STATEMENT OF WORK

I. Program Description

The Eastern European Middle Eastern (EE/ME) Underserved Cultural Communities (UsCC) subcommittee was established under the Mental Health Services Act for the purpose of increasing mental health access and reducing disparities for the EE/ME Community that resides in the County of Los Angeles. This group works closely with community partners and consumers in order to increase the capacity of the public mental health system to develop culturally competent recovery oriented services, as well as to develop capacity building projects.

II. Purpose

A production company (the Consultant) will be contracted to produce and broadcast (air) a Mental Health Public Service Announcements Project targeting the Arabic speaking community of Los Angeles County. This project will include the production of two Public Service Announcements (PSA’s), one of which will be 60 seconds and the other 10 seconds. These PSAs will promote and create awareness regarding mental health issues within the Arabic speaking community. In addition, the Consultant will develop a social media campaign as a way to further educate this community about mental health.

III. Objective

The project ultimately seeks to increase accessibility to mental health services for the Arabic speaking community in Los Angeles County and to provide awareness and education to this underserved subgroup. The PSAs and the social media campaign will provide information about mental health issues and available resources. The purpose of the PSAs/social media campaign will be to assist community members who need mental health services, but are unable or unwilling to access it due to stigma, lack of education and awareness, and/or language barriers. The Consultant will be responsible for the television broadcasting and posting of the PSAs via various social media outlets.
IV. Deliverables:

A. PSA Video Production:

a. A production company (the Consultant) will produce Arabic language PSAs pertaining to mental health issues and services available through Los Angeles County Department of Mental Health. This project will include the production of two Public Service Announcements (PSA’s), one of which will be 60 seconds and the other 10 seconds. The PSAs will be used to promote and create awareness regarding mental health issues within the Arabic speaking community.

b. The production of the PSAs will include the following (3) phases:

1) Phase #1 - Pre-Production:
   - Selection of the PSA topics.
   - Script writing of the PSAs.
   - Creating the set for the taping (Green Room).
   - Selecting a mental health professional who speaks the Arabic speaking language.
   - The PSA topics and information included in the PSAs must be completed in collaboration between the Consultant and the Los Angeles Department of Mental Health.
   - All elements pertaining to the Pre-production phase must be approved by LACDMH.

2) Phase #2: Production of the PSAs:
   - Filming of the two Public Service Announcements.
   - The PSAs must be owned and archived by LACDMH. These PSAs must be used for future mental health education and outreach purposes.
   - All elements pertaining to the Production phase must be approved by LACDMH prior to completing this phase of the project. LACDMH holds the right to request multiple edits, if needed.

3) Phase #3: Post-Production editing of the PSAs:
   - All activities pertaining to the post-production and editing of the PSAs must be completed by the Consultant. LACDMH holds the right to request multiple edits, if needed.
Each PSA must be approved by LACDMH prior to airing on television.

**B. Broadcasting of the PSAs:**

- The Consultant is 100% responsible for the broadcasting (airing) of the two PSAs in the local Arabic TV stations in Los Angeles County.
- The PSA's will be aired in the Arabic language.
- These PSAs must air on the television stations during prime time hours only, (7pm to 10 pm, and weekends from 2pm to 10pm), for eleven (11) months.
- Specific times of the airing of the PSAs are the following:
  - The 60 sec PSAs will air seven (7) days a week, at 9:00 pm. From May 15, 2018, to June 14, 2018, the 60 sec PSAs will air at 8:00pm, 9:00pm, and 10:00pm.
  - The 10 sec PSAs will air seven (7) days a week, at 7:00pm, 8:00pm, and 10:00pm.
- Consultant is responsible for all services and airing fees associated with this deliverable.

**C. Social Media Campaign:**

a. The social media campaign will include posting of the two Mental Health Public Service Announcements (PSA’s), one of which will be 60 seconds and the other 10 seconds, approved by LACDMH.

b. The social media campaign will consist of variety of posts which includes statistics, pictures, texts, and graphics about mental health, provided and approved by LACDMH. All these approaches will help maximize viewership.

c. The PSAs will be posted on Facebook and Instagram.
D. Public Service Announcements (PSAs) will include the following:

a. Each Public Service Announcement will be broadcasted on Arabic television station. The PSAs will reach to the Arabic speaking individuals who may be in need of mental health services but due to high levels of stigma, do not access traditional mental health services.

b. The Consultant is responsible for the work involved in preparing for each PSA. The Consultant must ensure that the participants of the project have excellent public speaking abilities, are possible role models in their community and represent LACDMH in a positive light.

c. The LACDMH ACCESS Hotline Number, LACDMH logo, MHSA logo, and the statement, “Funded by MHSA,” must be exhibited on the screen per PSA.

d. All the PSAs must include community linkage information and a referral segment which includes LACDMH’s 24 hour ACCESS line (800) 854-7771.

e. LACDMH holds no liability in production of the PSAs; the Consultant holds all liability pertaining to this task.

E. Project Evaluation Report:

a. The Consultant must provide a summary report at the end of the project, to summarize successes and challenges of the media outreach campaign. Additionally, include any feedback and/or recommendations for LACDMH from viewers, who reside in Los Angeles County. The purpose of this report is to improve LACDMH’s outreach efforts for Arabic speaking communities and to increase access to services.

b. The Consultant will also provide data information and feedback received from all social media audience. The Consultant will track the number of viewers, comments received, and how many “likes” each posting received. He will specifically track all data received pertaining to Los Angeles County. This information will be submitted to LACDMH on a monthly basis, for a total of 11 months.

c. The Consultant must provide LACDMH the TV and Social Media ratings pertaining to each of PSAs and postings related to this project.

d. LACDMH holds no liability in providing project evaluation report; the Consultant holds all liability pertaining to this task.
e. The Consultant must provide a weekly report and/or a weekly log on the status of the project and the frequency of its exposure on television and social media.

f. Throughout the implementation of this project, the Consultant must inform LACDMH staff of any changes in the production, airing of the PSAs or any other changes to this project.

E. Qualifications of the Consultant:

The Consultant must possess the following experience and skills:

- The Consultant must have at least 5 years of experience working with television stations and different social media outlets.

- The Consultant must have at least 5 years' experience in developing commercials, infomercials, advertisements and programs, on various cultural topics and collaborating with businessmen, community leaders, and professionals from different fields.

- The Consultant must possess 5 years’ experience in editing, altering and producing television scripts and have produced projects that have had successful ratings and outcomes.

- The Consultant must have 2 years of documented experience in informational technology, specifically online networking, and blogging.

- The Consultant must possess 5 years’ experience in collaborating with professionals from different fields (doctors, psychologists, social workers, politicians, attorneys, community advocates) who are influential in the community. With these public figures the Consultant must have conducted various television programs, and scripts in order to help broadcast their agendas and stories and have their voices heard on television and different social media outlets.

- The Consultant must have 5 years’ experience conducting and facilitating Arabic speaking cultural programs and advertisements pertaining to different mental health issues, and many other current events on television and social media.
II. DMH’s Responsibilities

Responsibilities held by DMH must include, but not limited to:

A. Oversight of television and social media activities to ensure compliance with agreement terms and conditions.
B. Review/approve as appropriate all payments of invoices.
C. Review monthly reports by the television and social media, and feedback and/or recommendations made by the attendees of the presentations.
D. Review and approve all the written presentations, brochures, surveys, and other materials used.
E. LACDMH must provide the LACDMH ACCESS Hotline Number, a copy of the LACDMH logo, MHSA logo, and the statement, “Funded by MHSA.”