

## **IASSID Europe Abstracts**

Track 5. History, identity & rights

### **Symposium: STIGMA**

#### **Paper 3**

##### **Presenting author:**

Katrina Scior, University College London, Gower Street, London WC1E 6BT, UK

[k.scior@ucl.ac.uk](mailto:k.scior@ucl.ac.uk)

Country: UK

##### **Co-authors:**

Deborah Odukoya & Winfred Chege, University College London, Gower Street, London WC1E 6BT, UK

[deborah.odukoya.14@ucl.ac.uk](mailto:deborah.odukoya.14@ucl.ac.uk), [winfred.chege.14@ucl.ac.uk](mailto:winfred.chege.14@ucl.ac.uk)

Oral presentation – Research report

##### **Title: Using film-based digital methods to challenge intellectual disability stigma in African countries**

**Aim:** To test if film based digital interventions can contribute to efforts to raise awareness and tackle intellectual disability stigma in African countries.

**Method:** Two parallel studies were conducted in Nigeria and Kenya. 1028 participants were recruited through social media and randomly allocated to watch either a 6-minute film designed to increase awareness of intellectual disability, and to challenge stigmatising beliefs commonly found in African countries, or a control film. Attitudes were assessed using the Attitudes Toward Intellectual Disabilities questionnaire short version at baseline, post-intervention, and one-month follow-up.

**Results:** Attitudes in the experimental but not control group were more favourable after the film intervention. In both countries, participants who had watched the films focused on intellectual disability showed more positive attitudes on all three attitude components (affect, cognition, and behavioural intention) compared to baseline and these changes were maintained at 1-month follow-up.

**Conclusion:** Despite barriers to conducting digital interventions and research in African countries, film-based, digitally delivered interventions appear to be an acceptable and feasible way to deliver anti-stigma initiatives and research and can make a useful contribution to wider efforts to challenge stigma.