LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH Office of the Deputy Director of Strategic Communications

Access for All UsCC Subcommittee Minutes

May 8, 2019 10:00AM – 12:00PM Five Acres

Present: Roque Bucton, Amy Kay, Alex Elliott, Cody Hanable, Daniel Gamburg, Erik Escareno, Junko Nagamatsu, Jayne Kim, and

David Norman, Sr.

Interpreters: Gabe Gomez and Nicholas Lugo On Phone: Wendy Cabil and Pam Inaba

DMH Staff: Rosario Ribleza and Mirtala Parada Ward

Agenda Items	Comments/Discussion/Recommendations/Conclusions
Welcome/ Introductions	Attendee introductions
Review of minutes	April 10, 2019 meeting minutes approved – with two corrections made.
Announcement of Vote Results for the New Subcommittee Name - Rosario Ribleza	The new name of the Deaf, Hard of Hearing, Blind, and Physical Disability subcommittee is "ACCESS FOR ALL". Out of 8 qualified voters, 5 voted for "Access for All', 2 for "All Ability", and 1 abstained. Rosario suggested that Access for All should have a sub-name below it, in order for the people to know what it stands for. Example:
	ACCESS FOR ALL UsCC Deaf, Hard of Hearing, Blind, and Physical Disability" The subcommittee agreed.
Updates/Discussion - Mirtala Parada Ward	
SAAC and UsCC Co-chairs Meeting	A joint meeting of the Service Area Advisory Committees (SAAC) and Underserved Cultural Communities (UsCC) subcommittees was held on April 26, 2019. The Department of Mental Health (DMH) hired an independent facilitator in order to have a more objective meeting. Each group provided feedback on what DMH can do to improve services to the public. The second part of the meeting was a discussion of the commonalities and differences of SAAC and UsCC. They talked about the ways they could communicate effectively to one another. Mirtala informed the subcommittee that the meeting is very structured, and it is open to the public. She invited everyone to attend. Alex commented that the meeting was very productive, and it started a good rapport

	among members. He recommended using data to measure progress or success.
Review of RAND Report	DMH is in the process of creating strategic plan and hired RAND to conduct focus groups to ask and gather feedback from the public on how to better-serve the community. They have conducted about 17 focus groups as of this date. In order to make sure that RAND report reflects the subcommittees' feedback, Mirtala strongly encouraged the attendees to review the report, and submit the comments to her or to Mimi by May 10, 2019. Final report will be finished approximately in two weeks. Corrections and additions are welcome. Wendy encouraged everyone to give his/her feedback.
We Rise	We Rise is a big and important event, funded and heavily advertised by the DMH in celebration of the Mental Health Month (May). The theme is "Connectiveness", and there will be a lot of activities like arts, yoga, music, etc. Mirtala invited the subcommittee to attend, and asked everyone to invite the community to come as well. DMH will provide transportation, and Mirtala will check if interpreters are available during the events.
Logo for Access for All UsCC Subcommittee	The majority of the subcommittee chose the logo with the hands and a title below saying, "Access for All UsCC", with a subtitle underneath that says, "Deaf, Hard of Hearing, Blind, & Physical Disabilities"
	Suggestions from the members of the Access for All subcommittee:
	The logo must have a description to caption the image
	Use font that is simple, clear and easy to read
	Bigger letters for "Access for All" Creation letters for the substitle "Deef Hand of Hagring Blind and Bhysical The substitle "Deef Hagring Blind" Blind and Bhysical The substitle "Deef Hagring
	 Smaller letters for the sub-title- "Deaf, Hard of Hearing, Blind, and Physical Disabilities" (below the title of the subcommittee)
	UsCC must be spelled out (Underserved Cultural Communities)
	Wendy wanted it to bring into voting, but Mirtala explained that this will be brought to the DMH graphic designer first, and later will be finalized for voting.

Nominations for New Co-Chairs	 Nominations for Co-Chairs: Roque Bucton Erik Escareno - Mirtala will verify from Mimi if Erik will qualify, considering that he is a DMH contracted mental health provider (in compliance with the Your DMH and new UsCC by-laws) Pam Inaba and Wendy Cabil- both declined the nominations
Capacity Building Projects Update	 Clinical Mental Health Training – no one bids during solicitation process, so it was resubmitted to re-open for solicitation Community Mental Health Needs Assessment – no one bids during solicitation process, so it was resubmitted to re-open for solicitation Peer-to-Peer Network - still pending PSA Development Project – awarded to Enlightened Pictures, Inc.
Presentation & Brainstorming for PSA Project - Daniel Gamburg	Target audience: People with mental issues and physical disabilities, family members of the disabled, professionals who provides services (such as clinicians and teachers), and the community Message: "We exist, we have problems" Create awareness Empower the people to seek help Show the problem, its causes, and present the solution Concerns: i. Deaf are not listening to the radio, so radio networks will not reach them. ii. It will give the community a "false" hope. People will call, but no enough services can be provided since 5 Acres is the only agency that serves this population. iii. DMH does not have specialized program that is tailored to this community. Script: Video – use of outside world – blind people walking in the street; deaf man/woman in the bank with an interpreter; use representative of the diverse community; use sign language Process/Stages of the PSA Making: 1. Script 2. Production – filming / actual shooting 3. Post-production – editing, music

	The project contract will end on September 30, 2019 The subcommittee members will initially write the script with their ideas as they understand the target population better. Daniel will send the template for scriptwriting to Rosario, and Rosario will e-mail it to the subcommittee. Script written by the subcommittee members will be submitted in two (2) weeks to Daniel. Daniel will finalize the project and present the finish product to the subcommittee for review.
Meeting Adjourned	12:10 P.M.
Next Meeting	June 19, 2019 - 10:00 A.M. to 12:00 noon at Five Acres