

Questions?

Feel free to email Adriana at
abobinchock@partners.org