



The Stigma Effect

Prof. Patrick W. Corrigan, Distinguished Professor of Psychology, Principal Investigator and Director, Chicago Health Disparities Center, National Consortium on Stigma and Empowerment, Illinois Institute of Technology, Chicago, USA

The Stigma Effect describes a conundrum where good intentioned behavioral approaches to a social problem actually lead to worse effects. Research on stigma change may find itself at this point. Advocates have developed and implemented multiple approaches to changing stigma; might some of these be shown to have more beneficial impact than others? This presentation examines both the benefits and the negative unintended consequences of stigma change programs, considering the effects of education versus contact on the stigma of mental illness.

1. Identify the structures and types of stigma as they relate to the target in order to assess the damaging effects on the individual and the group.
2. Compare the processes of enforcing stigma change and demonstrate the effectiveness of each technique.
3. Describe the curriculum of the Honest Open Proud program and identify its aim to combat the self-stigma associated with mental illness.