



### Kylie's story

*'I was diagnosed with schizophrenia a decade ago and in my search to understand my new illness, the media offered me a skewed vantage point where it appeared schizophrenia was simply a licence for bad behaviour. Now, on the inside looking out, I recognise what an inaccurate portrayal this is, the exception rather than the rule.'*



### Jo's story

*'As a carer, I get hurt when I see remarks that label people who are mentally ill with names such as 'fruitcake', 'nutter' or 'psycho.' Don't they realise that this is my son they are talking about? As if it's not bad enough for someone to have a mental illness, to be punished for it by being the victim of stigmatising comments is like kicking a man when he's down.'*

# sane

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## STIGMAWATCH

The Good...



...and the Bad



## StigmaWatch Questions:

What is StigmaWatch?

StigmaWatch voices community feedback about representations within the media that stigmatise mental illness or inadvertently promote self-harm and suicide.

What are its objectives?

With the support of thousands of volunteers, monitor the Australian media and ensure accurate and respectful representation of mental illness and suicide.

Who does it partner?

StigmaWatch is a program of the SANE Media Centre, which works in partnership with:

- Mindframe
- The Mental Health Sector
- You

 The Mental Health Charity

## Who does StigmaWatch Represent?

- Consumers
- Carers
- MHS Professionals
- Media Professionals
- All Australians

 The Mental Health Charity



## How Do I Participate?

- Keep an eye out:
  - Read / Watch / Listen
  - Recognise
  - Analyse
- Report the incident:  
Either:
  - a) Contact the journalist and inform StigmaWatch
  - b) Report the incident to StigmaWatch by email, phone or online
- Remember:
  - Don't delay
  - Report the good & the bad



## StigmaWatch Example:

Insane Energy  
May 2010

### Concerns:

- 'take the insanity test'
- 'would you like a jacket... don't mind those wrist straps'
- 'I think that I'm a schizo brain...'

# StigmaWatch Example:

'Todd Carney inspires...'  
 News Limited Syndication  
 Author: Andrew Webster

## Regarding:

- An NRL match report
- Refers to team's form as being 'schizoid'

Hi Jeremy

Thanks for your email, and please accept my deep apologies for the ignorance I have shown in using such an adjective in today's story.

It's laziness and ignorance on my behalf, and I can guarantee I won't use the term again.

I will also forward your email to my colleagues, if that's okay, so they don't make the same mistake as I have today.

Regards Andrew.



## Former Raider Todd Carney inspires Roosters to win over old club

By Andrew Webster The Daily Telegraph July 05, 2010 12:00AM 53 comments

Share

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2 retweet

### Roosters 22 - Raiders 12

TODD Carney is tired of talking about his troubled past, probably because his focus is ensuring such sins aren't committed in the future.

Yet he would've been deluded if he thought he was going to walk into the middle of Canberra Stadium yesterday, in his return to the joint where he was once feted as a hero before being sacked in August 2008, and not be reminded of recent history.

Accordingly, when play drifted towards the sidelines early into the match against his former club, the



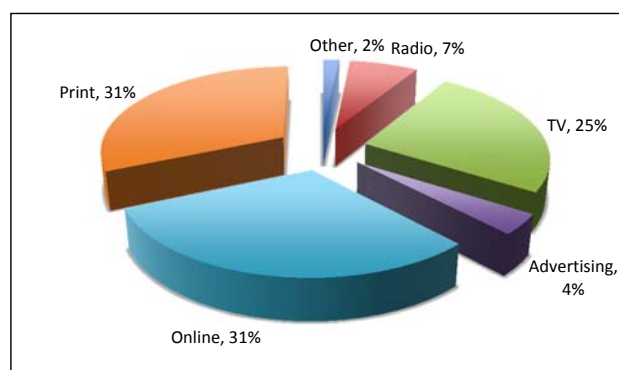
Typical of the Roosters schizoid form this season, they let the Raiders strike back and tries to centre Joel Thompson and winger Joel Monaghan late in the half handed them a 12-10 lead. Typical of the Raiders schizoid form this season, they handed it straight back.

## StigmaWatch Statistics 2009-10:

Number of reports: 238

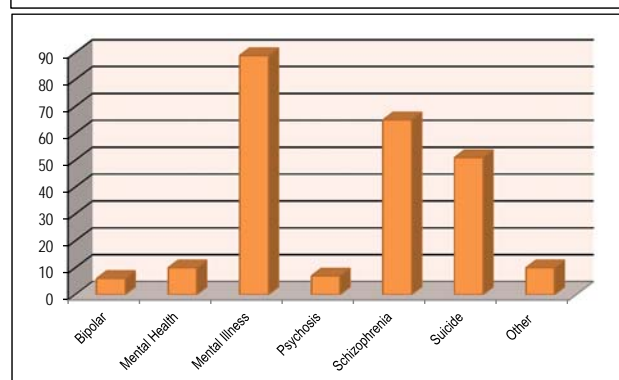
### Media Category

Advertising	9	Other	4
Online	73	Print	75
Radio	17	TV	60



### StigmaWatch Category

Anxiety	3	Bipolar	6
Bullying	1	Mental Health	10
Disability	1	Eating Disorder	1
Depression	2	Mental Illness	90
Psychosis	7	Schizophrenia	65
Suicide	51	Self-Harm	1



## Why Do They Do It?

- Journalists are time-poor:
  - Tight deadlines
  - Busy newsdesks
  - 24 hour 'news cycle'
  - Lower staffing
- Ignorance:
  - Unaware of the potential effect
  - Using outdated terminology
  - Not familiar with the Mindframe Guidelines
  - Young and inexperienced
- Intentional:
  - Shock-jock
  - Opinion column or blog
  - Calculated 'risk' if it's a large scoop

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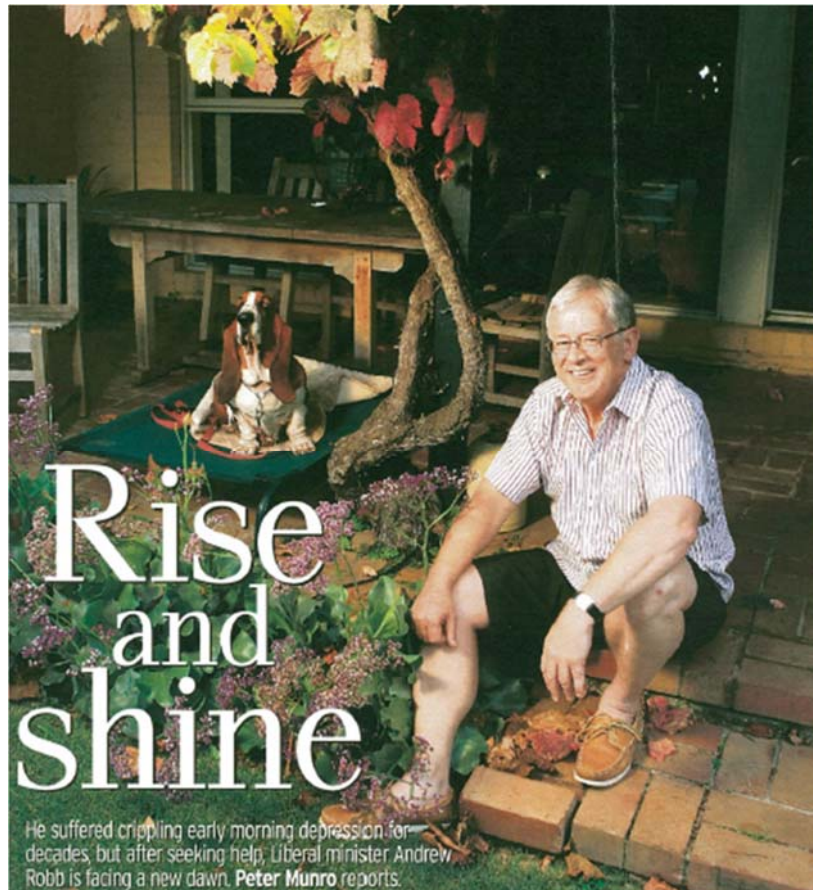
## Good News Example:

Rise and shine  
The Age  
Author: Peter Munro

### Regarding:

- Liberal politician Andrew Robb's lifelong battle with depression
- The steps he took to manage his life and stay in politics
- Provided an honest and optimistic discussion in regards to depression

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# Good News Example

The Knox Leader  
Author: Various

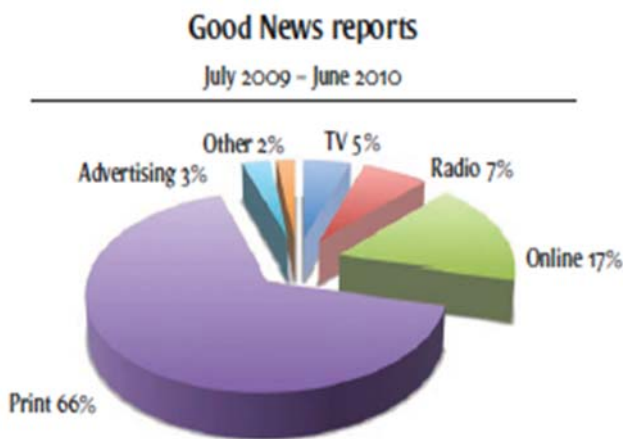
Regarding:

- Development of a psychiatric support service in Bayswater
- Received ignorant criticism from local residents
- Knox Leader's editor Cathy Withiel published an editorial questioning the malevolence of resident opposed to the service
- StigmaWatch wrote to the Knox Leader praising their leadership



# Good News Statistics 2009-10:

Number of reports: 41



Advertising = 1, Online = 7  
Other = 1, Print = 27  
Radio = 3, TV = 2



## Why Praise Good News?

The media is an important ally in reducing stigma

- ✓ Influences decision makers
- ✓ Reflects and reinforces stigmatising attitudes
- ✓ Fosters an informed, supportive community

We all respond to positive reinforcement

- ✓ Encourages journalists to write positive stories
- ✓ Reminds editors to include helplines
- ✓ Ensures when stories are published, they're fair and well balanced

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## Joining StigmaWatch

Visit [www.sane.org/stigmawatch](http://www.sane.org/stigmawatch)

Email: [media@sane.org](mailto:media@sane.org)

Visit the SANE Australia stand



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