

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH  
OFFICE OF THE DEPUTY DIRECTOR OF STRATEGIC PLANNING  
UNDERSERVED CULTURAL COMMUNITIES (UsCC)**

**Indian Mental Health TV Campaign (FY 17-18)  
Project Summary Report**

**PROJECT DESCRIPTION**

The purpose of this campaign was to inform and educate the Indian and larger South Asian community about mental health and the resources available to them by the Los Angeles County Department of Mental Health (LACDMH), in an effort to raise awareness on the subject and to help counter the mental health challenges faced by this community. The media campaign also aimed at breaking the stigma surrounding mental health in the South Asian community, with a special focus on the South Asian youth and the elderly. The project was implemented by Pearl Entertainment Inc. and the content was aired on “Showbiz India,” a popular weekly South Asian variety show that airs in Los Angeles on KSCI (Channel 18) on Saturdays from 10-11 am. The campaign started in May 2018 during “Mental Health Awareness” month and continued until May 2019. The project provided culturally sensitive and linguistically appropriate mental health training, education, and resources to the Indian and larger South Asian community in Los Angeles County.

This project included the following activities:

1. The production and airing of (5) 30-second Public Service Announcements (PSAs) which aired on Showbiz India from May 2018 – October 2018. *The airing summary is provided in Attachment 1.*
  - PSA 1 (with Reshma Dordi) was focused on Depression and was filmed in English and Hindi.
  - PSA 2 focused on the impact of mental health issues in relationships with family and friends. This PSA was filmed in Hindi and English.
  - PSA 3 focused on the impact of mental health issues on youth. This PSA was filmed in English.
2. The production and airing of (32) 3-10 minute mental health informational segments. Showbiz India correspondents conducted interview segments with interviewees that included South Asian mental health clinicians from LACDMH and community based organizations, as well as South Asian community members. Some of the mental health topics that were covered in the segments are listed below. *The airing summary is provided in Attachment 1.*

- LACDMH’s WeRise “Building a Movement for Wellbeing” Mental Health rally on May 6, 2019.
  - The importance of discussing mental health issues
  - Common signs and symptoms of mental health issues
  - Mental health issues common in the South Asian community
  - Mental health related stigma in the South Asian community
  - How to support someone with mental health issues
  - Psychiatry and its role in mental health treatment
  - Understanding Psychiatric medications
  - Child development and mental health
  - Common mental health issues in childhood
  - ADHD
  - Substance abuse and mental health in children/youth
  - Bullying and mental health
  - Depression in Adults
  - Anxiety in Adults
  - Infant mental health issues
  - Perinatal Mood and Anxiety Disorders
  - The importance of stress management
  - Cultural approaches for stress management
  - Understanding PTSD in Adults
  - Treatment of PTSD in Adults
  - Community based resources for mental health treatment (South Asian Network)
  - Immigration and the impact on mental health
  - Mental health issues in older South Asians (ages 60+)
  - Mental health issues in young South Asian women
  - Community based resources for mental health treatment and domestic violence services (SAHARA)
  - Healthy relationships
  - Understanding domestic violence and the impact on mental health in Adults
  - Understanding domestic violence and the impact on children’s mental health
  - Substance abuse and mental illness in Adults
  - Substance abuse and trauma
  - Personal Story (Reshma Dordi) about her mental health journey with Depression
  - Mental Health First Aid training
3. The project also included a digital marketing component. The segments and PSAs were streamed on the Showbiz India social media platforms for the duration of the project including Instagram, Facebook, YouTube, etc., which have an approximate followership of 60,000 individuals.

4. A LACDMH website banner was also produced by Pearl Entertainment Inc. and it included information on the LACDMH 24/7 helpline. This banner was posted on Showbiz India's website [www.showbizindiatv.com](http://www.showbizindiatv.com) for 48 weeks during the campaign.
5. Pearl Entertainment sponsored a community event called "Ms. Reshma Beauty USA 2019", on Friday, May 3, 2018. This event highlighted the importance of women's empowerment and mental health. Approximately 500 people attended the event, mostly ages 16-65, and LACDMH resources and mental health information were distributed to attendees via an outreach booth. As well, all 18 contestants were provided Mental Health First Aid (MHFA) Training by LACDMH to help increase their awareness about mental health.

## **PROJECT RESULTS**

The TV Campaign was a big success and the PSAs, mental health informational segments, website banners, social media, and outreach activity had a significant impact on the Indian and larger South Asian community. This content was broadcast through Showbiz India TV (SBI) reaching over 6.5 million households including audiences of all ages, primarily ages 12-65. The media was also shared on SBI's social media platforms thereby appealing to South Asian millennials as well. Through this joint effort with LACDMH, the media campaign was able to begin a dialogue on mental health in the Indian and larger South Asian community, which often considers mental illness to be a taboo subject.

The CEO of Pearl Entertainment, Reshma Dordi, who is also the host of Showbiz India TV, received several calls, messages, and emails from South Asian community members during and after the campaign. Members of the South Asian community confided in her about the mental health struggles faced by them and their family members and calls of distress were always redirected to LACDMH's 24/7 Helpline in order for them to access needed resources and mental health services.

This campaign also encouraged South Asian youth to come forward and share their stories, in turn, creating further interconnectedness within the community as a way of ending isolation. As well, the Mental Health First Aid (MHFA) training that was provided by LACDMH to the contestants played a great role in positively impacting their lives. Following that training, Pearl Entertainment received a very touching phone call from a parent of one of the contestants, asking to be guided to LACDMH services. Some of the contestants were so moved and motivated by the MHFA training that they took it upon themselves to organize focus groups within the community to help empower each other with the knowledge that they received from the training.

In addition, SBI conducted 'Man-on-the-Street' interviews with South Asian community members on the topic of mental health in Artesia and at a Bollywood Superstar's concert in Los Angeles. These interviews were a big success, especially among the South Asian youth, who opened up

and shared their mental health challenges and concerns openly and freely. They also discussed the need to reduce stigma surrounding this subject in the South Asian community. A focus group was also conducted with young South Asian students and professionals on suicide and suicide prevention. This was a very successful community engagement activity as it provided the youth a space to open up and talk about the factors contributing to Depression and suicide and also receive guidance from two psychologists. The segment was filmed and shared online on Showbiz India's social media platforms.

## **PROJECT COSTS**

### **PSAs**

- Production and airing cost (3 PSAs): \$30,000
- Production and Airing cost (2 PSAs): \$0 [Valued at \$20,000, provided in kind]

### **Mental Health Informational Segments**

- Production and Airing cost (32 Mental Health Segments): \$70,000
- Production and Airing cost (1 WeRise Mental Health Segment): \$0 [Valued at \$3,000, provided in kind]

Social Media Digital Marketing Campaign (5 PSAs): \$0 [Valued at \$9600, provided in kind]

LACDMH banner on website: \$0 [in kind]

Outreach event: \$0 [in kind]

**TOTAL BUDGET: \$100,000**

## **LESSONS LEARNED**

Thanks to the efficiency of the LACDMH staff and their ability to communicate, all went smoothly and according to plan. Pearl Entertainment would appreciate any additional feedback from LACDMH.

## **RECOMMENDATIONS**

It would be great to have more funding opportunities to involve the South Asian youth in community engagement activities to help continue to build mental health awareness. The South Asian youth were very receptive to this subject and there is definitely a gap for such resources in the community. Pearl Entertainment can serve as a way to connect with South Asian youth, which could include hosting an interactive Mental Health First Aid Workshop for South Asian youth on a regular basis, in collaboration with the LACDMH. It would also be beneficial to have online surveys about mental health in order to measure the impact. In addition, creating more PSAs is recommended, especially those catered for social media (Instagram, etc.) targeting the millennials as they tend to spend a lot of time on these platforms. Short, creative PSAs can be very effective in getting the message across.