

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

**Filipino Mental Health TV Campaign (FY 17-18)
Project Summary Report**

PROJECT DESCRIPTION

The purpose of this campaign was to inform and educate the Filipino community about mental health and the resources available to them by the Los Angeles County Department of Mental Health (LACDMH). The project was implemented by The Filipino Channel (TFC), owned by ABS-CBN International. The campaign started in May 2018 during “Mental Health Awareness” month and continued until April 2019. The goal of the campaign was to educate Filipinos about signs of mental health problems as well as to decrease mental health related stigma. The project provided culturally sensitive, linguistically appropriate mental health training, education, and resources to the Filipino community in Los Angeles County.

This project included the following activities:

1. The production and airing of (2) Public Service Announcements (PSAs) in Tagalog (15 and 30 seconds) that were aired on TFC. As well, the project included the airing of a 30-second LACDMH PSA in English featuring Apl.de.ap from the Black Eyed Peas, who is part Filipino, about his mental health journey.
2. A 2-minute mental health informational segment in Tagalog was produced and aired on “Adobo Nation,” a magazine talk show on TFC that targets the Filipino-American community. This segment (Segment #1) focused on providing information on signs and symptoms of mental illness along with information on mental health resources. This segment included an interview with Adrienne Hament LCSW, who is a mental health professional at LACDMH. The segment was aired on June 24, 2018.
3. The project also included a digital component through the streaming of the PSAs on IPTV, which is an on-demand platform of TFC. The PSAs were streamed from 8/3/19-8/20/19.
4. TFC produced and aired two additional mental health awareness segments on the following LACDMH sponsored events:
 - Segment #2: “WeRise” mental health awareness campaign was highlighted on “Balitang America,” a news program targeting the Filipino community on May 25th, 2018. Balitang America interviewed Ms. Josie Dhungana, LACDMH Clinical Supervisor, for this segment in Tagalog and she shared that “in the Filipino culture

we do not talk about mental illness as Filipinos are ashamed”. The segment was aired on May 25, 2018.

- Segment #3: The “API Wellness Summit: Sharing Our Stories of Resilience” was held on April 11th, 2019 and was highlighted on Balitang America, a news program targeting the Filipino community. The segment was aired on May 8th, 2018.

5. ABS-CBN/TFC sponsored event called “TIKIM”, on Saturday, December 15, 2018 (photos below). This event focused on celebrating traditional Filipino food. The event also included a 5K run which highlighted exercise, nutrition and wellness. Approximately 500 people attended the event and LACDMH resources and mental health information were distributed via an outreach booth to community members participating in the event.



PROJECT RESULTS

ABS-CBN INTERNATIONAL/ TFC The Filipino Channel aired a total 879 spots (80 times per month, Monday-Sunday) of the 3 PSAs. This included 440 spots of the 15 second PSA and 439 spots of the 30 second PSA. The PSAs were aired during periods of high viewership, including during Filipino telenovelas and news programs, such as “TV Patrol Global Edition” and “Balitang America”. *A summary of the airing of the PSAs is included in Attachment 1.* For the PSAs aired on IPTV, there were 210,181 impressions. *A summary is included in Attachment 2.*

ABS-CBN/TFC conducted a survey of viewers and found that 60.5% of Filipinos were not aware that there is an organization in Los Angeles County that provides mental health support and services to the Filipino community before seeing the PSA.

PROJECT COSTS

Production cost (PSA and Mental Health Segment 1): \$6,000

Airing cost (PSA and Mental Health Segment #1): \$170,940

Production and Airing cost (Mental Health Segments #2 and #3): \$0 [in kind]

Outreach event: \$0 [in kind]

TOTAL BUDGET: \$176, 940

LESSONS LEARNED

Filipinos often do not talk about sensitive topics such as mental illness, they tend to be isolated. Thank you to LACDMH for targeting the Filipino community in LA County and informing them that there is an organization that they can reach out to for help and support.

RECOMMENDATIONS

Recommendations for future projects include the following:

1. To continue the efforts to reach the community by way of partnering with ABS-CBN/TFC's interstitials where a known Filipino celebrity can be an Ambassador for mental health and share what he/she has experienced and how he/she was able to cope. Here is an example of one Filipino celebrity who has shared about her struggles with Depression: <https://news.abs-cbn.com/entertainment/multimedia/video/03/08/19/nadine-lustre-ikinuwento-ang-pinagdaanang-depression>
2. We recommend a campaign targeting Filipino millennials through specialty channels they watch, such as "Myx TV".
3. We recommend including social media postings on the TFC Facebook pages, Instagram, TFC.tv, and www.abs-cbnnews.com as pre-roll, which refers to commercials that air before the start of a show.
4. We recommend that LACMDH partner with ABS-CBN's non-profit foundation called BANTAY BATA, which means "Child Watch." This foundation works to help unfortunate children who have been abused by their own families in order to provide them support and resources. These children have a higher risk of developing mental health issues due to the trauma they have endured and could benefit from additional mental health education and information.

**Attachment 1: Filipino Mental Health TV Campaign
PSA Airing Summary (May 2018 - April 2019)**

Implementation Period	15 second Spots	30 second Spots	Total Spots
April 1-30, 2019	1	0	1
April 1-30, 2019	5	0	5
March 1-31, 2019	10	5	15
March 1-31, 2019	35	40	75
February 1-28, 2019	29	34	63
January 1-31, 2019	40	20	60
January 1-31, 2019	-	20	20
December 1-31, 2018	-	20	20
December 1-31, 2018	40	20	60
November 1-30, 2018	-	20	20
November 1-30, 2018	40	20	60
October 1-31, 2018	40	20	60
October 1-31, 2018	-	20	20
September 1-30, 2018	40	20	60
September 1-30, 2018	-	20	20
August 1-31, 2018	-	20	20
August 1-31, 2018	40	20	60
July 1-31, 2018	1	-	1
July 1-31, 2018	40	20	60
July 1-31, 2018	-	20	20
June 1-30, 2018	39	21	60
June 1-30, 2018	-	19	19
May 1-31, 2018	-	20	20
May 1-31, 2018	40	20	60
	440	439	879