ATTENDEES: Angela Trenado, Carrie Johnson, Sunnie Whipple, Bernice Masher, Maria Salinas, Vivian Garcia, Charlotte Lujan, Mirtala Parada Ward, Maribel Romero

Capacity Building Project FY 2014-5; Media Campaign

Ad options:

- Use pre-existing video clips from Each Mind Matters, AI/AN clips: LACDMH owns Each Mind Matters material, a CALMHSA project. The AI/AN video clips were shown to committee members to explore the option of using the images for the Media Campaign Ads. The video clips will become a one 30 second and one 15 second Ads. Voice over will be used for the Ads. Committee members will develop a script for the voice over.

  - **Each Mind Matters, AI/AN Link:**
    http://www.eachmindmatters.org/stories/?story_category=native-american-stories&story_tag=&story_type=

- The committee provided feedback on the Each Mind Matters, AI/AN clips and sections they would consider utilizing on the Ads:
  - **Art's Story**: Sage image (2:16) and Oak tree (3:49)
    The clip talked about trauma and how it affects the family. The oak tree image can be used as a metaphor and it's a popular tree with the Natives in the County of Los Angeles.

  - **Belinda's Story**: 2:13 (mother and son)
    Mother and son's story is powerful. The image of the mother and son walking together with trees in the background. The image of the mother and son will help reduce stigma on mental health. Another image to include, mother and son are smiling at each other. The clip addressed the informal support the mother and son received from her their tribe.

  - **David's Story**: Image of a deer dance (1:70) and the image of Native dancers(1:45)

  - **Janet's Story**: The committee doesn't want to use any images on this clip. The committee does want to include two messages on the Ads; 1) use the term lack of balance rather than mental illness and 2) an image of the medicine wheel.

- After the committee viewed all the Each Mind Matters, AI/AN video clips, they agreed on using the material for the Media Campaign Ads.
  - The committee provided more feedback on images for the Ads:
    Have an elderly man talking to a youth; include holistic health; traditional and/or urban treatment as an option; a message that resonates: "you need to believe in order to be healed"; UAII, is exploring the possibility of having different traditional healers come out to the center and prove treatment; add images of children (UAII, already has completed HIPAA forms for pictures); an image of burring sage; shawl dancer; an image of tobacco (it's used throughout all tribes).

Media Campaign rates:

- The bundle rate includes the Nielsen ratings, mainstream television channels (i.e. 5, 9 and 13) along with radio stations. Unfortunately, the local channels pay a fee of $20,000 if they want to have access to Nielsen ratings and the airtime is cheaper. For this project, Nielsen ratings are necessary to collect data.
    - ➢ The Armenian UREP collected data from the Department of Mental Health ACCESS hotline after airing talk shows. As a result of airing the shows for three months, there was an increase of 75% on Armenians' calling ACCESS for linkage (15 calls a month to 67 a month).

- At the bottom of each Ad, add a contact number for the Red Pages and ACCESS hotline. UAII will work on developing a shorter link for the red pages.

- Purchase Prime Time and Public Service Announcement for the television and radio Ads. Add the SOW, not to air the Ads between the hours of 11pm-6am.

- Julio, from Telemundo offered to do the Spanish voice over for AI/AN Ads. The committee agreed to have Julio provide voice over when airing on Spanish television and radio channels.

Capacity Building Project FY 2013-4; Community Spirit Healers

Committee members were provided with a list of all the community presentations. If anyone in the committee or community would like attend a presentation, please e-mail Kurt, the consultant to get more information on the community presentations.

Pending:

- Ask the Ad consultant how many mega pictures does a picture need to have in order to utilize image for an Ad?

Next Meeting: TBA.