

LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
Office of the Deputy Director of Strategic Communications - Underserved Cultural Communities (UsCC)
API UsCC subcommittee meeting

Date: August 8, 2019 (2-4 p.m.) at Asian Pacific Counseling and Treatment Centers (APCTC)
Present: Ayushi Chhabra, Usophea Chim, Sandra Clayton, Henry Song In Cho, Teresa Cho, Reshma Dordi, Sharon Bu Anna Lee, Leo Lishi Huang, Norio Iwahori, James Moon, Young Moon, Lolita Namocatcat, Hyocheol (Peter) Kim, Patricia Oh, Soh Yun Park, Pratibha Pathak, Shaurya Pathak, Ahaan Rajnelcar, Phaly Sam, Ralfh Viloría, Michelle Wong, Erika Wu, Jen Wu, Ann-Marie Yamada, Samin Yoak **Participants via conference call:** Mariko Kahn, Tracy Zhao

DMH Staff: Mirtala Parada Ward, Neelofer Tayyib

Agenda Items	Comments/Discussion/Recommendations/Conclusions	Action Item	Person(s) Responsible
Welcome, Introductions and Setting Intentions <i>Leo Lishi Huang</i> <i>Phaly Sam</i>	All attendees introduced themselves		
Meeting Minutes & Code of Conduct <i>Leo Lishi Huang</i> <i>Phaly Sam</i>	<ul style="list-style-type: none"> ● Minutes (for 5/23/19 meeting) were voted on and approved. ● Nina discussed the code of conduct with the members. This is an agreement that everyone will respect each other and use basic etiquette during the discussion. Members will allow everyone a chance to speak, no cross talking, etc. Nina requested everyone to sign the code of conduct and turn in the copy. She shared that this is a voluntary decision. 		
Announcement	Nina announced that she will be transitioning to a new position at LACDMH as of August 15, 2019. She thanked the subcommittee for their work and advocacy. Mirtala will be available and serve as liaison until a new liaison is assigned.		
Update: Present API UsCC Capacity Building Projects <i>Leo Lishi Huang</i> <i>Nina Tayyib</i>	The API UsCC subcommittee decided move forward with two projects as well as the API Wellness Summit for FY 18-19. An update on the remaining two projects was provided. Project 1: “API Families – Supporting through Recovery” For this project, the group voted on creating a booklet for API family members to help those who care for someone who suffers from mental illness. This resource booklet will assist family members when they are faced with situations surrounding mental illness and include a resource guide to connect them with programs and resources. This resource booklet will be translated into at least five API languages and additional ones, as the budget		

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	<p>allows. The five languages are DMH Threshold languages and include Cambodian/Khmer, Simplified Chinese, Tagalog, Vietnamese, and Korean.</p> <p>Dr. Rocco Cheng was awarded the project, which was announced it at last month’s meeting. Since then, Mirtala and Nina met with Rocco and the first quarter of the project will end on September 2019. The project will take a year and Dr. Rocco Cheng will come every quarter to the API UsCC meeting to give updates on the progress of the project.</p> <p>Project 2: “Sharing Tea, Sharing Hope” For this project, a mobile tea cart will be set up in different API community events in Los Angeles County to create awareness and destigmatize the topic of mental health in the API community. Community members will be able to attend the API community event where a Tea Cart is set up and gather information on resources related to mental health to assist their family members while having tea with each other. The idea is to create a safe place for people to sit down, in a relaxing and comfortable setting, in order to connect and discuss mental health without feeling stigmatized. The idea is to bring mental health to the community instead of having someone have to make an appointment to talk about issues in a clinical setting.</p> <p>Nina shared that, at this time, the project has been awarded to Pan-American MOA Foundation, who is subcontracting with Michelle Wong. The intial meeting with the Awardee has been scheduled and quarterly updates will be provided once the contract is implemented.</p>		
<p>Overview: Next API UsCC Capacity Building Projects</p> <p><i>Nina Tayyib</i></p>	<ul style="list-style-type: none"> ● Nina Tayyib reviewed the process of UsCC capacity building projects. The first step is brainstorming. The API UsCC has had two sessions of brainstorming discussing ideas for the next round of projects. The projects have to be related to mental health awareness and mental health stigma reduction. The funding will be particularly for education, training, and awareness building. As far as brainstorming, anyone can propose an idea, and anybody can submit a proposal. All projects must target L.A. County residents. ● Every Fiscal Year each UsCC subcommittee is awarded \$200,000 to implement mental health related capacity building projects for the community. Each project should fall under \$100,000. Each subcommittee will have at least a total of 2 projects per fiscal year. ●The Project Proposal application was provided to all the members, they were 		

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	<p>informed if they are interested in proposing a project, they must complete an application and submit it no later than 8/7/19 in order for it to be considered. 8 proposals were received and will be presented today.</p> <ul style="list-style-type: none"> ●Members who have completed their proposal will have 10 to 15 minutes to present their idea at the meeting. The committee may provide feedback and give suggestions. Nina shared that once a project is proposed, that project idea becomes the property of DMH. In addition, just because a person proposes a project does not guarantee that it will be awarded the project. ● The next step is voting. For this round of projects, any API UsCC member who has attended at least 8 meetings for the last calendar year, will have voting privileges. All voting members will be contacted to vote via email. ● Once the projects are finalized, they will be put out to bid by LACISD. Only registered vendors with LA County Vendor relations will have the opportunity to bid. Vendor ID registration was discussed it was recommended that if a person or organization was interested in bidding that they should register as soon as possible. Registration is free and information was provided. If there are any questions or issues about bidding and vendor registration, ISD must be contacted. Nina shared that the whole process can take from 3-6 months. 		
<p>Project Proposal Presentations</p>	<p>The following project proposals were presented:</p> <ol style="list-style-type: none"> 1. API LGBTQ Mental Health Project <i>(submitted by Tracy Zhao, API Equality-LA)</i> This project will engage API LGBTQ community members to share their experiences with mental health issues, educate community members and service providers about the greatest mental health needs and priorities API LGBTQ people experience, and identify resources and best practices to reduce the barriers API LGBTQ face in accessing mental health care. Tracy shared about some of the work the API LGBTQ organization that submitted the proposal in regards to building awareness of the unique needs of this community. There was discussion about translation, inclusion of family members in focus groups, lack of disaggregated data on API LGBTQ, importance of addressing intersectionality, etc. 2. Chinese Mental Health Awareness Radio and TV Campaign <i>Presenter was not present to discuss proposal.</i> 3. Homeless Management Care Project <i>(submitted by Lolita Namocatcat)</i> 		

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	<p>Lolita shared how homelessness is an important focus of Governor Gavin Newsom. She also stressed the importance of partnering with LACDMH and LACDPH on a project when targeting homelessness. This project would be an opportunity to build mental health awareness in the homeless community and also help the homeless connect and advocate for their needs. There was discussion about how the project, if selected, would need to focus on the API community and health promotion/outreach, instead of services, and the importance of looking at data on the needs of the API homeless community, etc.</p> <p>4. Japanese Progressive PSA Project <i>(submitted by Norio Iwahori, Fujisankei Communications International, Inc.)</i> The project focuses on the production and airing of a 2-minute PSA in Japanese that focuses on informing the Japanese community about LACDMH services and how to access services. The PSA would be aired on a TV station that is able to reach the Japanese community. Norio shared some information about the company he works for, Fujisankei Communicatoins International, and their expreince with the previous Japanese Mental Health Campaign. There was discussion about including visuals of what mental health services look like. There was discussion about the need to target Japanese older adults and including social media as part of the campaign.</p> <p>5. Korean Mental Health Navigation Services Project <i>(submitted by Reverend Peter Kim, Good Life Center)</i> The goal of this project is to pilot Korean Mental Health Navigation Services that will target the Korean community (all ages) in Service Area 4 with a call center that will have information on mental health resources, provide assistance with connecting to services including translation and transportation services (through bi-lingual community navigators), as well as mental health awareness and suicide prevention workshops for community members and Clergy members. Feedback included support for the emphasis on older adults, the need to focus on one or two aspects of the proposal in order to be effective in one year, and a recommendation for the consultant to work as part of a network.</p> <p>6. Path to Wellness for South Asian Immigrants (SAI) Project <i>(submitted by Payal Sawheny, SAAHAS)</i> This project will focus on engaging SAI, especially youth and older adults, by means of culturally appropriate wellness and social activities such as yoga/meditation, Bollywood dance and music workshops, English language classes, basic information technology</p>		
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	<p>(IT) sessions (online banking, communication, etc.), and exposure tours around LA County. SAI suffer from language barriers and accent issues and these efforts will empower them by strengthening community connections and reducing isolation. The project will also include the development of an app, where SAI community members will make and deliver authentic South Asian food, in order to decrease isolation and be entrepreneurial. All activities will have mental health promotion included.</p> <p>7. South Asian Youth Mental Health Social Media Campaign “Breaking Barriers” <i>(submitted by Ayushi Chhabra and Reshma Dordi, Pearl Entertainment)</i> To implement a widespread, interactive and well-planned broadcast and social media campaign to promote mental health awareness with South Asian (Indian, Pakistani, Bangladeshi, etc.) youth (ages 13-35) community. The campaign would provide a variety of activities and content including a monthly interactive workshop, 3 youth friendly PSAs, monthly podcast, anonymous online forum for South Asian youth, motivational videos/posts, short interviews with South Asian motivational speakers and a mental health video contest. Reshma and Ayushi shared some information about their production company and the outreach they conduct using media. Discussion included a suggestion to partner with an Indian organization that offers online courses and posting content on YouTube.</p> <p>8. StorySpeak & Listen Project <i>(submitted by Jennifer Wu)</i> The StorySpeak & Listen Project consists of gathering, sharing, and preserving individuals’ stories. Participants will be interviewed to share their experiences, which will be documented as a deliverable, such as a video, audio recording, and/or written format (transcription or booklet). This Project encourages individuals to speak their voice, thereby challenging far-reaching barriers affecting API access to mental health services. At the same time, shared stories and increased understanding of each other’s experiences builds connections among people, helps to preserve cultural values, and is a reminder of our shared humanity. There was discussion about adding a distribution plan as part of the project and how different perspectives of mental illness will be included.</p> <p>Mirtala shared that the next step would be to narrow down the potential proposals that could be funded. Mirtala will follow up with API UsCC Co-chairs to confirm next steps and then inform the group.</p>		
Upcoming Meetings	API UsCC meeting		

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	<p>Thursday, September 26, 2019 2pm to 4pm Asian Pacific Family Center/Pacific Clinics, Rosemead</p>		
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