

Effects of an educational TV program on reduction of prejudice towards schizophrenia

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Aim

- The present paper introduces our attempts to develop the ways to reduce the Prejudice Towards Schizophrenia (PTS) by using the TV-based education. We examined the effect of a short educational TV program designed to reduce the PTS of nursing students.

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ふたりで届けたい
とうごうしっちょうしゅう はざま ひでゆき みかこ
～ 統合失調症・狭間英行さん 美加子さん～

こんかい はざま ひでゆき みかこ しよかい
今回は“きらっといきている”狭間英行さん 美加子さんをご紹介します。

もくじ

しよてんがい たくはい
【商店街の宅配サービス・
はざまひでゆき みかこ みかこ
狭間英行さん 美加子さん夫妻】

たくはい しやかい かんけい
【宅配サービスでつながる社会との関係】

とちど じしん
【取り戻した自信とやりがい】

たが ささ あ りっこんせいかつ
【互いに支え合う結婚生活】

ゆめ
【これからの夢】



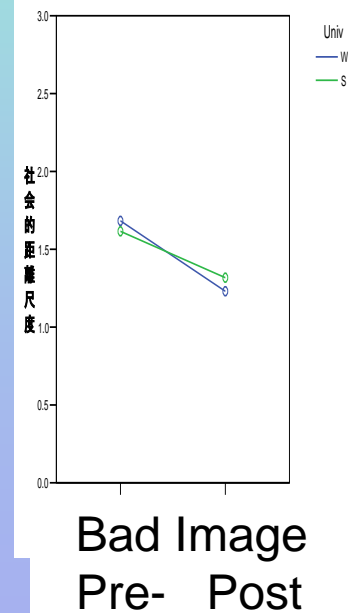
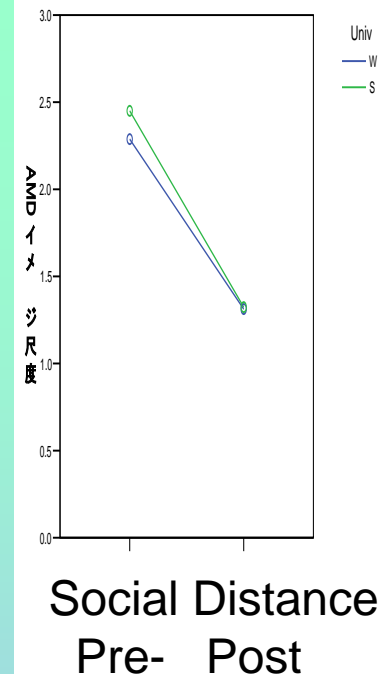
The program is a story of a married couple with schizophrenia living, working and helping each other

Method

- Participants were 139 nursing undergraduate students.
- The TV program was derived from a thirty-minute educational program which introduced the lifestyle of a newly married couple with schizophrenia helping each other.
- The effects of the TV program were measured by the Attitude toward Mental Disorder Scale (AMDS: Kitaoka-Higashiguchi et al. 2001) in the pre-test and the post-test.

Results

- As for comparison of pre and post tests, the reduction of points of both subscales were significant: $M = -.30$, $F(1, 276) = 97.014$, $p < .001$ in Social Distance Scale, and $M = -.83$, $F(1, 276) = 820.164$, $p < .001$ in Bad Image Scale.
- Effect Size was much larger in Bad Image Scale ($ES = 1.84$.) than in Social Distance Scale ($ES = .55$).
- The percentage of attitude change in desirable direction was 98% in Bad Image Scale, and 69% in Social Distance Scale. Attitude change was observed in most of the nursing student participants.



Conclusions(1)

- Results of the present study indicated that even a short, 30-minute TV program had been effective in reducing the PTS to a noticeable manner. The present study showed that the negative attitudes towards schizophrenia, or the PTS, could have been altered with audiovisual education materials with little time and cost.
- The effect sizes of the present study were much larger than previous studies summarized in Ito, Kodaira, Matsugami, & Inoue (2009), which revealed that narrative contents and explanatory contents had different effects in changing the attitude.
- As Link et al (1999) pointed out, 61% of people have “perceived danger,” which is presumed to be equivalent to the “bad image” in this study to schizophrenia, and thus the reduction of the PTS could well be thought of as an important issue to consider both at the professional levels and public settings.

Conclusions (2)

- World Psychiatric Association (2002) suggested that some of the advantage for using movie/video programs as a media for reducing stigmas is the audio-visual expression with appealing realities and the power to influence people at the emotional and perceptual levels.
- Narrative contents could have changed the images of schizophrenia better than explanatory contents, possibly because the narratives showed the life itself, so that the participants were able to see the real life story of people with schizophrenia.

Bibliography: Ito, T., Kodaira, T., Matsugami, S., & Inoue 2009 Video-based preventive education for the prejudice towards schizophrenia. Proceeding of the 2nd International on Community Psychology (ICCP) June 4-6, 2008 Lisbon

Kitaoka-Higashiguchi, K. (2001) Effects of contact experiences on attitudes toward the mentally disordered. *Japanese Journal of Psychiatric Rehabilitation*, **5 (2)**, 142-147.)

World Psychiatric Association (2002). Schizophrenia: Open the door. Author