Supplementary Table S1. Type of messages included in the filmed social contact interventions.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Recommendationa | Type of message | Initb | 2 | 4 | 6 | 8 | 10 |
| Recommended | **See the person** | X | X | X | X | X | X |
| **Recovery-oriented** | X | X |  | X | X | X |
| **Social inclusion/human rights** | X | X |  |  | X |  |
| **High prevalence of mental disorders** | X |  |  |  |  |  |
| Other information | **Biomedical** | X |  |  | X |  |  |
| **Anti-dangerousness** |  |  |  |  |  |  |
| **Valuing difference** |  |  |  |  |  |  |
| **Psychosocial** | X |  |  |  |  |  |
| **Continuum** | X |  |  |  |  |  |
| **Negative impact of mental illness** |  |  |  |  |  |  |

Abbreviations: FSC, filmed social contact

Since self-instructional Internet search (INS) interventions in this study were unable to control and track, we did not evaluate using this table for each INS intervention.

aRecommended by Clement et al. 2010.27

bInitial intervention. Other numbers mean months after initial intervention. For filmed social contact interventions, whether each type of message was included was defined only within e-mails and not for any content the link represents. Therefore, the content may contain other types of messages.

Supplementary Table s2. Stigma scale scores as secondary outcomes at baseline for the study participants

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Filmed social contact  (FSC)  (n = 89) | Self-instructional Internet search  (INS)  (n = 83) | Control  (n = 87) | P valuea |
| SDSJ, mean (SD) | 6.1 (2.6) | 6.3 (2.7) | 5.8 (3.1) | 0.49 |
| MIDUS, mean (SD) | 19.0 (6.1) | 19.6 (6.7) | 17.4 (6.2) | 0.069 |
| MIDUS-SR, mean (SD) |  |  |  |  |
| Schizophrenia | 5.0 (2.3) | 5.3 (2.3) | 5.2 (2.6) | 0.41 |
| Depressive disorder | 3.4 (2.2) | 3.7 (2.0) | 3.2 (2.3) | 0.28 |
| OS, mean (SD) |  |  |  |  |
| Schizophrenia | 19.4 (3.0) | 20.1 (3.3) | 19.8 (3.6) | 0.73 |
| Depressive disorder | 21.7 (3.8) | 22.4 (3.4) | 22.5 (3.8) | 0.46 |

Abbreviations: SDSJ, the Japanese version of Social Distance Scale; MIDUS, the Mental Illness and Disorder Understanding Scale; MIDUS-SR, Social Recognition of Illness subscale of the MIDUS; OS, the Omnibus Survey.

a Group differences were tested using ANOVA for continuous variables and using chi square test for categorical variables.

Supplementary Table S3. A matrix of Pearson correlation coefficients of the stigma scale scores at baseline.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | RIBS-J past | RIBS-J future | SDSJ | MIDUS | MIDUS-SR for schizophrenia | MIDUS-SR for depressive disorder | OS for schizophrenia |
| RIBS-J future | .06 |  |  |  |  |  |  |
| SDSJ | -.06 | -.56\*\*\* |  |  |  |  |  |
| MIDUS | -.14\* | -.15\* | .16\*\* |  |  |  |  |
| MIDUS-SR for schizophrenia | -.19\*\* | -.21\*\*\* | .31\*\*\* | .54\*\*\* |  |  |  |
| MIDUS-SR for depressive disorder | -.18\*\* | -.15\* | .20\*\* | .60\*\*\* | .62\*\*\* |  |  |
| OS for schizophrenia | .01 | .35\*\*\* | -.46\*\*\* | -.25\*\*\* | -.45\*\*\* | -.23\*\*\* |  |
| OS for depressive disorder | .03 | .28\*\*\* | -.29\*\*\* | -.25\*\*\* | -.17\*\* | -.29\*\*\* | .48\*\*\* |

\*p<.05, \*\*p<.01, \*\*\*p<.001

Supplementary Table S4. Changes of RIBS-J past scores (past experience of social contact) during 12-month follow up.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Score | | | Main effect of Group  (vs control)a | | Time by Group interaction  (vs control)a | | Main effect of Group  (vs INS)b | Time by Group interaction  (vs INS)b |
|  | **FSC** | **INS** | **Control** | **FSC** | **INS** | **FSC** | **INS** | **FSC** | **FSC** |
|  | Mean ± SD | Mean ± SD | Mean ± SD | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value |
| Baseline | 0.51 ± 0.69 | 0.37 ± 0.64 | 0.53 ± 0.70 | −0.15  [−0.84, 0.54]  p=0.67 | −0.63  [−1.37, 0.12]  p=0.10 | 0 (ref) | | 0.50  [−0.29, 1.28]  p=0.21 | 0 (ref) |
| Immediately after intervention | 0.54 ± 0.69 | 0.37 ± 0.66 | 0.51 ± 0.68 | 0.13  [−0.55, 0.82]  p=0.70 | 0.04  [−0.71, 0.80]  p=0.91 | 0.09  [−0.67, 0.85]  p=0.81 |
| 1 month after intervention | 0.53 ± 0.76 | 0.46 ± 0.74 | 0.51 ± 0.65 | 0.12  [−0.56, 0.80]  p=0.73 | 0.34  [−0.40, 1.08]  p=0.36 | −0.23  [−0.97, 0.52]  p=0.55 |
| 12 months after intervention | 0.63 ± 0.84 | 0.39 ± 0.60 | 0.49 ± 0.60 | 0.40  [−0.31, 1.12]  p=0.27 | 0.13  [−0.65, 0.92]  p=0.74 | 0.27  [−0.51, 1.06]  p=0.49 |

Abbreviations: RIBS-J, the Japanese version of the Reported and Intended Behaviour Scale; FSC, filmed social contact; INS, self-instructional Internet search.

aA generalised linear model was used for the control group as a reference (Residual deviance = 823.9, df = 981, p<0.001, AIC = 849.9).

bA generalised linear model was used for the INS group as a reference to directly compare with the FSC group (Residual deviance =542.6, df = 652, p<0.001, AIC = 560.6).

cGreater difference from baseline compared with the control group.

dGreater difference from baseline compared with the INS group.

Supplementary table S5. Change in the SDSJ scores (social distance for people with schizophrenia) during 12-month follow up

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Score | | | Main effect of Group  (vs control)a | | Time by Group interaction  (vs control)a | | Main effect of Group  (vs INS)b | Time by Group interaction  (vs INS)b |
|  | **FSC** | **INS** | **Control** | **FSC** | **INS** | **FSC** | **INS** | **FSC** | **FSC** |
|  | Mean ± SD | Mean ± SD | Mean ± SD | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value |
| Baseline | 6.1 ± 2.6 | 6.3 ± 2.7 | 5.8 ± 3.1 | 0.12  [−0.20, 0.43]  p=0.47 | 0.20  [−0.12, 0.51]  p=0.22 | 0 (ref) | | −0.08  [−0.38, 0.22]  p=0.60 | 0 (ref) |
| Immediately after intervention | **3.7 ± 2.7c,d** | **5.1 ± 3.1c** | 5.9 ± 3.1 | −**0.87**  **[**−**1.11,** −**0.62]**  **p<0.001** | −**0.42**  **[**−**0.67,** −**0.18]**  **p<0.001** | −**0.44**  **[**−**0.69,** −**0.20]**  **p<0.001** |
| 1 month after intervention | **4.2 ± 3.0c,d** | 5.4 ± 3.0 | 5.2 ± 3.4 | −**0.44**  **[**−**0.69,** −**0.20]**  **p<0.001** | −0.10  [−0.34, 0.14]  p=0.42 | −**0.34**  **[**−**0.58,** −**0.10]**  **p=0.006** |
| 12 months after intervention | **4.7 ± 3.1c** | **5.4 ± 3.4c** | 5.8 ± 2.9 | −**0.52**  **[**−**0.78,** −**0.27]**  **p<0.001** | −**0.37**  **[**−**0.63,** −**0.12]**  **p=0.004** | −0.15  [−0.41, 0.11]  p=0.25 |

Abbreviations: SDSJ, the Japanese-language version of the Social Distance Scale; FSC, filmed social contact; INS, self-instructional Internet search.

aA generalised linear model was used for the control group as a reference (Residual deviance = 1726, df = 981, p<0.001, AIC = 1752).

bA generalised linear model was used for the INS group as a reference to directly compare with the FSC group (Residual deviance = 847.8, df = 652, p<0.001, AIC = 865.8).

cGreater difference from baseline compared with the control group.

dGreater difference from baseline compared with the INS group.

Supplementary Table S6. Change of the MIDUS total scores (feasible knowledge of mental illness) during 12-month follow up.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Score | | | Main effect of Group  (vs control)a | | Time by Group interaction  (vs control)a | | Main effect of Group  (vs INS)b | Time by Group interaction  (vs INS)b |
|  | **FSC** | **INS** | **Control** | **FSC** | **INS** | **FSC** | **INS** | **FSC** | **FSC** |
|  | Mean ± SD | Mean ± SD | Mean ± SD | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value | B  [95% CI]  p value |
| Baseline | 19.0 ± 6.1 | 19.6 ± 6.7 | 17.5 ± 6.2 | 0.16  [−0.04, 0.36]  p=0.12 | **0.22**  **[0.01, 0.42]**  **p=0.037** | 0 (ref) | | −0.06  [−0.27, 0.15]  p=0.57 | 0 (ref) |
| Immediately after intervention | **8.9 ± 5.8c,d** | **12.4 ± 7.0c** | 16.9 ± 6.6 | −**1.10**  **[**−**1.24,** −**0.96]**  **p<0.001** | −**0.71**  **[**−**0.84,** −**0.57]**  **p<0.001** | −**0.39**  **[**−**0.54,** −**0.25]**  **p<0.001** |
| 1-month after intervention | **8.2 ± 6.0c,d** | **12.2 ± 7.1c** | 15.2 ± 6.3 | −**1.04**  **[**−**1.18,** −**0.90]**  **p<0.001** | −**0.56**  **[**−**0.70,** −**0.42]**  **p<0.001** | −**0.48**  **[**−**0.62,** −**0.33]**  **p<0.001** |
| 12-months after intervention | **12.5 ± 6.7c,d** | **14.5 ± 7.1c** | 14.7 ± 6.0 | −**0.45**  **[**−**0**.**60,** −**0.31]**  **p<0.001** | −**0.17**  **[**−**0.32,** −**0.02]**  **p=0.022** | −**0.29**  **[**−**0.43,** −**0.14]**  **p<0.001** |

Abbreviations: MIDUS, the Mental Illness and Disorder Understanding Scale; FSC, filmed social contact; INS, self-instructional Internet search.

aA generalised linear model was used for the control group as a reference (Residual deviance = 2384, df = 980, p<0.001, AIC = 2410).

bA generalised linear model was used for the INS group as a reference to directly compare with the FSC group (Residual deviance = 1780, df = 651, p<0.001, AIC = 1798).

cGreater difference from baseline compared with the control group.

dGreater difference from baseline compared with the INS group.