

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

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

**PROJECT DESCRIPTION**

The purpose of this campaign was to inform and educate the Japanese and Japanese-American 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. The media campaign also aimed at breaking the stigma surrounding mental health in the Japanese and Japanese-American community. The project was implemented by Fujisankei Communications International, Inc. (FCI) who produced (2) Public Service Announcements (PSA) in Japanese that were aired on “FCI News Catch!” a popular Japanese TV show. The show broadcasts in Los Angeles, Orange, Ventura and Riverside Counties on KXLA and reaches approximately 100,000 Japanese and Japanese- American viewers. The campaign started in July 2018 and continued until June 2019. The project provided culturally sensitive and linguistically appropriate mental health training, education, and resources to the Japanese and Japanese-American community in Los Angeles County.

This project included the following activities:

1. The production of (1) 30-second Public Service Announcement (PSA) in Japanese which aired on FCI News Catch! every weekday on KXLA (Channel 44.1) from 7-8 am. PSA #1 aired a total of 240 times. *The airing summary of PSA #1 is listed below.*

<b>Month</b>	<b>Number of Spots</b>
June 2018	5
July 2018	20
August 2018	20
September 2018	25
October 2018	20
November 2018	20
December 2018	25
January 2019	20
February 2019	20
March 2019	25
April 2019	20
May 2019	20
June 2019	20
<b>TOTAL SPOTS</b>	<b>240</b>

2. The production and airing of a second 30-second PSA in Japanese about the Japanese Speaking Support Group (JSSG) connected with the South Bay branch of the National Alliance on Mental Illness (NAMI). This PSA (PSA #2) was linked and broadcast with PSA #1. The PSA included not only an introduction to the NAMI organization, but also included information about their events, including NAMI Walks (during September and October 2018). PSA #2 aired a total of 103 times. *The airing summary of PSA #2 is listed below.*

Month	Number of Spots
July 2018	3
August 2018	10
September 2018	11
October 2018	11
November 2018	10
December 2018	10
January 2019	10
February 2019	9
March 2019	6
April 2019	9
May 2019	9
June 2019	5
<b>TOTAL SPOTS</b>	<b>103</b>

## PROJECT RESULTS

Prejudice against mental illness is prevalent in Japanese and Japanese-American mindsets. The production of the PSAs and their 11-month long television commercial broadcast was realized from the wishes of overcoming the causes of distress that often stem from underlying stigmas, including the shame individuals feel when their illness is exposed to others, since most symptoms are invisible to the eye. This campaign was able to inform the Japanese and Japanese-American community that the Los Angeles County public system contains a Mental Health Department that individuals can use for services and consultations. As well, the campaign informed the community that there are multiple organizations, like NAMI South Bay branch, that can conduct consultations and provide support in Japanese.

Within one week since the start of the PSA broadcast, FCI received 8 inquiries and NAMI South Bay branch received 6 inquiries. To the individuals that contacted FCI (names and addresses were unasked), the contact information and phone number of LACDMH were given. Individuals were not aware of the existence of the LACDMH or the NAMI, and after they were provided additional information, 4 individuals later attended the NAMI regular gatherings. On September 30<sup>th</sup>, 2018, a seminar on “The Importance of Self-Care” was hosted by the NAMI South Bay branch and JSSG.

There was a total of 63 participants, of which 47% of the participants learned of the event from watching the PSA produced by FCI. The contact information to the LACDMH 24/7 Helpline was consistently passed on to anyone who contacted FCI.

## **PROJECT COSTS**

### **PSAs**

- Production and Airing cost for PSA #1 (LACDMH): \$63,000
- Production and Airing cost for PSA #2 (JSSG): \$0 [Valued at \$30,000, provided in kind]

**TOTAL BUDGET: \$63,000**

## **LESSONS LEARNED**

Since the broadcasted PSA included sensitive issues related to mental health, no personal information including name, address, and symptoms were asked from the callers to FCI. Additionally, no follow-up methods were taken, as the sole purpose was to inform the contact information of the LACDMH to the callers. A traditional advertisement is able to prove its effect with calculations in the increase of sales and profits, as well as the increase in customer turnout. However, in the case of mental health, it is unclear of the tangible effects of the PSA. From the FCI media perspective, it is only hoped that a number of individuals with mental health issues were able to contact LACDMH and received the support they needed in order to lead a happy life.

## **RECOMMENDATIONS**

The campaign succeeded in making information about LACDMH more widely available. Other than just consultations, possible future collaboration opportunities could include the production of an extended 3-minute PSA that goes over specific how-to instructions on how to access mental health services at LACDMH. It is also equally important to increase the number of Japanese and Japanese-American attendees to the events hosted or supported by the LACDMH, which can be publicized by commercials aired on FCI News Catch! Since some viewers of FCI are not confident in their English abilities, it is important to let viewers know that LACDMH has a 24/7 Helpline with the capacity to provide assistance in Japanese and are constantly able to handle inquiries from Japanese and Japanese-American individuals.