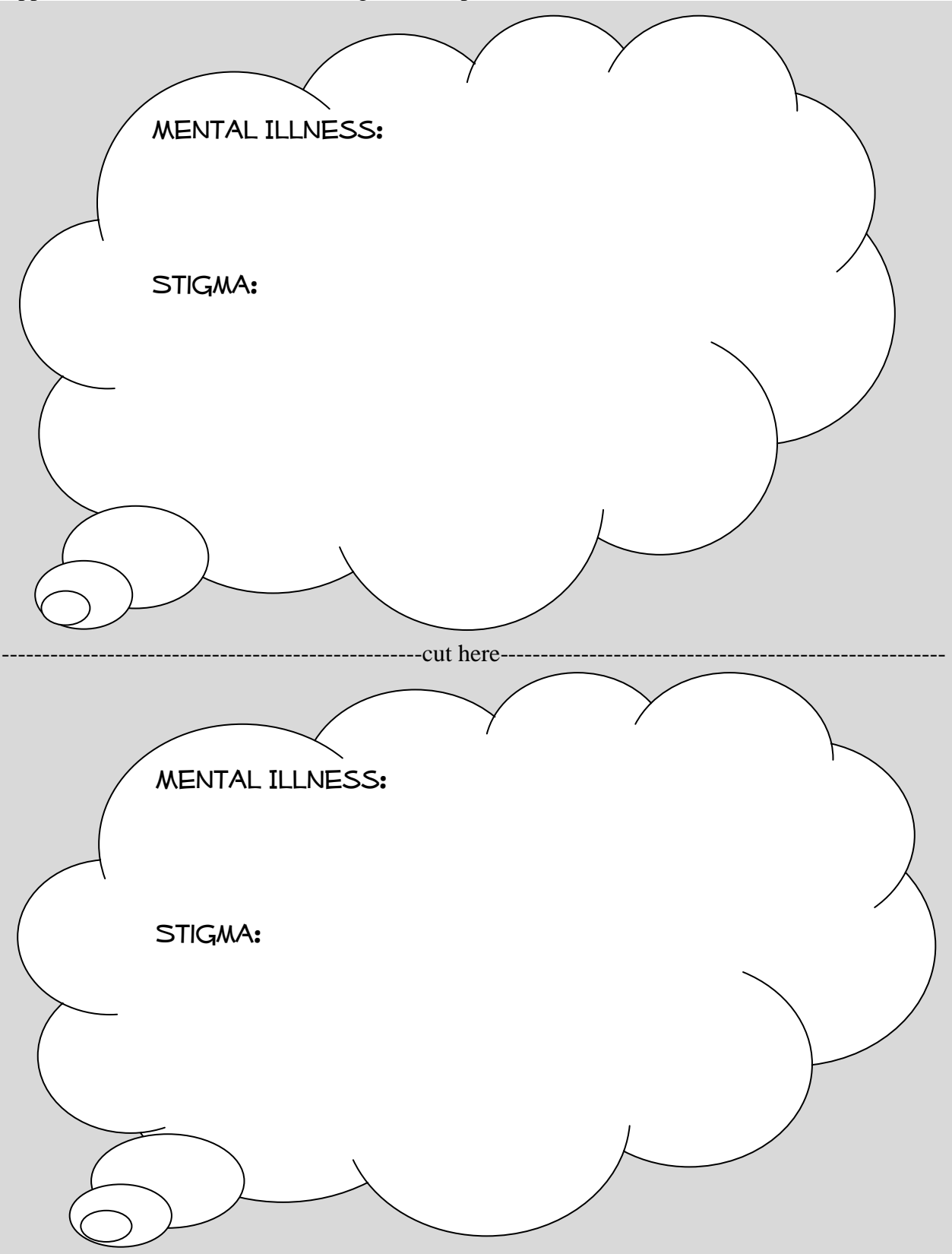


Mental Illness Public Service Announcement

Appendix A – Mental Illness and Stigma Crumple



Mental Illness Public Service Announcement

Appendix B – Mental Illness and Stigma Definitions (From the TAMI guide <www.camh.net>)

DEFINITION OF MENTAL ILLNESS

Mental illness is a disturbance in thoughts and emotions that decreases a person's capacity to cope with the challenges of everyday life.

WHAT IS STIGMA?

The following are definitions of “stigma” taken from different sources and from different historical periods:

“A mark or sign of disgrace or discredit.”

“A visible sign or characteristic of a disease.”
— *The Concise Oxford Dictionary, 1990*

“An attribute which is deeply discrediting”
— *Goffman, E., Stigma: The management of spoiled identity. 1963*

“A distinguishing mark or characteristic of a bad or objectionable kind; a sign of some specific disorder, as hysteria.”

“A mark made upon the skin by burning with a hot iron, as a token of infamy or subjection; a brand.”

“A mark of disgrace or infamy; a sign of severe censure or condemnation, regarded as impressed on a person or thing.”
— *The Shorter Oxford English Dictionary*

TERMS RELATED TO STIGMA

stereotype

“a person or thing that conforms to an unjustifiably fixed impression or attitude”

prejudice

“a preconceived opinion”

discrimination

“unfavourable treatment based on prejudice”
— *The Concise Oxford Dictionary, 1990*

Mental Illness Public Service Announcement

Appendix C

Due Date: _____

Assignment: Make a Public Service Announcement

What do you want to know about mental illness in general?

Task #1 - Develop questions about mental illness.

Look over the list of disorders – are there any you would like to find out more about?

What would you like to know?

Task #2 – Develop questions about a specific disorder.

Task #3 – Find as many answers for as many of your questions as you can. Take note of other interesting information. Use note-taking sheets provided by your teacher. Good websites to start at are www.cmha.ca (Canadian Mental Health Association) and www.camh.net (Centre for Addiction and Mental Health).

Task #4 – Create a one-minute public service announcement explaining your disorder. This is a role-play you will present to the class. The announcement need not cover all of the information you found in your research, but it should provoke thought, questions and discussion with the class. Above all it should promote TOLERANCE. You must be prepared to cite sources if questioned – be sure your information is from a reputable source.

Evaluation

Questions formulated: Formative check

Research Notes: Formative check and submit with rubric and script

Public Service Announcement: **Summative** assessment – see rubric

For this assignment you may work alone or in groups of no more than 3. All members must participate actively in the presentation and submit individual research notes.

Some Disorders

Other Disorders: Amnesia Autism	Psychosis Schizophrenia
Mood Disorders: Depression Bipolar disorder (formerly manic-depression)	Eating disorders: ◆ Anorexia ◆ Bulimia Body dysmorphic disorder
Anxiety Disorders: Obsessive-compulsive disorder Post traumatic stress disorder (formerly shell shock) Phobias Social Anxiety Disorder Hypochondriasis	Personality disorders: Dissociate identity disorder (formerly multiple personality) Antisocial personality disorder (formerly sociopath) You may choose another disorder not on this list if it is approved by your teacher

Mental Illness Public Service Announcement

Appendix D

Public Service Announcement Rubric - Summative

Criteria	Redo	Level 1	Level 2	Level 3	Level 4
Understanding of the selected disorder. K	No understanding evident.	Limited understanding of the selected disorder.	Some understanding of the selected disorder.	Clear understanding of the selected disorder.	Thorough & insightful understanding of the selected disorder.
Research is complete and clearly demonstrated T	No research evident	Research is superficial and limited with little attempt to integrate into presentation	Research may not be complete may be somewhat unclear	Research is complete and clearly demonstrated	Research is thorough, complete and creatively demonstrated
Appropriate use of language and dramatization skills C	No appropriate use of language or dramatization skills	Demonstrates limited command of appropriate language and dramatization skills	Demonstrates moderate command of appropriate language and/or dramatization skills	Demonstrates considerable command of appropriate language and dramatization skills	Demonstrates extensive command of language and highly effective dramatization skills
Accuracy and relevance of material selected. A	No accuracy or relevance of material	Material is limited in accuracy and relevance	Material is somewhat accurate and relevant	Material is accurate and relevant	Material is skillfully selected and highly accurate and relevant.

Levels Achieved: K _____ T _____ C _____ A _____

Mental Illness Public Service Announcement

Appendix E

Note-Taking Page

Bibliographic information:

- Write the COMPLETE and FULL bibliographic information for your source here:
-
-
-

Page # (text)
Or **paragraph #**
(web)

Point Form Notes
In your own words, detailed, related to your research topic/thesis

Analysis Statement: How does this information answer your research question?

Mental Illness Public Service Announcement

Appendix F

Mental Illness Public Service Announcements

Collect the following information as you watch the presentations and the discussion

Mental Illness	One Interesting/Surprising Thing about this Illness
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
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17.	