

American Indian/Alaska Native

Community Spirit Wellness Project (FY 2013-2014)

The American Indian/Alaska Native UsCC subcommittee funded the Community Spirit Wellness Project. The purpose of this project was to recruit and train AI/AN community members (called Community Spirit Healers) to outreach, engage and educate the AI/AN Community, as well as facilitate linkage to mental health services, through community trainings and forums.

Outcomes:

Overall the project was a success despite lower than expected attendance at the presentations and forum. It brought Native American community members together in a healing way. The success of the project depended on the Community Spirit Healer's familiarity and engagement with the AI/AN community. They were the key gatekeepers to the community and their involvement was essential to project accomplishments. In total, five Community Spirit Healers were hired and trained. A total of 30 training curriculum presentations took place (10 for each of the topics). In total, 307 participants attended the trainings. Two community forums took place as well (22 attendees total).

Media Campaign (FY 2014-2015)

A media consultant was contracted to produce, develop, implement, and broadcast one 30-second advertisement and one 15-second advertisement. The advertisements were broadcast on a local television and radio station throughout the County of Los Angeles. The purpose of this media campaign was to inform the AI/AN community about common mental health signs and symptoms and promote community mental health services and resources. The advertisement can be seen here: <https://www.youtube.com/watch?v=OwjxMRoHOI>

Outcomes:

Two PSAs were developed and produced. The PSAs aired on KABC-TV on television, and KNX 1070 on the radio. The KABC-TV report shows an achieved rating of 29.1, which means 29.1% of adults over 18 in the Los Angeles market were reached. The KNX-AM report shows a gross rating point (GRP) of 14.4, which means the radio spots reached approximately 14.4% of adult over 18 in the Los Angeles market.

Media and Advertising Campaign (FY 2015-2016)

This ongoing media and advertising campaign utilized the previously developed advertisements and broadcast them to a larger audience. The objective was to reduce stigma and increase mental health access to services in the County of Los Angeles.

Outcomes:

Exposure on two Television stations, radio and the internet was able to provide a schedule with a strong reach and frequency on the various mediums. KCAL 9 (Independent) and KCBS 2 (CBS) ran a total of 196 commercials, Billboards and SNIPES, and reached 89.3% of the Los Angeles Households (HH) with 12,202,000 Impressions (total number of times Households were exposed to the commercials). These HHs saw the TV exposure with a frequency of 2.5 times. The digital ad banners on the companion cbsla.com website provided 153,641 Impressions. KNX 1070 Newsradio ran 170 commercials of which 40 were included as added value. The commercials delivered 4,649,600 Impressions and reached 1,539,900 unduplicated adults 18+ an average of 3 times during the campaign period. Additionally, an interview of Mirtala Parada Ward, Mental Health Clinical Program Head was conducted by Tami Heidi of the CBS Radio public service broadcast show Openline. The interview was approximately 8 minutes long. The show was broadcast 5 times, one time each, Sat 6am 94.7FM KTWV, Sun 5am 101FM KRTH, Sun 6am 106.7FM KROQ, Sun 6am 97.1FM KAMP, and Sun 6am 93.1FM JACKFM. The Openline program delivered an estimated 61,000 additional listeners.

Media and Advertising Campaign (FY 2016-2017)

This ongoing media and advertising campaign utilized a media company that owned multiple television networks and a radio station and took place over a period of eight weeks. The objective of this campaign was to provide training to the community about mental health services that are available, including signs and symptoms, and to reduce mental health discrepancies and gaps in service delivery for AI/AN community members.

Outcomes:

Exposure on two Television stations, radio and the internet was able to provide a schedule with a strong reach and frequency on the various mediums. KCAL 9 (Independent) and KCBS 2 (CBS) ran a total of 542 commercials, Billboards and

SNIPES, and reached 85.7% of the Los Angeles Households (HH) with 37,742,000 Impressions (total number of times Households were exposed to the commercials). These HHs saw the TV exposure with a frequency of 2.9 times. KNX 1070 Newsradio ran 671 terrestrial commercials and 260 streaming commercials. 98 terrestrial commercials were included as added value. The radio commercials delivered 21,668,000 Impressions and reached 2,87,400 unduplicated adults 18+ an average of 9.7 times during the campaign period. The digital ad banners and streaming on the companion cbsla.com website provided 611,296 Impressions.

Bus Advertising Campaign-Los Angeles County (FY 2016-2017)

The American Indian/Alaska Native UsCC subcommittee advertised via the Metro Transit Authority throughout Los Angeles County for a period of 12 weeks. The goal of this advertising campaign was to promote mental health services and increase the capacity of the public mental health system in Los Angeles County. The campaign sought to increase awareness of the signs and symptoms of mental illness, as well as to reduce the stigma associated with mental health conditions for the AI/AN community.

Outcomes:

In total, 40 Bus tails were utilized for a period of 12 weeks providing 6,398,520 impressions, 10 Bus kings were utilized for a period of 12 weeks providing 5,654,580 impressions, and 400 Interior bus cards were utilized for a period of 24 weeks providing 16,075,200 impressions. A total of 28,128,300 impressions were delivered. Advertising took place primarily in the following cities due to a higher population of AI/AN community members: Bell, Bell Gardens, Cerritos, City of Commerce, Downtown Los Angeles, Gardena, Long Beach, Los Angeles, Santa Fe Springs, South Gate, and Whittier.

Clinical Mental Health Training (FY 2016-2017)

A consultant was hired who specializes in providing mental health services to the American Indian/Alaska Native population. This consultant was responsible for the facilitation of a 2-day clinical training for mental health clinicians (i.e. LCSW, LMFT, Licensed Psychologist, Psychiatrist, Licensed-Registered Nurse, and license-waived clinical disciplines). This training also included a special component; testimony of an American Indian/Alaska Native community member with lived experience. The training took place in all eight LACDMH Service Areas. The goal of this training was to provide mental health clinicians with an unprecedented

opportunity to become trained in identifying and treating the unique mental health needs and challenges faced by the AI/AN population.

Outcomes:

The two-day curriculum was developed making sure all the learning objectives were included. An evaluation and pre/post tests were developed. United American Indian Involvement (UAI) subcontracted with five presenters who did parts of the two-day training. The consultant, Dr. Johnson, was at all 11 trainings and provided many areas of the training throughout the two days. UAI also subcontracted with two community members who had lived experiences and one of them was always at the trainings and assisted in co-facilitating the trainings. A binder was provided to each training participant with all the PowerPoints of the presenters and other related information such as the Red Pages (a resource guide for Native Americans) and a cultural guide. There were 205 participants in total for the 11 trainings. The goal was 30 to 40 participants at each training, however Service Area 5 had only seven participants and one of the trainings in Service Area 8 had only five participants. Attendance did improve after more information about AI/ANs in Los Angeles was added to the advertisement for the training. The trainings were a success and the majority of participants (90%) gave the training a score of 4.5 or higher (5 being the highest). The majority of participants were LCSWs at 47%, Licensed Psychologists at 11%, LMFTs at 17%, unlicensed at 16%, RNs at 5%, students at 1%, and addiction counselor at 1%. The rating for the overall training was 90% said Excellent, 9% Good, and 1% was Fair. The majority of the comments were positive. The pre/post-tests ranged from a score of 1 for none to 5 for a lot. The overall pre-test had an average score of 2.20 and the post-test was 4.29, showing that participants did learn a lot about Clinical Mental Health with AI/ANs at the two-day trainings.

Bus Advertising Campaign-Service Area 1 (FY 2017-2018, In Progress)

The American Indian/Alaska Native UsCC subcommittee advertised via the Antelope Valley Transit Authority. The goal of this advertising campaign was to promote mental health services and increase the capacity of the public mental health system in Los Angeles County. The campaign sought to increase awareness of the signs and symptoms of mental illness, as well as to reduce the stigma associated with mental health conditions for the AI/AN community.

American Indian/Alaska Native Mental Health Conferences

One of the ongoing recommendations of the AI/AN UsCC subcommittee has been to plan and coordinate the American Indian / Alaska Native Mental Health Conferences. Conferences have taken place in 2012, 2013, 2014, and 2017. The purpose of these conferences is to educate the community at large regarding the unique mental health needs of the AI/AN community, and train providers on how best to serve this community.