

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
OFFICE OF THE DEPUTY DIRECTOR OF STRATEGIC COMMUNICATIONS
UNDERSERVED CULTURAL COMMUNITIES (UsCC) UNIT
MENTAL HEALTH SERVICES ACT (MHSA)**

**AMERICAN INDIAN/ALASKA NATIVE
EDUCATIONAL PSAs DEVELOPMENT PROJECT
STATEMENT OF WORK**

I. 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.

II. PURPOSE

A media consultant will be contracted to produce five 60-second PSAs. The production will consist of: pre-production (creative development, concepts, ideas, script development/approval, development meetings, breakdowns, casting), production/filming, and post-production (editing, voice-over, delivery).

III. OBJECTIVE

The objective of this Educational PSAs Development Project is to develop five 60-second PSAs targeting the American Indian/Alaska Native community to be aired on local television and radio networks, as well as social media platforms, to promote mental health services, reduce stigma, and increase the capacity of the public mental health system in Los Angeles County.

IV. DELIVERABLES

A media consultant must be hired for the production of five 60-second Educational PSAs.

A. PSA

1. Consultant must develop five 60-second Educational PSAs that can be aired on television, radio, and various social media platforms including Facebook and YouTube.

2. The Educational PSAs may use similar language to PSAs created previously:
 - a. <https://www.youtube.com/watch?v=ILxMcAlZBuU>
 - b. <https://www.youtube.com/watch?v=bKGmJrIzp8U>
3. The Educational PSAs must include mental health topics specific to the American Indian/Alaska Native community including (but not limited to):
 - a. Intergenerational/Historical Trauma
 - b. Colonization
 - c. Stereotypes
 - d. Invisibility – various Native Americans saying mental health specific words (examples: suicide, depression, loss) in their Native language
4. The Educational PSAs should include representation from various subgroups within the American Indian/Alaska Native communities including, but not limited to: youth, elders, various tribes, etc.
5. The production of the Educational PSAs will include all elements related to pre-production (creative development, concepts, ideas, script development/approval, development meetings, breakdowns, casting), production/filming, and post-production (editing, voice-over, delivery).
6. LACDMH will provide feedback regarding the script for the Educational PSAs, which will be vetted through the American Indian/Alaska Native UsCC Subcommittee.
7. Consultant must capture the Educational PSAs clips, B-roll, and still photos. All of these materials will be owned and archived by LACDMH.
8. Once the Educational PSAs have been completed, LACDMH must approve the final products. LACDMH holds the right to provide edits and/or recommendations and the Consultant must adhere to this and accommodate suggested changes.
9. The Educational PSAs must include a copy of the County Seal, LACDMH logo, MHSA logo, and the A/AN UsCC logo, as well as the LACDMH Mental Health Access Hotline.
10. The Educational PSAs must be submitted to LACDMH for approval prior to dissemination.
11. The Educational PSAs are the property of LACDMH.

B. Technical Requirements

1. The information must be electronically stored on LACDMH's hard drive.
2. Consultant must use high-quality, high-definition (HD), stereo-mix in several formats, including, but not limited to: DVD (2 final masters), DVD copies (4), Digital files.
3. Consultant must provide LACDMH four (4) hard copies each of the 60-second PSAs, which will include the audio recordings.

4. The formats must be easily uploaded onto the LACDMH website, as well as social media platforms including YouTube, Facebook, etc.
5. LACDMH must have all editing rights and final approval.

The Consultant must possess the following experience and skills:

- The consultant must be a Producer/Videographer in good standing with the AI/AN community, and with at least 5 years of experience.
- The consultant must be an organization or individual with experience (indirect/direct) of the American Indian/Alaska Native community and have an understanding of the needs of this community.
- The consultant must provide 3 signed letters of reference.
- If requested, the consultant must sign and comply with the following Health Insurance Portability and Accountability Forms (“HIPAA”) if applicable:
 - Exhibit 1 – Protection of Electronic County PI, PHI and MI
 - Exhibit 2 – Protection of Electronic County PI, PHI and MI Data Encryption
 - Exhibit 3 – Information Security and Privacy Requirements
 - Exhibit 4 – LACDMH Proposer’s Compliance with Encryption Requirements Exhibit
 - Agreement for Acceptable Use and Confidentiality of County Information Technology Resources
 - Exhibit 6 – Confidentiality Oath (Non-LACDMH Workforce Members)
 - Exhibit 7 – Business Associate Agreement Under The Health Insurance Portability and Accountability Act of 1996 (“HIPAA”)

V. DMH’S RESPONSIBILITIES

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

- A. Oversight of Consultant’s activities to ensure compliance with agreement terms and conditions.
- B. Provide copies of the LACDMH logo, County Seal, and MHSA logo to the consultant.
- C. Review/approve as appropriate all payments of invoices and monthly reports.