

Symposium

📅 2025年9月25日(木) 14:45 ~ 16:15 🏢 Session Room 3 (Large Hall A)

[Symposium 9] Anti-stigma 1

Moderator: Michio Suzuki (Itoigawa Clinic/Arisawabashi Hospital)

[SY-9]

Anti-stigma 1

Yuhei Yamada², Jie Li³, Joan Mae Perez-Rifareal⁵, Kumiko Ando⁴, Tsuyoshi Akiyama¹
(1.Rokubancho Mental Clinic(Japan), 2.Porque, the Organization of Persons with Psychosocial Disabilities(Japan), 3.Affiliated Brain Hospital of Guangzhou Medical University(China), 4.Institute of Science Tokyo(Japan), 5.president of the Philippine Psychiatric Association(Philippines))

[SY-9-01]

Activities to establish media guidelines aimed at eliminating stigma

*Yuhei Yamada (Porque, the Organization of Persons with Psychosocial Disabilities(Japan))

[SY-9-02]

An anti-stigma campaign in Guangzhou, China: Ideal and reality

*Jie Li (Affiliated Brain Hospital of Guangzhou Medical University(China))

[SY-9-03]

Bridging the Gap: Filipino Initiatives in Combating Mental Health Stigma

*Joan Mae Gillamac Perez-Rifareal (Philippine Psychiatric Association(Philippines))

[SY-9-04]

The Path to Eliminating Stigma begins with a single step.

*Kumiko Ando (Institute of Science Tokyo(Japan))

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キーワード : Anti-stigma、Mental Health、Psychiatry

While huge tasks remain to realize anti-stigma in society, we have been observing encouraging progress and activities worldwide. In these symposiums, Anti-stigma 1 and Anti-stigma 2, the audience will have opportunities to learn about the efforts to advance anti-stigma and its achievements. In Anti-stigma 1, Yuhei Yamada will report on their anti-stigma initiatives in Japan. He will report on their initiatives, collaborating with academics, professionals, disability groups, and family groups to produce guidelines that question the way in which cases are reported in the media. His organization, composed of people with disabilities, has been working on implementing the Convention on the Rights of Persons with Disabilities. Jie Li will present "An anti-stigma campaign in Guangzhou, China: Ideal and reality." A diagnosis of mental illness may be shameful for patients and lead to losing "face" (also called mianzi) according to the Chinese traditional culture. He will introduce mental health staff in Guangzhou who carried out two anti-stigma programs. Julie Millard will present "The unique needs and mental health challenges for people of the Oceania Region." The region has many issues impacting mental health, including stigma and discrimination, human rights, cultural differences, climate change, and the limited workforce and resources. Julie has been a Board Director for the past seven years and former Regional Vice President of the World Federation for Mental Health. Kumiko Ando points out an enormous stigma against people with mental disabilities in Japan. She presents a Japanese Society of Psychiatry and Neurology (JSPN) project to provide videos for high school health education classes. The JSPN anti-stigma committee has conducted video interviews with patients with five major mental disorders, and these videos will be made available for health education classes. This learning may lead to early intervention for the disorders among the students.

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[SY-9-01] Activities to establish media guidelines aimed at eliminating stigma

*Yuhei Yamada (Porque, the Organization of Persons with Psychosocial Disabilities(Japan))

キーワード : Convention on the Rights of Persons with Disabilities、 media coverage、 Co-production

Stigma surrounding mental illness in Japan is a deeply rooted issue. Disability rights organisations have expressed serious concerns about cases where individuals suspected of criminal behaviour are reported in the media and their mental illness is exposed. Lack of understanding and stigma surrounding mental illness can lead to discrimination and social division.

The author's disability rights organisation has launched a project to create similar guidelines, drawing on New Zealand's media reporting guidelines. This initiative is a collaborative project involving mental health professionals, disability rights organisations, and media representatives, with the theme of implementing the Convention on the Rights of Persons with Disabilities (CRPD) as a strategy for combating discrimination.

I aim to present practical reports and contribute to the discussion at the symposium.

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Moderator: Michio Suzuki (Itoigawa Clinic/Arisawabashi Hospital)

[SY-9-02] An anti-stigma campaign in Guangzhou, China: Ideal and reality

*Jie Li (Affiliated Brain Hospital of Guangzhou Medical University(China))

キーワード：Anti-stigma、Mental Health、Psychiatry

Background: Guangzhou, one of China's five major central cities, has been at the forefront of community mental health services in the country, particularly at the regional level. However, according to traditional Chinese culture, a diagnosis of mental illness can be stigmatizing for patients and may lead to a loss of "face". From a collectivist cultural perspective, it is a long and challenging process for the public to accept and include individuals with mental disorders. Therefore, it is crucial to provide medical assistance and adopt a humanitarian approach towards patients with mental disorders and their families, as mental illness remains an integral part of civilized society.

Methods: Mental health staff in Guangzhou have implemented two anti-stigma programs from 2017 to 2023. (1) The Anti-Stigma Campaign in Guangzhou, China, was conducted in two stages: 2013-2017 (stage one) and 2017-2022 (stage two). (2) Another program involved joining the INDIGO project led by Professor Thornicroft at King's College London, which was funded by the UK MRC. This project established a coordinated research program in five low- and middle-income countries: China, Ethiopia, India, Nepal, and Tunisia. In China, the project had two sites: Beijing and Guangzhou, operating from 2019 to 2023.

Findings: (1) In collaboration with King's College London, we completed the introduction, socio-cultural adaptation, and psychometric evaluation of several questionnaires/checklists related to attitudes towards mental illness, barriers to accessing mental health care, stigma-related behavior/discrimination, and stigma stress, including RIBS, MICA-4, BACE, etc. These tools are increasingly utilized in clinical and cross-cultural research among Chinese academics. (2) Anti-stigma training programs have shown effectiveness in reducing stigma or anticipated discrimination for target groups.

Conclusions: Long-term and multidimensional education aimed at reducing the stigma associated with mental illness is essential in China, primarily due to structural discrimination and public stigma.

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[SY-9-03] Bridging the Gap: Filipino Initiatives in Combating Mental Health Stigma

*Joan Mae Gillamac Perez-Rifareal (Philippine Psychiatric Association(Philippines))

キーワード : Philippine Psychiatry、Mental Health Stigma Reduction Initiatives、Filipino Culture

Mental health stigma remains a significant barrier to seeking care in many societies, and the Philippines is no exception. This presentation synthesizes findings from recent literature to explore the landscape of initiatives implemented across the Philippines to address mental health stigma. We examine various approaches, including those targeting specific populations like healthcare workers, students, and community residents, as well as broader public health strategies and digital interventions. Drawing from a scoping review, qualitative analyses, and local studies, we will present evidence on the effectiveness of these interventions in improving mental health outcomes and promoting help-seeking behavior. Key strategies discussed include integrating mental health into primary care, leveraging community-based approaches, and utilizing technology to enhance accessibility and reduce stigma. The presentation will conclude with important lessons learned, highlighting the need for culturally sensitive, multi-sectoral collaboration and the crucial role of policy, such as the Philippine Mental Health Act, in creating a supportive ecosystem for mental wellness. This overview aims to provide valuable insights for global health leaders and policymakers seeking to replicate successful models in their respective contexts.

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[SY-9-04] The Path to Eliminating Stigma begins with a single step.

*Kumiko Ando (Institute of Science Tokyo(Japan))

キーワード：Mental health literacy、School-based education、Adolescents、Mental health stigma、Early intervention

Japan lags behind other OECD countries in providing adequate mental healthcare. A strong stigma surrounding mental health issues often leads patients and their families to conceal their conditions. This stigma operates on two levels: public stigma, which reflects negative societal attitudes, and self-stigma, in which individuals internalize these views. As a result, people may avoid social activities, limit their social networks, and delay seeking treatment.

Adolescence and young adulthood are critical periods, as many mental illnesses, such as schizophrenia, commonly emerge during these years. Early recognition and timely intervention can significantly improve outcomes. However, stigma and limited mental health literacy remain major barriers to help-seeking in Japan.

To address these challenges, the Anti-Stigma Committee of the Japanese Society of Psychiatry and Neurology has developed an educational video targeted at high school students. While mental health topics are included in Japan's national health and physical education curriculum, this video provides supplementary and more relatable content aimed at increasing awareness and reducing stigma.

The educational video explains common mental health conditions, emphasizes the importance of seeking support, and challenges stereotypes through evidence-based information and real-life narratives. The goal is to empower students to identify mental health concerns in themselves or peers and to promote earlier engagement with support systems.

At the upcoming symposium, a short version of the video will be screened to demonstrate its content and educational approach. This initiative represents a step towards stigma reduction and improved mental health literacy among Japanese youth, with the potential for broader application in school-based mental health promotion.