

Developing a Culturally Informed Short Video Intervention for the Stigma of Schizophrenia in Latiné Communities

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Background

- Traditional in-person contact reduces stigma towards schizophrenia¹
- In-person contact with people from stigmatized groups is expensive and hard to facilitate
- Short video interventions show promising results in reducing stigma towards schizophrenia²
- Established short video interventions do not factor in how stigma can vary by community

Method

1. Interviewed a person with lived experience of schizophrenia
2. Developed script describing life with schizophrenia based on interview
3. Script was reviewed and edited by a different person with lived experience of schizophrenia
4. One actor recorded three short videos: control, standard, and culturally informed
5. Held focus groups through SONA to receive feedback on videos
6. Edited scripts based on feedback from focus groups
7. Repeated steps 4 through 6 until videos were equally meaningful and believable

Participant Sentiment

“When it comes to mental disorders, it's like very taboo to express your feelings ... and usually we as Hispanics or Latinos, we have that mentality that if I go to my parents, they're [going to] downplay it or be like '**Nothing's wrong with you.**'

[So], I was really happy that he told his parents what he was going through and **they acknowledged his concerns.**”

Believability Ratings

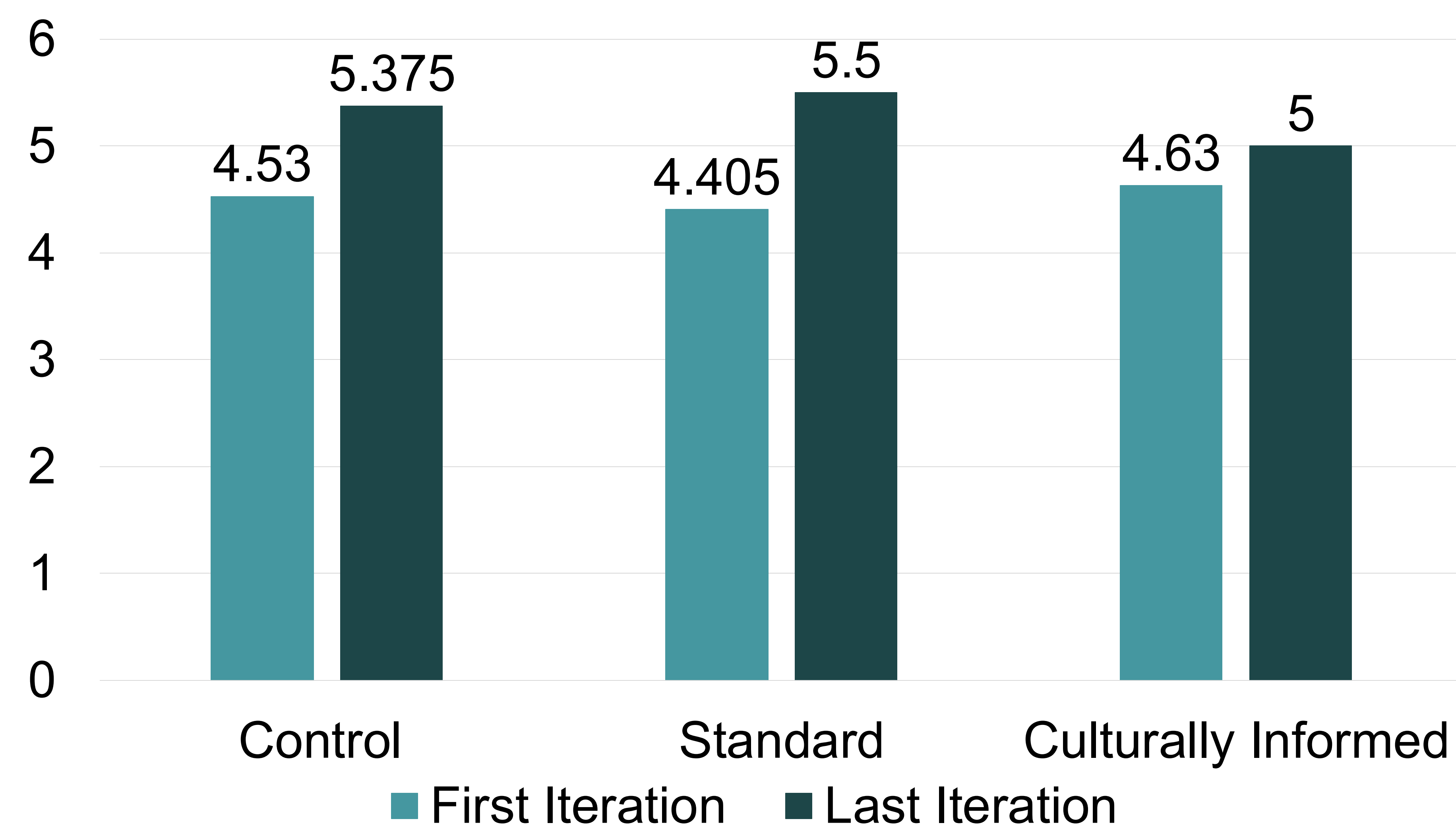


Figure 1. Believability ratings were answered on a 6 - point Likert scale from 1 = *Strongly Agree* to 6 = *Strongly Agree*

Main Objective

Develop a short video intervention for the stigma of schizophrenia that is tailored to Latiné communities by incorporating traditional cultural values into the video

Improvements to Videos

First iteration:

- Added more symptom descriptions
- Changed background
- Actor delivered with more emotion

Second iteration:

- Added disclaimer informing viewers that the person in the video is an actor speaking about other people's real lived experience
- Altered pitch

Next Steps

- Implement the interventions in the community
- Test the hypothesis that the culturally tailored intervention is more effective
- If successful, intervention could be tailored to other cultures and other stigmatized identities

For More Information



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