

**COUNTY OF LOS ANGELES – DEPARTMENT OF MENTAL HEALTH
LATINO UsCC SUBCOMMITTEE**

MINUTES – Thursday, April 21 2016

Location: 695 S. Vermont Ave, 5th floor small conference room
Los Angeles, California

ATTENDEES: Gloria Sistos, Irma Castaneda, Ivan Dalton, Katty Callender, Leticia Ximenez, Mirtala Parada Ward, Paco Retana, Roxana Linares, Sandra Chang Ptasinski

WELCOME & INTRODUCTIONS

DISCUSSIONS

ACTION STEPS

A. Summary of Report/Nielsen Rating for 2014-2015 Capacity Building Project

1) Latino Native Media Campaign

- a. ShowReel was the production company who developed the commercials that will air on Univision, KMEX Ch.34 television and KLVE 107.5 radio station.
- b. Two consumers with lived experience participated in the commercial and the rest of the people were actors
- c. Mirtala will forward the link of the commercial to those members who have not seen it
- d. This project will be presented at the EQRO disparities session on April 25th, 2016 and the Latino UsCC co-chairs will be there
- e. The Nielsen Ratings system was used to determine the amount of people who viewed this commercial. The KMEX report shows that the original estimated number of Spanish-speaking adults over the age of 18 in Los Angeles to be reached was 14.4%, and the final number reached was 17.9%. For the KLVE-FM report, it shows 36.4% of Spanish-speaking adults over the age of 18 in Los Angeles were reached.
- f. Mirtala is waiting to receive the ACCESS hotline report from Julie Valdez to determine if there was an increase in Spanish speaking requests for services
- g. This commercial aired from December 7th, 2015 and concluded on January 3rd, 2016. The final report was reviewed with the subcommittee.

B. Result of Voting for 2015-2016 Capacity Building Project

- 1) All of the proposals were presented at the December's 2015 meeting and the subcommittee voted to continue with the Latino Media Campaign Ads

C. Update on UsCC Latino Media Campaign – May 2016 (Mental Health Month)

1) Expenses

- a. The subcommittee decided to use all of the funds towards the “May Mental Health Media Campaign” in Spanish
- b. The commercials will air during primetime hours:
 - 1. During the 6pm and 11pm News
 - 2. KLVE-FM radio station at 3pm and 6pm
- c. Univision included a Digital Campaign for free that includes:
 - 1. A banner display during the weather report that shows that the television segment is being

sponsored by LACDMH along with the 1-800-ACCESS number

- d. Univision included a Social Media Campaign for free that includes:
 1. A website takeover that will display the LACDMH logo on the Univision's website for one day. The Logo will remain somewhere on the website for a month thereafter.
- e. The commercial will air on television and on the radio at least three times for free in the month of June between the hours of 12am-5am
- f. On April 20th, 2016, Mirtala and Dr. Salazar from Tarzana Clinic taped a 27-minute Mental Health PSA segment at the KLVE studio that will air on Sundays at 6am during the month of May. They both talk about Mental Health myths and facts amongst the Latino community.

2) Status of Campaign

- a. The commercials will begin to air on May 1st, 2016
- b. Univision will send Mirtala and Rosario the commercial airing dates and times on a daily basis, and Rosario will forward them to the subcommittee accordingly.
- c. DMH is now the owner of these commercials and they are on the County and LACDMH website and Facebook page.
- d. Ivan recommended using the Guadalupe Catholic Radio station for future airing of commercials
- e. Mirtala will present the media campaign ads at the SLT meetings
- f. Leticia suggested that these commercials be sent to the Latino Coalition and all of the other consumer groups
- g. Mirtala will present this media campaign along with all of the other UsCC projects at the SAACs and CCC to recruit new members
- h. Ivan volunteered to play the commercials at the "May is Mental Health Month Celebration" on May 31st, 2016 at the California Endowment Center
- i. Dr. Castaneda recommended distributing commercial reminders to District Chiefs, Spanish Community groups, and Deputies

D. Updated UsCC Capacity Building Project Guidelines

- 1) The 2015-2016 Spanish Language Media Campaign will be completed as of May 30th, 2016
- 2) Come July 2016, meetings will be held every two months to discuss and implement new UsCC projects
- 3) Capacity building projects previously presented may be up for discussion again
- 4) County's priorities were recommended to be of focus when proposing capacity building projects
- 5) Projects need to be related to Mental Health outreach, promotion, education, awareness and with a budget of under \$100,000. The purposes of these capacity building projects must be to increase the penetration rates and retention rates of underserved groups
- 6) Mirtala clarified that the UsCC subcommittee meeting is an extension of the SLT and the purpose of this meeting is to come up with capacity building projects

E. Recruitment of new UsCC Latino subcommittee members

- 1) The subcommittee provided the following recommendations:
 - a. Have webinar meetings
 - b. Present at the SAAC meetings
 - c. Request a member of each age group

- The Latino Coalition roster needs to be sent to Mirtala so that she can forward the media campaign to everyone
- Mirtala will forward the link to Ivan
- Mirtala will send the media campaign links to the UsCC and Dr. Castaneda
- Mirtala will forward a copy of the guidelines with the new UsCC name (the context is still the same)

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| 2) There are funds to pay for interpreters if needed
3) Membership parameters will be created across the UsCC and CCC. Hopefully this will provide the subcommittee with member recruitment ideas.
4) At least one member of the SAACs should be attending this meeting
5) The subcommittee members were encouraged to invite more community members to this meeting | |
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Announcements	
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| <ul style="list-style-type: none">• Media Campaign information Emails will begin on May 1st, 2016 | |
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Next Meeting TBA	
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