

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

**Chinese Mental Health Radio Campaign (FY 17-18)**

**Project Summary Report**

**PROJECT DESCRIPTION**

The purpose of this campaign was to provide mental health information and educate to the Chinese community about mental health and the resources available to them by the Los Angeles County Department of Mental Health. Los Angeles County has the largest Asian population of any county in the United States. The population of the Chinese community is approximately 518,022 residents, based on the Census reports. This project provided the community an opportunity for individuals to better understand themselves and seek for help if they are suffering from mental health problems. Multicultural Radio Broadcasting International (MRBI) implemented this project. MRBI owns the only two Chinese language radio stations based in Los Angeles, which are AM 1300 (Mandarin) and AM 1430 (Cantonese). The project was implemented in May 2018 until March 2019. The Chinese Mental Health Radio campaign provided culturally sensitive mental health information, education, and resources to the Chinese community in Los Angeles County. The overall goal of the radio campaign was to reduce stigma, increase mental health awareness, and encourage utilization of mental health services by the Chinese community.

The project activities included the following:

1. The production and airing of (1) 30-second Radio Public Service Announcement (PSA) in Mandarin about Depression, the importance of asking for help, and the LACMDH 24/7 Helpline.
2. The production and airing of (1) 30-second Radio Public Service Announcement (PSA) in Cantonese about Depression, the importance of asking for help, and the LACMDH 24/7 Helpline.
3. The production and airing of (1) 35-minute mental health segment in Cantonese about suicide including signs, symptoms, treatment options, and resources.
4. The production and airing of (1) 35-minute mental health segment in Mandarin on mental health issues and resources.

**PROJECT RESULTS**

The results were impressive. Both radio stations (AM1300 and AM1430) aired the Radio PSAs a total of 1,056 times, which reached 96.2 % of the Los Angeles households, including 518,022 impressions. The Radio PSAs were aired twice a day (Monday- Friday) and once a day (Saturday-Sunday) on each radio station. There was also additional advertising, host announcements, and multi-party advertising on the web platforms for each radio station: [www.am1300.com](http://www.am1300.com) and [www.am1430.net](http://www.am1430.net). As well, social media was utilized including a WeChat public number, which is heavily used in the Chinese community. The radio stations, AM 1300 and AM 1430, were able

to provide mental health information and reach the Chinese community, particularly those ages 22-75 years of age.

The 35-minute interview on AM 1300 was with Dr. Siqing Li, who is a Psychiatrist from LACDMH. He shared information on signs and symptoms of mental illness (Depression, suicide, etc.), as well as resources for support, treatment options, and services available. This segment aired on August 31, 2018 between 11 am-12 pm.

The 35-minute interview on Am 1430 was with Wendy Dang and Yuk-Mei (Natalie) Lam, who are mental health clinicians from LACDMH, and focused on signs and symptoms of mental illness (Depression, suicide, etc.), as well as resources for support, treatment options, and services available. The segment aired on December 14, 2018 between 6-7 pm and an estimated 12,200 listeners tuned in, who were significantly impacted.

In addition, MRBI held outreach events (Attachment 1) that were attended by the Chinese community in LA County. During the events, MRBI played the Radio PSAs and distributed a survey to measure the awareness about mental health and LACDMH by attendees. 4,476 surveys were distributed at four outreach events that Sino TV either hosted or participated in (Attachment 1). These events included the 2018 Alhambra Lunar New Year Festival on February 24, 2018, which 20,000 Chinese community members attended. In addition, there was a play in Arcadia high school on Sept 15, 2018, which thousands of people attended.

The results of the survey indicated that approximately 80% of listeners had heard one of the LACDMH related segments or PSA spots. Of those listeners, 77% said they learned about mental health issues from the PSA/Segment. As well, 75% said that they knew where they could access mental health services. **However, only 50% of listeners said that they are willing to talk about their mental health issues.**

#### **PROJECT COSTS**

Production costs for PSAs: \$0 [in kind]

Airing costs of PSAs: \$168,080

Production and Airing costs for Mental Health Segments: \$0 [in kind]

Outreach events: \$0 [in kind]

**TOTAL COST: \$168,080**

#### **LEASONS LEARNED**

With the help and assistance of the professional LACDMH staff, the advertisement and recording of the interviews went very well. The coordination between DMH, MRBI, the hosts, and the guest speakers was efficient and timely. MRBI learned a lot of from the LACDMH staff and hope to continue our work in the future through additional collaboration.

## **RECOMMENDATIONS**

The radio PSAs provided culturally sensitive information to the Chinese community and played an important role in delivering the message to the community. In the future, we recommend that the content of the PSAs be shorter and more concise so that the impact of the PSA improves. The pre-recorded interviews provided useful advice to our audience but it would be more helpful to engage listeners through a live interview where listeners can call in and ask questions in real time.

## Attachment 1. Outreach Events – Survey Collection

### Event #1: “My Way” Theatrical Drama

Location: Arcadia Performing Art Center

Date: 9/15/2018

Number of surveys collected: 1678



### Event #2: Alhambra Lunar New Year

Location: Valley Blvd

Date: 2/9/2019

Number of surveys collected: 2798

