

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

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

PROJECT DESCRIPTION

The purpose of this campaign was to use media to provide culturally sensitive, linguistically appropriate mental health information, education, and resources to the Cambodian community in Los Angeles County. Overall, this TV campaign aimed to reduce stigma and increase mental health awareness and access for the Cambodian community. The project was implemented in May 2018 during “Mental Health Awareness” month and continued until April 2019. Khmer TV implemented this project, which is the only Cambodian TV station in California and is based in Los Angeles.

This project included the following activities:

1. The production and airing of a 1-minute Public Service Announcement (PSA) in Khmer, which was aired 2 times per hour everyday, including during peak and off-peak times. The PSA was also streamed on Khmer TV’s website www.khmertv.com and shared via Khmer TV’s social media (Facebook, YouTube, etc.).
2. The production and airing of a 45-minute mental health informational segment in Khmer, which was aired on “This Week with Khmer TV”. The interview included Eria Myers MFT and Phaly Sam who is a Peer Advocate (both from Pacific Asian Counseling Services) and Dr. Sam Keo, a Clinical Psychologist from LACMDH. English subtitles were also added on to the segment to make the information accessible to the English speaking Cambodian community members, particularly first generation youth. The segment was aired 5 times total during the months of May and June 2018.
3. The project also included the production and posting of an LACDMH banner on the Khmer TV website. The banner included mental health information and was linked to the LACDMH website.

PROJECT RESULTS

Khmer TV delivered above and beyond what was contractually required. There were 8,456 PSA spots required by the contract and Khmer TV aired an additional 4,495 spots in kind, bringing the total to 12,951 spots during this campaign. This was a 53% more than contractually required, at no additional cost. *A summary of the airing of the PSAs is included in Attachment 1.*

The results were excellent in that LACDMH, in partnership with Khmer TV, was able to implement a media campaign that reached various age groups within the Cambodian community in LA County, including Cambodian millennials who were able to access the PSAs and Segments via the KhmerTV YouTube and Facebook pages.

As well, KhmerTV conducted a survey via phone to Cambodian households for a period of 6 months to measure the impact of the TV campaign. Based on the feedback from the survey, over 5000 Cambodian viewers were aware of the TV campaign.

PROJECT COSTS

Production costs (PSA and Mental Health Segment): \$0 [in kind]

Airing cost (PSA and Mental Health Segment): \$145,000

LACDMH Banner: \$0 [in kind]

TOTAL BUDGET: \$145, 000

LESSONS LEARNED

The LACDMH staff was amazing to collaborate with, which helped to make the project a tremendous success. Their quick response time to emails and phone calls made the project go smoothly and according to plan.

RECOMMENDATIONS

Recommendations for future projects include the following:

1. To continue the efforts to reach the community by way of partnering with KhmerTV health shows.
2. Partner with Khmer TV to host mental health workshops at all Cambodian community events during the month of April, as April is Cambodian heritage month in Long Beach.
3. Live TV interview segments with mental health professionals every Thursday to provide advice to viewers in real time.
4. LACDMH should connect and collaborate with the Cambodian temples and churches every month to ensure that they are aware of the LACDMH.

It is important for LACDMH to connect personally with the Cambodian community and spread the word about mental health services available in as many ways as possible.

**Attachment 1: Cambodian Mental Health TV Campaign
PSA Airing Summary (May 2018- April 2019)**

May 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$276 + 498 = 774$	1516
Regular	$276 + 274 = 550$	
Weekend	$192 + 0 = 192$	

June 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$252 + 283 = 535$	1350
Regular	$252 + 164 = 416$	
weekend	$216 + 183 = 399$	

July 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$264 + 177 = 441$	1057
Regular	$264 + 50 = 302$	
Weekend	$216 + 86 = 314$	

August 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$252 + 209 = 461$	1049
Regular	$252 + 76 = 328$	
Weekend	$192 + 132 = 260$	

September 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$240 + 123 = 363$	1037
Regular	$240 + 88 = 328$	
Weekend	$240 + 106 = 346$	

October 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$276 + 138 = 414$	1045
Regular	$276 + 79 = 355$	
Weekend	$192 + 84 = 276$	

November 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$264 + 129 = 393$	1025
Regular	$264 + 92 = 356$	
Weekend	$192 + 84 = 276$	

December 2018		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$252 + 161 = 413$	1023
Regular	$252 + 16 = 354$	
Weekend	$240 + 102 = 256$	

January 2019		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$276 + 183 = 423$	1055
Regular	$276 + 123 = 363$	
Weekend	$192 + 29 = 269$	

February 2019		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$240 + 91 = 367$	958
Regular	$240 + 51 = 327$	
Weekend	$216 + 72 = 264$	

March 2019		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$264 + 112 = 376$	1062
Regular	$264 + 95 = 359$	
Weekend	$192 + 135 = 327$	

April 2019		
Airing Times*	Number of Spots Aired (Contractual + In Kind)	Total Spots Aired
Prime time	$264 + 107 = 359$	966
Regular	$264 + 79 = 331$	
Weekend	$192 + 36 = 276$	

**Prime times are 7am-10am and 7pm-10pm*

Regular times are 10am-1pm, 5 pm-7 pm, 10pm-11pm

Weekend times are 7am -2pm and 5 pm-10pm