

Table 2. Anti-Stigma Photovoice (ASP) intervention content overview

Treatment Session	Session theme	Elements of discussion
Week #1	Introduction to Photovoice methodology and curriculum.	Distribute workbook, review goals and student roles, view examples and discuss benefits of Photovoice, show DVD.
Week #2	Stigma, prejudice and discrimination; internalized biases and stereotypes	Identify, define and discuss the terms stigma, prejudice and discrimination. Biases, stereotypes & ‘negative’ labeling exercise ¹ .
Week #3	Goals, stages and ethical concerns in Photovoice.	Defining Photovoice. Background and goals. Stages and process of Photovoice. Brainstorming ideas. Ethics and safety. Cameras.
Week #4	Review of Photo Mission. Discussion of language issues and stereotypes.	Review photo mission. Ignorance, prejudice, and discrimination, and using respectful language. Power of stereotypes exercises.
Week #5	Writing the Photovoice narrative using guided questions.	Review examples of Photovoice. Practice writing narratives using guided questions.
Week #6	Strategies for coping with ignorance, prejudice and discrimination.	Introduce concept of coping. Inventory coping strategies and assess benefits and risks of individual coping strategies. Exercise.
Week #7	Discussion of positive aspects of self. Seeing oneself in a positive light.	Identify positive qualities and strengths within oneself and with people who experience mental illness. ‘Positive’ labeling exercise ² .
Week #8	Targeting our Photovoice audience.	Brainstorm people or places who might be interested in seeing class’ Photovoice exhibit. Opportunity to educate and inform.
Week #9	Resolution of self as blend of strengths and personal challenges.	Discuss self “in balance”; integration of positive and “negative” aspects of one’s character. ‘Balanced’ labeling exercise ³ .
Week #10	Participants’ evaluation of Photovoice training. Display of finalized work.	Assessment of likes and dislikes of course. Thoughts and reflections on process of class. Display of final finished pieces.

¹ “The Homo Stigmatus” exercise is the first step in the evolution of identity transformation from “spoiled identity” to recognition of one’s strengths and acceptance of personal limitations. Participants are given blank labels and asked to write on them various negative epithets and disingenuous comments they have heard about themselves from others and/or come to believe about themselves as a result of having had a mental illness. They are then invited individually to affix the labels bearing these names and descriptors to a large human silhouette, drawn by one of the trainers, which has been posted in the front of the class. Each student then shares with the group the experiences they have had related to these labels. Participants are also asked to reflect on how these labels may be inaccurate and distorted.

² In “The Homo Luminous” exercise, participants are asked to reflect only on their personal strengths and positive attributes. The participants write these qualities on a new set of labels, and once again affix them to a large, blank, human silhouette on the wall. Participants enumerate their strengths and personal resources and identify ways to sustain positive thoughts about themselves when faced with challenges.

³ In “The Homo Harmonious” exercise, participants are asked to identify personal challenges, limitations, and vulnerabilities as well as to recapitulate some of the unique strengths and resources identified in the previous exercise. The participants write this blend of characteristics on individual labels and adhere them to a new, blank, human silhouette in front of the class. In this way, participants are helped to integrate their own strengths and limitations and create a more complete representation of themselves as a whole person.

Figure 1. Photovoice Example



This is a picture of an 1800's textile factory that is now boarded up and vandalized. This building has not been used in a long time.

The factory has been forgotten.

People with mental illness are sometimes forgotten or ignored. Sometimes buildings and people look rough on the outside but with a little TLC, and effort, the beauty can be seen.

With some effort this building could be useful; it could house the elderly or low income people.

People with mental illness need society to see the beauty in them. You may be surprised how productive and beautiful members of society they can be.

Additional References

Angermeyer MC; Beck M; Dietrich S et al.: The stigma of mental illness: patients' anticipations and experiences. *International Journal of Social Psychiatry* 50: 153-162, 2004

Badowski N; Castro CM; Montgomery M et al.: Understanding household behavioral risk factors for diarrheal disease in Dar es Salaam: A photovoice community assessment. *Journal of Environmental and Public Health* 2011: 1-10, 2011

Brohan E; Elgie R; Sartorius N et al.: Self-stigma, empowerment and perceived discrimination among people with schizophrenia in 14 European countries: the GAMIAN-Europe study. *Schizophrenia Research* 122: 232-238, 2010

Brohan E; Gauci D; Sartorius N et al.: Self-stigma, empowerment and perceived discrimination among people with bipolar disorder or depression in 13 European countries: the GAMIAN-Europe study. *Journal of Affective Disorders* 129: 56-63, 2011

Carlson ED; Engebretson J; Chamberlain RM: Photovoice as a social process of critical consciousness. *Qualitative Health Research* 16: 836-852, 2006

Cechnicki A; Angermeyer MC; Bielańska A: Anticipated and experienced stigma among people with schizophrenia: its nature and correlates. *Social Psychiatry and Psychiatric Epidemiology* 46: 643-650, 2011

Cook JA; Copeland ME; Jonikas JA et al.: Results of a randomized controlled trial of mental illness self-management using wellness recovery action planning. *Schizophrenia Bulletin* 38: 881-891, 2012

Cook JA; Steigman P; Pickett S et al.: Randomized controlled trial of peer-led recovery education using Building Recovery of Individual Dreams and Goals through Education and Support (BRIDGES). *Schizophrenia Research* 136: 36-42, 2012

Corrigan P: How stigma interferes with mental health care. *American Psychologist* 59: 614-625, 2004

Corrigan PW; Morris SB; Michaels PJ et al.: Challenging the public stigma of mental illness: A meta-analysis of outcome studies. *Psychiatric Services* 63: 963-973, 2012

Davidson L; Chinman M; Sells D et al.: Peer support among adults with serious mental illness: A report from the field. *Schizophrenia Bulletin* 32: 443-50, 2006

Dunn EC; Rogers ES; Hutchinson DS et al.: Results of an innovative university-based recovery education program for adults with psychiatric disabilities. *Administration and Policy in Mental Health* 35: 357-369, 2008

Hedeker D; Gibbons RD: *Longitudinal Data Analysis*. New York, NY, Wiley, 2006

- Hinshaw SP; Cicchetti D: Stigma and mental disorder: conceptions of illness, public attitudes, personal disclosure, and social policy. *Development and Psychopathology* 12: 555-598, 2000
- Link BG; Mirotznik J; Cuellen FT: The Effectiveness of Stigma Coping Orientations: Can Negative Consequences of Mental Illness Labeling be Avoided? *Journal of Health and Social Behavior* 32: 302-320, 1991
- Lucksted A; Drapalski A; Calmes C et al.: Ending self-stigma: pilot evaluation of a new intervention to reduce internalized stigma among people with mental illnesses. *Psychiatric Rehabilitation Journal* 35: 51-54, 2011
- Lysaker PH; Tunze C; Yanos PT et al.: Relationships between stereotyped beliefs about mental illness, discrimination experiences, and distressed mood over 1 year among persons with schizophrenia enrolled in rehabilitation. *Social Psychiatry and Psychiatric Epidemiology* 47: 849-855, 2012
- MacInnes DL; Lewis M: The evaluation of a short group programme to reduce self-stigma in people with serious and enduring mental health problems. *Journal of Psychiatric and Mental Health Nursing* 15: 59-65, 2008
- Ornelas IJ; Amell J; Tran AN et al.: Understanding African American men's perceptions of racism, male gender socialization, and social capital through photovoice. *Qualitative Health Research* 19: 552-565, 2009
- Perlick DA: Special section on stigma as a barrier to recovery: Introduction. *Psychiatric Services* 52: 1613-1614, 2001
- Ritsher JB; Phelan JC: Internalized stigma predicts erosion of morale among psychiatric outpatients. *Psychiatry Research* 129: 257-265, 2004
- Roe D; Chopra M: Beyond coping with mental illness: Toward personal growth. *American Journal of Orthopsychiatry* 73: 334-344, 2003
- Rogers ES; Farkas M: Recovery and recovery-oriented psychiatric rehabilitation for persons with long-term mental illness. *Research and Training Center Annual Report to NIDRR*. Boston, MA, Center for Psychiatric Rehabilitation, 2006
- Rüsch N; Angermeyer MC; Corrigan PW: Mental illness stigma: concepts, consequences, and initiatives to reduce stigma. *European Psychiatry* 20: 529-539, 2005
- Russinova Z; Griffin S; Bloch P et al.: Workplace prejudice and discrimination toward individuals with mental illnesses. *Journal of Vocational Rehabilitation* 35, 227-241, 2011
- Sartorius N; Gaebel W; Cleveland HR et al.: WPA guidance on how to combat stigmatization of psychiatry and psychiatrists. *World Psychiatry* 9: 131-144, 2010
- Sartorius N; Schulze H: Reducing the stigma of mental illness: A report from a global programme of the World Psychiatric Association. Cambridge, UK, Cambridge University Press, 2005

Schomerus G; Schulze B: Experiences of stigma: perceived stigma, self-stigma and stigma-coping (Recent advances in European Stigma Research I). Paper presented at the IXth International Conference of the European Network for Mental Health Service Evaluation (ENMESH), Ulm, Germany, 2011, June. Available at <https://www.thieme-connect.com/ejournals/abstract/10.1055/s-0031-1277738>

Sibitz I; Unger A; Woppmann A et al.: Stigma resistance in patients with schizophrenia. *Schizophrenia Bulletin* 37: 316-323, 2011

Sledge WH; Lawless M; Sells D et al.: Effectiveness of peer support in reducing readmissions of persons with multiple psychiatric hospitalizations. *Psychiatric Services* 62: 541-544, 2011

StataCorp: Stata Statistical Software: Release 11. College Station, TX, StataCorp LP, 2009

Üstün B; Kennedy C: What is “functional impairment”? Disentangling disability from clinical significance. *World Psychiatry* 8: 82–85, 2009

Vogel DL; Wade NG; Hackler AH: Perceived public stigma and the willingness to seek counseling: The mediating roles of self-stigma and attitudes toward counseling. *Journal of Counseling Psychology* 54: 40-50, 2007

Wang CC: Photovoice: a participatory action research strategy applied to women's health. *Journal of Women's Health* 8, 185-192, 1999

Wang C; Burris MA: Photovoice: Concept, methodology, and use for participatory needs assessment. *Health Education & Behavior* 24: 369-387, 1997

West ML; Yanos PT; Smith SM et al.: Prevalence of internalized stigma among persons with severe mental illness. *Stigma Research and Action* 1: 3-10, 2011

Yanos PT; Roe D; Markus K et al.: Pathways between internalized stigma and outcomes related to recovery in schizophrenia spectrum disorders. *Psychiatric Services* 59: 1437-1442, 2008