

Brave Faces: Pre/Post Survey Analysis

Results for Fiscal Year 2019/2020

Brave Faces is a part of Shasta County's Stigma and Discrimination Reduction project

Introduction

"Brave Faces" is an event where a person who has experienced a serious mental illness shares their story with others to promote recovery, hope, and wellness. At the event, viewers are given surveys to assess their attitudes towards mental illness before and after listening to the Brave Faces speaker. The purpose of this analysis is to explore any changes in the attitudes participants had towards mental illness before and after viewing the presentation using their pre-/post-surveys.

Survey Tool

The survey listed 18 statements about mental illness and the participant was instructed to indicate how strongly they agreed or disagreed with each statement using a Likert Scale from 1-9 where selecting "1" meant "strongly agree" and selecting "9" meant "strongly disagree."

Statements on the survey were divided into four subjects: Attitudes towards a character with a serious mental illness (7 statements), their overall opinion about people with mental illness (2 statements), their overall perspective on the value of people with mental illness (3 statements), and their willingness to seek help if they themselves became mentally ill (6 statements). The survey also collected demographic information on the respondent such as their age, gender, level of education, race, sexual orientation, and employment status. Their completed pre/post-surveys were collected to assess any changes in attitudes. This analysis looks at the change in pre-/post-survey scores during Fiscal Year 2019/2020.

Analysis

Statistically significant differences between the pre-and post-score averages for each survey statement were assessed using a paired t-test at a 95% confidence interval. This analysis excluded participants who were missing either a pre- or post-survey. If post-survey scores moved closer to the "1" side of the Likert Scale, this means that participants, on average, agreed more strongly than before. Stronger agreement represents an increasingly positive attitude towards those who have mental illnesses. Results for Fiscal Year 2019/2020 are shown on the next page.

Results and Conclusion

Participants' average pre-survey scores indicated agreement on all 18 statements. There were 12 statements that had statistically significant differences in average post-survey scores. The direction of those 12 differences all represented stronger agreement than before. The minimum number of responses received was 38. The number of responses received was lower compared to previous years due to the COVID-19 pandemic limiting gatherings and events.

These results indicate Brave Faces presentations during Fiscal Year 19/20 had a positive impact on their audience's attitudes towards mental illness. This presentation format seems effective and beneficial for stigma and discrimination reduction efforts and has been successful in changing people's attitudes towards mental illness.