

**COUNTY OF LOS ANGELES – DEPARTMENT OF MENTAL HEALTH
PROGRAM SUPPORT BUREAU – QUALITY IMPROVEMENT DIVISION
MENTAL HEALTH SERVICES ACT (MHSA)**

**AMERICAN INDIAN/ALASKA NATIVE SERVICE AREA 1 BUS ADVERTISING
CAMPAIGN
STATEMENT OF WORK**

1. PROGRAM DESCRIPTION

The American Indian/Alaska Native (AI/AN) Underserved Cultural Communities (UsCC) subcommittee was established under the Mental Health Services Act (MHSA), with the goal to reduce disparities and increase mental health access for the American Indian/Alaska Native community in Los Angeles County. According to the 2010 USA Census Bureau report, Los Angeles County is the home to the largest AI/AN population, which is approximately 160,000 residents. The AI/AN UsCC subcommittee works closely with community partners and consumers to increase the capacity of the public mental health system and develop culturally competent recovery oriented services, targeted to the AI/AN community.

2. PURPOSE

The Los Angeles County Department of Mental Health (LACDMH) AI/AN UsCC subcommittee seeks to advertise with the Antelope Valley Transit Authority throughout Service Area 1. This product is needed to reduce mental health discrepancies and gaps in service delivery for AI/AN community members, particularly those in Service Area 1. The campaign will help increase awareness of the signs and symptoms of mental illness, as well as to reduce the stigma associated with mental health conditions within the AI/AN community.

3. DELIVERABLES

a. Marketing/Advertising Component

- i. A local advertising company that has a contract with the Antelope Valley Transit Authority will be contracted to advertise king size bus posters, queen size bus posters, taillight displays, and interior bus cards for a period of at least 12 weeks.
- ii. The media company must include the following parameters:
 1. The advertising company must post at least 112 advertisements.
 2. The advertising company must also offer bonus spots, if at all possible.

b. Final Summary Report

- i. The report must also include:
 1. Strengths and barriers of the bus advertising campaign.

2. Recommendations/feedback from the public, as well as the Antelope Valley Transit Authority.
3. Data outcomes for the number of Impressions gained by the advertising campaign.
4. Photographs of the installed advertisements on the buses.

4. DMH'S RESPONSIBILITIES

Responsibilities of DMH will include, but are not limited to:

- a. Oversight of consultant's activities to ensure compliance with agreement terms and conditions.
- b. Provide a copy of the LACDMH logo and MHSA logo to consultant.
- c. Provide consultant with a template of the Final Summary Report.
- d. Review/approve as appropriate all payments of invoices.
- e. Review monthly reports due with monthly invoices.