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## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **LACDMH Promotes Mental Health Awareness Among Native American and Spanish-Speaking Residents** *Campaign begins 14-week run in Los Angeles County*

**Los Angeles, CA** –The **Los Angeles County Department of Mental Health (LACDMH)** is promoting early intervention for Spanish-speaking and Native American individuals living with mental illness including depression, co-occurring substance use and primary health (integrative) issues.

The Metropolitan Transportation Authority campaign began on March 1, 2017, and will run for at least 14 weeks. The ads feature a Latino family and Native American individuals conveying the message that mental illness affects one in four people and provides contact information for assistance, including the 24/7 ACCESS number: 800-854-7771. The corresponding public service announcements are viewable at [LACDMH's YouTube page](#).

The Native American ads target depression, anxiety and underscore the fact that historical trauma affects Native Americans today. Like other underserved communities, the Latino population in Los Angeles County often does not seek help until a crisis occurs.

For both groups, the stigma associated with mental illness and getting help prevents many from seeking the services they need. Inclusion and respect toward all individuals receiving treatment for mental health-related issues encourages fair, equitable, effective, voluntary treatment and housing services that lead to *Hope, Well-Being and Recovery*.

"Part of improving access to care involves dismantling the fear associated with mental illness and removing the stigma that people face in seeking help. It is all about access," stated Jonathan E. Sherin, M.D., Ph.D., Director, LACDMH.

This marketing campaign is part of an ongoing outreach program to educate Los Angeles County's diverse populations about mental health issues and LACDMH resources available to help them or their loved ones. LACDMH is committed to working with underserved communities, such as the Native American and Latino populations, to reduce stigma and promote mental health services countywide.

**About the Los Angeles County Department of Mental Health**

Los Angeles County Department of Mental Health is the largest county-operated mental health department in the United States, directly operating 75 program sites and more than 100 co-located sites. Each year, it contracts with approximately 1,000 agencies and individual practitioners to provide a spectrum of mental health services to more than 250,000 residents of all ages. The Department's mission -- enriching lives through partnership to strengthen our community's capacity to support recovery and resiliency -- is accomplished by working with stakeholders and community partners to provide clinically competent, culturally sensitive and linguistically appropriate mental health services to clients in the least restrictive manner possible.

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