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LACDMH PREMIERES NEW PROFILES OF HOPE CAMPAIGN

Los Angeles, CA – The Los Angeles County Department of Mental Health (LACDMH) Public Information Office (PIO) is proud to announce the launch of the new [*Profiles of Hope*](#) series and corresponding public awareness campaign for 2016.

Funded by the Mental Health Services Act (MHSA), *Profiles of Hope* is the Emmy Award-winning film series that combats the stigma and discrimination associated with having symptoms of, and/or a diagnosis of, a mental illness. Each ten-minute segment tells the story of uncommonly brave individuals sharing experiences of trauma, anxiety, depression and substance use in the struggle for wellness.

Profiles of Hope illustrates how individuals and families can overcome insurmountable barriers to live a healthy, successful life, and demonstrates how treatment and recovery can encourage others to be happier and more compassionate than ever thought possible. This year, we are happy to tell the story of:

- **Apl.de.ap**, co-founder of Grammy Award-winning pop/rap group the *Black Eyed Peas*, record producer and philanthropist
- **Suzanne Whang**, television host, actor, comedian, three-time breast cancer survivor
- **Michelle Enfield**, Navajo transgender activist and advocate.

To kick-off the *Profiles of Hope* campaign, LACDMH is partnering with KTLA at the upcoming [**“Live On Green”**](#) event in Pasadena from December 29-31, preceding the Rose Parade and Rose Bowl on January 1, 2016. LACDMH and the *Profiles of Hope* videos will be shown a minimum of eight times each day in the Spirit Pavilion at this event. Additionally, a minimum of sixty commercials will air over three weeks on KTLA during the morning news and during the news at 1 pm, 6 pm, and Monday through Sunday from 10 am to 11 pm.

The “Live On Green” event is free and features:

- 20,000 square foot exhibit area

- Theme of “Find Your Adventure,” honoring the National Park Services Centennial.
- Float Designers, Rose Queen and exhibits as main attractions
- 700,000 parade visitors expected
- Shuttle services to the float barn depart from the Civic Auditorium

The 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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