

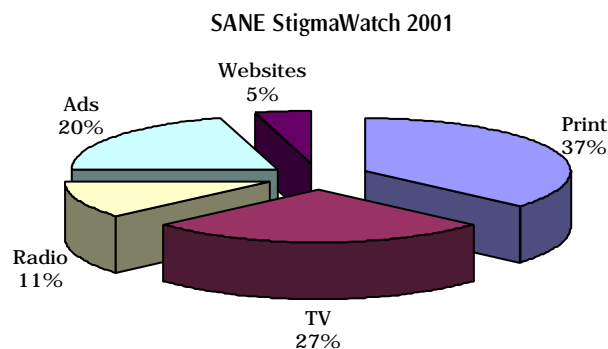


The SANE StigmaWatch program monitors the Australian media to ensure accurate and respectful representation of mental illness. Incidents of unacceptable reporting or advertising are logged on the SANE website within hours of being verified, together with responses from those responsible.

StigmaWatch is an initiative of SANE Australia, the national mental health charity.

Fighting stigma in 2001

StigmaWatch responded to 44 reports in 2001, taking action against television and radio programs, newspapers, magazines, advertisements and websites.



The campaign against the 'From gentle to mental' promotion for the movie *Me, Myself and Irene*, which was widely reported in the media, resulted in Twentieth Century Fox changing its promotion for the home video version in Australia. Other notable successes were the removal of references to mental illness from the new Sony PlayStation game *Twisted Metal: Black*, and the amendment of an advertising campaign by Unilever Australasia for *Sunsilk Highlights* hair products. Many complaints were also pursued about inaccurate use the term 'schizophrenic' to mean 'split personality'. The majority of journalists, editors and others approached responded positively, accepting the reason for the complaint and giving an assurance that they would be more thoughtful in future. Visit StigmaLog at www.sane.org for more details.

What 2002 holds for StigmaWatch

Look out for a more detailed StigmaWatch Report to the media later in the year.

A *SANE Guide To Fighting Stigma* will also be launched mid-year after a three month trial.

Making your StigmaWatch report

SANE relies on 'StigmaWatchers' around Australia to monitor the media for inaccurate and inappropriate representation of mental illness. If you see or hear a media report or advertisement that you feel stigmatises mental illness (or that you think is a good example of positive reporting), log onto the SANE Australia website at www.sane.org, check the StigmaWatch criteria and send us your report. For verification purposes, a copy, transcript or web address of the offending item should also be sent.