

**COUNTY OF LOS ANGELES DEPARTMENT OF MENTAL HEALTH
AMERICAN INDIAN/ALASKA NATIVE UREP SUBCOMMITTEE**

MINUTES – Monday, July 7, 2014
Location: United American Indian Involvement
Los Angeles, California

ATTENDEES: Angela Trenado, Barbara Arvi, Carrie Johnson, Charlotte Lujan, Cheryl McKnight, Larry Gasco, Mark Parra, Mirtala Parada Ward, Nina Tayyib

UREP Capacity Building Project 14-15

At this time, the AI/AN UREP can propose one or more capacity building projects for Fiscal Year 14-15. The project must meet the MHSA CSS guidelines and be a capacity building project that will benefit whole AI/AN community. These are not service projects.

Since the conference is one ongoing AI/AN UREP project, there is \$64,000 for an additional capacity building project(s). Projects will be discussed by the AI/AN UREP. The subcommittee will vote to determine which project proposals are submitted to DMH.

The outline of the proposal was provided. The proposal can be brief (1-2) pages but must include a proposal justification, project description and purpose, project impact and a budget. The proposal(s) should be submitted by the end of July 2014, although there is no formal deadline.

Once submitted, DMH will review and approve. Once approved, the project will be processed by DMH and ISD and put out to bid. Anyone interested in bidding for the project must become a registered vendor for the County. Only registered vendors with LA County will be able to bid for the project. Once the project is awarded to a vendor, it will be implemented for one year. Given the time it takes for approval, there may be projects overlapping and taking place at the same time.

Project Discussion

Below are potential projects that have been discussed thus far:

- A follow up to a previous study on Census data allow for a more accurate data counts for the AI/AN community in LA County so that the data is more accurate. Dr. Ong previously had completed this research on the 2000 Census. At the meeting, there was discussion about how some data could be pulled from the DMH QI Division. Carrie agreed to provide a copy of the previous report, along with specific data questions, so that the QI Division can do a data pull.
- Providing trainings around youth and cultural competency. Carrie shared that they are working with the ICWA judge in LA to put together resources for AI/AN foster families, which will be added to the Red Pages.
- Outreach and Engagement effort targeting AI/AN students in an effort to increase AI/AN mental health professionals. Mirtala shared some UREP projects that are targeting students using multimedia.
- Documenting Native stories via digital storytelling. This could range from individual stories or stories relating to tribal heritage/origin stories.

The stories could be put online so that they can be accessed by the larger AI/AN community. A suggestion was made to partner with the Autry in this effort. There was discussion about also printing the stories and having them available in waiting rooms of AI/AN agencies.

- A project that would include the Indian Child Welfare Act and cultural competency.
- Developing Public Service Announcements (PSA) to increase awareness of mental health issues and resources in the AI/AN community. There was a discussion about how there are 160,000 AI/ANs in LA County, but very few know about community resources. The committee felt that this would build on the previous project and help decrease health disparities as well as clarify misperceptions of the AI/AN community, by community members and the general public. As well, there would be information on mental health resources for AI/AN community members in LA County.

There were no additional ideas suggested via email.

The committee agreed to move forward with a project focused on PSAs for the AI/AN community.

Public Service Announcements discussion

The PSAs will include TV and Radio PSAs that will increase awareness of mental health issues and resources in the AI/AN community. As well, there would be information on mental health resources for AI/AN community members in LA County. DMH resources could be provided, including directly operated and county contracted clinics that are specifically serve the AI/AN community.

The committee agreed that documenting Native stories via digital storytelling could be incorporated into the PSAs. It was agreed that the PSAs, to the extent possible, should not duplicate the “Each Mind Matters” campaign. A potential idea was to use the PSAs and put them on a website as well.

The committee agreed to utilize local TV and Radio stations rather than AI/AN specific TV/ Radio stations or programming, in order to reach out to AI/AN community members who may not be aware of the special programming.

The steps of PSA development were discussed. There are two parts to a PSA campaign: One is the production of the PSA and the other is coordination and cost of the TV/Radio airtime. The DMH PIO office has a lot of experience with PSAs and they shared that production is not very expensive or time consuming, but it is the airtime cost that is usually the bulk of the costs. The cost for airtime can vary significantly. Some factors include the time of day the PSA is airing, how many times the PSAs are aired (weeks/months), etc. The committee discussed how Sunday morning programs may be a potentially cost-effective option, except that they PSAs may not be aired at prime viewing time.

Next steps

It was suggested that the issue of diversity in programming be mentioned when approaching TV/Radio, since stations are rated on diversity. Committee members agreed to follow up to gather some quotes for PSAs (radio and TV) by July 21, so that a budget can be developed. The quotes will be provided to AI/AN UREP Co-chairs or Liaison.

Before the next meeting, the AI/AN UREP Co-chairs will develop a proposal draft. At the next meeting, a proposal draft will be reviewed by the committee

Next Meeting: Monday, August 4 from 3-4 at UAI