

INNOVATIVE AWARENESS AND STIGMA REDUCTION

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Introduction

- Issues on awareness are unique in India
- Data scanty
- Literacy levels
- Different languages
- Inadequate facilities
- Govt initiatives few
- Gaps in services
- Priorities in developing countries

Statistics

- Total population: 1.03 billion
- # of males: 532.2 million
- # of females: 496.5 million
- Rural population: 742.5 million
- Urban population: 286.1 million
- Illiterate population: 467.9 million
- Literate population: 560.7 million
- 22 officially recognized languages
- 33 different languages and 2000 dialects have been identified.

Issues

- Cultural beliefs
- Multiple languages
- Large illiterate population
- Rural folks spread around in small clusters
- Accessibility to all areas
- Geographical limitations

Service gaps

- Certain regions have adequate services
- Majority do not have adequate psychiatry services
- Inadequate professional human resource
- Large rural areas do not have psychiatry services

Initiatives by NGOs

- Started as philanthropy
- Managed by non professionals
- Mainly volunteers
- Low cost
- Large coverage
- Reaches to inaccessible places
- Rural NGOs are better

How to go about?

- Simple language
- Use of translators
- Teaching trainers
- Giving live examples
- Participation by community accepted people
- Use celebrities

Programs

- Pamphlets in local languages
- Public lectures by celebrities
- Study classes for small groups
- Street plays
- Public rallies
- Orchestra by recovered patients
- Drama by recovered patients
- Tele films and documentaries



Public awareness

■ Lectures

- 500-1000 people
- Information on mental illness by mental health professionals
- Ant stigma talks by celebrities(film stars, writers, politicians)
- Interactive sessions
- Survivor experiences
- Families experiences

Anti stigma programs

- Fully functional orchestra by survivors
 - Conducted in public functions like temple and church festivals
 - Audience in thousands
 - Well orchestrated publicity using posters and publicizing the singers

Impact

- Public acceptance
- Improvement of self confidence
- Feeling of achievement
- Interaction with public
- Greater freedom for patients

Drama

- Two hour duration
- Theme: homelessness and the problems
- Issues faced by NGOs
- Very contemporary and contextual dialogues
- Questions raised to the society and family
- Guidance from experts
- Makes audience THINK

Discussion

- Very effective
- Income generation
- Public acceptance
- Awareness
- Peoples initiative as a movement
- More and more volunteers and agencies started coming up
- Cost effective method of awareness program

Discussion ctd

- Rs.10,000 INR \$232.5
- Thousands get educated
- Evaluation
- Professional support minimal
- These initiatives are replicable

Conclusion

- Innovative program
- Motivation very high
- Care givers also get recognition
- Minimal effort maximum coverage
- May be considered in other parts

Initiations in Rehabilitation

www.mapsofindia.com

