Measuring Stigma around Mental Illness in Rural Communities

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Research Purpose

Mental Illness in North Dakota

- 17% (98,843) of North Dakota adults have Any Mental Illness (AMI)
- 4% (23,175) report Serious Mental Illness (SMI)
- 19,699 ND adults have co-occurring behavioral health disorders (SUD and AMI)
- 19.2% of ND middle school students report serious thoughts about killing themselves
- 16.7% of ND high school students reported an attempted suicide one or more times in the past year

North Dakota Department of Health & Department of Health and Human Services (2015 data):
Stigma

“The single most important barrier to overcome in the community is the stigma and associated discrimination towards persons suffering from mental and behavioural [sic] disorders”

- World Health Organization

• Three out of four people with mental illness report experiencing stigma
• Experienced/perceived stigma impacts adherence to treatment, utilization of services, and self-esteem
• Stigma may impact both care seeking behavior and care provided
• Stigma may be felt more acutely in small rural and frontier areas because of the lack of anonymity
Research Need: Summary

- North Dakota adults experience mental illness and SUD
- Stigma may impact utilization of services
- Stigma may be felt more acutely in rural communities
- North Dakota is largely rural
- Research on stigma around mental illness has overlooked the influence of geography
Research Method

• Utilized Day’s Mental Illness Stigma Scale
• Developed survey in Qualtrics
• UND IRB Approval
• Collected demographic variables
• Disseminated electronically through local Chambers of Commerce (October, 2019)
  • 15 rural and urban chambers received the electronic link and invitation out of 29 who were contacted

Demographics

• Gender
• Age (numeric)
• ZIP Code (rural/urban)
• Education level
  o Less than grade 12
  o High school diploma, GED, or equivalent
  o Some college
  o Associate’s degree
  o Bachelor’s degree
  o Master’s degree
  o Professional or doctoral degree
• Closest Relation with Mental Illness
  o Self
  o Immediate family
  o Partner living with you
  o Partner not living with you
  o Other family
  o Friend
  o Acquaintance
  o Work colleague
  o Other
  o No one known
  o Prefer not to answer
# Stigma Scale/Categories

<table>
<thead>
<tr>
<th>1 (completely disagree)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7 (completely agree)</th>
</tr>
</thead>
</table>

## Treatability
- There are effective medications for mental illnesses that allow people to return to normal and productive lives. (1)
- There are no effective treatments for mental illnesses. [8 (reverse)]
- There is little that can be done to control the symptoms of mental illness. [11 (reverse)]

## Relationship Disruption
- I don’t think that it is possible to have a normal relationship with someone with a mental illness. (2)
- I would find it difficult to trust someone with a mental illness. (3)
- It would be difficult to have a close meaningful relationship with someone with a mental illness. (5)
- A close relationship with someone with a mental illness would be like living on an emotional roller coaster. (10)
- I think that a personal relationship with someone with a mental illness would be too demanding. (12)
- Mental illnesses prevent people from having normal relationships with others. (15)

## Hygiene
- People with mental illnesses tend to neglect their appearance. (4)
- People with mental illnesses ignore their hygiene, such as bathing and using deodorant. (14)
- People with mental illnesses do not groom themselves properly. (19)
- People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant). (27)

## Recovery
- Once someone develops a mental illness, he or she will never be able to fully recover from it. [13 (reverse)]
- People with mental illnesses will remain ill for the rest of their lives. (20 [reverse])

## Anxiety
- I feel anxious and uncomfortable when I’m around someone with a mental illness. (6)
- I tend to feel anxious and nervous when I am around someone with a mental illness. (16)
- When talking with someone with a mental illness, I worry that I might say something that will upset him or her. (17)
- I don’t think that I can really relax and be myself when I’m around someone with a mental illness. (21)
- When I am around someone with a mental illness I worry that he or she might harm me physically. (22)
- I would feel unsure about what to say or do if I were around someone with a mental illness. (24)
- I feel nervous and uneasy when I’m near someone with mental illness. (25)

## Visibility
- It is easy for me to recognize the symptoms of mental illnesses. (7)
- I probably wouldn’t know that someone has a mental illness unless I was told (9 [reverse])
- I can tell that someone has a mental illness by the way he or she acts. (18)
- I can tell that someone has a mental illness by the way he or she talks. (26)

## Professional Efficacy
- Psychiatrists and psychologists have the knowledge and skills needed to effectively treat mental illnesses. (23)
- Mental health professionals, such as psychiatrists and psychologists, can provide effective treatments for mental illnesses. (28)
Results

Sample Demographics (n = 749)

- 63% Rural
- 37% Urban
- 34.60% No 4-year Degree
- 40.10% Bachelor’s
- 25.40% Master’s, professional, Doctoral
- 81% Female
- 18% Male
Sample Demographics

- Geography: Rural vs. Urban
- Education: Some College or More vs. High School or Less
- Gender: Male vs. Female
- Age Group: 18-35, 36-50, 51+

Relation to someone with mental illness, n=749

- Self: 21%
- Immediate family (spouse/child/sibling/parent etc.): 31%
- Partner (living with you): 3%
- Partner (not living with you): 1%
- Other family (uncle/aunt/cousin/ grandparent, etc.): 15%
- Friend: 10%
- Acquaintance: 5%
- Work colleague: 2%
- Other: 3%
- No one known: 4%
- Prefer not to answer: 4%
- Missing/No Response: 0%
### Mental Health Technology Transfer Center Network

#### Mountain Plains (HHS Region 8)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Weighted Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are effective medications for mental illnesses that allow people to return to normal and productive lives.</td>
<td>5.25</td>
</tr>
<tr>
<td>Mental health professionals, such as psychiatrists and psychologists, can provide effective treatments for mental illnesses.</td>
<td>5.2</td>
</tr>
<tr>
<td>Psychiatrists and psychologists have the knowledge and skills needed to effectively treat mental illnesses.</td>
<td>4.78</td>
</tr>
<tr>
<td>I probably wouldn’t know that someone has a mental illness unless I was told. [reverse]</td>
<td>3.67</td>
</tr>
<tr>
<td>A close relationship with someone with a mental illness would be like living on an emotional roller coaster.</td>
<td>3.5</td>
</tr>
<tr>
<td>It is easy for me to recognize the symptoms of mental illnesses.</td>
<td>3.48</td>
</tr>
<tr>
<td>When talking with someone with a mental illness, I worry that I might say something that will upset him or her.</td>
<td>3.15</td>
</tr>
<tr>
<td>I can tell that someone has a mental illness by the way he or she acts.</td>
<td>2.93</td>
</tr>
<tr>
<td>I think that a personal relationship with someone with a mental illness would be too demanding.</td>
<td>2.83</td>
</tr>
<tr>
<td>I would find it difficult to trust someone with a mental illness.</td>
<td>2.74</td>
</tr>
<tr>
<td>I can tell that someone has a mental illness by the way he or she talks.</td>
<td>2.63</td>
</tr>
<tr>
<td>It would be difficult to have a close meaningful relationship with someone with a mental illness.</td>
<td>2.62</td>
</tr>
<tr>
<td>Mental illnesses prevent people from having normal relationships with others.</td>
<td>2.59</td>
</tr>
<tr>
<td>People with mental illnesses tend to neglect their appearance.</td>
<td>2.57</td>
</tr>
<tr>
<td>I would feel unsure about what to say or do if I were around someone with a mental illness.</td>
<td>2.54</td>
</tr>
<tr>
<td>People with mental illnesses will remain ill for the rest of their lives. [reverse]</td>
<td>2.53</td>
</tr>
<tr>
<td>People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant).</td>
<td>2.52</td>
</tr>
<tr>
<td>I feel nervous and uneasy when I'm near someone with mental illness.</td>
<td>2.38</td>
</tr>
<tr>
<td>I don’t think that it is possible to have a normal relationship with someone with a mental illness. [reverse]</td>
<td>2.35</td>
</tr>
<tr>
<td>Once someone develops a mental illness, he or she will never be able to fully recover from it.</td>
<td>2.32</td>
</tr>
<tr>
<td>I don’t think that I can really relax and be myself when I'm around someone with a mental illness.</td>
<td>2.31</td>
</tr>
<tr>
<td>I feel anxious and uncomfortable when I’m around someone with a mental illness.</td>
<td>2.3</td>
</tr>
<tr>
<td>I tend to feel anxious and nervous when I am around someone with a mental illness.</td>
<td>2.26</td>
</tr>
<tr>
<td>People with mental illnesses ignore their hygiene, such as bathing and using deodorant.</td>
<td>2.18</td>
</tr>
<tr>
<td>People with mental illnesses do not groom themselves properly.</td>
<td>2.18</td>
</tr>
<tr>
<td>There is little that can be done to control the symptoms of mental illness. [reverse]</td>
<td>2.07</td>
</tr>
<tr>
<td>When I am around someone with a mental illness I worry that he or she might harm me physically.</td>
<td>1.97</td>
</tr>
<tr>
<td>There are no effective treatments for mental illnesses. [reverse]</td>
<td>1.76</td>
</tr>
</tbody>
</table>
General Results

- Low stigma overall regardless of demographic comparison
- Little variability by geography or education
- Gender differences between groups
  - Men reported greater stigma than women; stigma centered on measures related to anxiety being around persons with mental illness, perceived relationship disruption, and personal hygiene
- Age differences between groups
  - People ages 18-35 reported the lowest average stigma scores; Variable stigma present in all categories except for treatability and professional efficacy

Age Group Differences

Nine of the 28 measures of stigma had a statistically significant adjusted p-value (p ≤ 0.05)

- It is easy for me to recognize the symptoms of mental illnesses. [P=.0007]
- A close relationship with someone with a mental illness would be like living on an emotional roller coaster. [P=.0348]
- I think that a personal relationship with someone with a mental illness would be too demanding. [P=0]
- People with mental illnesses ignore their hygiene, such as bathing and using deodorant. [P=.0045]
- Mental illnesses prevent people from having normal relationships with others. [P=.011]
- I tend to feel anxious and nervous when I am around someone with a mental illness. [P=.0263]
- People with mental illnesses will remain ill for the rest of their lives. [reverse] [P=.019]
- I don’t think that I can really relax and be myself when I’m around someone with a mental illness. [P=.0306]
- People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant). [P=.0155]
Mental Health Technology Transfer Center Network
Mountain Plains (HHS Region 8)

Age Group Differences

- People with mental illnesses ignore their hygiene, such as bathing and using deodorant. [P=.0045]
- I think that a personal relationship with someone with a mental illness would be too demanding. [P=0]
- A close relationship with someone with a mental illness would be like living on an emotional roller coaster. [P=.0348]
- It is easy for me to recognize the symptoms of mental illnesses. [P=.0007]

- People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant). [P=.0155]
- I don’t think that I can really relax and be myself when I’m around someone with a mental illness. [P=.0306]
- People with mental illnesses will remain ill for the rest of their lives. [reverse] [P=.019]
- I tend to feel anxious and nervous when I am around someone with a mental illness. [P=.0263]
- Mental illnesses prevent people from having normal relationships with others. [P=.011]
Gender Group Differences

Ten of the 28 measures of stigma had a statistically significant adjusted p-value (p ≤ 0.05)

- I don’t think that it is possible to have a normal relationship with someone with a mental illness. [P=.028]
- I would find it difficult to trust someone with a mental illness. [P=.008]
- People with mental illnesses tend to neglect their appearance. [P=.001]
- It would be difficult to have a close meaningful relationship with someone with a mental illness. [P=.005]
- I feel anxious and uncomfortable when I’m around someone with a mental illness. [P=.002]
- I think that a personal relationship with someone with a mental illness would be too demanding. [P=.004]
- I tend to feel anxious and nervous when I am around someone with a mental illness. [P=.008]
- People with mental illnesses do not groom themselves properly. [P=.049]
- I don’t think that I can really relax and be myself when I’m around someone with a mental illness. [P=.000]
- I feel nervous and uneasy when I’m near someone with mental illness. [P=.016]
Gender Group Differences, cont.

I feel nervous and uneasy when I’m near someone with mental illness. [P=.016]

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel nervous and uneasy when I’m near someone with mental illness. [P=.016]</td>
<td>2.60</td>
<td>2.16</td>
</tr>
<tr>
<td>I don’t think that I can really relax and be myself when I’m around someone with a mental illness. [P=.000]</td>
<td>2.63</td>
<td>1.98</td>
</tr>
<tr>
<td>People with mental illnesses do not groom themselves properly. [P=.049]</td>
<td>2.33</td>
<td>2.01</td>
</tr>
<tr>
<td>I tend to feel anxious and nervous when I am around someone with a mental illness. [P=.008]</td>
<td>2.47</td>
<td>2.05</td>
</tr>
<tr>
<td>I think that a personal relationship with someone with a mental illness would be too demanding. [P=.004]</td>
<td>3.12</td>
<td>2.53</td>
</tr>
</tbody>
</table>

Geography Group Differences

Only two of the 28 measures of stigma had a statistically significant adjusted p-value (p < 0.05)

People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant). [P=.008]

<table>
<thead>
<tr>
<th></th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with mental illnesses need to take better care of their grooming (bathe, clean teeth, use deodorant). [P=.008]</td>
<td>2.763</td>
<td>2.286</td>
</tr>
<tr>
<td>I can tell that someone has a mental illness by the way he or she talks. [P=.029]</td>
<td>2.833</td>
<td>2.432</td>
</tr>
</tbody>
</table>
Relation to someone with mental illness, n=749

<table>
<thead>
<tr>
<th>Relation to</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No one known</td>
<td>4%</td>
</tr>
<tr>
<td>Other, prefer not to answer</td>
<td>7%</td>
</tr>
<tr>
<td>Partner, other family, friend, acquaintance, work colleague</td>
<td>36%</td>
</tr>
<tr>
<td>Self or immediate family</td>
<td>52%</td>
</tr>
</tbody>
</table>

There is significant variability between an individual’s relation to someone with mental illness and stigma associated with:

- **Treatability** \( p = .003 \): Individuals with mental illness as well as those with immediate family members with mental illness were more likely than others to perceive that there are effective treatments for mental illness, symptoms can be controlled, and that with treatment individuals can return to normal and productive lives; however, all respondents illustrated high perceptions of treatability.

- **Recovery** \( p = .045 \): Individuals who preferred not to answer or indicated “other” relationships reported greater stigma than others related to recovery; however, all respondents had positive perceptions around recovery.

- **Hygiene** \( p = .004 \): Those with mental illness or with an immediate relation were less likely than others to hold stigma about personal hygiene; however, all respondents indicated low stigma around the impact of mental illness on personal hygiene.

- **Anxiety** \( p = .000 \): Those with mental illness less likely than any other groups to report anxiety interacting with individuals with mental illness; however, all respondents reported low anxiety across all factors.

- **Relationship Disruption** \( p = .002 \): Those with mental illness were less likely than any other groups to perceive that mental illness would disrupt relationships; however, all respondents indicated low stigma around the impact of mental illness on relationships.
Rural Implications

Contrary to previous literature, rural respondents:

- Agreed that psychiatrists and psychologists have the knowledge and skills needed to effectively treat mental illnesses.
- Agreed that mental health professionals, such as psychiatrists and psychologists, can provide effective treatments for mental illnesses.
- Disagreed that once someone develops a mental illness, he or she will never be able to fully recover from it.

Implications and Future Research

- Program development
  - Utilize family members to combat stigma
  - Target education and mental health literacy by age category and gender
- Weighted categorical comparisons
- Expand survey to include additional states in Region 8 with new sample techniques
The Mountain Plains MHTTC serves the states of Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming (HHS Region 8). The primary focus of the center is to provide training, resources, and technical assistance to individuals serving persons with mental health disorders, especially those with serious mental illness or a serious emotional disturbance.

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National American Indian and Alaska Native MHTTC

National Hispanic and Latino MHTTC

1. New England MHTTC
2. Northeast & Caribbean MHTTC
3. Central East MHTTC
4. Southeast MHTTC
5. Great Lakes MHTTC
6. South Southwest MHTTC
7. Mid-America MHTTC
8. Mountain Plains MHTTC
9. Pacific Southwest MHTTC
10. Northwest MHTTC
References


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