

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH (LACDMH)
QUALITY IMPROVEMENT DIVISION
MENTAL HEALTH SERVICES ACT (MHSA)**

The Latino Mental Health Stigma Reduction Community Theater Project

STATEMENT OF WORK

I. Program Description

The Latino Underserved Cultural Communities (UsCC) subcommittee was established under the Mental Health Services Act (MHSA), with the goals of reducing disparities and increasing mental health access for the Latino Community 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 specific to the Latino community as well as to develop capacity building projects.

II. Purpose

A consultant will be hired for the purpose of developing and implementing The Latino Mental Health Stigma Reduction Community Theater Project. This project will target the Latino community at large by promoting mental health services, increasing mental health awareness and education, and reducing stigma. Via this theatrical play, Latino community members will get an inside look into the world of those who suffer from a mental health condition. Further, the Latino community will be educated on how to access mental health services and understand some of the cultural biases associated with suffering from a mental health condition. To develop and implement this project, a Spanish-speaking theater Consultant (director/producer/program developer) with extensive experience working with the Latino community in Los Angeles County will be hired. The selected director/producer/program developer will be responsible for the following tasks that are associated with the proper completion of this project:

- Recruitment of Spanish speaking volunteers (individuals) to serve as cast members of a theatrical play;
- Write the script for a theatrical play that focuses on mental health awareness and education;
- Train the volunteers (cast) in writing, acting, and dancing. This will include the coordination of rehearsals for the theatrical play;
- Develop the set design, costumes, and stage management;
- Facilitate the coordination and presentations of a total of 16 community based theatrical performance countywide. Two theatrical performances

will take place at each of eight (8) service areas identified by the Los Angeles County Department of Mental Health, that also includes securing the venues;

- Sign and comply with the following Health Insurance Portability and Accountability Forms ("HIPAA"), if applicable:
 - A. Exhibit 1 - Protection of Electronic County PI, PHI and MI
 - B. Exhibit 2 - Protection of Electronic County PI, PHI and MI Data Encryption
 - C. Exhibit 3 - Information Security and Privacy Requirements
 - D. Exhibit 4 - LACDMH Proposer's Compliance with Encryption Requirements Exhibit
 - E. Agreement for Acceptable Use and Confidentiality of County Information Technology Resources
 - F. Exhibit 6 - Confidentiality Oath (Non-LACDMH Workforce Members)
 - G. Exhibit 7 - Business Associate Agreement Under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA")

II. Objective

The goal of the Latino Mental Health Stigma Reduction Community Theater Project is to outreach, educate, and increase knowledge pertaining to mental health services by utilizing a non-stigmatizing and empowering method which aims to accomplish the following objectives:

- Increase awareness and knowledge related to mental health illness and combat stigma and discrimination within the Latino community
- Provide resources and information regarding available mental health services in Los Angeles County, especially those services geared towards the Latino community
- Encourage help-seeking behaviors and provide linkage to mental health services, whenever possible, when encountering individuals in need in the community
- Build and strengthen the confidence of Latino community members so that they can be better equipped to face the challenges and barriers associated with having a loved one who suffers from a mental health condition.

IV. Deliverables

Disclaimer: All deliverables must be reviewed and approved by LACDMH prior to its utilization or release. The theatrical script, promotional materials, resources, and all other documents pertaining to the execution of this project must have the LACDMH and MHSAs logos. DMH has the right to request supportive

documentation to demonstrate the implementation of each of the deliverables, which may include, but not limited to: copies of receipts, contracts, sign-in sheets, gift card verification and attendance logs, etc.

A. Development of Project Outcome Measures

- The Consultant must develop a brief Pre and Post-test to be completed by the volunteers, who will serve as cast members (actors/actress) for the Latino Mental Health Stigma Reduction Community Theater Project. The purpose of the Pre and Post-test is to assess the impact of the project on the cast members' awareness and knowledge of mental illness.
 - a. The Pre and Post-tests must contain no more than 5 close-ended questions (i.e. Likert scales, multiple choice, etc.).
 - b. The Pre and Post-tests must measure, at a minimum, the following: the cast members' current emotional state, level of satisfaction related to their daily living activities, awareness of mental health resources available in the community, and awareness of mental health stigma, etc.
 - c. The Pre and Post-tests must be developed so that the questions are at a 6th grade reading comprehension level.
 - d. The Pre and Post-tests must be in Spanish and English. The Consultant is responsible for assuring the cultural and linguistic appropriateness of the Pre and Post-tests.
 - e. The Pre and Post-tests must include the LACDMH logo, MHSA logo, and the statement "Funded by MHSA".
 - f. The Pre and Post-tests must be submitted to LACDMH for approval before distribution. The Pre and Post-tests will be the property of LACDMH.

- The Consultant must develop a brief survey to be completed by attendees of the theatrical performances at each of the Service Areas. The survey is confidential and it will only be used to assess the impact of the event on the participants' awareness and knowledge of mental illness.
 - a. The survey must contain no more than 5 close-ended questions (i.e. Likert scales, multiple choice, etc.).
 - b. The survey must measure, at a minimum, the following: the impact on participants' knowledge about mental illness, knowledge of mental health signs and symptoms, awareness of mental health resources available in the community, awareness of mental health related stigma, etc.
 - c. The survey must be developed so that the questions are at a 6th grade reading comprehension level
 - d. The survey must be in Spanish and English. Director/producer/program developer is responsible for assuring the cultural and linguistic appropriateness of the survey.

- e. The survey must include the LACDMH logo, MHSA logo and the statement "Funded by MHSA".
- f. The survey must be submitted to LACDMH for approval before distribution. The survey will be the property of LACDMH.

B. Recruitment of Volunteers (Cast members):

- The Consultant will recruit 8-15 Spanish-speaking volunteers who will serve as cast members (actor/actress) of the theater production and performance.
- Consultant must develop a flyer and/or other promotional materials to recruit the volunteers to participate in the Latino Mental Health Community Theater project.
- The Consultant will be linked to various Spanish Speaking Stakeholder groups to assist with the recruitment process.
- A list with names of the recruited participants will be provided to the Los Angeles County Department of Mental Health (LACDMH) prior to their participation in this project.
- If applicable, the Consultant must ensure that volunteers sign an Authorization for Use/Disclosure of Protective Information (PHI) as well as Consent to Photograph/Audio Record if recording is necessary.
- The volunteers will not be compensated monetarily for their services, but they will receive a **\$25 gift card per session** for participating in the script writing seminars, acting classes/rehearsals, and the theatrical performance.
- The Consultant will be responsible for securing all HIPAA related consent forms for the purpose of sharing this information with LACDMH, if applicable. The Consultant shall be solely liable and responsible for any and all required consents and releases. The Consultant shall indemnify and hold harmless the County from and against any liabilities and costs arising from, connected with, or related to consents and releases as part of this project.

C. Script Writing Seminars:

- The Consultant will engage the volunteers in the script writing process for the theatrical play. Their feedback and life experiences related to mental health issues will be utilized to write the content of the script.
- The Consultant will teach the volunteers script writing techniques and encourage them to write stories related to mental health.
- The entire process will consist of 6-8 writing seminar sessions that will be completed within a reasonable timeframe that will be approved by LACDMH.
- The Consultant must identify and pay for the cost of securing a location for the script writing/ seminar sessions.

- The volunteers will not be compensated monetarily for participating in the script writing seminars, but they will be provided with a **\$25 gift card** for participating in **each** of the sessions. The Consultant is responsible for providing the \$25 stipends to the volunteers.
- The final script must be approved by LACDMH
- Once approved and finalized, LACDMH will become the sole proprietary of the script.

D. Acting Classes and Rehearsals:

- The Consultant will train the volunteers on acting skills and techniques, including singing and dancing.
- The Consultant must identify and pay for the cost for securing a location for the acting classes and rehearsals.
- The Consultant will be in charge of all rehearsals for the theatrical performance.
- The rehearsals will be for sixteen (16) weeks with a total of 20 to 32 sessions, depending on the need. Each session must be at least two (2) hours duration.
- The Consultant will make sure that all the cast members (actor/actresses) are well trained and are ready for the theatrical performance within the allocated time frame.
- **The Volunteers** will not be compensated monetarily for their participation in the acting classes/rehearsals, but they will be provided with a **\$25 gift card per session**. The Consultant is responsible for providing the \$25 gift card.

E. Set Design, Costume, and Stage Management:

- The Consultant will be responsible for the venues and set design that includes lighting, music and sound system, props, stage design and management, and all other necessary equipment needed for the theatrical production and play.
- The Consultant will also be responsible for the cost and selection of the costumes and sound/music appropriate for the play.
- The Consultant will cover the cost of all expenses including but not limited to rentals of the needed materials for the venue, stage design, sounds, costumes, and all other necessary equipment needed for the theatrical production.

F. Theatrical Performances in All Service Areas:

- The Consultant will coordinate and direct a minimum of 16 community theatrical performances throughout Los Angeles County and at least one performance will take place at each of the identified Service Areas (SA). There are eight (8) identified service areas with Los Angeles County Department of Mental Health: Antelope Valley (SA 1), San Fernando Valley (SA 2), San Gabriel Valley (SA 3), Central Los Angeles (SA 4), West Los Angeles (SA 5), South Los Angeles (SA 6), East Los Angeles, Huntington Park, Cerritos, etc. (SA 7), and Long Beach and South Bay (SA 8).
- The theatrical performance must be at least one hour in duration. The entire project must be completed within 12 months from the time awarded.
- The Consultant will secure the location/venues, schedule the date and time for the 16 community performances in the eight (8) service areas throughout Los Angeles County. Performances can be held in schools, churches, wellness centers, community centers, etc.
- **The volunteers (cast member)** will not be compensated monetarily for their involvement in the theatrical performance, but they will be provided with a **\$25 gift card for each performance that they participate in**. The Consultant is responsible for providing the \$25 gift cards.
- The Consultant is solely responsible for the financial cost of the venues, refreshment, etc.
- The Consultant must maintain a spending log and receipts of all the gift card purchases and expenses related to the project. The volunteers must sign an attestation that they received a gift card, which should be made available to DMH upon request.
- The Consultant assumes 100% liability for the volunteers (actors, actresses, cast members), production, implementation, performances, and all other activities pertaining to the execution of this project.

G. Promotion and Advertisement of the Theatrical Performances

- Extensive advertisement of the community theatrical performances must be coordinated within the targeted service area at least three weeks prior to the scheduled date. Advertisement of the theatrical plays must be in the form of flyers, posters, brochures, handouts, and or community outreach conducted in churches, community centers, and other public places. LACDMH can assist with the marketing and promotion of all stages of the project.
- All advertising materials (flyers, brochures, etc.) must be submitted to LACDMH for approval before distribution.
 - a. Materials will be the property of LACDMH.
 - b. Materials must include the LACDMH logo, MHSA logo, County of Los Angeles seal and the statement "Funded by MHSA".

- c. Materials must include the LACDMH ACCESS line information.
 - d. LACDMH holds the right to provide edits/recommendations and Consultant must adhere to and accommodate suggestions.
- The Consultant may use social media to advertise the theatrical performances.
 - a. All social media posts must include information on where and how to access mental health services.
 - b. The LACDMH ACCESS line must be included in every social media post.
 - c. The Consultant shall be solely liable and responsible for any and all social media posts. shall indemnify and hold harmless the County from and against any liabilities and costs arising from, connected with, or related to social media posts as part of this project.
- The Consultant may invite media outlets (e.g. TV, Radio, etc.) that target the Latino community to the theatrical performances.
- The Consultant is responsible for all the cost associated with all activities pertaining to this project. If the Consultant has difficulties identifying venues at the different service areas, LACDMH has the right to provide alternatives.
- There will be a mental health resource table at each of the theatrical performance with mental health promotional and educational materials, which will include LACDMH promotional and outreach materials.
- The Consultant will develop a sign-in sheet to capture attendance at each performance that will include the name, zip code, age, gender, linguistic capacity and ethnicity of the participants.
- Light refreshments for the audience may be served at each of the theatrical performance.

H. Project Summary Report

The Consultant will submit the project summary report which should include, but is not limited to, the following information:

- Project Description: A description of the project development and implementation process, as well as the project timeline.
- Theatrical performance flyer, agenda and sign-in sheets
- Summary of audience survey demographics, which includes names, zip codes, age, gender, linguistic capacity and ethnicity.

- **Project Outcomes:** A summary of outcomes collected for this project (as specified in the SOW) that demonstrates the project's impact on community capacity.
- A comprehensive analysis of the pre and post-tests completed by participants in this project must be included in this section. The data must be analyzed using matched-pair format.
- Testimony and anecdotes from participants who took part in the theatrical performance about the impact of this project on their lives.
- Testimony and anecdotes from attendees of the theatrical performances should be included in this section.
- Survey of the audience to measure the level of knowledge gained.
- **Lessons Learned:** A summary of the successes and challenges related to all aspects of project implementation must be provided. The Consultant must provide a summary of challenges encountered and what was done to overcome problems as well suggestions for increasing project efficiency and impact.
- **Recommendations:** The Consultant must provide recommendations for LACDMH on how to improve outreach and engagement to the Latino community in order to increase accessibility, penetration and retention of consumers in mental health services.

V. Consultant Minimum Bidder's Requirements

The Latino Mental Health Community Theater Project Consultant must possess the following experience and qualifications:

- Fluent in Spanish and English – reading, oral, and writing
- Have at least three (3) years extensive experience as a theater instructor, director, and/or producer
- Consultant must have some experience working with the Latino community in Los Angeles County and must have knowledge about some of the mental health issues impacting the Latino community.
- Ability to lead a team of approximately 16 to 20 volunteers
- Excellent public speaking skills
- At least three (3) years of experience coordinating and implementing theatrical performances with the Latino community in Los Angeles County
- Consultant must be located in the Southern California area and be available to be present for all project related activities, upon request.
- The Consultant must provide (2) Letters of Reference that include information on the Consultant's experience and skills as related to required activities in this project.
- The Consultant must submit a CV/Resume or Agency Profile.

VI. DMH's Responsibilities:

- Oversee the Latino Community Theater Training and Production project's activities to ensure full compliance with the agreed terms and conditions.
- Establish and review project reports.
- Review/approve project advertising materials (e.g. flyers, etc.)
- Review/approve recruited clients and /or family members selected to participate in the project.
- Review/approve scripts.
- Review/approve survey, Pre and Post-tests.
- LACDMH will provide copies of the LACDMH logo, MHS logo and the County of Los Angeles seal.
- LACDMH will provide ACCESS line information.
- Review/approve as appropriate all payments of invoices.
- LACDMH will provide consent and authorization forms for LACDMH consumers if applicable:
 - AUTHORIZATION FOR USE/DISCLOSURE OF PROTECTED HEALTH INFORMATION (PHI) FORM (MH 677)
 - CONSENT TO PHOTOGRAPH / AUDIO RECORD (MH 528)

VII. ADDITIONAL TERMS

- The Consultant will be paid according to the Statement of Work.
- In the event that the Consultant failed to adhere or complete any of the terms and conditions of the Statement of Work, Los Angeles County Department of Mental Health (LACDMH) has the right to partially or fully deny payment.
- LACDMH Underserved Cultural Communities Project Manager has the right to request supporting documentation (i.e. sign-in sheets, receipts, breakdown of administrative cost, etc.) as deemed necessary.

