

Asian Pacific Islander (API)

API Consumer Leadership Council (FY 2011-2012 and 2012-2013)

The goal of the API Consumer Leadership Council (CLC) was to develop leadership and advocacy skills of adult API consumers so that they can effectively advocate for the mental health needs of the API consumers and relaying the API community's interests, service requests and service needs to DMH and other policy makers. The project included the development of consumer leadership and public speaking trainings as well as consumer participation and presentations at LACDMH and mental health related community meetings. The project also included outreach events, the development of an API Speaker's Bureau, a website, and newspaper articles for the API CLC. The API Consumer Leadership Council was able to build a sustainable program that provides ongoing consumer leadership development and recovery.

Outcomes:

Approximately 100 API consumers were outreached to of which 60 expressed interest in joining the API CLC. Out of 29 applicants interviewed, 17 members were selected to the first API Consumer Leadership Council in December, 2011. The members of the API CLC included individuals who were Chinese, Filipino, Indonesia, Japanese, Korean, Samoan, and Vietnamese. There were representatives from all Service Areas, except Service Area 1. One third of the members did not speak English. Half of the members did not have any advocacy or leadership experience. The API CLC voted its first officers in February 2012.

API Consumer and Family Training and Employment Program (FY 2013-2014)

The goal of this project was to train 15 API consumers and family members to become culturally competent Peer/Family Advocates and Health Navigators. The purpose of this program was to increase the number of culturally competent API Peer/Family Advocates and Health Navigators at mental health agencies that serve the API community. Once the trainings were completed, the consultant facilitated employment of trainees into mental health agencies that serve the API community. These Peer/Family Advocates and Health Navigators assisted API consumers, especially those with limited English-speaking skills to navigate the public mental health system and access mental health services.

Outcomes:

The API Consumer and Family Member Training and Employment Program was completed on June 30, 2015. The goal of this project was to train API consumers and family members to become culturally competent Peer/Family Advocates. Of the 12 API consumers and family members who graduated from the program, eight were employed as Peer/Family Advocates at mental health agencies that serve the API community in Los Angeles County. The Peer/Family Advocates are assisting API consumers, especially those with limited English-speaking skills, to navigate the public mental health system and access mental health services.

API Family Member Mental Health Outreach, Education and Engagement Program (FY 2014-2015)

The purpose of this program was to increase awareness of mental illness signs and symptoms for API families so that they know when and how to connect family members to mental health services. The ethnic communities targeted included the following: Chinese community (Cantonese and Mandarin-speaking); Vietnamese community; Korean community; South Asian (Asian Indian/Hindi-speaking) community; Cambodian community; and the Samoan community. The program entailed 1) The collection and distribution of linguistically and culturally appropriate mental health education and resource materials, 2) The development of an API Family Mental Health Resource List of mental health services and supports for API families in LA County, and 3) The implementation of Outreach, Education and Engagement (OEE) events countywide targeting API families from specific Service Areas and API ethnic communities. The OEE events were held in collaboration with consumer and family member support groups that serve the API community. Through this Program, API families received important information on mental illness, treatment, and resources.

Outcomes:

There were 12 Outreach, Education and Engagement (OEE) events (two per target population) held. A total of 451 API consumers, family members, and community members attended the OEE events. The participants included the following API communities: Cambodian (57 attendees), Chinese (80 attendees), Korean (84 attendees), Samoan (80 attendees), South Asian (84 attendees), and Vietnamese (66 attendees).

- 96% of attendees agreed or strongly agreed that the OEE events helped them learn about the signs and symptoms of mental illness.

- 98% of attendees agreed or strongly agreed that the OEE events helped them improve their understanding about mental illness.
- 93% of attendees agreed or strongly agreed that the OEE events helped them improve their understanding about how stigma and discrimination may make it hard for people to seek help.
- 97% of attendees agreed or strongly agreed that the OEE events helped them learn that people with mental illness can recover.
- 96% of attendees agreed or strongly agreed that the OEE events helped them learn where to find help for mental health when needed.

Samoan Outreach and Engagement Program (FY 2015-2016)

This program was implemented on July 1, 2015 in order to increase awareness of mental illness, knowledge of mental health resources, and decrease stigma related to mental health in the Samoan community. LACDMH contracted with Special Services for Groups (SSG) who partners with two Samoan community-based agencies to conduct individual and group outreach and engagement activities with the Samoan community in Service Area 8, which has the largest concentration of Samoans in LA County.

This program completed its first year of implementation on June 30, 2016 during which 542 mental health education workshops were conducted and 2,478 individuals were reached. Workshop topics included mental health awareness, stress management, depression, grief and loss, peer pressure, emotional wellbeing, nutrition, substance abuse, mental health myths and facts, etc. Most of the workshops were provided in English (60%). Workshops were held at various community locations including Samoan churches (62% of activities), community member homes (20 %), high schools, middle schools, community centers, hospitals, Samoan community agency offices, and other community locations (Sizzler, etc.). The workshop attendees were mostly adults (82%), females (58%), and Samoans (99%) who speak English as their primary language (61%).

Outcomes:

- 99% strongly agree or agree that their knowledge of mental health issues in the community has increased as a result of the activity.

- 99% strongly agree or agree that their knowledge about mental health services available for the Samoan community has increased as a result of the activity.
- 99% strongly agree or agree that they can better recognize the signs of mental health issues as a result of the activity.
- 99% strongly agree or agree that they know where to go for help with mental health issues (for themselves or others) as a result of the activity.
- 99% strongly agree or agree that they can be more accepting of someone with mental health issues (themselves included) as a result of the workshop.
- 98% strongly agree or agree that Samoan culture can influence how one views mental health.
- 99% strongly agree or agree that stigma (shame) can keep individuals from getting help for mental health issues.
- 99% strongly agree or agree that stigma (shame) can keep individuals feeling bad about themselves if they experience mental health issues.
- 99% strongly agree or agree that seeking help for mental health issues is important.

Samoan Outreach and Engagement Program (FY 2016-2017)

This program completed its second year of implementation on June 30, 2017 during which 483 mental health education workshops were conducted and 2,182 individuals were reached. The most common activity topics included mental health awareness, stress management, depression, and peer pressure. Most of the activities were provided in Samoan (51%). As of June, activities were held at various community locations including churches (61% of activities), community member homes (18%), Samoan agency offices, community centers, and other community locations (parks, restaurants, libraries, cemeteries, hospitals, etc.). Attendees continue to be mostly adults (84%), females (59%), and Samoans (94%). A majority of attendees speak English (55%) as their primary language.

Outcomes:

For FY 16-17, all workshop attendees were given a survey to complete to assess the impact of the workshops.

- 100% strongly agree or agree that their knowledge of mental health issues in the community has increased as a result of the activity.

- 100% strongly agree or agree that their knowledge about mental health services available for the Samoan community has increased as a result of the activity.
- 100% strongly agree or agree that they can better recognize the signs of mental health issues as a result of the activity.
- 99% strongly agree or agree that they know where to go for help with mental health issues (for themselves or others) as a result of the activity.
- 99% strongly agree or agree that they can be more accepting of someone with mental health issues (themselves included) as a result of the workshop.
- 98% strongly agree or agree that Samoan culture can influence how one views mental health.
- 99% strongly agree or agree that stigma (shame) can keep individuals from getting help for mental health issues.
- 99% strongly agree or agree that stigma (shame) can keep individuals feeling bad about themselves if they experience mental health issues.
- 99% strongly agree or agree that seeking help for mental health issues is important.

Samoan Outreach and Engagement Program (FY 2017-2018)

Starting FY 17-18, enrollment data was collected instead of survey data. There were two individuals enrolled into mental health services, as a result of the workshops as of August 2017.

Multimedia Mental Health Awareness Campaign for the Cambodian and Vietnamese Communities (FY 2016-2017)

The Multimedia Mental Health Awareness Campaign included linguistically and culturally appropriate mental health education and engagement workshops and an ethnic media campaign, including mental health awareness Advertisements on Television and Radio and Newspaper Articles that targeted the Cambodian and Vietnamese communities in Los Angeles County. The purpose of this project was to increase awareness and knowledge of the signs and symptoms of mental illness, and for improved access to mental health services for the Cambodian and Vietnamese communities in Los Angeles County.

Khmer Radio Ad

Khmer Radio Ad script translation: *Did you know that nearly two-thirds of Cambodians in America experience mental health symptoms such as depression, anxiety, constant fear, and painful memories which are often related to a traumatic event? Often individuals feel alone, ashamed and hopeless about these feelings and suffer in silence. We want you to know that there is hope! Mental health services can often prevent and treat mental health issues. Recovery is possible! If you or a loved one needs support, please contact the Los Angeles County Department of Mental Health 24/7 Mental Health Helpline at 1-800-854-7771. There are mental health services available in Khmer to help support and heal the Cambodian community. Please know that you are not alone and help is available. Join us at Cambodian Association of America for health information classes on how to take care of your health, including mental health. Contact CAA at (562) 988-1863 extension 274 for Khmer speaking staff. This Ad is funded by MHSA*

Vietnamese TV Ad

The advertisement can be seen here: <https://youtu.be/PP-PYUvpvls>

Vietnamese TV Ad script translation: *Did you know that nearly 90% of Vietnamese in the US experience depression, anxiety and constant fear? If you are experiencing similar feelings, please know that you are not alone and help is available. The Los Angeles County Department of Mental Health offers mental health services in Vietnamese. Call the 24/7 Mental Health Helpline at 1-800-854-7771 for more information. You don't have to suffer in silence.*

Outcomes:

In total, 22 mental health education workshops were held: 11 in Khmer for the Cambodian community and 11 in Vietnamese for the Vietnamese community. Of the participants surveyed, 58% were female and 42% were male; 55% were older adults, 37% were adults, and 8% were TAY (16-25); 45% were Cambodian, 29% were Vietnamese, and 26% were Chinese. In total, 238 Pre-Test and 238 Post-Test surveys were collected by workshop participants to assess the impact on their knowledge about the risk factors related to mental illnesses and the importance of prevention. Before the workshops, 42% of participants were aware of risk factors that can affect a person's mental health. After the workshops, 97% of participants were aware of the risk factors that can affect a person's mental health, which is an increase of 55%. Before the workshops, 36% of participants

were aware of how biological factors can affect a person's mental health. After the workshops, 98% of participants were aware of how biological factors can affect a person's mental health, which is an increase of 62%. Before the workshops, 39% of participants understood how a person's mood can affect their mental health. After the workshops, 98% of participants understood how a person's mood can affect their mental health, which is an increase of 59%. Before the workshops, 38% of participants understood how a person's environment can affect their mental health. After the workshops, 95% of participants understood how a person's environment can affect their mental health, which is an increase of 57%. Before the workshops, 35% of participants were aware of how they can help prevent mental health problems. After the workshops, 98% of participants were aware of how they can help prevent mental health problems, which is an increase of 63%.

A Cambodian Mental Health Radio Ad and a Vietnamese Mental Health TV Ad were developed. The Cambodian Ad was aired 257 times on FM 106.3, which airs a Khmer Radio program. The Vietnamese TV Ad was aired 5,320 times on Saigon TV, which targets the Vietnamese community. Four newspaper articles were published in local newspapers. Two articles were published to target the Cambodian community using the Khmer Post and Khmer Voice newspapers. The other two articles were published targeting the Vietnamese communities using the Viet Bao newspaper.

Asian Pacific Islander Youth Mental Health Video Contest: “Go Beyond Stigma” (FY 2017-2018, In Progress)

This project will provide API youth (ages 16-25) an opportunity to share how mental health issues impact their life, their family, and their community, using video. Through collaboration with community agencies, API Youth will be recruited and provided education about mental health issues and resources. API Youth will also be introduced to the art of storytelling using video and also provided training and technical assistance to support the development of his/her own video (maximum of 3 minutes) on how mental health issues impact his/her life. The videos will be submitted as part of a Video Contest and will be showcased at an Awards Ceremony, which will be part of a larger community event. All API youth countywide will be targeted, with special efforts to recruit South Asian youth and LGBTQ youth.

Asian Pacific Islander Media Campaign (FY 2017-2018, Implementation Pending)

This project aims to reach various underserved API communities in Los Angeles County through the use of media, specifically TV and Radio PSAs. TV and Radio PSAs will be produced in the target language and aired on the stations that are highly viewed in each respective community. The target communities include Cambodian (Khmer-speaking), Chinese (Cantonese and Mandarin-speaking), Filipino (Tagalog-speaking), Indian (Hindi-speaking), Japanese, and Korean.