

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH  
PROGRAM SUPPORT BUREAU – QUALITY IMPROVEMENT DIVISION  
MENTAL HEALTH SERVICES ACT (MHSA)**

**LGBTQ Iranian Outreach and Engagement Project  
STATEMENT OF WORK**

**I. PROGRAM DESCRIPTION**

The Lesbian, Gay, Bisexual, Transgender, Queer and Questioning, Intersex, Two-Spirit (LGBTQI2-S) 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 LGBTQI2-S 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 relevant recovery oriented services, specific to the LGBTQI2-S community, and also to develop capacity building projects.

**II. PURPOSE**

A Consultant will be hired to develop and implement the LGBTQ Iranian Outreach and Engagement Project, which will include two Phases: Phase 1 will include health and wellness workshops, which provide outreach to Iranian LGBTQ community members and their families, as well as Iranian Student Clubs at local high schools and colleges; and Phase 2 will include a media campaign targeting Iranian LGBTQ and non LGBTQ community members through local Iranian talk shows, magazines, newspapers, and radio programs.

**III. OBJECTIVE**

The objective of the LGBTQ Iranian Outreach and Engagement Project is to engage, empower, enlist, and enlighten the LGBTQ and non LGBTQ Iranian community, as well as to promote mental health services, reduce stigma, and increase the capacity of the public mental health system in Los Angeles County. This will enable this often underserved and marginalized population to access mental health services for themselves and empower other community members to access mental health services as well.

**IV. DELIVERABLES**

A. Development of the Resource Guide

1. The Consultant must develop a one page Resource Guide with local LGBTQ resources relevant to the Iranian community. This Resource Guide must include LACDMH Directly Operated and Contracted

Agencies, as well as agencies trained to provide services specific to the LGBTQ Iranian community.

2. The Resource Guide must include a copy of the LACDMH logo and the MHSA logo.
3. The Resource Guide must be submitted to LACDMH for approval prior to implementation.
4. The Resource Guide belongs to LACDMH.

#### B. Phase I: Health and Wellness Workshops

1. The Consultant must develop a flyer and/or other promotional materials to recruit Iranian LGBTQ and non LGBTQ community members and their families throughout Los Angeles County to attend the workshops.
2. The Consultant will conduct a minimum of eight workshops, with a target of 20-30 community members at each, for at least two hours.
3. Two of the workshops should be targeted to Iranian Student Clubs at local high schools and colleges.
4. The workshops must be specific to the Iranian community and should include topics related to: LGBTQ 101, basic mental health education, coming out, isolation, developing/nurturing supportive environments, and how to access culturally and linguistically appropriate mental health services in Los Angeles County.
5. The Consultant must identify and secure the locations where the workshops will be held.
6. The workshop locations must be accessible for the community members.
7. The workshops must be held at non-stigmatized (non-clinical) community settings such as faith-based locations, community centers, libraries, schools, etc.
8. The locations must be pre-approved by LACDMH.
9. The Consultant must arrange for interpretation and/or translation services if needed.
10. Any materials provided during the workshops must include a copy of the LACDMH logo and the MHSA logo.
11. Any materials must be submitted to LACDMH for approval prior to implementation.
12. All materials belong to LACDMH.
13. The Consultant must utilize a sign-in sheet to track the attendance of community members at the workshops. The sign-in sheet must include the following information: Title of the workshop, date, name of facility, and names of community members.
14. LACDMH has the right to request supportive documents (receipts, logs, etc.) to verify that this deliverable was completed.

#### C. Pre/Post Survey

1. The Consultant must develop and administer a pre/post (before/after) survey questionnaire to the Iranian LGBTQ and non LGBTQ community members to gather information on the level of knowledge gained during the workshops.
2. The pre/post surveys must be in English and also translated into the Farsi language.
3. The pre/post surveys must measure, but not limited to, 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, etc.
4. The pre/post surveys must utilize a Likert Scale.
5. The pre/post surveys must include a copy of the LACDMH logo and the MHSA logo.
6. The pre/post surveys must be submitted to LACDMH for approval prior to implementation.
7. The pre/post surveys belong to LACDMH.

#### D. Phase 2: Media Campaign

1. Magazine/Newspaper Articles
  - a. Consultant must write and publish three magazine and/or newspaper articles in local magazines and/or newspapers that target Iranian LGBTQ and non LGBTQ community members.
  - b. The articles should be written at a sixth grade reading comprehension level in the Farsi language.
  - c. Consultant must assure that the articles are written and translated in a culturally and linguistically competent manner.
  - d. The articles must include information on mental health issues faced by LGBTQ Iranian individuals, where to access services, and ways to reduce mental illness related stigma.
  - e. All articles must be submitted in English to LACDMH for approval before being published. LACDMH holds the right to provide edits/recommendations and Consultant must adhere to and accommodate suggestions.
  - f. Each article must be published in local magazines/newspapers or print media that target the Iranian LGBTQ and non LGBTQ community.
  - g. Consultant is responsible for all aspects of publishing the articles, including writing, proofreading, contacting local magazine/newspaper outlets, establishing a contract with magazine/newspaper outlets, arranging for the publishing of the articles, negotiating cost of print space, etc.
  - h. Consultant must confirm that translations are appropriate through field testing. In field testing, the translated document is reviewed by consumers/family members/community members

or LACDMH bilingual certified employees who are proficient in the target language, and that feedback is incorporated to ensure quality of translation. This process ensures that the translated document has cultural and linguistic appropriateness. A Reviewer Verification form must be completed by the person reviewing the materials. Consultant must incorporate feedback from the reviewer until the document is approved.

2. Radio PSA
  - a. Consultant must develop and air one 30-second radio PSA in the Farsi language.
  - b. The radio PSA should air a minimum of 200 times on a local Iranian radio station.
  - c. The PSA should inform community members of mental health services available to Iranian LGBTQ and non LGBTQ community members.
  - d. The radio PSA must be aired during Prime Time hours on the radio: Monday-Friday 5:00 a.m.-11:00 p.m. and on Saturday and Sunday between the hours of 7:00 a.m.-12:00 a.m., Pacific Coast Time.
3. Radio Talk Show Interview
  - a. Consultant must participate in a minimum of one radio talk show interview with a local Iranian radio station.
  - b. The radio talk show interview should be conducted in the Farsi language.
  - c. The radio talk show interview should air a minimum of four times on the Iranian radio station.
  - d. The radio talk show interview should inform community members of mental health services available to Iranian LGBTQ and non LGBTQ community members.
  - e. The radio talk show interview must be aired during Prime Time hours on the radio: Monday-Friday 5:00 a.m.-11:00 p.m. and on Saturday and Sunday between the hours of 7:00 a.m.-12:00 a.m., Pacific Coast Time.
  - f. LACDMH has the right to request supportive documents (receipts, logs, etc.) to verify that this deliverable was completed.
4. The Consultant must maximize the budget for the media campaign (i.e. production costs, air time, etc.).
5. All media must include the LACDMH Mental Health Helpline phone number.
6. All media components must be submitted to LACDMH for approval prior to implementation.
7. Any materials must include a copy of the LACDMH logo and the MHSA logo.

## E. Final Summary Report

1. Final Summary Report should include the following:
  - a. Strengths and barriers of the LGBTQ Iranian Outreach and Engagement Project.
  - b. A summary of the pre/post survey given to the Iranian LGBTQ and non LGBTQ community members, which must include data outcomes utilizing a matched pair analysis.
    - i. The matched pair analysis must include a breakdown of outcomes by question on the surveys.
  - c. Feedback, including personal statements, from the Iranian LGBTQ and non LGBTQ community members.
  - d. Data outcomes from the Nielsen rating reports for radio PSA.

## F. The Consultant must possess the following minimum bidder requirements:

1. The consultant must be a licensed mental health professional in good standing with the State of California, with the Iranian community, and with the LGBTQ community.
2. The Consultant must have at least 5 years of experience in providing mental health services to the Iranian and the LGBTQ population.
3. The consultant must have at least 5 years of experience in facilitating workshops related to the Iranian and the LGBTQ population.
4. The consultant must have experience in conducting culturally appropriate mental health projects for at least 3 years.
5. The consultant must provide 2 samples of successful projects that are similar to this project.
6. The consultant must provide 3 signed letters of reference from an agency/organization where he/she hosted workshops.

## V. DMH'S RESPONSIBILITIES

Responsibilities of DMH must include, but are not limited to:

- A. Provide oversight of the Consultant's activities to ensure compliance with agreement terms and conditions.
- B. Provide copies of the LACDMH logo and MHSA logo to the Consultant.
- C. Review/approve as appropriate all payments of invoices and monthly reports.
- D. Provide Consultant with provider lists for LACDMH Directly Operated and Contracted Agencies to be included in the one page resource guide specific to the different Service Areas in Los Angeles County.
- E. Provide Consultant with a list of agencies trained to provide mental health services specific to the LGBTQ community.