

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

**Latino Youth Mental Health Comic Book Project**

**STATEMENT OF WORK**

**I. PROGRAM DESCRIPTION**

The Latino UsCC subcommittee was established under the Mental Health Services Act for the purpose of increasing mental health access and reducing disparities for the Latino community that resides in Los Angeles County. 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 policies and services specific to the Latino community and also develop capacity building projects.

**II. PURPOSE**

A Consultant will be hired for the purpose of implementing and developing the Latino Youth Mental Health Comic Book Contest in Los Angeles County. This project will target Latino Transitional Aged-Youth (TAY), ages 16-25 countywide. Youth from different Latino groups (Mexican, Central American, South American, etc.) in LA County will be targeted, especially those who live in areas with high concentrations of Latino community members. Through collaboration with community agencies, Latino Youth will be recruited and provided education about mental health issues and resources. The Latino Youth will also be introduced to the art of comic book writing. They will be provided with training and technical assistance in writing their own comic book. Each youth that participates in the project will write a comic book (minimum of 22 pages and maximum of 30) illustrating how mental health issues impact his/her life. Once completed, the comic books will be submitted as part of a Comic Book Writing Contest and will be showcased at an Awards Ceremony, which will be part of a larger community event. The winner of the comic book contest will receive an award. In addition, the winning comic book will be professionally printed and distributed in the community as an educational and mental health promotion tool.

### III. OBJECTIVE

The goal of this project is to provide Latino youth an opportunity to share how mental health issues impact their life, their family and their community, through comic book writing. Mental health issues can include a variety of topics including, but not limited to, substance abuse, domestic violence, health, teen pregnancy, bullying, suicide prevention, diversity, LGBTQ, academic pressure, etc. Latino youth will be asked to include how cultural factors have impacted their mental health issues (e.g. stigma, acculturation, intergenerational conflicts, etc.), if appropriate. Participating youth will have an opportunity to share how they cope with their mental health issues and/or the mental health issues of their loved ones, as well as the impact on their relationships. This project aims to outreach, educate, and increase awareness about mental health related struggles that Latino youth experience 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 in the Latino community through comic book writing.
- 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.
- Encourage and empower Latino mental health consumers to actively engage in their own wellness and recovery through the development of skills in the arts.
- Discover and develop the untapped skills and abilities of the youth, and take pride of their accomplishments.
- Build and strengthen the confidence of Latino youth to overcome and/or better accommodate their mental illness challenges, barriers and discriminatory behaviors of others.

### IV. DELIVERABLES

***Disclaimer:*** All deliverables must be reviewed and approved by LACDMH prior to its utilization or release. The comic book, promotional materials, resources, and all other documents pertaining to the execution of this project must have the LACDMH and MHSA 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, stipend verification and attendance logs, etc.*

In order to implement this project, the selected consultant will be responsible for the following tasks:

- Recruitment of Latino youths to participate in the comic book writing workshops and contest.
- Conduct comic book writing workshops that focus on mental health awareness and education;
- Train the participants to write a comic book script, design the characters, illustrate the characters, lettering, and book design.
- Secure the venue for the comic book writing workshops.
- Once the comic book writing is completed, the Consultant will be responsible for facilitating and coordinating the comic book contest.
- Develop the rules and regulations for the comic book contest and the selection of a judging panel consisting of at least three individuals or more.
- 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")

**A. Recruitment of Participants (Youths):**

- The Consultant will recruit 10-15 Latino youth who have interest in learning about comic book writing and are willing to participate in the Latino Youth Mental Health Comic Book Writing Contest.
- The Consultant must develop a flyer and/or other promotional materials to recruit the Latino youths to participate in the Latino Youth Mental Health Comic Book Writing Contest.
- The Consultant will be linked to various 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.

- The Consultant must ensure that the participants sign an Authorization for Use/Disclosure of Protective Information (PHI) as well as Consent to Photograph/Audio Record **if applicable**.
- 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. He/she 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.

#### **B. Comic Book Writing Workshops:**

- The Consultant will teach the youth the processes and techniques of writing a comic book including but not limited to developing a theme and characters, script writing, lettering designs, and preparing participants to join the comic book contest.
- The entire process will consist of at least 20 writing workshops, two-hour sessions (more workshops can be added if needed) that will be completed within a reasonable timeframe which will be approved by LACDMH.
- The Consultant must identify and pay for the cost of securing a location for the workshops and all other fees.
- The participants (youth) will not be compensated for their services, but they will receive a **\$25 gift certificate/ card as an incentive** for participating in **each** of the comic book writing workshops.
- Consultant must maintain a spending log and receipts for all gift card purchases. Youth recipients must sign an attestation that they received a gift card, which must be made available to DMH upon request.
- A consultant must submit a quarterly summary report and include an update on the progress of the comic book writing (e.g. successes, challenges, etc.).
  - i. Orientation agenda and sign-in sheets
  - ii. Introductory Training(s) agenda and sign-in sheets
  - iii. List of participating youth
- The Consultant must ensure that each participating youth completes a short comic book that qualifies them to enter the Comic Book Writing Contest.
- The Consultant must provide and review required releases and consents to youth including the following, at a minimum:
  - i. Parental consent needs to be secured if youth are under the age of 18.

- ii. If a youth identifies as a LACDMH consumer, the proper DMH releases and authorizations must be signed and kept on file in compliance with LACDMH and HIPAA regulations.
  - AUTHORIZATION FOR USE/DISCLOSURE OF PROTECTED HEALTH INFORMATION (PHI) FORM (MH 677) This form is to be completed for any consumer that will be releasing/disclosing their PHI
- Consultant must assure that all correct consents and approvals are in place prior to the start of writing workshops. He shall be solely liable and responsible for any and all required consents and releases. Consultant shall indemnify and hold harmless the County from and against any liabilities and costs arising from, connected with, and related to consents and releases as part of this project.
- Consultant must be responsible for providing the venue for the writing workshops. Consultant will cover the cost of all expenses including but not limited to rentals of the venue.
- Consultant must provide the materials for youth to write a comic book.
- Consultant must assure that all workshops for comic book writing are done safely and does not put any individuals at risk. LACMDH takes no responsibility and assumes no liability for any acts or damages that result from the writing a comic book.
- LACDMH has the sole proprietary right to all the comic books written by anyone in this project.
- Consultant must assure that all scripts will need to be submitted to LACDMH for approval before lettering of the characters.
  - i. All comic books must be developed so that they are at a 6th grade reading comprehension level.
  - ii. Scripts must include the LACDMH ACCESS line information.
  - iii. LACDMH holds the right to provide edits/recommendations and Consultant must adhere to and accommodate suggestions.
- Consultant must assure that the comic book is appropriate for reading by the general public.
  - i. Mental health issues must be presented with respect and sensitivity to those participating in the comic book writing and also those reading the comic book. Consultant must assure that comic books do not include stigmatizing terms (i.e. "crazy", "insane", etc.) or reinforce stereotypes of individuals with mental health issues.
  - ii. Comic books must be sensitive of cultural identities including race, ethnicity, religious, sexual orientation, gender identity, etc.

- Individuals must be realistically and respectfully depicted. It must be written at a 6<sup>th</sup> grade comprehension level.
- iii. Comic books cannot contain false or derogatory information, including negative terms or stereotypes.
  - iv. Comic books cannot include violence, profanity, and sex/drug activity, death scenes, or any other inappropriate imagery.
  - v. Comic books must not glorify illegal, dangerous or potentially harmful behaviors.

## **C. Comic Book Contest**

### **1. Logistics**

- **The youth will not receive compensation for participating in the comic book contest, but they will be provided with a \$50.00 gift card as an incentive.**
  - Consultant must maintain a spending log and receipts for all gift card purchases. Youth recipients must sign an attestation that they received a gift card, which must be made available to DMH upon request.
  - A consultant must submit a quarterly summary report and include an update on the progress of the comic book writing (e.g. successes, challenges, etc.).
- i. Orientation agenda and sign-in sheets
  - ii. Introductory Training(s) agenda and sign-in sheets
  - iii. List of participating youth

### **2. Selection of Judging Panel**

- a. The Consultant must select a judging panel consisting of at least three individuals, including a “tie-breaker” judge who will only score comic books that have tied scores. The Judging Panel must include individuals with expertise and knowledge of Latino youth, mental health issues of Latino youth and the Latino community, as well as comic book writing. Judges must include, but are not limited to, Latino community leaders, Latino youth, mental health experts, and/or comic writing book experts (comic writers).
- Before selecting the judges to participate in the panel, Consultant must secure LACDMH approval. Consultant must provide LACDMH the following: (1) the names of the proposed

judges, (2) the reasons why a specific judge was selected, (3) confirmation that there are no legal or ethical concerns in relation to the selection of each judge, and (4) confirmation that there is no conflict of interest for each judge in rating the comic book.

- Consultant must provide a final list of approved judges to LACDMH before comic books are scored.
- b. Consultant must assure that all comic books are read and scored by all the judges using the approved scoring sheet.
- Consultant must inform LACDMH of the score of each comic book and the winners.
  - Consultant must provide all winning comic books to LACDMH.
  - Within two weeks, Consultant must inform all participants of their score and if they will be receiving prizes at the Awards Ceremony.
  - In the event of a tie, an additional “tie-breaker” judge will determine the winner among all such tied entries using the judging criteria.

### **3. Awards Ceremony**

- a. The Consultant must coordinate an Awards Ceremony for the Latino Youth Mental Health Comic Book Contest.
- b. The event must be a minimum of 2 hours in length with a target of at least 50 attendees.
- c. The event must be free and Consultant must provide light food and refreshments for attendees at no cost. Consultant must maintain a spending log and receipts for all food and refreshment purchases, which must be made available to DMH upon request.
- d. The Awards Ceremony must be part of a larger community event that focuses on building awareness of Latino youth mental health issues.

- e. The community event must provide an opportunity for interested youth to showcase their talents separate from the Comic Book Contest (artwork display, etc.) during the event.
- f. Consultant must arrange for culturally and age appropriate entertainment at the community event such as music, dance, etc. If possible, performers should include Latino youth.
- g. The event must be welcoming to Latino youth and community and must be held in a non-stigmatized (non-clinical) community setting such as, but are not limited to, school campuses, community centers, parks, etc.
  - Locations must be accessible for youth and community members, including those using public transportation.
  - Consultant must provide transportation or travel stipends/allowance to all participants to the Awards Ceremony.
- h. Consultant must advertise (i.e. flyers, etc.) event to maximize awareness of and attendance at the event.
  - Advertising materials must be widely distributed to locations where Latino youth, family and community members are present including, but not limited to, school campuses (high schools, community colleges, universities, etc.), libraries, community centers, places of worship, etc.
  - Consultant may use social media to advertise the Awards Ceremony.
    - i. All social media posts must include information on where and how to access mental health services.
    - ii. The LACDMH ACCESS line must be included in every social media post.



- iii. Consultant shall be solely liable and responsible for any and all social media posts. Consultant 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.
- Consultant may invite media outlets (e.g. TV, Radio, etc.) that target the Latino community to the Awards Ceremony.
- i. All advertising materials (flyers, brochures, etc.) must be submitted to LACDMH for approval before distribution.
  - Materials will be the property of LACDMH.
  - All materials must be developed so that they are at a 6th grade reading comprehension level.
  - Materials must include the LACDMH logo, MHSA logo, County of Los Angeles seal and the statement "Funded by MHSA".
  - Materials must include the LACDMH ACCESS line information.
  - LACDMH holds the right to provide edits/recommendations and Consultant must adhere to and accommodate suggestions.
- j. Awards ceremony must include:
  - Information on the goals and vision of the Comic Book Writing Contest
  - Recognition of all youth participants and community partners
  - Consultant must provide all participants, except the top three winners, a \$50 gift card and a certificate.
  - Announcement of winners and airing of each winning comic book
  - Consultant must provide all winners a certificate and a cash prize, as listed below. Only one prize will be given to a winning team.
    - i. The first place prize will be \$ 500
    - ii. The second place prize will be \$ 250

iii. The third place prize will be \$ 125

- Consultant must document the cash prizes that are awarded. Youth recipients must sign an attestation that they received the cash prize, which must be made available to DMH upon request.

#### **D. Mental Health Community Resources and Information**

At the Award Ceremony, mental health community resources and information will be made available, and will include the following:

a. Mental Health information

- i. Signs and symptoms of mental illness
- ii. Debunking myths related to mental illness
- iii. Where and how to access mental health services
- iv. Information on mental health resources available for Latino youth and families.
- v. Information on free mental health related trainings that are available to community members including, but not limited to, LACDMH Mental Health First Aid trainings.
- vi. Consultant may invite community partners to host information booths at the event.
- vii. Consultant must distribute the approved Resource List to all participants.
- viii. For individuals or families who express interest in accessing mental health services at the event, the Consultant must connect them to a contact person and/or agency for appropriate mental health resources.

#### **E. Mental Health Awareness Clients and Attendees Survey**

Consultant must distribute the approved survey at the end of the award ceremony to all participants to assess the impact of the event on their awareness and knowledge of mental illness. The consultant will also collect the completed survey and submit them to LACDMH.

## **F. Project Summary Report**

1. Consultant must submit a quarterly summary report and include an overview of the Awards Ceremony and community event (e.g. successes, challenges, etc.) as well as the following items:
  - i. Awards Ceremony and community event flyer, agenda and sign-in sheets
  - ii. Summary of audience demographics including age, gender, linguistic capacity and ethnicity
2. The Consultant must submit the Project Summary Report at the conclusion of the project.
3. The Project Summary Report must include, but is not limited to, the following information:
  - a. Project Description: A description of the project development and implementation, as well as the project timeline.
  - b. Project Outcomes: A summary of outcomes collected for this project (as specified in the SOW) that demonstrates the project's impact on community capacity.
    - i. A comprehensive analysis of the survey and narrative from the Awards Ceremony/community event must be included in this section.
    - ii. Testimony and anecdotes from participants who took part in the Comic Book Contest about the impact of this project on their lives.
    - iii. Testimony and anecdotes from attendees of the Recruitment Events and/or Awards Ceremony/community event should be included in this section.
  - c. Lessons Learned: A summary of the successes and challenges related to all aspects of project implementation must be provided. Consultant must provide a summary of challenges encountered and what was done to overcome problems as well suggestions for increasing project efficiency and impact.
  - d. Recommendations: Consultant must provide recommendations for LACDMH on how to improve outreach and engagement to Latino youth in order to increase accessibility, penetration and retention of consumers in mental health services.

4. Payment is contingent upon completion of all Part II activities and submission of all required paperwork.

## **V. LACDMH RESPONSIBILITIES**

1. Provide oversight of Consultant's activities to ensure compliance with agreement terms and conditions.
2. Establish and review project reports.
3. Review/approve project advertising materials (e.g. flyers, etc.)
4. Review/approve youth and judges selected to participate in the project.
5. Review/approve scripts of the comic book.
6. Review/approve survey, Pre and Post-tests.
7. Review/approve, as appropriate, all payments of invoices.
8. LACDMH will provide the National CLAS definition of culture.
9. LACDMH will provide consent and authorization forms for LACDMH participants **(if applicable)**
  - o AUTHORIZATION FOR USE/DISCLOSURE OF PROTECTED HEALTH INFORMATION (PHI) FORM (MH 677)
  - o CONSENT TO PHOTOGRAPH / AUDIO RECORD (MH 528)
10. LACDMH will provide ACCESS line information.
11. LACDMH will provide copies of the LACDMH logo, MHSA logo and the County of Los Angeles seal.

## **VI. Consultant Minimum Bidder's Requirements**

Consultant must meet the following requirements:

1. Consultant must have at least (3) years of experience working with Latino youth.

2. Consultant must have at least (3) years of experience with comic book writing.
3. Consultant must have experience coordinating and implementing at least one large scale community event.
4. Consultant must be located in Los Angeles County and be available to be present in person for project related activities, upon request.
5. Consultant must provide (2) Letters of Reference that include information on Consultant's experience and skills as related to required activities in this project.
6. Consultant must submit a CV/Resume if bidding as an individual. If Consultant is an organization, a summary of programs and services offered by the organization must be submitted.

