

**COUNTY OF LOS ANGELES - DEPARTMENT OF MENTAL HEALTH  
PROGRAM SUPPORT BUREAU - QUALITY IMPROVEMENT DIVISION  
ASIAN PACIFIC ISLANDER UsCC SUBCOMMITTEE**

MINUTES – Thursday, September 8, 2016

Location: Asian Pacific Counseling and Treatment Centers (APCTC), 520 S. LaFayette Park Pl, Los Angeles, California, 90057

**ATTENDEES:** Sokha Chan, Maham Chaudhry, Rocco Cheng, Krist Chhim, Usophea Chim, Insung Phil Cho, Teresa Cho, Neha Duggal, Lishi Leo Huang, Jane Kim, Kimthai Kuoch, Bong Lee, Eun Lee, Silvia Liu, Mariko Kahn, Jeffery Liang, Young Moon, Daniel Nguyen, Sawako Nitao, Patricia Oh, Phaly Sam, Ruth Satele, Chong Suh, Vanda Va, Samin Yoak, Mirtala Parada Ward, Nina Tayyib

**DISCUSSIONS**

- **Welcome and Introductions**
- **8/18/16 Meeting Minutes review and approval**

**UsCC Capacity Building Project FY 15-16 update: Multimedia Mental Health Awareness Campaign for the Cambodian and Vietnamese Communities (Kimthai Kuoch)**

The API UsCC subcommittee was informed that Multimedia Mental Health Awareness Campaign for the Cambodian and Vietnamese Communities project was awarded to Cambodian Association of America. Kimthai Kuoch from CAA was at the meeting and discussed the goals and progress of the one-year project, which began on September 1, 2016.

The goal of this project will be to increase awareness and knowledge of mental illness signs and symptoms as well as improve access to mental health services for the Cambodian and Vietnamese communities in LA County. This project will include linguistically and culturally appropriate mental health educational and engagement workshops (10 Cambodian and 10 Vietnamese) and an ethnic media campaign (2 TV Advertisements and 4 Newspaper articles). At this time, the workshop curriculum is being developed.

Kimthai Kuoch was congratulated by the group on becoming the consultant. Kimthai will be providing updates on behalf of CAA on the progress of the project on a quarterly basis.

**UsCC Capacity Building Project FY 16-17 proposal presentation, discussion and voting**

The purpose and timeline for UsCC Capacity Building Projects were briefly reviewed. Only one proposal had been received, “API Mental Health Youth Media Project: Our Stories, Our Hopes!” which was submitted by Dr. Rocco Cheng. The API UsCC subcommittee agreed to move forward with the discussion and voting with only one proposal.

Rocco presented a proposal to the subcommittee, which is briefly summarized below:

- The API Mental Health Youth Media Project includes development and implementation of a program that will include the solicitation of written essays/poems and videos in various languages by API high school and college youth. The content of the essays and videos (3-5 minutes) will include the impact of mental health issues on their life, their family, or the community and can include interview(s) with a peer, a family member, or a community member. Specifically, entries may include the challenges experienced by individuals, families, and communities (e.g., substance abuse, domestic abuse, suicide, severe mental illness, and/or stigma related to mental illness), effective strategies of managing these difficulties, and their journey of hope & recovery. The written essays/poems and videos from the program will be available for dissemination over social media.
- The project will include community events which will showcase the youth videos and essays/poems in order to engage the API community. Families and community members will be invited to attend the events, which will create an opportunity for dialogue and engagement. Collaboration with community based organizations (CBOs) will be an important aspect of program implementation in terms of recruitment, coordinating community events, disseminating essays/videos via social media, etc.
- The project would target API youth from 3-4 ethnic/linguistic/geographic/cultural groups, as determined by the API UsCC subcommittee.
- Participation in this program aims to increase the knowledge and awareness about mental illness and encourage early access of services by API youths and families, resulting in an increase in utilization mental health services in the targeted API communities. Targeting API youths through this project may increase the interest of API Youth in working in the mental health field. This would increase future workforce supply and help increase culturally competence of services of the public mental health system.

The API UsCC subcommittee discussed the proposal and provided feedback:

- It was recommended that the project empower youth to share their story to define “recovery” or “success” for themselves, as opposed to something that is defined by others.
- There was discussion about the pros and cons of asking youth to engage their peers, family, and community members. Asking the engagement of family members may be a barrier for some youth due to cultural expectations and family dynamics. It was agreed that the focus of the essay/videos would be left open so that youth will be able to decide if they want to tell their own story or the story of a peer/family member/community member, etc.
- There was a suggestion to engage universities (including Schools of Public Health) and API student organizations to leverage media resources and provide added project technical support.
- There was a recommendation to have one big event at the end of the project instead of multiple events, which may require transportation assistance.

There was discussion about what communities should be targeted for this project. Various approaches were discussed including targeting specific ethnic groups, targeting API youth in general, targeting specific Service Areas, or focusing on themes instead of ethnic groups. Cultural groups that have not been targeted in previous projects were suggested, such as the South Asian youth (Indian, Bangladeshi, Pakistani, etc.) youth and API LGBTQ

youth. There was concern that these communities would not get enough attention if they weren't explicitly targeted. There was also a suggestion to target larger API ethnic communities as they may be easier to engage. **Based on API UsCC subcommittee feedback, it was agreed that the following communities will be targeted in this project: API youth in general, South Asian youth and API LGBTQ youth.**

**API UsCC subcommittee voting members approved the API Mental Health Youth Media Project.**

The next steps were reviewed with the subcommittee. The subcommittee was reminded that now that the subcommittee has recommended a project, the project proposal is now the property of LACDMH and LACDMH has 100% administrative oversight. The project idea no longer belongs to the person who submits the idea and it is not guaranteed that the person who proposed the project will win the bid. Although Rocco proposed this project, it does not guarantee that he will be awarded the project.

DMH UsCC Admin will work with the API UsCC Co-chairs and the API UsCC subcommittee (as needed) as well as DMH Admin in order to tailor the proposal into a Statement of Work (SOW). This may mean adjusting some of project activities. All costs for the project (translation, etc.) must come out of the awarded amount and are the responsibility of the Consultant who is awarded the contract. Once the SOW is finalized, the API UsCC subcommittee will be informed. Because the project will be sent out to bid, the specifics of the project will not be released.

The project will be put out to bid by LACDMH Internal Services Department (ISD) independently. Anyone can be bidder, as long as he/she is a registered vendor for LA County. A bidder can be an individual or organization. When ISD puts the project out to bid, there is a separate independent application process that interested parties, who are registered vendors, need to complete. ISD makes the decision as to who is awarded the bid and the bidding process is a public process. Instructions will be provided to the API UsCC subcommittee via email on how to register as a vendor.

There are multiple steps and each step has their own timeline, which can sometimes be unpredictable, but DMH will keep the API UsCC subcommittee updated.

**Announcements**

- Rocco Cheng shared information on the upcoming WISE symposium, which focuses on how the mental health system can better integrate and utilize peers. The next symposium is on September 9<sup>th</sup> at the California Endowment.

**Next Meeting: TBD**