

Eastern European/Middle Eastern

Eastern European/Middle Eastern Promotional Materials (FY 2012-2013)

LACDMH created MH promotional items such as brochures, pens, pamphlets, and bags which provided the LACDMH 24-hour Access Hotline number and information about mental health services available for the Armenian, Russian, Farsi, and Arabic speaking communities. These items were distributed to many different community venues in greater Los Angeles area where there are large concentrations of EE/ME populations including local community colleges; elementary, middle and high schools; churches and mosques; local mental health and health clinics; courts; hospitals; community festivals; and local public libraries.

Outcomes:

In speaking with community members, they appeared to be interested in learning more about mental health and mental health services and resources provided. Many community members asked questions about mental health symptoms, shared personal stories at times, and asked for contact information.

The Eastern European/Middle Eastern Multilingual and Multimedia Project (FY 2013-2014)

For the Armenian and Russian communities, the EE/ME UREP subcommittee funded a televised media campaign, which included the development of 30-second Public Service Announcements (PSAs) that focused on mental health awareness, substance abuse, and domestic violence. The PSAs were aired on local Russian and Armenian television stations within Los Angeles County between August 8, 2014 and November 7, 2014. A total of four Russian and eight Armenian PSAs were aired.

Outcomes:

As a result of this project, Los Angeles County Department of Mental Health ACCESS Hotline reported that there was an increase in the number of Armenian calls for August 2014 (65 calls), September 2014 (56 calls), and October 2014 (38 calls) compared to less than 10 calls per month between January 1, 2014 to July 31, 2014.

Mental Health Radio Talk Show Project for the Farsi-Speaking Community (FY 2013-2014)

For the Farsi-speaking community, a radio campaign was funded and implemented. Mental Health Radio Talk shows were developed and aired on the local Farsi-speaking radio station. The radio talk shows began to air on July 6, 2014 and continued to air for 22 consecutive weeks. The radio talk shows included the following mental health topics: anxiety, depression, schizophrenia, acculturation issues, and parenting. This project was completed on November 30, 2014.

Outcomes:

It was reported by two LACDMH legal entities that specialize in serving the Farsi-speaking community that there was a 55% increase in calls from Farsi-speaking community members seeking mental health services during the implementation phase of this project.

Armenian Mental Health Talk Shows (FY 2014-2015)

For the Armenian community, televised mental health talk shows were implemented to increase mental health awareness and access, reduce stigma, and increase penetration rates. This campaign consisted of 44 mental health TV talk shows to inform the Armenian community about common mental health issues and available resources and services. The shows aired on a local Armenian television station. The TV shows included the following mental health topics: introduction to mental health, immigration and acculturation, loss and grief, older adults, divorce and its effects on children, bullying, depression, and parenting. The talk shows can be accessed online on the following link: <https://www.youtube.com/watch?v= 0NL8Av2c3U>

Outcomes:

There was a great deal of positive feedback from the community regarding the shows and the mental health information provided. Community members felt that the shows were interesting and educational. The TV station reported that they received many phone calls from the community members asking for the continuation of the mental health talk shows.

Mental Health Radio Talk Show Project for the Farsi-Speaking Community (FY 2014-2015)

For the Farsi-speaking community, continuation of the mental health radio talk shows was provided as they proved to be effective. There were twenty two (22)

new mental health topics. The shows began to air on June 7th, 2015 and continued to air for 22 consecutive weeks. The radio talk shows included the following mental health topics: definition of psychology, aging, violence in our lives, fear, insecurity and self, divorce, healthy relationships, and empty nest. This project was completed on November 1, 2015.

Outcomes:

According to the radio station, the second series of the mental health programs have been well received by the listeners and the society at large, and the radio station received very positive feedback all around.

Mental Health Education Project for the Arabic-Speaking Community (FY 2014-2015)

For the Arabic-speaking community of Los Angeles County, the Community Mental Health Education Project was funded to increase mental health awareness. This educational campaign consisted of offline and online strategies. The offline campaign included presentations at different community locations including churches, mosques, and individual homes. Information was provided about mental health issues and services in Arabic and English languages throughout Los Angeles County. Each presentation was converted into a mini website and was posted on various social media sites including Facebook, You Tube, and Google. This project was implemented on December 1, 2014 and it was completed on May 13, 2016. This project was extremely difficult to implement due to the high level of mental health stigma in this community. As a result of this, the project was extended three times and it took 17 months to be completed.

Outcomes:

A total of 28 community presentations and in-home meetings were completed in a period of 17 months. Approximately 95% of the community presentations and in-home meetings took place after the San Bernardino shooting. There was a stronger than anticipated level of stigma and fear from the Arabic-speaking community and it required multiple attempts for individuals and organizations to agree to participate in the mental health presentations and in the in-home meetings. External events such as the San Bernardino shooting created the need for conversations related to the mental health; prior to that it took more than a year to engage this community. It was very difficult for the presenters to build

positive rapport and engage this community and as a result, presentations were cancelled and instead private meetings took place in people's homes. It was recommended that LACDMH develop stronger community relations with small non-profit or for-profit organizations that provide services to the Arabic community in order to increase mental health awareness.

Mental Health Education and Stigma Reduction Project for Arabic-Speaking College Students (FY 2016-2017)

This project was funded to increase mental health awareness and reduce disparities among Arabic-speaking community members in the County of Los Angeles. It was implemented from September 15, 2016 to June 19, 2017. The project included presentations conducted at local colleges and universities, with the goal to increase awareness and educate Arabic-speaking college students (ages 18-30) about mental health, recognition of mental health signs and symptoms and how to access services from Los Angeles County Department of Mental Health. These presentations were conducted by college students (using a Peer-to-Peer model), who were trained by a mental health expert. Some of the topics presented in the project were the following; anxiety, depression, mental health awareness, and stigma to mental health.

Outcomes:

In total, 16 one-hour mental health presentations were conducted at local colleges and universities across LA County. Eight Arabic-speaking college students were recruited and trained. The training was approximately six hours. The presentations took place at University of Southern California, Cal Poly Pomona, University of California-Los Angeles, and Glendale Community College. There were also presentations conducted at a local mosque. The presentations included a pre/post test. One important finding from the pre/post test was that if community members are educated about mental health, their attitude toward mental health changes for the better. For example, post-tests indicated that after attending a mental health presentation, most students reported that they would feel more comfortable living next door to a person with a mental illness. The overall results of the tests indicated a positive shift in the attitude toward receiving psychotherapy. In general, the presentations had a positive impact on the Arabic-speaking students. Many of the participants were grateful to have learned about mental health issues that are prevalent. They reported that due to the knowledge gained from the presentations, they formed an understanding of

some basic mental health symptoms, and ability to recognize when to ask for mental health assistance for themselves and/or someone else.

Farsi Peer-Run Outreach Project (FY 2016-2017)

This project trained Farsi-speaking volunteers to conduct mental health presentations and provide linkage and referral services. The purpose of the project was to assist Farsi-speaking community members who need mental health services, but are unable or unwilling to access these services due to stigma, lack of education or awareness, and/or language barriers. The project included a 20-hour training curriculum to train Farsi-speaking volunteers to conduct the mental health presentations. These volunteers were trained to become Peer Outreach Workers. Their primary role was to educate Farsi-speaking community members on basic mental health information and available resources. Due to this, the community members had the opportunity to work with and learn from someone (peer) from their community, who speaks the Farsi language and has an understanding of the cultural barriers to accessing mental health services.

Outcomes:

In general, the results indicated that the majority of Farsi-speaking individuals have little information about mental health, and there is a cultural stigma related to mental illness and accessing mental health services. However, after the peer-run presentations were completed, the majority of participants had a better understanding about mental health services and where to access it. Additionally, participants gained a new awareness of how mental health services can benefit everyone, and not only severely mentally ill individuals. Overall the presentations proved to be effective in educating the Farsi-speaking community members about basic mental health and available resources.

The Armenian Talk Show Project Part II (FY 2016-2017)

This project consisted of 44 mental health TV talk shows to inform the Armenian community about common mental health issues and how to access services in Los Angeles County. The media project was an expansion of a similar project that was funded in FY 2014-2015. The Armenian Talk Show Project Part II included mental health topics such as eating disorders, terminal illness and mental health, intergenerational conflict, mental illness, and family support and caregiver stress. These mental health topics provided an opportunity for the Armenian Community

to be further educated and informed of the mental health issues that are currently impacting their community. These shows also provided the viewers with linkage and information about mental health services in Los Angeles County, including the LACDMH 24-hour ACCESS line phone number. In addition, for the Armenian community, the most popular 44 Armenian Mental Health Shows from the two seasons re-aired again from April 15, 2017 to September 9, 2017. The shows were broadcast in areas in Los Angeles County with the largest concentration of Armenians (i.e. La Cañada, Burbank, North Hollywood, Glendale, Pasadena, Los Angeles, and Montebello). The mental health topics presented were introduced to educate and inform the public about common mental health issues and how to access services that are offered by the Los Angeles County Department of Mental Health.

Outcomes:

The mental health shows had great success within the Armenian community living in Los Angeles County. Based on the feedback provided by TV viewers, Armenian community members felt that the talk shows were culturally relevant, educational, and thought-provoking. The community expressed gratitude for airing the reruns of this show and reported that it expanded their knowledge regarding mental health and how these issues present within the Armenian Community. The mental health shows played a major role in stigma reduction and education of mental health issues and resources available in the community. Overall, the shows appeared to be effective in its attempt to reduce the level of mental health stigma in the Armenian community in LA County.

Mental Health Russian Language Television Media Campaign (FY 2016-2017)

This project consisted of four different Mental Health Public Service Announcements (PSAs) in the Russian language. The PSAs helped educate the Russian community and increase awareness of the signs and symptoms of mental illness, as well as reduce the stigma associated with mental health conditions with this underserved subgroup. The PSAs aired in a rotation and one PSA aired at least six times a day for three months, from April 25, 2017 to July 29, 2018, between the hours of 7 a.m. and 11 p.m. The PSAs included mental health education and information on topics such as general mental health information, depression, and anxiety. The PSAs informed consumers of existent mental health issues in the Russian community and resources available within the LACDMH.

Outcomes:

According to the television station, the airing of the PSAs had a great impact on the Russian and Russian-Armenian community. They were educational and informative with a message that informed the community about the existence of LACDMH and its available resources. The television station which aired the PSAs reported that it received many calls from viewers requesting information and referrals regarding the services offered by LACDMH, after televising the PSAs. The PSAs aired in areas with the largest concentration of Russian and Russian-Armenian community members (i.e. La Cañada, Burbank, Simi Valley, North Hollywood, Los Angeles, West Los Angeles, Glendale, Pasadena, Montebello, Hidden Hills, Calabasas, Westlake Village, Agoura Hills and Simi Valley).

Mental Health Farsi Language Radio Media Campaign (FY 216-2017)

This project consisted of three different Public Service Announcements (PSAs) in the Farsi language. The PSAs aired on a Farsi radio station 5-8 times daily, from May 4, 2017 to July 30, 2017. The PSAs targeted Iranian/Persian communities throughout Los Angeles County. Each PSA provided culturally sensitive information, education, and resources about a specific mental health topic. The topics presented included mental health awareness and domestic violence. The purpose of this Farsi language PSA project was to assist community members who need mental health services, but are unable or unwilling to access these services due to stigma, lack of education and awareness, and/or language barriers.

Outcomes:

The PSAs had a large impact on the Farsi-speaking community. They were effective in informing the community members about the existence of LACDMH and its available resources. Los Angeles has a population of well over 600,000 Iranians living in Southern California, and it includes the largest population of Iranians in the world living outside of Iran. The PSAs offered the Farsi-speaking community members the opportunity to learn of the services offered by LACDMH, and helped to increase awareness about several mental health issues within this community.

The Armenian Mental Health Show (FY 2017-2018, In Progress)

A local Armenian television station will be contracted to produce, direct, host, and broadcast a weekly mental health show. This project will consist of 28 half-hour episodes where various mental health topics will be presented. The Armenian

mental health show will include the following topics: depression, anxiety, couples therapy, trauma, and intergenerational issues. The show will provide an opportunity for the Armenian community to be educated and informed on the symptoms associated with a variety of different psychological disorders and how the psychotherapeutic process works. It will include current psychological issues that are impacting the Armenian Community in Los Angeles. This television show will help increase knowledge and awareness about mental health treatment within the Armenian community. It will provide information and assistance to community members, who may be unaware of mental health services, or avoid it's utilization due to the stigma attached to it.

Arabic, Farsi and Russian Public Service Announcements Project(FY 2017-2018, In Progress)

A Consultant will be contracted to develop, implement and broadcast the Arabic, Farsi, and Russian Public Service Announcement Project. This project will produce 42, 90 second Public Service Announcements (PSAs), in the Arabic, Farsi and Russian languages. There will be 14 PSAs in each language. Each PSA will provide culturally sensitive information, education, and resources about a specific mental health topic. Each PSA will air on YouTube on a weekly basis and will be advertised via Facebook, Instagram, Twitter, and other social networking platforms for a period of 8 months. The Arabic, Farsi, and Russian Public Service Announcement Project will seek to increase mental health awareness and education to the Arabic, Farsi, and Russian-speaking communities in Los Angeles County, which are significantly underserved by the public mental health system.