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The outlook for people with schizophrenia is changing. There is now a growing emphasis on recovery, in addition to improvement of symptoms, as the aim of treatment. This growing recovery movement has primarily been led by people with schizophrenia and their families. Patients can offer powerful insights into the condition and can act as role models for others.

Many patients look to their peers for support and education, and self-help groups or advocacy groups can contribute substantially to improving patients' well-being and quality of life. Importantly, it is not just patients who benefit: advocacy groups provide support, information and educational programmes to families and carers on how to enhance care for people with schizophrenia, in a manner that does not disrupt their own personal lives. Families and carers also speak out in support of those affected by mental illness, provide information and education, and campaign against stigma and discrimination. Improved support for people with schizophrenia would reduce the load for families.

People with schizophrenia, however, may still face social isolation and prejudice. Ongoing and regular psychoeducation campaigns aimed at the general public can be beneficial in increasing understanding about schizophrenia and decreasing negative attitudes towards this severe mental illness. Better information and knowledge of the condition can be a factor in shortening the duration of untreated psychosis. Such campaigns, led by peers and advocacy groups, are crucial and should form an integral part of routine plans of action.