



HKU Announces Survey Findings on Public Perception of Psychosis

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Study Background

- Psychotic disorders are common (prevalence rate $\sim 2 - 3\%$)
- Public awareness and attitude can affect help-seeking timing and behaviours
- Misconceptions about psychosis are common



Study Background

- According to the reviews of nation-wide studies, the overall public's literacy about psychosis had increased over the years, yet attitudes towards patients with psychosis had worsened over years (Schomerus et al 2012)
 - Mostly improved on the biological understanding of the illness
 - Significant decline in accepting people with psychosis as a neighbor and co-worker, estimated decline accumulated was 15.5% for acceptance as neighbor and 17.8% for co-worker.
- Perceived danger of people with psychosis is common
 - US (1950-1996) perception of mentally ill people being violent or frightening increased (Phelan et al. 2000)
 - New Zealand (1999-2002) growing number of people regarded people with mental illness are more likely to be more dangerous than other people (Vaughan et al. 2004)



Jockey Club Early Psychosis Project (JCEP)

- Since 2009, the Hong Kong Jockey Club Charities Trust has awarded The University of Hong Kong a grant of HK\$68.82 million for a 5-year early psychosis project, which involves: intervention (provide case management service to 1,000 patients with first episode psychosis), research and public awareness.



賽馬會思覺健康計劃
JOCKEY CLUB
EARLY PSYCHOSIS
PROJECT



Public Education



Public Health Talk

- Target: Community

Talks include community talks, demystifying psychosis, school talks and library talks



Gate Keeper Training

- The target includes teachers, social workers, police force, security guards, civil servants and other frontline workers



Public Exhibition

- Exhibition venue includes public libraries, MTR stations, housing estates and higher education institutes



Service Statistic

From 2009 to 2014

	Session	Audience
Public Health Talk	188	14,196
Gate Keeper Training	257	13,505
Public Exhibition	134	1,681,476

Achievement:

- Public Health Talks covered 75% (28 out of 37) public libraries which have an activity room
- More than 81 secondary schools and higher education institutions have been involved
- Provided training to teachers covering 80% secondary school of HK
- Case management service provided to 1000 patients with first episode psychosis



Study Design

- Successfully interviewed 1,016 Cantonese-speaking HK residents aged 18 or above in 2009 and 1,018 in 2014
- The study and the questionnaire were designed by Dept of Psychiatry, LKS Faculty of Medicine, HKU
- Commissioned HKU POP for conducting telephone survey
- Study sample:
 - Hong Kong residents
 - Stratified randomized according to age and sex
- There was no difference on gender, age and education levels between the two cohorts for comparison

	2009	2014
Male (%)	471 (46.4%)	462 (45.4%)
Female (%)	545 (53.6%)	556 (54.6%)
Mean Age	45.2	45.8



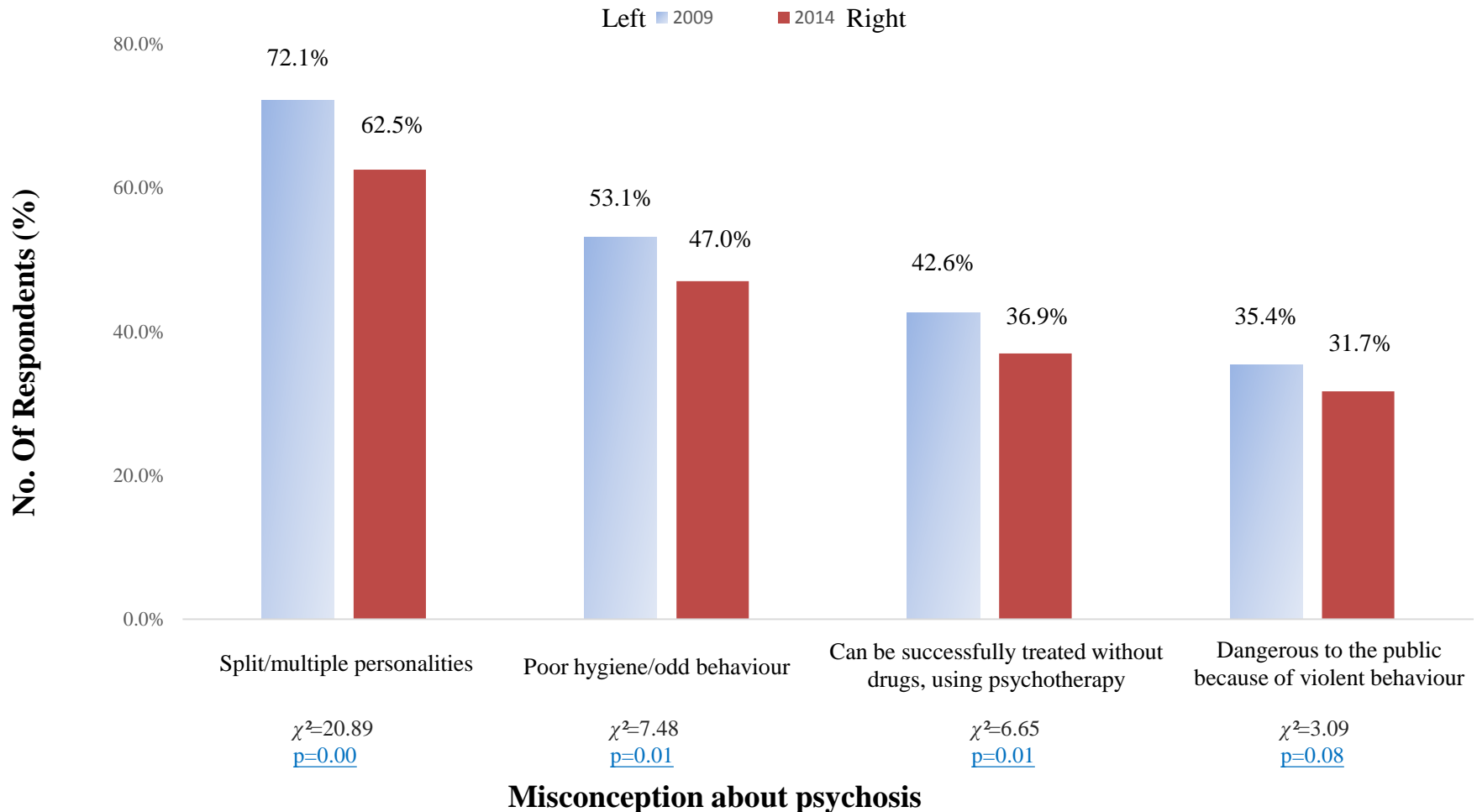
Study Design

The Survey

- Knowledge
 - Prevalence & causes
 - Symptoms & treatment
 - Services
- Common Stereotype
 - Attitude
 - Behaviour
- Link's Links Perceived Devaluation - Discrimination Scale (LPDDS)
- Total 36 items in the survey



Major Findings: Common Misconceptions



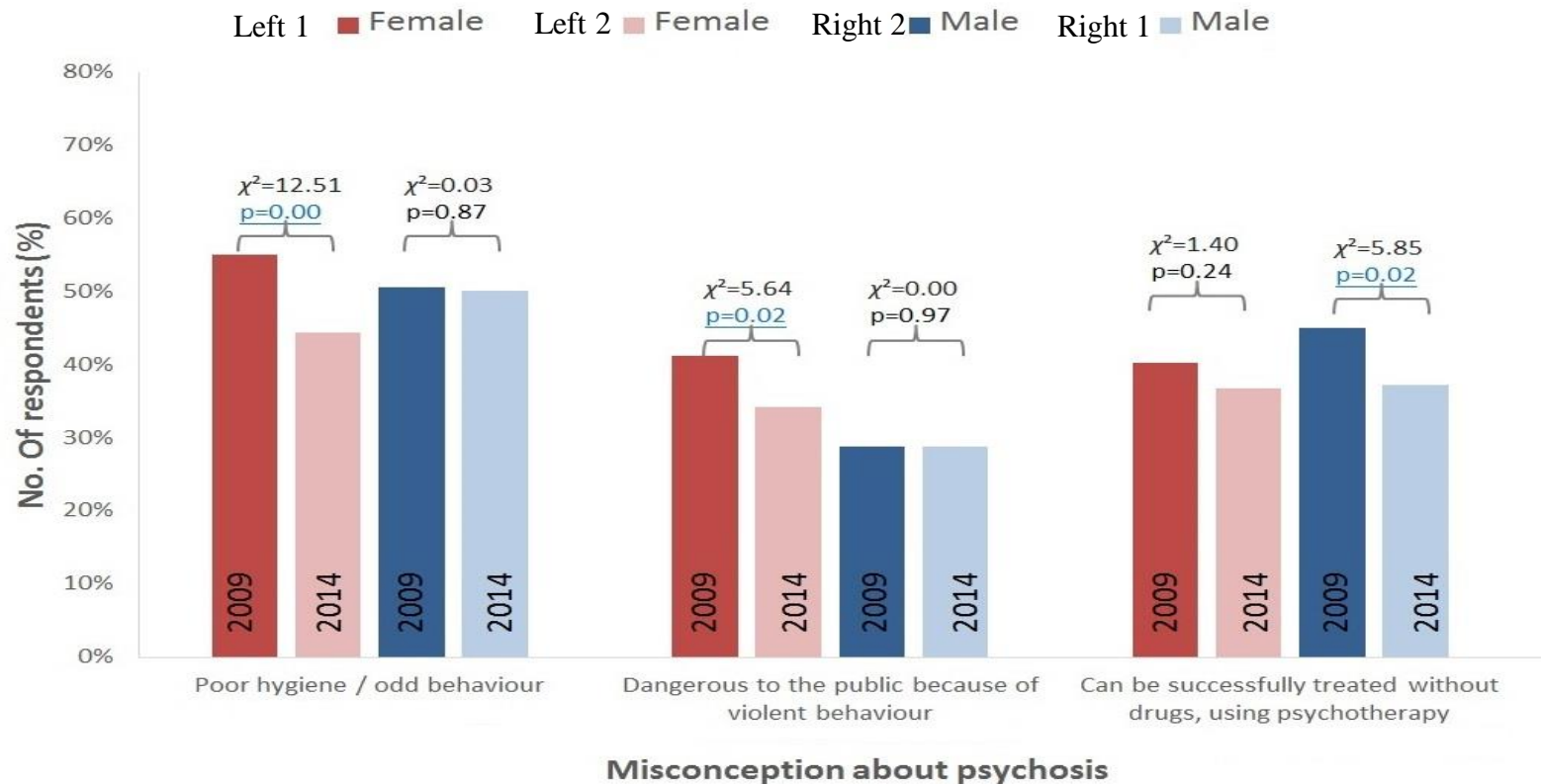


Major Findings: Common Misconceptions

- Between 2009 and 2014:
 - Significantly less public mistook psychosis for split personality (by 10%) and less believed patients with psychosis tended to show odd behaviors in public (by 6%)
 - There was also a reduced number (by about 4%) of public believing patients with psychosis were dangerous but not statistically significant
 - More public understood that patients with psychosis require medication treatment (by 5.7%).



Major Findings: Common Misconception (by gender)

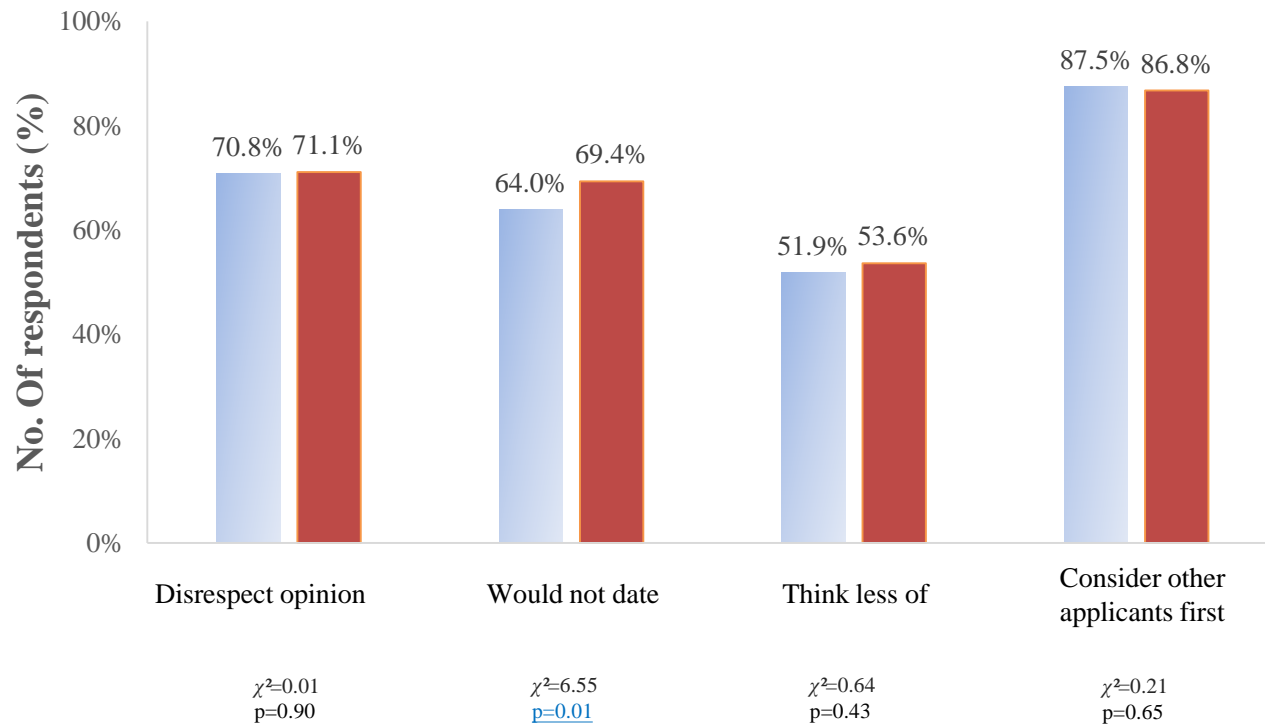


- Between 2009 and 2014:
 - Significantly fewer females believed patients with psychosis were public nuisance due to poor hygiene/odd and dangerous behaviours; no such difference was noticed in males
 - Significantly more males were aware of the need of medication treatment; but not for females



Major Findings: Public Attitude and Discrimination

Link's Perceived Devaluation - Discrimination Scale (LPDDS)

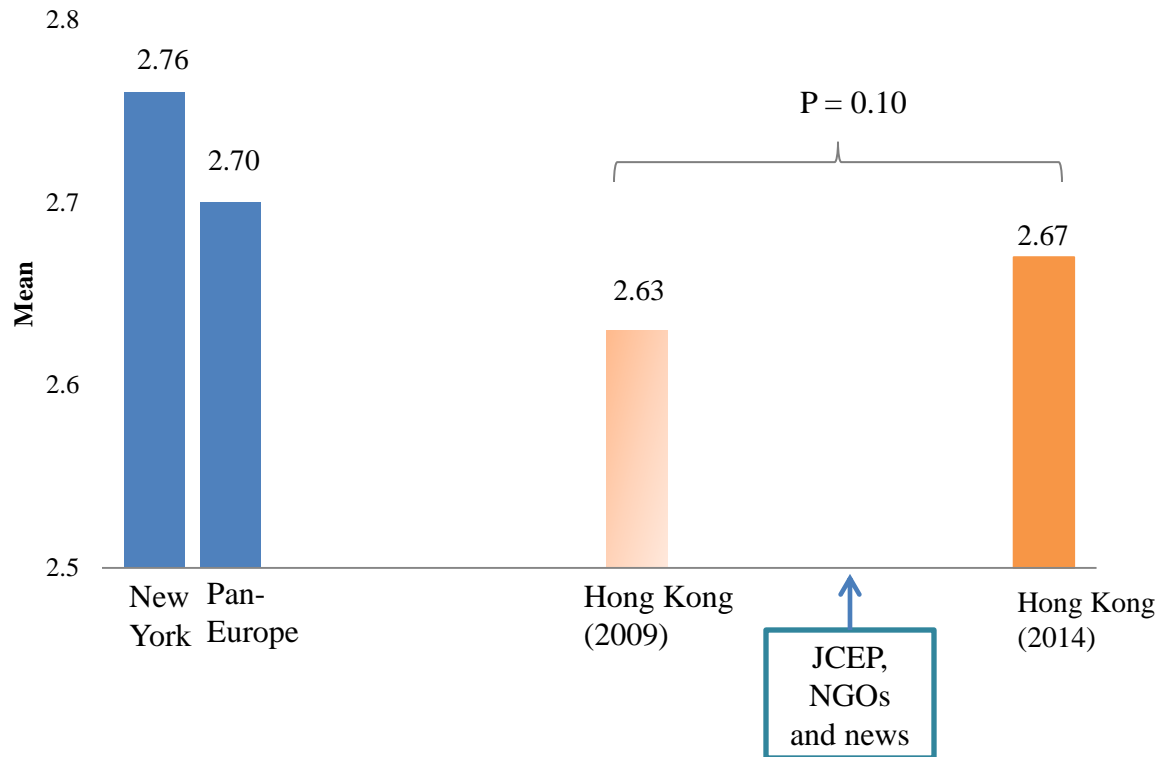


Attitudes and behaviours towards patients

Left ■ 2009 ■ 2014 Right



Links Perceived Devaluation - Discrimination Scale (LPDDS)

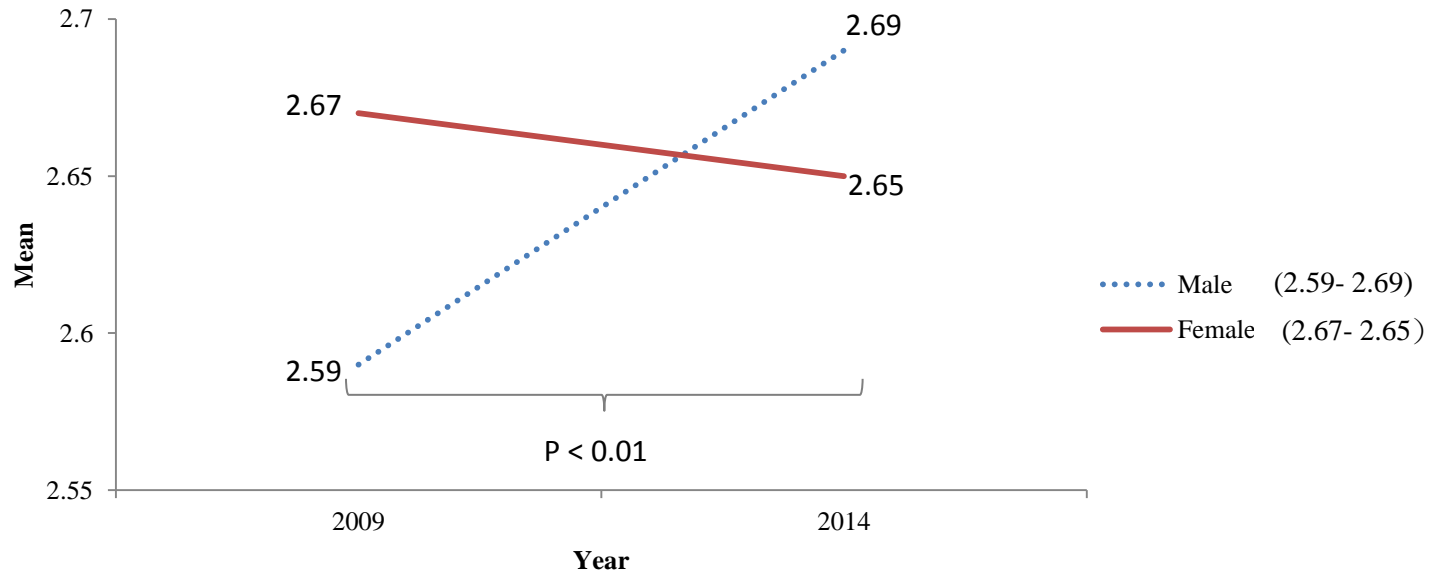


Between 2009 and 2014:

- Overall no change in LPDDS score
- The LPDDS score in HK population was slightly lower than that in recent studies conducted in New York and Pan-Europe (Croatia, Israel, Lithuania, Malta, Romania, Sweden)



Links Perceived Devaluation - Discrimination Scale (LPDDS)



Between 2009 and 2014:

- Males' stigma increased significantly
- Females' stigma was slightly reduced, but not significantly



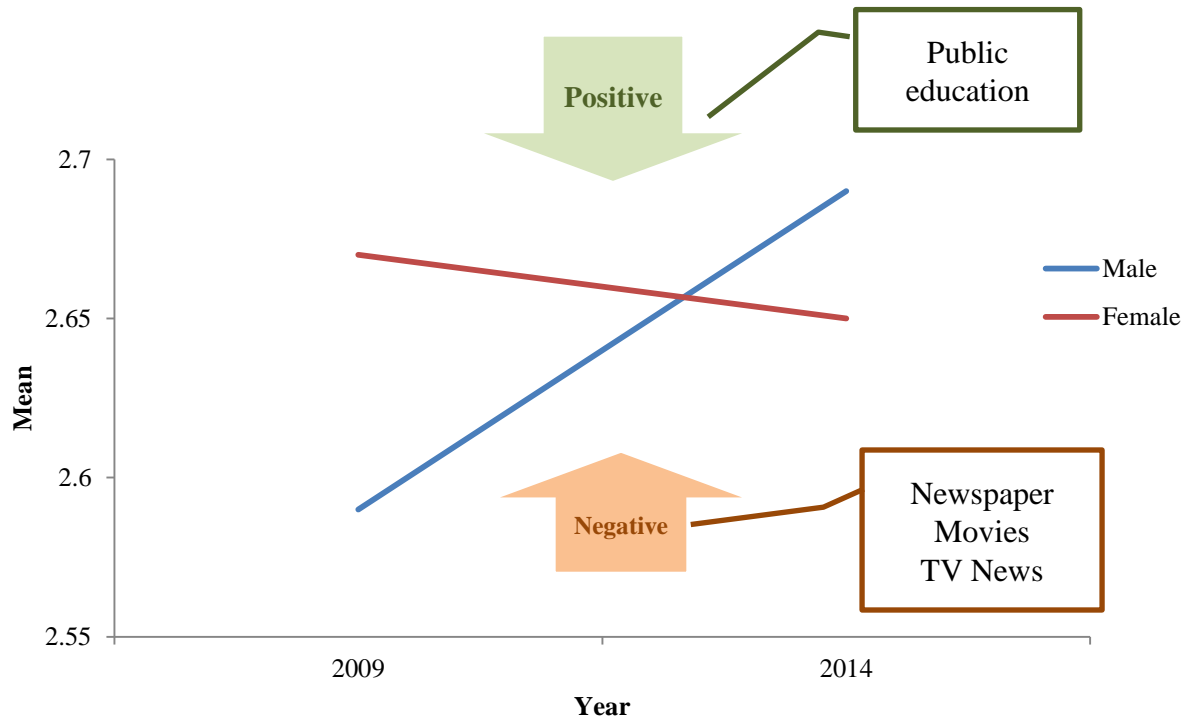
Summary

- There were some improvements on the knowledge and misconception about psychosis over the past 5 years
- Females had more improvements on stereotypes of psychosis whereas males had more improvements on knowledge about treatment of psychosis
- However no significant improvements on discrimination of patients with psychosis overall
- There was an increase in discrimination among males. For females, there was a slight reduction in discrimination.



Summary

- Newspaper and TV portray of patients with psychosis have a direct influence on public having negative attitude (Thornton et al 1996, Dietrich et al 2006).





Summary

- Future public education campaigns should focus the following areas:
 - Tailored to the specific needs of public, putting more stress on male
 - Focus more on contact-based education
 - Media education
- Further studies should focus on identifying the mechanisms of the change in attitude, particularly taking into the consideration of the gender effect.



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Q&A



Thank You