



12th International LAB Meeting - Summer Session 2008
14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially
Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008
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Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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THE SOCIAL REPRESENTATIONS OF MADNESS

*DEVELOPMENT OF THE BELIEFS SYSTEM AND SOCIAL ANSWER
TO THE DEVIATION AND TO THE MENTAL ILLNESS*

in

Bahia, Brasil

EU PhD on S.R. & C.

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THE SOCIAL REPRESENTATIONS OF MADNESS

- Historical perspective → **“The history which leads to a theory is itself a part of that theory. (Moscovici, S. 2000, p. 155).**
- Evolutionary perspective → **SR is not a science of isolated functions but a science of whole individuals or groups in the continuity of child psychology”. (Moscovici, S. 2000, p. 251).**
- Comparative perspective → **“...the multi-dimensional level of the factors, the components and the levels...”(de Rosa, A.S., P. 48).**
- Crossing the 3 perspectives → **“We still lack a unified view point in our approach to the destiny of the mentally ill within society”. (Jodelet, D, 1991, p. 3).**

The follow up is oriented to investigate if and in what measure the representations of madness and mental illness have changed more than 20 years after the anti-asylum “Basaglia law” (1978).

*For this presentation we are going to focus on the
Historical Perspective **in Brasil***

Social Representations of Madness

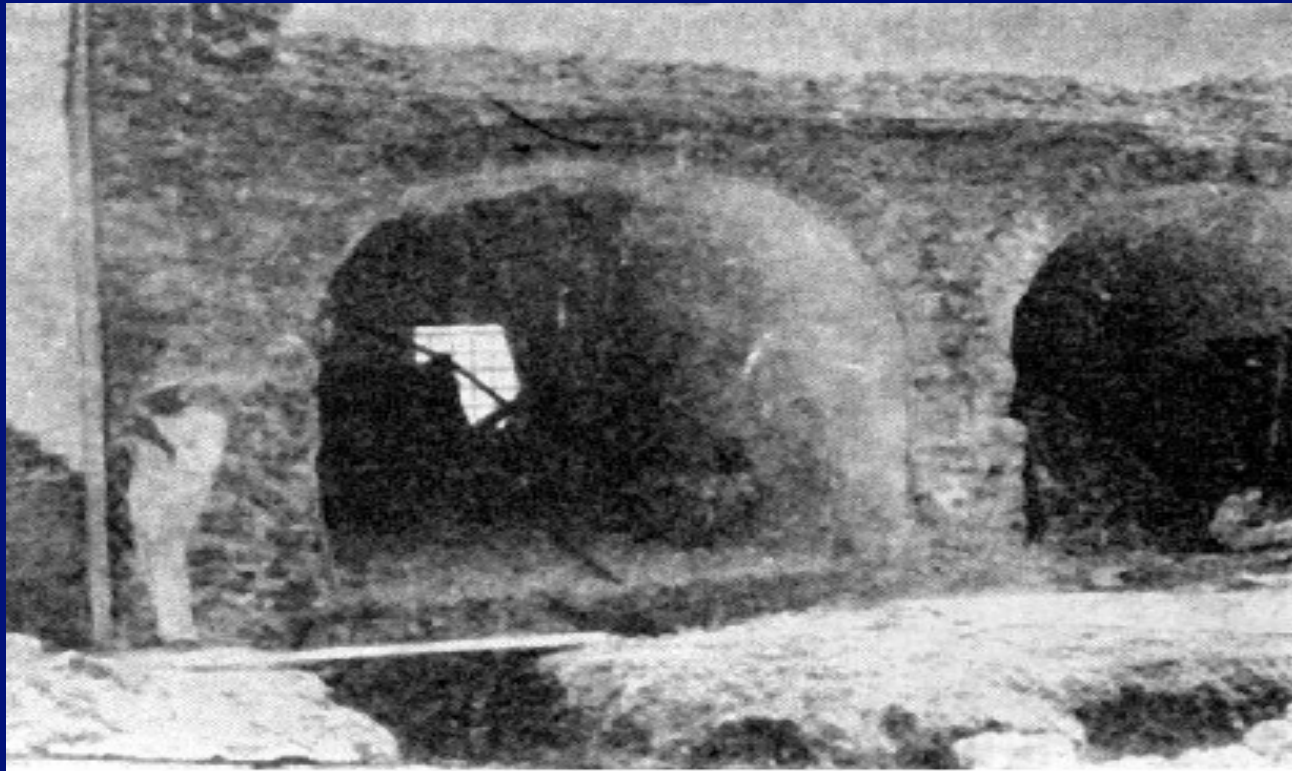
- **Psychiatric and Mental Health History in Brasil**
- 1. Excluding without caring (1852) The Houses of Corrections
- 2. Caring and excluding (1874) The Asylums
- 3. Caring without excluding (1978-2000) Antimanicomial reform and CAPs. The future.

1. Excluding without caring (Pre-paradigmatic phase)

The insane in the Corrective Houses (prisons)
and in the cubicles of the Santa Casa “Misericordia’s
Hospitals”.

1. **Excluding without caring (Pre-paradigmatic phase)**

Ex: In 1833, The Jesuitas College and the Medicine Faculty in Terreiro de Jesus, Salvador, Ba.



2. CARING AND EXCLUDING (Paradigmatic phase) In Brasil

(starting in the XIX century)

The **Asylum Model:**

Alienated Asylum, Psychopathy Hospital, Psychiatric Hospital

Starting from the end of XVIII century

Strategy of exclusion

constraining, straight jacket, supressing feelings
alienism idea
shoch terapias

organicism
Renewed
organicism
psicofarmacs)
institucional psychotherapy and
therapeutic comunity
asylum rebuildings

Strategy of extension

psichoanalysis
mental higiene
preventive psychiatry
community psychiatry

2. CARING AND EXCLUDING (*Paradigmaic phase*)

- Ending of XVIII century – begin XX century
- **Exclusion strategies**
- **Alienism**
- **Organicism**



- **Philippe Pinel (1745-1826)**
ONE OF THE MOST KNOWN THINKER
OF THE ALIENISM IN FRANCE.
**Medical classification for mental
alienation - moral treatment of
mental illness.**

2. CARING AND EXCLUDING (Paradigmatic phase)

- **In Brasil**
- (starting in the middle of XIX century)
- **Asylum Model:**
- Alien asylum,
- Psychotic hospital,
- Psychiatric hospital



Pedro II Asylum in Red Beach, Rio de Janeiro, opened in 1852. Later, named National Asylum for Alien w/ Republic.

“The House Good View”, was built at the end of XVIII century, by a slave merchant. Later, it was bought in 1858, by Dr. Antônio José Alves, professor of FAMED and father of Castro Alves. In 1869 the Provincial leader bought the build to install the “Alien Asylum”, administrated by “Santa Casa de Misericórdia”. It was named the “S. John of God Asylum” and it was opened in 24 of june of 1874.



Juliano Moreira Hospital, Brotas, Salvador – BA, 1981.

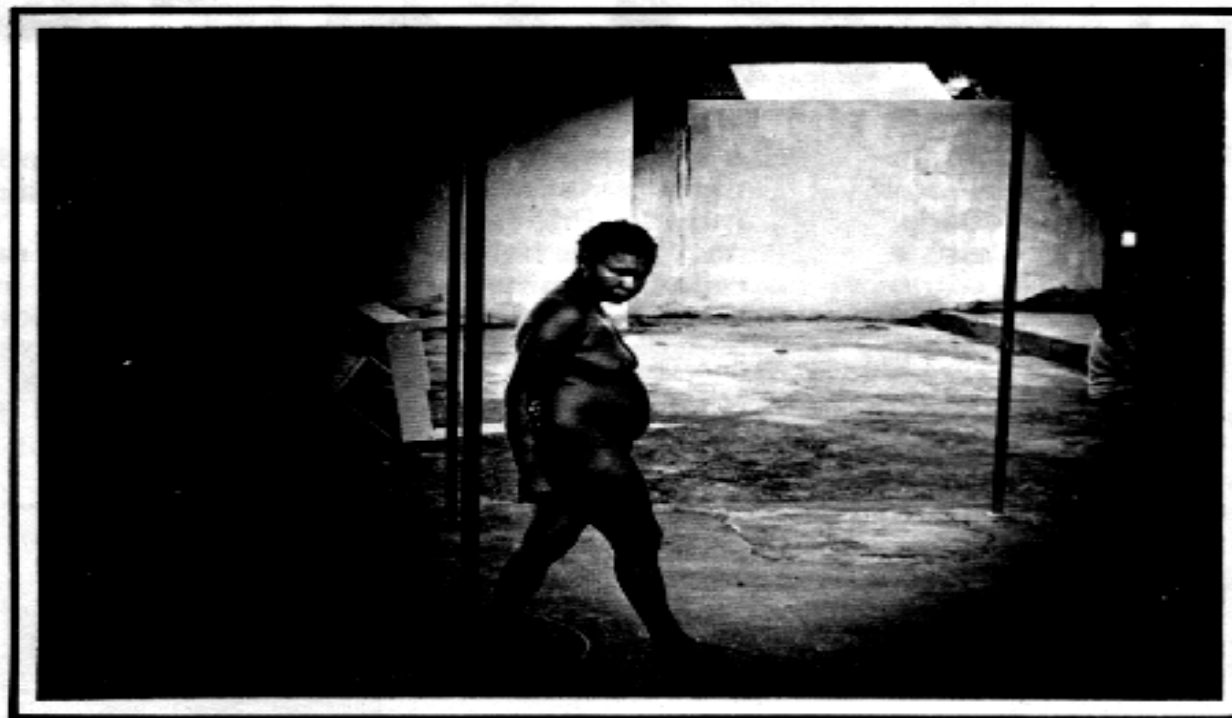
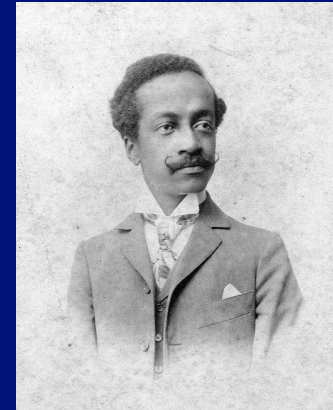
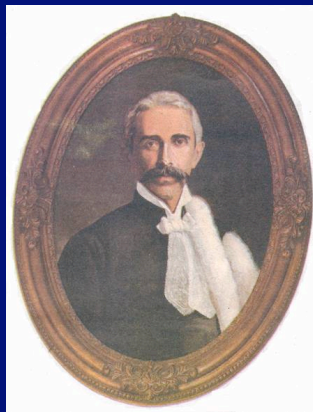


foto Milton Mendes

Juliano Moreira

- Juliano Moreira – an alien talkative paranoid patient, son of **an italian and a baian** (mulato)



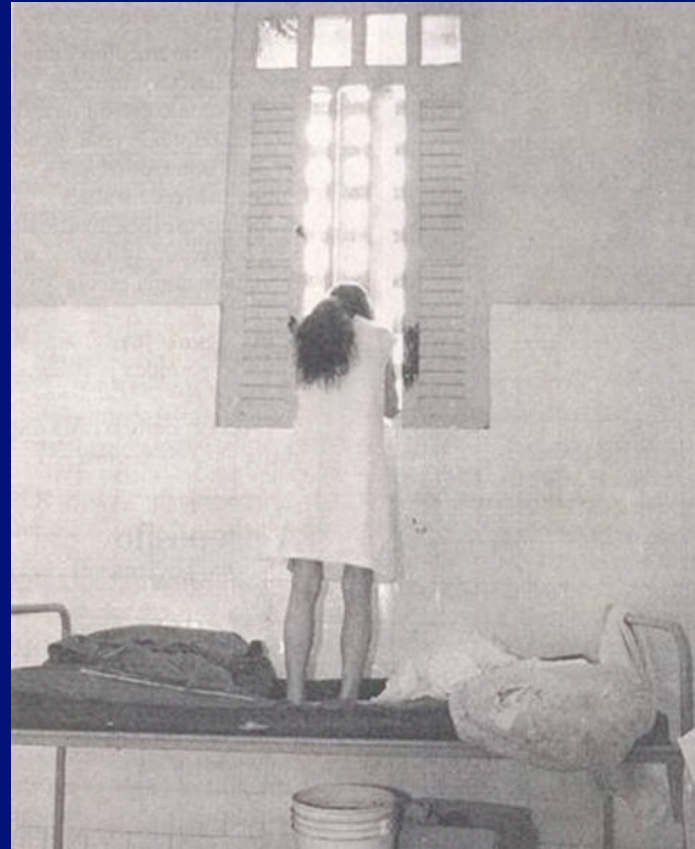
- after showing the history of the patient to Professor Nina Rodrigues: “**he found here one more proof that inter-race descendance is a degenerative factor**”.

HOSPITAL OF IMPRISONMENT AND TREATMENT (1991)
2003 – 19 dead



Custody and Treatment Hospital

**HCT –intern S.S. looks
outside through the
bars of the window.
2003**



THE PRINCIPLES UNDERLINED by the DECLARATION of CARACAS (1990)

- a) The civil rights for “patients” presenting mental disorders in conformity to the United Nations Letter (1991);
- b) The overcome of the psychiatric hospital as a central unity for the treatment of persons with mental illness;
- c) The reform of the assisted psychiatric system and the goal to minimize the social exclusion of mentally ill patients;
- d) The development of a diversified net of services, that guarantee the access, efficacy and efficiency in the treatment of patients with mental disorders.

Following Caracas

- 1) In 2001 is published the law which establishes the progressive substitution of psychiatric bedrooms for mental health community centers. – “Centers of Attention – CAPS”.
- 2) As an opposition to hospitalization, the law 10.708/03 introduced the Program Welcome Home – PVC in regard to social inclusion.

HOSPITAL OF CUSTODY AND TREATMENT - 2006



3. *Caring* without Excluding (post-paradigmatic phase)

- after 60's in the XX- XXI century)

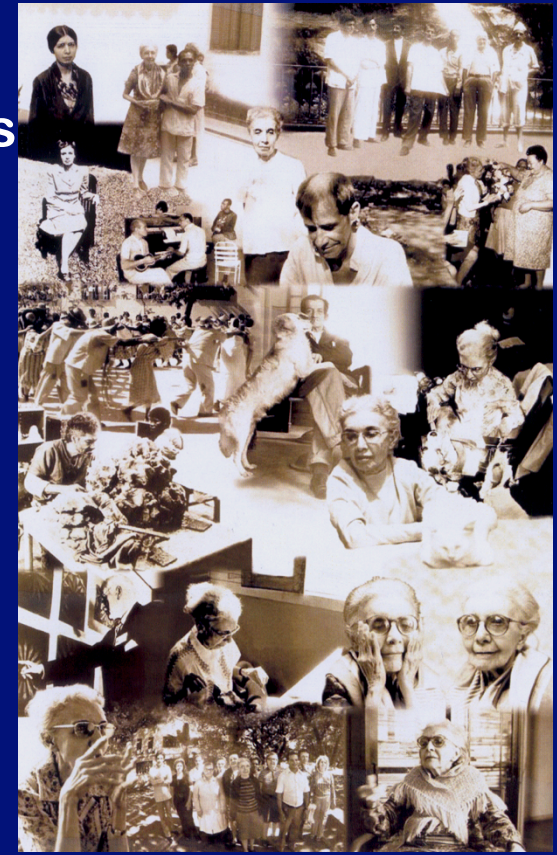
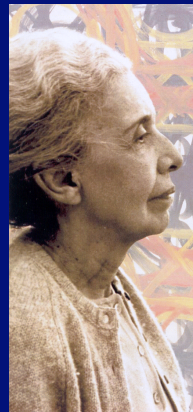
The strategies of negation

- Antipsychiatry
- The contribution of Foucault:
■ (*History of mental illness in classic age*)
- The contribution of Basaglia:
(Democratic Psychiatry)

The contribution of Nise da Silveira

In 1952 she founded the Museum of Images of the Unconscious, in RJ, a study and research center that collected the works produced in painting and modeling studios.

"Casa das Palmeiras" (Palms House), a clinic for former patients of psychiatric institutions, where they could freely express their art and be treated as outpatients on a daily basis.



3. *Caring* without Excluding (post-paradigmatic phase)

- (starting in the 70's – XX century)
- **In Brasil**
- Brazilian Psychiatric Reform
(Anti-asylum Fight)
- Psycho-social Attention Services, Workshops and Assisted Housing

MENTAL HEALTH REFORM

- **Deconstructing** (and not no to institucionalizations)
- **Multidimensional Object**
- **Critic to the biologic, psychologic or sociologic reducionism.**
- **New instruments / revision of tradicional.**
- **“The problem is not essentially in the instruments” Prof. Jodelet**

... brazilians are also:

- **Recollecting social memories, changing cultural practices and conservative visions. Working with the public opinion, Imprensa** (Machado, A. L., Psychiatric reform and media: social

representations in the *Folha de S. Paulo*, *Ciênc. saúde coletiva vol.9 no.2 Rio de Janeiro Apr./June 2004*).

- **Person, Citizenship, Self-esteem**
- **Research**

Summarizing the Phases:

1. Excluding without caring (1852) The Houses of Corrections (prisons)
2. Caring and excluding (1874) The Asylums
3. Caring without excluding (1978) Antimanicomial reform and CAPs



Dr Franco Basaglia

- A unique program of participatory democracy applied to community mental health transformed the treatment of the mentally suffers in Italy and by extension community mental health in Brazil and probably in the western world.
- In a book an author of dept. of S.Sc at the London school of Economics affirms that professionals in the US and UK have reacted to the Italian psychiatric reform in a number of ways, (Shulamit, R., 1989).