

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

Chinese Mental Health TV Campaign (FY 17-18)

Project Summary Report

PROJECT DESCRIPTION

The purpose of this campaign was to provide mental health information and to educate the Chinese community about mental health and the resources available to them by the Los Angeles County Department of Mental Health. This TV campaign aimed to reduce stigma and increase mental health awareness and access. Sino TV implemented this project, which started May 2018 and ended in March 2019. The Chinese Mental Health TV campaign provided culturally sensitive and linguistically appropriate mental health information, education, and resources to the Chinese community in Los Angeles County.

The project activities included the following:

1. The production and airing of (1) 30-second Public Service Announcement (PSA) in Mandarin.
2. The production and airing of (6) 15-minute mental health informational interview segments as part of a Chinese talk show, which were conducted in Mandarin. Some of the topics covered are listed below.
 - Depression
 - Schizophrenia
 - Suicide awareness
 - Personal recovery story of a Chinese consumer and her father
 - Personal recovery story of a Chinese consumer and his father
3. The production and airing of (20) 3-minute mental health informational interview segments that aired during the evening news, in Mandarin. Some of the topics covered are listed below.
 - What is mental health?
 - Mental health related stigma in the Chinese community – Myths & Facts
 - The mental health treatment team
 - Anxiety disorders
 - Psychiatric medication and its role in treatment
 - Mental health treatment approaches (individual/group therapy, etc.)
 - How to access mental health services
 - Community support for Chinese consumers and family members (NAMI, etc.)
 - (4) Chinese consumer recovery stories
 - Information about community based, culturally tailored, mental health programs available for the Chinese community (Chinese ISM)

- The connection between mental health and physical health
- Nutrition and mental health
- Culturally based, non-traditional approaches to mental health (Yoga, Chinese medicine, Acupuncture, Massage)
- Substance abuse and mental health

PROJECT RESULTS

Sino TV aired total of (1,434) 30-second PSAs (6 times per day, Monday-Friday), (6) 15-minute interviews and (20) 3-minute news segments during the 11 month campaign. A summary is provided below.

Month	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
30" Ads	138	126	132	138	120	138
15' Interview	1		1		1	
3' News Segment		4		4		4

Month	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19
30" Ads	132	126	138	120	126
15' Interview	1		1		1
3' News Segment		4		4	

In addition, Sino TV developed and implemented a survey to measure the impact of the TV campaign on the Chinese community in LA County. 9,932 surveys were distributed at four outreach events that Sino TV either hosted or participated in (Attachment 1). The first survey was conducted in September 2018, approximately 4 ½ months into the campaign, and the second survey was conducted in January 2019, approximately 9 months into the campaign.

The results of the survey indicated that approximately 80% of Sino TV viewers had seen a LACDMH related segment or PSA spot. Of those viewers, 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 viewers said that they are willing to talk about their mental health issues.**

PROJECT COSTS

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

Airing costs (PSA and 26 segments): \$85,800

Outreach events: \$0 [in kind]

TOTAL COST: \$85,800

LESSON LEARNED

Based on the survey results, mental health stigma still strongly exists in the Chinese community. The Chinese community is a very traditional community where a family's reputation is more

important than all other aspects of life. Most Chinese individuals (even Chinese Americans) are often told by their parents the key to success in life is to be a “good kid” that get good grades in school. The Chinese community tends to not want to talk about or face other problems if it will bring shame to the family, such as mental health issues. It is still a long and hard battle and it will take years to change or remove mental health related stigma and will take a multi-faceted approach.

RECOMMENDATIONS

Recommendations for future projects would be to continue the efforts to reach out to the Chinese community by collaborating with Sino TV, either through regular TV PSAs, interviews, or events. Sino TV does host a great number of community events for the Chinese community in Los Angeles County throughout the year, where LACDMH can spread the mental health awareness and interact directly with the Chinese community.

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: Happy Fortune Seminar

Location: Culture Center of Taipei Economic and Culture Office

Date: 11/10/2018

Number of surveys collected: 534



Event #3: Asian American Expo

Location: Pomona Fairplex

Date: 1/19 & 1/20/2019

Number of surveys collected: 4382



Event #4: Alhambra Lunar New Year

Location: Valley Blvd

Date: 2/9/2019

Number of surveys collected: 2798

