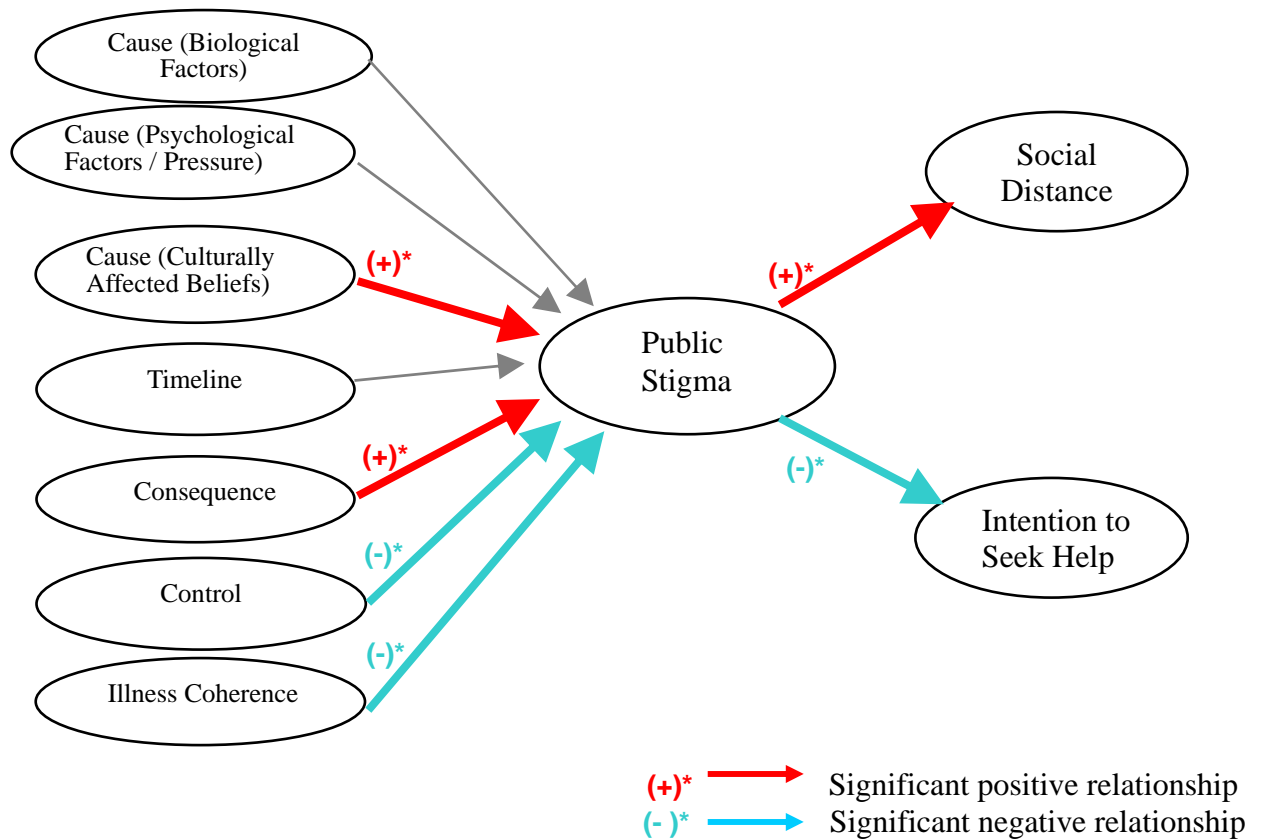Appendix

CUHK Finds Stigma Lowers Likelihood of Help Sought for Mental Health Problems and
Launches Stigma Reduction Programme under SHKP Mental Health Alliance

(Diagram 1)

Common Sense Model of Stigma on Mental Illness:
Relationship with Social Distance and Help-Seeking Intentions

Social Cognitive Factors Related to Mental Illness

- Cause
  - Possible Causes (Psychological/ Pressure/ Biological/ Culturally Affected Beliefs)
  - e.g.: Pressure/ Neurological Abnormalities / Retribution

- Timeline
  - Acute or chronic illness
  - e.g.: Mental illness can be cured in a short time /
          Mental illness is a long-lasting illness

- Consequence
    - Seriousness of the illness
    - e.g.: Mental illness is very serious /
        The illness brings lifelong consequences

- Control
    - Controllability of the symptoms by the patients
    - e.g.: Patients can control the whole course of illness/
        The illness is beyond self control

- Illness Coherence
    - The comprehensibility of the illness
    - e.g.: I don't have any concept of mental illness /
        I understand clearly of all the aspects of mental illness

- Public Stigma
    - The way the think about mental illness and the patients
    - e.g.: I am worried that individuals with mental illness will hurt the others/
        I am afraid to stay with individuals with mental illness alone/
        Individuals with mental health should be separated from society

- Social Distance
    - The degree of various social contact with individuals with mental illness
    - e.g.: Be a neighbour of an individual with mental illness /
        Be a friend with an individual with mental illness/
        Work in the same company with an individual with mental illness/
        Marry an individual with mental illness

- Intention to Seek Help
    - The intention to seek help from professionals when in need
    - e.g.: I will seek help from professional psychological treatment when in need

Comparisons between High Stigmatization Group and Low Stigmatization Group

(Table 1)

	Low Stigmatization Group (n = 801)	High Stigmatization Group (n = 139)
	Average	Average
Cause (Psychological/ Pressure)	23.85	23.46
Cause (Biological)	12.99	13.22
Cause(Cultural)*	11.42	13.21
Timeline*	18.81	20.09
Consequence*	21.74	23.79
Control*	21.91	20.41
Illness Coherence*	14.41	12.66
Social Distance*	4.47	6.52
Intention to Seek Help*	4.27	3.77

* The difference is significant statistically between the two groups

(Table 2)

	Low Stigmatization Group	High Stigmatization Group
Destiny*	17.5%	33.8%
Feng Shui*	8.4%	28.8%
Retribution*	13.5%	25.2%

The figures in the table show the percentage of endorsement.
* The difference is significant statistically between the two groups

(Table 3) The Comparison of Attitudes between High Stigmatization Group and Low Stigmatization Group

	Low Stigmatization Group	High Stigmatization Group
Live in the same building with individuals with mental illness*	67.7%	44.6%
Live on the same floor with individuals with mental illness*	61.7%	34.5%
Be a neighbour of individuals with mental illness*	54.8%	26.6%
Invite a friend with mental illness to your home *	52.7%	19.4%
Work in the same company but at different positions with individuals with mental illness *	71.9%	48.2%
Work in the same company and at the same position with individuals with mental illness *	60.2%	33.1%
Recommend your employer to employ an individual with mental illness to work in the company*	48.3%	30.9%
Be an ordinary friend of an individual with mental illness*	66.3%	36.7%
Be a good friend of an individual with mental illness*	48.3%	15.8%
Rent your property to an ex-patient of mental illness (If you are the owner) *	45.4%	21.6%
Let an individual with mental illness to take care of your children, if you have any*	14.2%	2.2%
Marry an individual with mental illness*	16.1%	2.9%
Endorse the establishment of an rehabilitation centre in your community*	55.4%	37.4%

The figures in the table show the percentage of endorsement.
* The difference is significant statistically between the two groups