

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

**Korean Mental Health Radio Campaign  
Project Summary Report**

**PROJECT DESCRIPTION**

The purpose of this campaign was to inform and educate the Korean community in Los Angeles County about mental health and the resources available to them by the Los Angeles County Department of Health (LACDMH). This was the first LACDMH campaign of its kind to take place in Korean community by LACDMH.

Traditionally and culturally, Koreans feel highly shameful and dishonored when a member of their family is mentally ill. They usually keep it to themselves and hide the situation, which often grows in to a bigger problem in later years. Radio Korea implemented a year-long culturally appropriate, linguistically appropriate, mental health radio campaign for the Korean community in Los Angeles in order to increase mental health awareness and decrease mental health related stigma. The project started in May 2018 and ended in April 2019.

This project included the following activities:

1. The production and airing of (3) Public Service Announcements (PSA) in Korean for radio (15,30 and 45 seconds) which were aired 18 times per day.
2. Production and airing of (5) 2-minute mental health informational segments in Korean, which were each aired 3 times. These segments included mental health family members and community leaders.
3. Development and posting of LACDMH internet banners in Korean on the Radio Korea website. The banner had mental health information and was linked to the LACDMH website.
4. Outreach by LACDMH at (5) Radio Korea community events to provide mental health resources to the Korean community.
5. Development and implementation of a brief survey in Korean to measure the Korean community's state of mental health, which was the first direct survey to take place in the community.

## **PROJECT RESULTS**

Radio Korea has the largest audience and coverage among Korean radio stations, reaching 69% of the population. The PSAs played a great role in educating the audience to help them know where to get help in case of mental stress and illness.

In Attachment 1, a summary of airing spots by month is listed. The “Average Rating” refers to the average percentage of Radio Korea listeners for the PSAs and segments. The average rating for the Korean PSAs and Radio segments was close to 28% (approximately 224,000 people), with a little increase of listenership during the summer months.

As well, two internet banners were displayed on the Radio Korea website: [www.radiokorea.com](http://www.radiokorea.com), which is one of the most widely visited Korean language website. These were displayed on two pages, the main page banner and the community page. The average impressions were 800,000 for the main page banner and 130,000 for the community page banner. A breakdown by month is provided in Attachment 2.

Additionally, the campaign included five mental health outreach events, which are described below:

1. On May 18<sup>th</sup>, 2018, LACDMH was introduced as one of the sponsors for the Radio Korea Senior Citizens event held in Berendo Street Church in Koreatown. Jung Ahn from LACDMH and Pastor Seung Nah spoke about mental health at this event (photos below). An LACDMH information booth was also set up to give out printed information and giveaways. About 1000 Korean community members participated in the event.



2. Three FIFA World Cup viewing events were held at Wilshire Park Place in Koreatown. Three events were held (June 18<sup>th</sup>, June 23<sup>rd</sup>, June 27<sup>th</sup> 2018) and each time an LACDMH information booth was set up (photos below) to give out information on LACDMH and to answer questions from attendees. About 9000 people attended the event.



3. LACDMH was introduced as one of the sponsors for a Radio Korea event for Korean seniors, which was held at Wilshire Ebel Theater on October 17<sup>th</sup>, 2018 (Flyer below). 1200 people attended.



주최: **SMG** 서울메디칼그룹 SEOUL MEDICAL GROUP 주관: **radiokOREA™**

후원: **LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH**

Finally, a Korean mental health awareness survey was distributed via the Radio Korea e-newsletter to measure how much the Korean community is aware mental health services provided by LACDMH. Survey participants ranged from ages 20-70. The results are in Attachment 3 and some of the results are highlighted below.

- 10.7% of respondents answered they somewhat feel their mental health is poor.
- 21.6% of respondents stated that they were not knowledgeable about mental illness.
- 47.9% of respondents answered they are not knowledgeable about where to get help and access mental health services.

In association with the radio campaign, interviews with LACDMH's Jung Young Ahn played great role educating the Korean community. She appeared in Radio Korea's most popular show called 'Morning Garden' every Wednesday. The length of the program is 20 minutes.

### **PROJECT COSTS**

PSA and Radio Segment Production costs: \$0 [in kind]

Website Banners: \$0 [in kind]

Community Survey: \$0 [in kind]

Outreach Events. \$0 [in kind]

PSA airing costs: \$150,000

**Total Budget:** \$150,000

### **LESSONS LEARNED**

We found that Koreatown community members were not aware of the fact that LACDMH is located in the heart of Koreatown until we jointly executed this project. Direct calls to LACDMH's 24/7 helpline were made and Radio Korea offices would receive 10 or more calls daily asking for the helpline phone numbers. Help with mental health is truly needed in this mostly immigrant community. LACDMH's staff actively planned and supported the campaign and all went great according to the plan.

### **RECOMMENDATIONS**

This campaign was very effective in giving information to Korean community about LACDMH. Radio, internet and community outreach events helped reach the public. However, the recent data from the survey tells us that almost 50% of Korean American respondents did not know how and where to get mental health services and support.

During the campaign, we learned that some Korean community members had difficulties accessing services due to language limitations and stigma, which led them to avoid asking for "mental" help due to shame. Some listeners shared that they called the LACMDH 24/7 helpline but had difficulty getting

assistance in Korean-speaking live operator. We recommend that more Korean speaking personnel staff the LACDMH 24/7 helpline.

Recommendations for future projects would be to continue the efforts to reach the community by collaborating with Radio Korea's immigrant health initiatives, such as 'The Morning Garden', live interview segments, radio and internet banner commercials that link to LADMH's website, and ongoing year-long community engagement through various outreach events that Radio Korea hosts for Koreatown.

## Attachment 1: Radio Korea Airing Summary

Station: KMPC -AM  
 Demo: Ethnic = Korean /All  
 Campaign: PO-MH-18323693-1  
 Duration: 5/1/2018 - 3/31/2019

Flight Dates	Length	Spots	Average Rating*	Note
5/1/2018 - 5/31/2018	45'	279	26	
	120"	3	32	Radio Segment
6/1/2018 -6/30/2018	15"	270	27	
	30"	270	29	
7/1/2018 -7/31/2018	15"	279	30	
	30"	279	28	
	120"	3	33	Radio Segment
8/1/2018 -8/31/2018	15"	279	26	
	30"	279	29	
9/1/2018 -9/30/2018	15"	270	25	
	30"	270	26	
10/1/2018 - 10/31/2018	15"	279	26	
	30"	279	24	
	120"	3	29	Radio Segment
11/1/2018 - 11/30/2018	15"	270	27	
	30"	270	24	
	120"	3	28	Radio Segment
12/1/2018 - 12/31/2018	15"	279	28	
	30"	279	26	
1/1/2019 -1/31/2019	15"	279	26	
	30"	279	27	
	120"	3	32	Radio Segment
2/1/2019 -2/28/2019	15"	252	29	
	30"	252	28	
	120"	3	33	Radio Segment
3/1/2019 -3/31/2019	15"	279	27	
	30"	279	29	

\*"Average Rating" refers to the percentage of Radio Korea listeners

## Attachment 2: Radio Korea LACDMH Website Banner

Website: www.radiokorea.com  
 Demo: Ethnic = Korean /All  
 Campaign: PO-MH-18323693-1  
 Banner Location: Main Page #1

Dates	Number of Clicks **	Unique Visitors***
5/23/2018 - 6/22/2018	1,822	150,000
6/23/2018 -7/22/2018	1,639	140,000
7/23/2018 -8/22/2018	1,093	160,000
8/23/2018 -9/22/2018	562	140,000
9/23/2018 -10/22/2018	375	130,000
10/23/2018 -11/22/2018	405	140,000
11/23/2018 -12/22/2018	453	120,000
12/23/2018 -1/22/2019	436	130,000
1/23/2019 -2/22/2019	473	150,000
2/23/2019 -3/22/2019	435	130,000
3/23/2019 -4/04/2019	191	60,000

Website: www.radiokorea.com  
 Demo: Ethnic = Korean /All  
 Campaign: PO-MH-18323693-1  
 Banner Location: Main Page #2

Dates	Number of Clicks **	Unique Visitors***
5/23/2018 - 6/22/2018	31	819,000
6/23/2018 -7/22/2018	40	760,000
7/23/2018 -8/22/2018	39	830,000
8/23/2018 -9/22/2018	40	800,000
9/23/2018 -10/22/2018	41	760,000
10/23/2018 -11/22/2018	28	830,000
11/23/2018 -12/22/2018	16	740,000
12/23/2018 -1/22/2019	29	790,000
1/23/2019 -2/22/2019	12	830,000
2/23/2019 -3/22/2019	27	740,000
3/23/2019 -4/04/2019	7	330,000

\*\*\*"Number of clicks" refers to how many times a person clicked on the banner and visited the LACDMH site.

\*\*\*"Unique Visitors" refers to the number of people that visited the Radio Korea page on which the LACDMH banner was located.