

# Measurement Toolkit

Global Anti-Stigma Program  
World Psychiatric Association  
Canadian Pilot Project

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## Comments

This toolkit contains three survey questionnaires that were used to evaluate different aspects of the Canadian Pilot Anti-Stigma program:

- **Community Survey:** The community survey was used in a random digit telephone survey of individuals prior to and following the introduction of a radio campaign. The purpose was to evaluate changes in knowledge, attitudes, and social distance towards people with schizophrenia. In addition, it contains questions relating to the amount of exposure a respondent might have to television (a major source of stigmatizing messages), people with mental illness, and people with schizophrenia. Finally, it contains questions relating to exposure to radio messages. Postal codes were included in this (and all) survey questionnaires as a generic geographic locator.
- **School Evaluation:** The school evaluation was used with Grade 9-11 students to assess their knowledge and attitudes toward someone with schizophrenia before and after a presentation given by two members of the Partnership Program—a speaker's bureau of consumers and family members. The pre-test was given out several weeks prior to the school presentation and the post-test was given out immediately following the presentation.
- **Presentation Evaluation:** The presentation evaluation was designed to assess the impact of a verbal presentation when a separate pre-test was not feasible or appropriate.

# Community Survey

Hello, this is (name) calling for the Calgary Regional Health Authority. We're doing a short 10 minute survey about mental health. Could I speak to someone in the household 15 years of age or older?

In which of the following categories does your age fall? READ LIST

AGE:

- 15 to 29 years old
- 30 to 59 years old
- 60 years of age or older

GENDER

- Male
- Female

REGION

- Calgary area
- Drumheller area

1. In the past six months, have you seen, read or heard any advertising or promotions about schizophrenia?

- Yes
- No

1a) If yes, where did you see, read or hear the advertisements or promotions?

DO NOT READ. RECORD ALL RESPONSES. PROBE WITH ANYWHERE ELSE? (List up to three responses)

- T.V.
- Radio
- Calgary Herald (newspaper)
- Calgary Sun (newspaper)
- Calgary Mirror (newspaper)
- Calgary Rural Times (newspaper)
- Drumheller Mail (newspaper)
- Other newspaper
- Newsletters from community leagues, non-profit organizations etc.
- Magazine
- Brochure/pamphlet
- Poster
- Outdoor billboards
- Busboard/advertising on the bus
- Other media
- Don't remember/don't know

2. In the past six months, have you seen, read or heard anything in the news about people with schizophrenia?

- Yes
- No

2a) If yes, could you tell me how the person with schizophrenia was described?

DO NOT READ. PROBE WITH ANYTHING ELSE? (List up to three responses)

- Violent or dangerous to others
- Committing a crime
- Homeless
- A public nuisance
- Disheveled in appearance or dirty
- Suffering from symptoms such as hearing voices or speaking to self
- Suicidal or depressed
- A victim of crime
- The victim of serious illness (e.g. requiring medical treatment)
- In need of better treatment or support systems
- Involved in research
- Other positive description
- Other negative description
- Don't remember/don't know

3. Do you or have you ever worked as an employee in an agency that provides services to people with emotional problems or mental illnesses?

- Yes
- No

4. Have you or someone you know ever been treated for an emotional problem or a mental illness?

- Yes
- No
- Not Sure

4a) If yes, was that ... READ LIST.

- Yourself
- Spouse/child
- Other relation
- Friend
- Acquaintance
- Co-worker

5. Have you or someone you know ever been treated for schizophrenia?

- Yes
- No
- Not Sure

5a) If yes, was that...READ LIST.

- Yourself
- Spouse/child

- Other relation
- Friend
- Acquaintance
- Co-worker

6. Schizophrenia can touch the lives of many people, often through close friends or relatives, but also through work, volunteerism or life in general. To what extent does schizophrenia affect your life? READ LIST

- Not at all
- Somewhat
- Quite a bit
- All the time, that is, you deal with it almost daily

7. To the best of your knowledge, what causes schizophrenia? DO NOT READ. PROBE WITH ANYTHING ELSE? RECORD ALL RESPONSES (List up to three responses).

- Physical abnormalities in the brain
- Chemical imbalance in the brain
- Brain disease
- Virus during pregnancy
- Genetic inheritance
- Other biological factor
- Poor upbringing by parents
- Physical abuse
- Drug or alcohol abuse
- Stress (such as losing a job, social stress)
- Traumatic event or shock, e.g. assault, death, accident
- Poverty
- General breakdown in social values
- Possession by evil spirit
- God's punishment
- Other factor
- The exact causes are unknown
- Don't know

8. All things considered, do you believe people with schizophrenia... READ STATEMENT... (1) frequently (2) often (3) rarely or (4) never

- Can be successfully treated outside of the hospital in the community
- Tend to be mentally retarded or of lower intelligence
- Hear voices telling them what to do
- Need prescription drugs to control their symptoms
- Can be successfully treated without drugs using psychotherapy or social interventions
- Are a public nuisance due to panhandling, poor hygiene or odd behaviour
- Suffer from split or multiple personalities
- Can be seen talking to themselves or shouting in city streets
- Can work in regular jobs
- Are dangerous to the public because of violent behaviour

9. To the best of your knowledge, what percent of the population suffers from schizophrenia? ROUND OFF PERCENTAGE

\_\_\_\_\_PERCENT

- DON'T KNOW

10. Please tell me how you would feel in each of the following situations using the scale.... (1) definitely (2) probably (3) probably not (4) definitely not READ EACH STATEMENT. RECORD ONE ANSWER PER STATEMENT.

- Would you feel afraid to have a conversation with someone who has schizophrenia?
- Would you be upset or disturbed about working on the same job with someone who has schizophrenia?
- Would you be able to maintain a friendship with someone who has schizophrenia?
- Would you feel upset or disturbed about rooming with someone who has schizophrenia?
- Would you feel ashamed if people knew someone in your family has been diagnosed with schizophrenia?
- Would you marry someone with schizophrenia?

11. How would you feel about having a group home for six to eight people with schizophrenia in your neighbourhood? Would you be ... READ LIST

- In favour
- Opposed
- Indifferent, that is, it doesn't matter

Finally, just a few questions to help us classify and better understand all of the survey results.

On average, how many hours of television a week do you watch?

##.# HOURS WATCHED

13. And what age did you turn on your last birthday?

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14. What is the highest level of education you have completed. Would it be ... READ LIST

- Elementary or up to and including grade 6
- Junior high or grades 7 to 9
- High school or grades 10 to 13
- College or technical school
- University

15. In which country were you born?

\_\_\_\_\_

16. What is your postal code?

/\_\_\_/\_\_\_/\_\_\_/ - /\_\_\_/\_\_\_/\_\_\_/

Well, that's the last of my questions. Thanks so much for answering this survey. We really appreciate the time you took.

# Myths & Facts About Schizophrenia

## School Evaluation

People have different experiences and feelings about people with schizophrenia. How do you feel about people who have schizophrenia?

Would you be afraid to talk to someone who had schizophrenia?	Probably	Unsure	Probably Not
Would you be upset or disturbed to be in the same class with someone with schizophrenia?	Probably	Unsure	Probably Not
Would you make friends with someone who had schizophrenia?	Probably	Unsure	Probably Not
Would you feel embarrassed or ashamed if your friends knew that someone in your family had schizophrenia?	Probably	Unsure	Probably Not

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The following statements are common beliefs about schizophrenia. Can you tell which are myths and which are facts?

1. People with schizophrenia have a split personality.	Myth	Fact
2. Schizophrenia is a brain disease.	Myth	Fact
3. People with schizophrenia are likely to be violent.	Myth	Fact
4. Schizophrenia is caused by stress.	Myth	Fact
5. One in one hundred people will develop schizophrenia over the course of their lifetime.	Myth	Fact
6. People with schizophrenia cannot work.	Myth	Fact
7. People with schizophrenia usually need medication.	Myth	Fact
8. People with schizophrenia are often mentally retarded or of lower intelligence.	Myth	Fact
9. Schizophrenia is caused by poor parenting.	Myth	Fact

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How old are you? \_\_\_\_\_

Are you    Female?    Male?

What is your postal code? |\_|\_|\_|\_| - |\_|\_|\_|\_|

Thank you for your assistance.

# Presentation Evaluation

We would appreciate your time in answering the following few questions about the presentation. Your responses will help us evaluate whether we are meeting our goals and will help us to improve our performance.

1. Has your knowledge about **schizophrenia** improved as a result of this presentation?  
 Not at all    Somewhat    Considerably
2. Has this presentation changed your attitude toward people with schizophrenia?  
 My attitude has become more positive.  
 My attitude hasn't changed.  
 My attitude has become more negative.
3. Has your knowledge about other **mental illnesses** improved as a result of this presentation?  
 Not at all    Somewhat    Considerably
4. Has this presentation changed your attitude toward people with a **mental illness**?  
 My attitude has become more positive.  
 My attitude hasn't changed.  
 My attitude has become more negative.

5. What part of this presentation had the most benefit for you?

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6. What part of this presentation would you improve?

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7. Do you think that you will now act differently toward people with a mental illnesses as a result of this presentation? Please explain.

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8. To further help us with our analysis, will you tell us how old you are? \_\_\_\_\_ years

9. Are you?    Male, or    Female?

10. What are the first three digits of your postal code? |\_\_|\_\_|\_\_|

Thank you for your assistance.