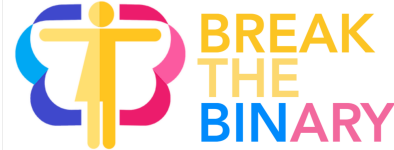




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#KnowYourHistory LGBTQIA2S+ Youth Mental Health Social Media Campaign

LGBTQIA2S+ UsCC Capacity Building Project
Los Angeles County Department of Mental Health
April 2021 to December 2021

Report & Presentation by:

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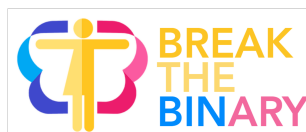
About the Contractor



Addison Rose Vincent (they/them) is a 29-year-old trans nonbinary educator and consultant. Born in Canada and raised in Michigan, Addison moved to California at the age of 17 to come out and live more openly as themselves. Since graduating with a BA in Peace Studies from Chapman University, Addison has served several nonprofits advocating for LGBTQIA2S+ communities, including Victory Fund, Strength United, Los Angeles LGBT Center, TransLatin@ Coalition, Asian Pacific AIDS Intervention Team (APAIT), and Nonbinary & Intersex Recognition Project (NIRP). Addison currently serves as the Founder & CEO of Break The Binary LLC, a strategic consulting firm supporting businesses, schools, and organizations around the world in becoming safer spaces for LGBTQIA2S+ communities.



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Original Project Proposal

Description:

This project will work to reduce barriers to mental health services for LGBTQ+ youth during and after COVID-19 through a campaign normalizing LGBTQ+ identities and experiences, promoting phone and in-person resources for mental health support, and featuring well-known LGBTQ+ advocates and allies.

Purpose:

Many LGBTQ+ youth locally and nationally face high levels of anxiety, depression, and suicidality. Unfortunately, during COVID-19 social distancing efforts, many of these same youth are experiencing sharp increases in their mental health issues. Without usual social connections (ex. LGBTQ+ teachers, mentors and friends) and social spaces (ex. Gay Student Alliance meetings, after school programs), as well as facing unsupportive or violent households in which they must remain (many LGBTQ+ share higher rates of domestic violence and abuse during COVID-19), LGBTQ+ youth are extremely vulnerable and need support. This media campaign would engage different platforms and sources to reach LGBTQ+ youth in Los Angeles County to remind them that they are not alone, that they are supported, and that they have local and national resources to contact or consider.

Objectives (Timeline):

Recruitment & Coordination (SEPTEMBER 2020 to DECEMBER 2020)

1. Talent and Partners will be recruited for a month-long visual campaign in March 2021 in honor of LGBTQ+ Mental Health Week and Trans Day of Visibility
 - a. Encouraging online/video social connections with peers and mentors
 - b. Reminders that LGBTQ+ youth are not alone
 - c. Listing of local and online/phone resources for mental health support (ex. Trevor Project, Trans LifeLine, LACDMH resources) and violence prevention/intervention support (ex. Strength United, LA LGBT Center, Peace Over Violence, East Los Angeles Women's Center)
2. Talent may include LGBTQ+ identified youth and adults, as well as ally parents, guardians, teachers, celebrities, and political representatives
 - a. Talent who are allies will need to attend a LGBTQ+ 101 presentation to ensure affirming language and practices on set and during the campaign
3. Partners may include:
 - a. Community Based Orgs: It Gets Better Project, Pennylane Centers, GSA Network, Trevor Project, LAUSD
 - b. Sponsors: FLUX
 - c. Content Platforms: BuzzFeed, TikTok, Instagram, Netflix, Hulu, HBO, YouTube

Production (JANUARY 2021 to FEBRUARY 2021)



1. Videos and pictures will be taken using fun and innovative styles for campaign usage
2. Production team is highly encouraged to be LGBTQ+ identified and/or have experience creating LGBTQ+ focused content and campaigns
 - a. Production team will need to attend a LGBTQ+ 101 presentation to ensure affirming language and practices on set and during the campaign
3. Coordination of photography and videography, as well as graphic design and editing of photos and videos for campaign

Airing & Distribution (MARCH 2021 to APRIL 2021)

1. Campaign will begin in March in honor of LGBTQ Mental Health Week and Trans Day of Visibility
2. Videos will be posted on social media platforms and potentially on content platforms to increase impact (ex. As an ad on Hulu or HBO shows/movies)
3. Pictures will be posted on social media, and printed on flyers/posters to be displayed in LAUSD schools and local businesses/organizations

Evaluation (MAY 2021 to JUNE 2021)

1. Mental Health Resources (hotlines and community based organizations) that we partner with to share the campaign will be contacted to provide insight on impact of campaign
 - a. This may look like an increase in calls or in-person appointments from LGBTQ+ youth and community members
 - b. Can work with partners before the campaign begins to ensure that callers/clients are asked how they learn about the partner resource (option to include campaign name in take? - ex. poster, commercial, video ad)
2. Talent in our campaign will be followed-up with to see if they received direct messages or communication from LGBTQ+ people who were impacted by campaign
 - a. Talent will given necessary tools/training to refer people to appropriate resources and navigate sensitive conversations
 - b. Talent will also share how participating in the campaign has impacted them and their personal mental health
3. Data and feedback will be compiled then formally presented to LACDMH representatives for consideration of similar programming in the future

Justification:

The project will center promoting services and support for LGBTQ+ youth ages 10-24 throughout Los Angeles County. The campaign will focus on [addressing the decrease in positive/supportive social connections and the increase in anxiety, depression, and suicidal ideation experienced by LGBTQ+ youth during COVID-19](#) (link is for a Trevor Project report regarding the impact of COVID-19 and social distancing efforts).



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Outcomes:

By the end of this campaign, we hope to see more LGBTQ+ reaching out to local and national organizations for supportive services and feeling more empowered to seek help as needed. We also hope that LGBTQ+ youth will feel more confident in their identities and more resilient to obstacles or challenges they may face during and after COVID-19. Lastly, we hope to use this campaign as a way to build long-term partnerships and connections between unlikely partners (ex. Film and production companies with non-profit LGBTQ+ organizations, celebrities with local advocates and service providers), all to address LGBTQ+ youth mental health issues.

Project Activities

Overview

This project worked to reduce barriers to mental health services for LGBTQIA2S+ youth during the COVID-19 pandemic through a social media campaign normalizing LGBTQIA2S+ identities by sharing local LGBTQIA2S+ history, promoting phone and in-person resources for mental health support, and featuring local LGBTQ+ youth advocates, social media influencers, and activists. Over the course of September to December 2021, participants collaborated with the Contractor to design unique videos featuring local LGBTQIA2S+ history and messages to empower LGBTQIA2S+ youth to seek mental health support as needed.

The agreed upon dates for the campaign were adjusted with approval from LACDMH due to delays in contract finalization resulting from COVID-19. Additionally LACDMH agreed that the campaign should be developed virtually instead of coordinating in-person video/photo shoots for the health and safety of all participants, contractors, and community stakeholders involved.

The decision to focus on LGBTQIA2S+ history was [based on a study](#) that found that youth who knew more about their family and community history had higher levels of self-esteem, confidence, trust, and resilience compared to youth who did not know their family or community history. The idea for the campaign centered around building confidence and resilience in LGBTQIA2S+ during such a turbulent time, and thus the incorporation of local LGBTQIA2S+ history - a chosen family history for the community - became a unique approach to improving the mental health of LGBTQIA2S+ youth in Los Angeles and all over the world (wherever people could watch the participants' videos from).

Preparation

Before the recruitment of participants could begin, preparation of the campaign theme and the pre/post surveys needed to be developed.

- A. *Pre & Post Surveys:* Both the pre and post surveys incorporated 11 questions focused on knowledge of user-centered design and mental health factors including support systems, self-care, and resilience. These 11 questions developed with a Likert Scale of 5 answers ranging from Strongly Agree, Somewhat Agree, Neutral, Somewhat Disagree, to Strongly Disagree. These questions were based on surveys used by previous LGBTQIA2S+ UsCC CBP contractors including The Wall Las Memorias Project and AMAAD Institute, and were approved by LACDMH.

For the pre survey, the Contractor included opportunities for applicants to provide personal information, contact information, and demographic information. The demographic information related to education level, race, ethnicity, sexual orientation, gender identity, and intersex status were developed with support from Kelly Wilkerson and previous applications used for past CBPs. The post survey included a section for participants to add their personal information and another section to share their experience being involved in the campaign, as well as to provide feedback for improvement and consideration.

- B. *Campaign Theme Development:* In conversations with Kelly Wilkerson, Pinki Mehta, and Imee Perius from LACDMH, the Contractor worked to develop a youth mental health media campaign that promoted LACDMH services while empowering LGBTQIA2S+ participants and viewers. It was decided that the campaign would focus on local LGBTQIA2S+ history, that the 5 participants (the content creators) would create unique 15-60 second videos for Instagram and TikTok in their own style, and the hashtag #KnowYourPower would need to be used. It was also decided that the campaign would begin in October 2021 in honor of LGBTQIA2S+ History Month, and it would end in December 2021 during the holiday season when many LGBTQIA2S+ youth would be vulnerable to mental health challenges. Originally the Contractor planned to partner with ONE Archives, a leading LGBTQIA2S+ archive collection at USC, to support the participants in identifying local LGBTQIA2S+ history that resonated with them to share in their videos, however ONE Archives dropped communication early into coordination efforts. It was also agreed that participants would receive \$500 each for their involvement in the campaign.

Recruitment

In July 2021, the Contractor began gathering a list of potential participants for the campaign. They sought 5 participants who could meet the following requirements:

- Must identify as LGBTQIA2S+;
- Ideally identifies as Black, Indigenous, and/or a Person of Color;
- Must currently reside in Los Angeles County;
- Must be between the ages of 18 and 24 during the dates of the campaign;
- Must consent to being recorded during any planning or debriefing meetings with the Contractor.

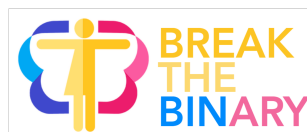
The Contractor used various email and social media channels to recruit participants and partnered with GSA Alliance's Christopher Covington to connect with their pool of youth advocates and social media influencers. The Contractor, who also led the LGBTQIA2S+ Youth Innovation Lab & Fellowship Capacity Building Project for 2021, recruited from the Youth Fellow pool for content creators.

On September 16, 2021, the Contractor invited 8 youth advocates and influencers to participate in the campaign, with the first 5 to be confirmed as part of the campaign. The 5 participants that were selected were asked to confirm their interest and to schedule a meeting with the Contractor to discuss the campaign further via Zoom. Although the campaign was originally designed to include an all-day video/photo shoot with participants, it was decided that virtual meetings and at-home content creation was best for all. This was due to various challenges and issues that arose between the time the CBP was proposed and the contract was finalized. Factors that led to a virtual and at-home platform included the ongoing COVID-19 pandemic and the health risks that came with meeting in-person, as well as the fact that many of the selected participants had difficulty finding transportation to meet at an in-person location or were simply located too far to travel with their schedules.

Participants

The 5 selected participants included the following:

1. Angelo Quiroz-Branscum (he/they)
2. Mac Harris (they/them)



3. Noah X (he/him)
4. Coyote Park (he/they)
5. Arianna Ngnomire (she/they)

All participants were located in Los Angeles proper, Long Beach, or Valley Village. They were all between the ages of 22 and 24. Additional demographic information included the following:

- Gender
 - One participant identified as a Man;
 - Three participants identified as Nonbinary;
 - One participant identified as Two-Spirit;
 - One participant identified as a Woman;
 - One participant shared that they are "Still figuring things out!";
 - 80% of participants shared that they identified as transgender, meaning their gender is different from their assigned-at-birth gender or sex.
- Sexual Orientation
 - One participant identified as bisexual;
 - Four participants identified as queer.
- Race & Ethnicity
 - 40% of participants identified as Hispanic, Latino/x/e, or of Spanish origin;
 - One participant identified as Asian;
 - Three participants identified as Black or African American;
 - One participant identified as Indigenous or Native American;
 - One participant identified as Pacific Islander;
 - Two participants identified as White;
 - One participant identified as Multiracial;
- Education Level
 - 60% of participants had a Bachelor's Degree;
 - 40% of participants had some college, no degree.
- Employment Status
 - Two participants were unemployed and currently looking for work;
 - Two participants were self-employed;
 - One participant was a student;
 - One participant was an Intern;
 - One participant worked freelance.

Content Creation

Each participant was provided with the opportunity to collaborate with the Consultant to develop a 15-60 second video for Instagram and TikTok. Their videos could be unique, but needed to incorporate the #KnowYourPower hashtag and #ad hashtag, tag LACDMH's social media pages (@lacdmh), promote LACDMH's Crisis Text Line and Hotline services, and discuss how knowing local LGBTQIA2S+ history is powerful and impactful for their mental health.

Participants focused on the following topics:

1. **Keith Haring & Prop 64:** Angelo Quiroz-Branscum (he/they)
Angelo decided to focus on Keith Haring's art and activism to help strike down Prop 64 in California, which would have forced people living with HIV to be separated from the general population and forced into an indefinite quarantine. Angelo's video

showed how Keith Haring has left a legacy that is seen in art, fashion, and media til this day.

2. **Jewel Thais-Williams & Jewel's Catch One:** Mac Harris (they/them)
Mac's video focused on Jewel Thais-Williams and her club, Jewel's Catch One. Catch One opened in the 1970s and was immediately met with challenges and controversy, from threats by police to harassment by gentrifiers. Despite even facing a bomb threat and many police raids, Jewel kept her LGBTQIA2S+ Black disco club open. Today, Jewel continues to make a difference through various nonprofit service organizations.
3. **Cooper's Donuts Riot of 1959:** Noah X (he/him)
Noah decided to focus his 15-60 second video on Cooper's Donuts of 1959. In May 1959, police were arresting multiple LGBTQIA2S+ people at the popular Cooper's Donuts and putting them in the back a police paddywagon. The patrons fought back, leading to one of the first recorded LGBTQ+ uprisings in the US, 10 years before Stonewall in New York.
4. **Two-Spirit History & Storytelling:** Coyote Park (he/they)
Coyote wanted to focus on the absence of recorded history of local Two-Spirit communities, and to highlight the need for creative documentation via storytelling and photography to capture Two-Spirit stories and experiences.
5. **Black Cat Tavern Protest of 1967:** Arianna Ngnomire (she/they)
Arianna was drawn to the story of the Black Cat Tavern protest of 1967. The Black Cat has always been known as a LGBTQ friendly bar in Echo Park, and on New Years Eve 1966/67 when several same-gender patrons kissed at midnight several plainclothes officers began harassing and arresting patrons. A protest was staged on February 11, 1967 to address anti-LGBTQ+ police raids.

Outcomes & Results

After the participants posted their videos (which are available via a Google Drive folder shared with Kelly Wilkerson), the Contractor collected screenshots of the analytics for the posts from the participants. Noah X was the only participant who was unable to share the analytics from the post. The rests are outlined below (please note that TT stands for TikTok and IG stands for Instagram):

	Reach	Interactions	Likes
Coyote (IG)	26,617	5,228	4,547
Arianna (IG)	2,663	2,731	107
Arianna (TT)	163	182	38
Angelo (IG)	5,712	5,649	156
Angelo (TT)	631	671	45
Mac (IG)	483	114	88
Mac (TT)	147	161	26
TOTALS	36,316	14,736	5,007

Additionally, the Contractor worked with the @Pride accounts on Instagram and TikTok to repost the videos on their larger social media platforms to increase reach. The videos had the following repost analytics after being reposted by @Pride, @LGBT, and @LGBTQ:



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	Reach	Views	Interactions	Likes
Coyote (IG)	128,726	136,655	11,584	10,950
Coyote (TT)	856,156	966,200	11,643	11,100
Arianna (IG)	62,146	67,415	4,328	4,211
Arianna (TT)	949,479	962,500	21,152	21,000
Angelo (IG)	70,027	61,227	5,750	5,610
Mac (IG)	98,402	106,116	11,851	11,578
TOTALS	2,164,936	2,300,113	66,308	64,449

Combined with the reposts, the campaign had an overall reach of 2,201,252 accounts across Instagram and TikTok.

Immediately after the campaign ended, the Contractor sent an email asking all 5 participants to complete the post-campaign survey in order to receive payment. The post-campaign survey included the same 11 Likert scale questions that all participants needed to complete before the campaign. The answers were arranged as options to choose between 1 and 5, with 1 being "Strongly Disagree" to 5 being "Strongly Agree." Below are various findings:

Question: If I have a concern or problem, I know what to do and who to talk to.

Average Pre-Campaign Answer: 4.2

Average Post-Campaign Answer: 4.8

Question: I am comfortable seeking mental health assistance when needed, regardless of my sexual orientation or gender identity.

Average Pre-Campaign Answer: 3.8

Average Post-Campaign Answer: 4.8

Question: I know the necessary steps it takes to arrange an appointment for myself with a mental health professional if needed.

Average Pre-Campaign Answer: 4.2

Average Post-Campaign Answer: 4.8

Question: I feel safe when accessing mental health services.

Average Pre-Campaign Answer: 3.6

Average Post-Campaign Answer: 4.4

Question: I know ways to advocate for my own mental health.

Average Pre-Campaign Answer: 4.0

Average Post-Campaign Answer: 4.6

Question: I know ways to advocate for my community's mental health.

Average Pre-Campaign Answer: 4.4

Average Post-Campaign Answer: 4.8

Question: I am comfortable talking about mental health issues with my community.

Average Pre-Campaign Answer: 4.8



Average Post-Campaign Answer: 5.0

Question: I am able to distinguish positive and negative coping mechanisms.

Average Pre-Campaign Answer: 4.6

Average Post-Campaign Answer: 5.0

Question: When I am in distress, I practice healthy coping mechanisms.

Average Pre-Campaign Answer: 3.8

Average Post-Campaign Answer: 4.6

Question: I see myself as a leader in my community.

Average Pre-Campaign Answer: 4.2

Average Post-Campaign Answer: 4.6

Question: Knowing my local LGBTQIA2S+ history makes me feel more resilient.

Average Pre-Campaign Answer: 4.8

Average Post-Campaign Answer: 5.0

It's clear that all participants reported higher averages on all questions. Some of the most impressive increases in the Likert scale questions included one around comfort in seeking mental health assistance, safety when accessing mental health services, and using healthy coping mechanisms when experiencing distress.

The post-campaign survey also presented qualitative data and feedback on each participant's experience. When asked what they enjoyed about the campaign or process, participants shared the following:

- I really enjoyed the openness for creativity. Though Addison pointed me in the right direction with the topic specifically, it was fun to have full reign on script and video format!
- i enjoyed being able to research things about LA county queer history that i had no clue about before. It was really fun learning about jewel and catch one
- I enjoyed seeing how meaningful this has been to other queer native folks and being able to share art history from trans community in LA. Photo history and art has been such a mode to healing for me, especially with my mental health. So sharing this has been empowering for myself and others.
- I really enjoyed doing research about my topic and putting the video together. I expanded my knowledge on queer history and my skills related to video editing.
- I got to interact with new people and spread information that a lot of my friends didn't know about

When asked what could have been improved or changed regarding the process or campaign, the participants shared the following:

- I can't think of anything!
- i dont think any thing was wrong with the campaign or the process of it :)
- I was really thankful for all the clarity and responsiveness through the whole process! I think it is important when working with Indigenous voices and leadership through projects like this to keep it open, because we are so used to having people tokenize us. I am glad to have some room to make it into something I could be proud of

sharing and creating conversation around those themes.

- Everything went great. Perhaps more achieve entires could have helped choose between more topics.
- Posted more on different platforms

When asked how learning about local LGBTQIA2S+ history has impacted them, the participants shared the following:

- Learning about the Black Cat felt really special! I've been able to bring up the demonstration in conversation to my friends here in LA as a way to usher in gratitude for the work that was done in the past.
- its given me new found knowledge for the county that i live in, i had no clue there had been a disco bar in la and now i know theres been one for decades
- I search everywhere for more local LGBTQIA2S+ history that reflects the trans communities of color that I surround myself with on a daily. The ones I am loving on a daily. As the search continues, learning about those that I am able to come across and all of the major accomplishments, creative works, and what they have done to lay the foundation for us has been special.
- It was definitely empowering to see community leaders and organizations come together to prevent more HIV stigma and discrimination from forming.
- I feel dope

When asked what they would do differently had they organized social media mental health campaign, the participants shared the following:

- I would include lgbtqi2s youth in the campaign as well, let them be apart of the campaigns and inspire other youth
- I would organize a social media mental health campaign that gives voice to those that are so highly stigmatized by their healing journeys. I was hospitalized for my mental health back in 2019 and it drastically shifted my life. I felt so lonely afterwards and broken. I didn't know what to do. I wish I got to see more people share their journey with impatient care: the positives, the negatives, and where people are now.
- Perhaps making the campaign longer and having content creators create more than one video would allow online communities to form along with report between creators and audiences.

The participants were lastly asked if they had any additional comments, and they shared the following:

- You're wonderful Addison, and I'm very inspired by the work that you do. You are a part of the queer history folks will be learning about in the near future.
- Really appreciated being a part of this project! I feel more confident being present online educating my communities.

APPENDIX A: Recruitment Email to Participants

Hi [Name]! I hope you are well and safe :)

Thank you for chatting with me via Instagram about this project and for expressing your initial interest in being involved! **Can you respond by Saturday September 18th if you're interested?** Here's a bit more information about it:

#KnowYourPower is a social media campaign from the Los Angeles County Department of Mental Health (LACDMH) that will **promote LGBTQIA2S+ youth mental health in Los Angeles - and around the world!** The 3-month campaign will launch on October 1st in honor of LGBTQIA2S+ History Month and will be active during the holidays - an often challenging time for LGBTQIA2S+ youth.

[Studies have shown](#) that youth who know more about their family and community history are more confident, more resilient, and have higher levels of self-esteem. **Our campaign will highlight Los Angeles LGBTQIA2S+ history while featuring LACDMH resources** (including the HelpLine and website with additional LGBTQIA2S+ mental health resources) **so youth will know that they are not alone and that their community has always been here for them, especially during these turbulent times.**

With support from the ONE LGBTQ+ Archives at USC, **5 LGBTQIA2S+ youth content creators ages 18-24 based in Los Angeles will develop 15 to 30-second videos featuring different stories in various styles (this is where you come in!).** These videos will then be reposted, dueted, or reacted to on both Instagram Reels and TikTok by larger social media influencers across the US and around the globe to amplify their messages (we already have confirmation from @pride @lgbt @lgbtq).

Deliverables for our content creators are as follows:

09/20/2021 to 09/22/2021: Meet with myself and/or ONE Archives to identify a person, organization, or event from Los Angeles LGBTQIA2S+ history to focus on in video.

09/23/2021 to 09/24/2021: Create and submit your 15 to 60-second video and captions for approval (video will be reposted on LACDMH social media pages and by influencers on 10/01). Note that you will have 2 different captions - one for TikTok, one for IG. Captions should include:

#KnowYourPower hashtag

@LACDMH, @BreakTheBinaryLLC, and @ONEArchives account tags

24/7 Help Line: (800) 854-7771

Crisis Text Line: Text "LA" to 741741

For IG Only: Why/How knowing your local LGBTQIA2S+ history empowers you, and a call to others to share their local LGBTQIA2S+ history

10/01/2021: Post approved video and captions on both TikTok and Instagram Reels

10/01/2021 to 12/31/2021: Posts should remain active for 3 months for people to access them during LGBTQIA2S+ History Month (October) and during the holidays (November-December). I will follow-up about analytics at the following times:

1 Week after posting

1 Month after posting

3 Months after posting



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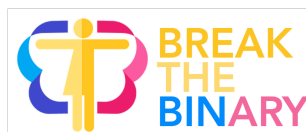
Content creators will receive \$500.00 for meeting all deliverables (to be paid 30 days after initial posting). Payment will be sent via PayPal. Content creators will need to submit an invoice (instructions to be sent after posting).

If you are still interested in participating, please send me your availability for Monday 09/20 to Wednesday 09/22 to meet and discuss more. Happy to answer any questions you may have, looking forward to hearing from you soon!

With pride,
Addison Rose Vincent



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APPENDIX B: Campaign Surveys

Item I. Pre-Campaign Survey

#KnowYourPower is a social media campaign from the Los Angeles County Department of Mental Health (LACDMH) that will promote LGBTQIA2S+ youth mental health in Los Angeles - and around the world! The 3-month campaign will launch on October 1st in honor of LGBTQIA2S+ History Month and will be active during the holidays - an often challenging time for LGBTQIA2S+ youth.

Studies have shown that youth who know more about their family and community history are more confident, more resilient, and have higher levels of self-esteem. Our campaign will highlight Los Angeles LGBTQIA2S+ history while featuring LACDMH resources (including the HelpLine and website with additional LGBTQIA2S+ mental health resources) so youth will know that they are not alone and that their community has always been here for them, especially during these turbulent times.

With support from the ONE LGBTQ+ Archives at USC, 5 LGBTQIA2S+ youth content creators ages 18-24 based in Los Angeles will develop 15 to 30-second videos featuring different stories in various styles (this is where you come in!). These videos will then be reposted, dueted, or reacted to on both Instagram Reels and TikTok by larger social media influencers across the US and around the globe to amplify their messages (we already have confirmation from @pride @lgbt @lgbtq).

Deliverables for our content creators are as follows:

-> 09/20/2021 to 09/22/2021: Meet with myself and/or ONE Archives to identify a person, organization, or event from Los Angeles LGBTQIA2S+ history to focus on in video.

-> 09/23/2021 to 09/24/2021: Create and submit your 15 to 60-second video and captions for approval (video will be reposted on LACDMH social media pages and by influencers on 10/01). Note that you will have 2 different captions - one for TikTok, one for IG. Captions should include: #KnowYourPower hashtag; @LACDMH, @BreakTheBinaryLLC, and @ONEArchives account tags; 24/7 Help Line (800) 854-7771; Crisis Text Line - Text "LA" to 741741; (For IG Only) Why/How knowing your local LGBTQIA2S+ history empowers you, and a call to others to share their local LGBTQIA2S+ history

-> 10/01/2021: Post approved video and captions on both TikTok and Instagram Reels

-> 10/01/2021 to 12/31/2021: Posts should remain active for 3 months for people to access them during LGBTQIA2S+ History Month (October) and during the holidays (November-December). I will follow-up about analytics at the following times: 1 Week after posting; 1 Month after posting; 3 Months after posting.

Content creators will receive \$500.00 for meeting all deliverables (to be paid 30 days after initial posting). Payment will be sent via PayPal. Content creators will need to submit an invoice (instructions to be sent after posting).

If you have any questions or concerns, please email Addison at addison@breakthebinaryllc.com.



Do you identify as LGBTQIA2S+?

- Yes
- No

Do you currently reside in Los Angeles County?

- Yes
- No

Do you consent to being recorded during any planning and debrief meetings for LACDMH documentation and reporting purposes?

- Yes
- No

Personal Information

Please respond to the following questions and prompts. Your answers will remain confidential.

- First Name *
- Last Name *
- Pronouns (if any)
- Address *
- City *
- State *
- Zip Code *
- Phone Number *
- Email Address *
- Birthdate *
- Instagram Handle (@...)
- TikTok Handle (@...)

Demographic Information

Please respond to the following questions and prompts. Your answers will remain confidential.

Which of the following best describes your gender? (Select all that apply)

- Agender
- Genderfluid
- Man
- Nonbinary
- Two-Spirit
- Woman
- Prefer Not to Share
- Other

Do you describe yourself as transgender, meaning your gender is different from your assigned-at-birth gender or sex?

- Yes
- No

- Unsure
- Prefer Not to Share

Do you describe yourself as intersex, meaning your sex characteristics do not align with the traditional sex binary of male or female?

- Yes
- No
- Unsure
- Prefer Not to Share

Which of the following best describes your sexual orientation? (Select all that apply)

- Asexual
- Bisexual or Bi+
- Gay
- Fluid
- Lesbian
- Pansexual
- Queer
- Questioning
- Two-Spirit
- Prefer Not to Share
- Other

Are you of Hispanic, Latino/x/e, or Spanish origin?

- Yes
- No
- Unsure
- Prefer Not to Share

Which of the following best describes your racial or ethnic identity? (Select all that apply)

- Asian
- Black / African American
- Indigenous / Native American / Alaska Native
- Latinx / Latine
- Pacific Islander
- Southwest Asian North African (SWANA)
- White
- Prefer Not to Share
- Other

What is the highest degree or level of school you have completed? (If you're currently enrolled in school, please indicate the highest degree you have received)

- Less than a high school diploma
- High school degree or equivalent (e.g. GED)
- Some college, no degree
- Associate degree (e.g. AA, AS)



- Bachelor's degree (e.g. BA, BS)
- Master's degree (e.g. MA, MS, MEd)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)

What is your current employment status? (Select all that apply)

- Employed full time (40 or more hours per week)
- Employed part time (up to 39 hours per week)
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Homemaker
- Retired
- Self-employed
- Student
- Unable to work
- Prefer Not to Share
- Other

Pre-Campaign Assessment

The following questions are designed to capture mental health factors, opportunities, and challenges. We will be administering these same questions after the campaign ends to measure its impact on the mental health of our Content Creators. Please respond to each statement based on how you feel at this time. Your answers will remain confidential.

If I have a concern or problem, I know what to do and who to talk to. (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am comfortable seeking mental health assistance when needed, regardless of my sexual orientation or gender identity. (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I know the necessary steps it takes to arrange an appointment for myself with a mental health professional if needed. (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I feel safe when accessing mental health services (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I know ways to advocate for my own mental health (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I know ways to advocate for my community's mental health (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am comfortable talking about mental health issues with my community (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am able to distinguish positive and negative coping mechanisms (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

When I am in distress, I practice healthy coping mechanisms (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

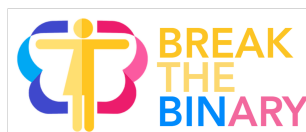
I see myself as a leader in my community (Select One)

- Strongly Agree
- Somewhat Agree

- Neutral
- Somewhat Disagree
- Strongly Disagree

Knowing my local LGBTQIA2S+ history makes me feel more resilient.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree



Item II. *Post-Campaign Survey*

LGBTQIA2S+ Youth Media Campaign: Content Creator Post-Survey

Thank you for your participation in the #KnowYourPower social media campaign from the Los Angeles County Department of Mental Health (LACDMH). The campaign promoted LGBTQIA2S+ youth mental health in Los Angeles - and around the world! The 3-month campaign will launched on October 4th in honor of LGBTQIA2S+ History Month and will be active during the holidays - an often challenging time for LGBTQIA2S+ youth.

If you have any questions or concerns, please email Addison at addison@breakthebinaryllc.com.

Personal Information

Please respond to the following questions and prompts. Your answers will remain confidential.

- First Name *
- Last Name *
- Pronouns (if any)
- Address *
- City *
- State *
- Zip Code *
- Phone Number *
- Email Address *
- Birthdate *
- Instagram Handle (@...)
- TikTok Handle (@...)

Post-Campaign Assessment

The following questions are designed to capture mental health factors, opportunities, and challenges. We administered these same questions before the campaign and administering them again now to measure its impact on the mental health of our Content Creators. Please respond to each statement based on how you feel at this time. Your answers will remain confidential.

If I have a concern or problem, I know what to do and who to talk to. (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am comfortable seeking mental health assistance when needed, regardless of my sexual orientation or gender identity. (Select One)

- Strongly Agree
- Somewhat Agree

- Neutral
- Somewhat Disagree
- Strongly Disagree

I know the necessary steps it takes to arrange an appointment for myself with a mental health professional if needed. (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I feel safe when accessing mental health services (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I know ways to advocate for my own mental health (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I know ways to advocate for my community's mental health (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am comfortable talking about mental health issues with my community (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I am able to distinguish positive and negative coping mechanisms (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

When I am in distress, I practice healthy coping mechanisms (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

I see myself as a leader in my community (Select One)

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

Knowing my local LGBTQIA2S+ history makes me feel more resilient.

- Strongly Agree
- Somewhat Agree
- Neutral
- Somewhat Disagree
- Strongly Disagree

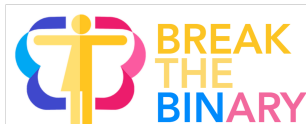
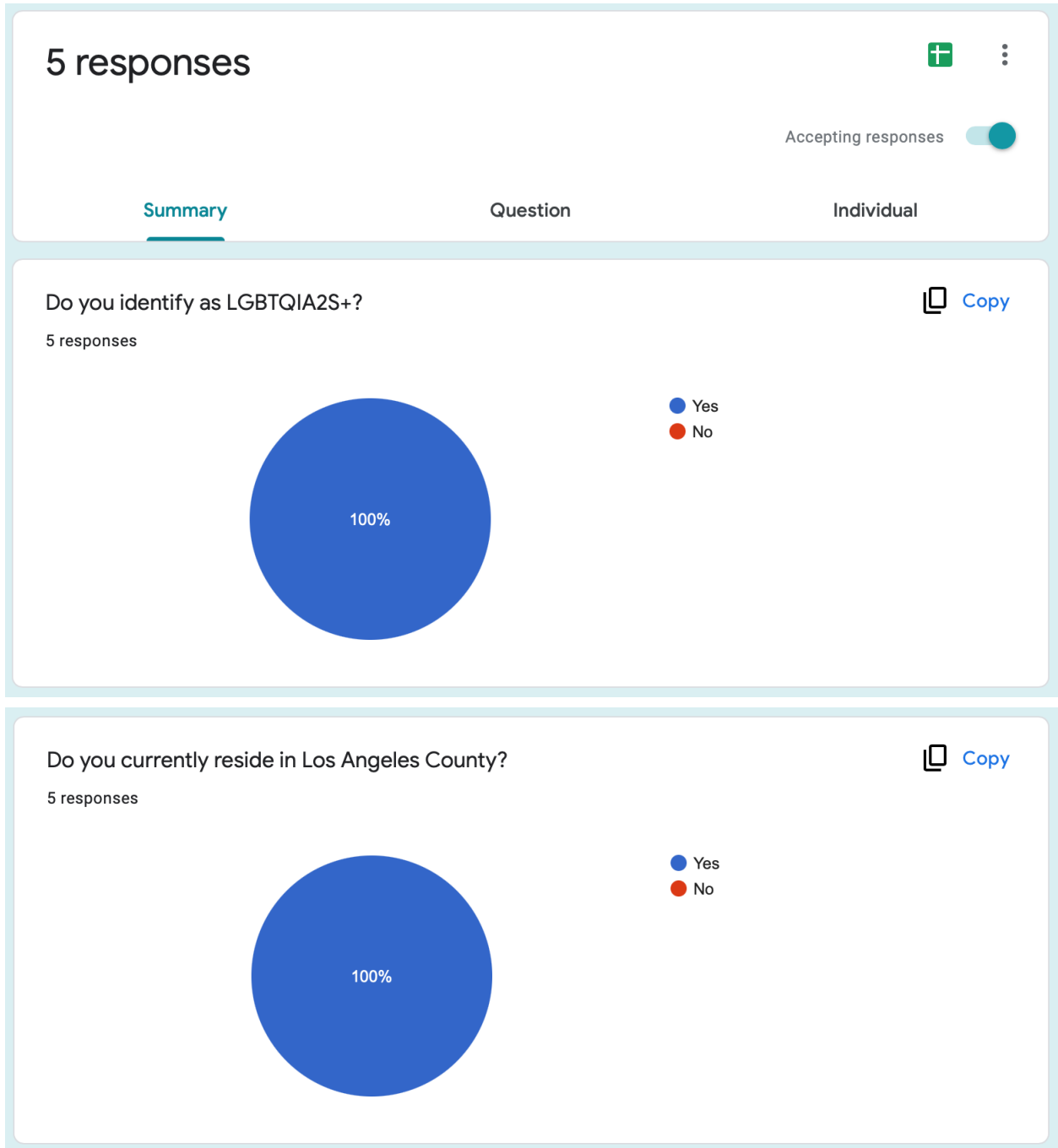
Additional Comments

The following sections are optional but will be helpful for LACDMH to understand how the campaign and the process can be improved. Your responses will remain confidential. Thank you!

- What did you enjoy about the campaign or process?
- What could have been improved or changed about the campaign or process?
- How has learning more about our local LGBTQIA2S+ history impacted you?
- If you could organize a social media mental health campaign, what would you do differently?
- Any additional comments, feedback, or thoughts?

APPENDIX C: Campaign Survey Results

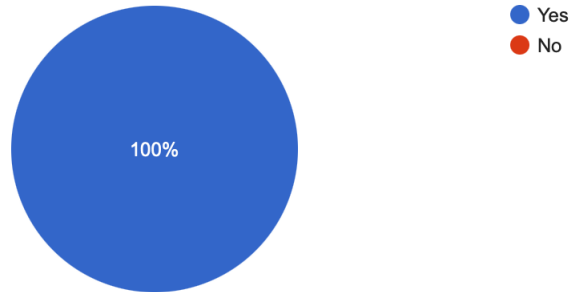
Item I. Pre-Campaign Survey Results



Do you consent to being recorded during any planning and debrief meetings for LACDMH documentation and reporting purposes?

 Copy

5 responses



Personal Information

First Name

5 responses

Angelo

Mykailah (preferred name Mac)

Noah

Coyote

Arianna



Last Name

5 responses

Quiroz-Branscum

Harris

X

Park

Ngnomire

Pronouns (if any)

5 responses

he/they

They/them

He/him

he/they/Coyote

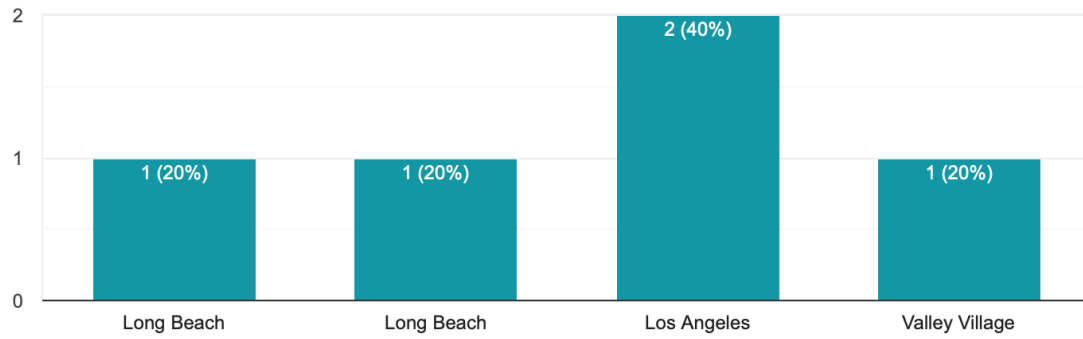
she/they



City

 Copy

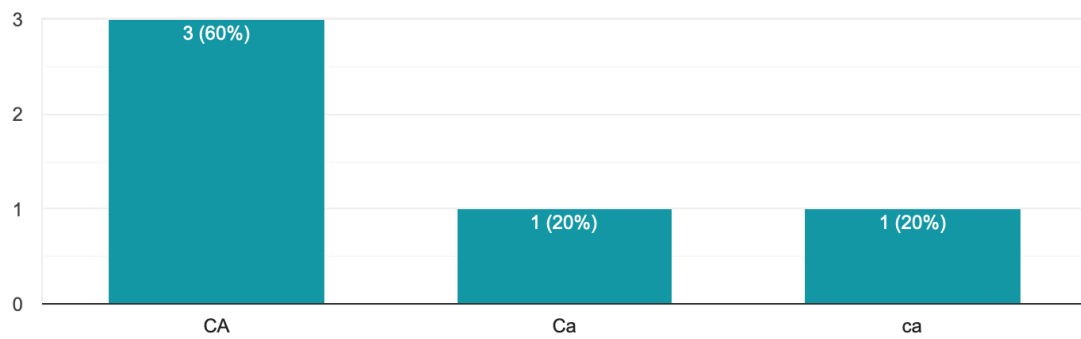
5 responses



State

 Copy

5 responses



Zip Code

5 responses

90034

90813

90805

90026

91607



Instagram Handle (@...)

5 responses

aqueeroz

@macthemilkdud

@noahx1312

coyotepark

thereelarianna

TikTok Handle (@...)

5 responses

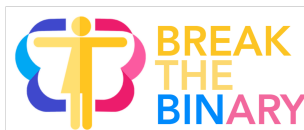
aqueeroz

@macmacaroni_

@noahx19

nativeboytoy

thereelarianna

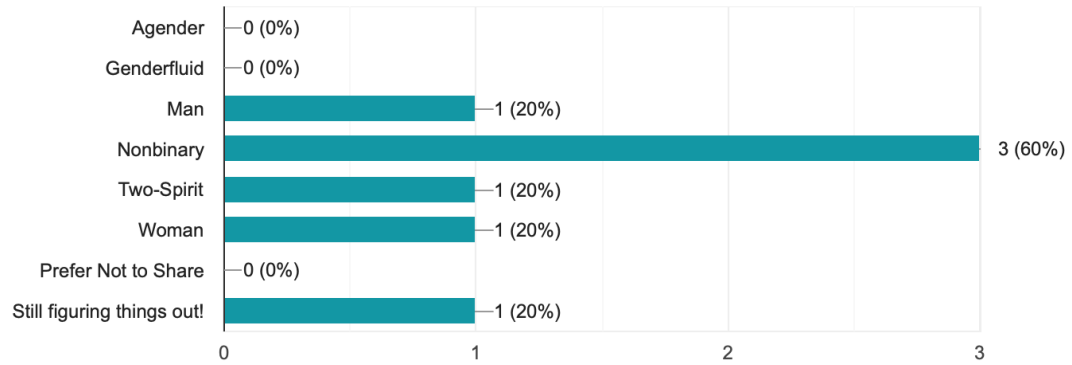


Demographic Information

Which of the following best describes your gender? (Select all that apply)

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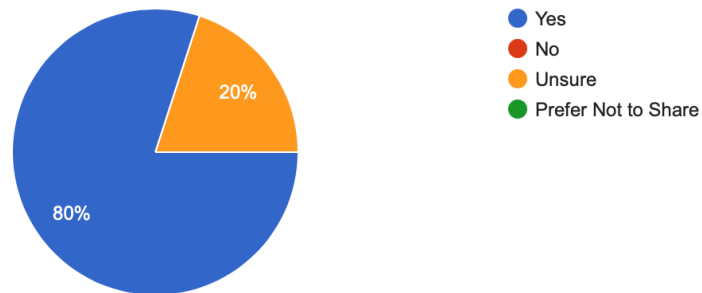
5 responses



Do you describe yourself as transgender, meaning your gender is different from your assigned-at-birth gender or sex?

 Copy

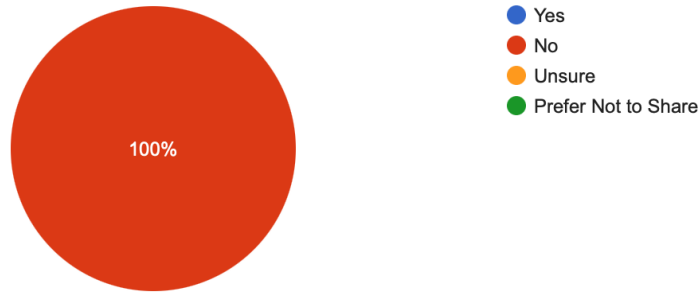
5 responses



Do you describe yourself as intersex, meaning your sex characteristics do not align with the traditional sex binary of male or female?

 Copy

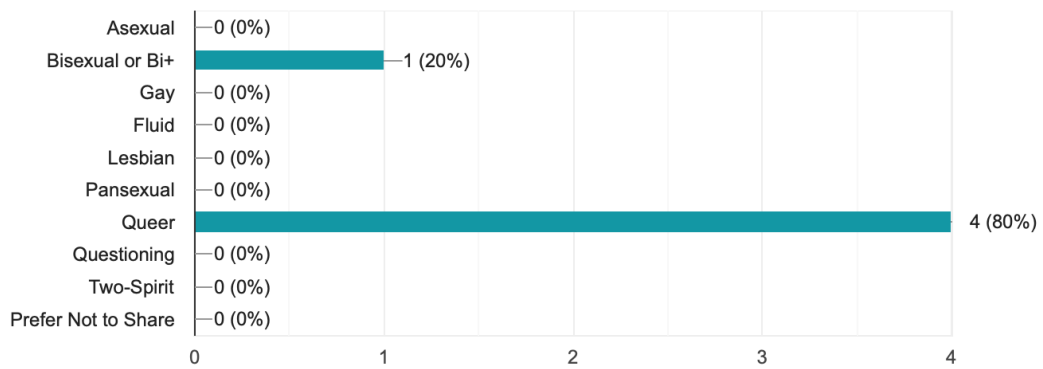
5 responses



Which of the following best describes your sexual orientation? (Select all that apply)

 Copy

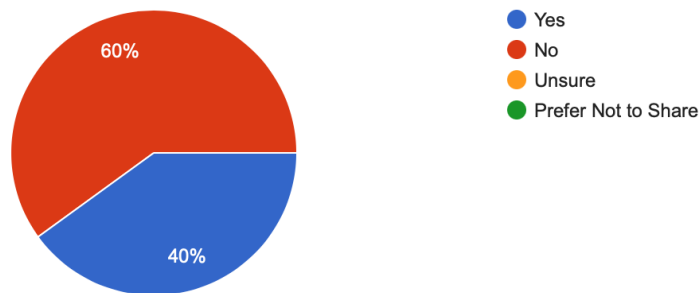
5 responses



Are you of Hispanic, Latino/x/e, or Spanish origin?

 Copy

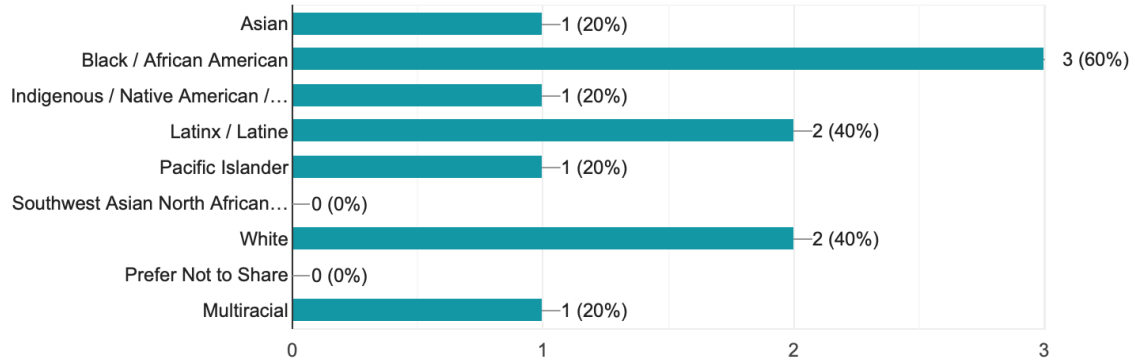
5 responses



Which of the following best describes your racial or ethnic identity? (Select all that apply)

 Copy

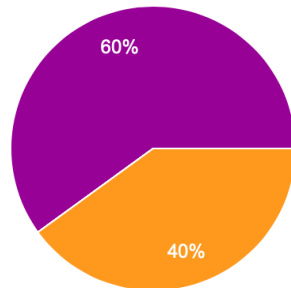
5 responses



What is the highest degree or level of school you have completed? (If you're currently enrolled in school, please indicate the highest degree you have received)

 Copy

5 responses



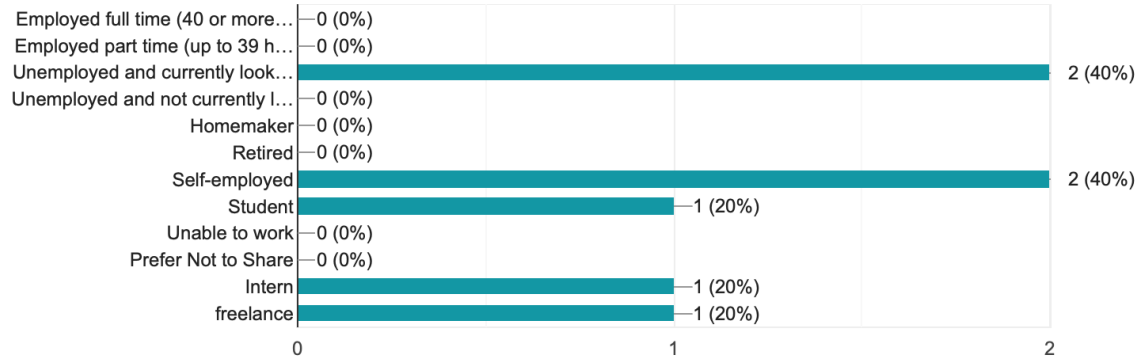
- Less than a high school diploma
- High school degree or equivalent (e.g. GED)
- Some college, no degree
- Associate degree (e.g. AA, AS)
- Bachelor's degree (e.g. BA, BS)
- Master's degree (e.g. MA, MS, MEd)
- Professional degree (e.g. MD, DDS, DVM)
- Doctorate (e.g. PhD, EdD)



What is your current employment status? (Select all that apply)

 Copy

5 responses

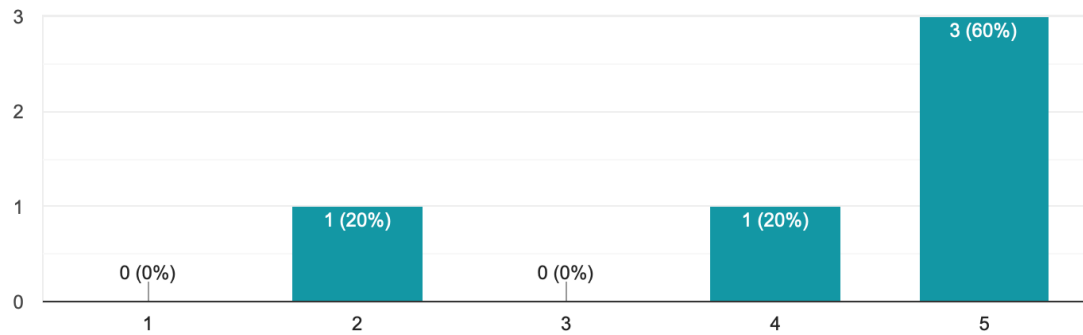


Pre-Campaign Assessment

If I have a concern or problem, I know what to do and who to talk to.

 Copy

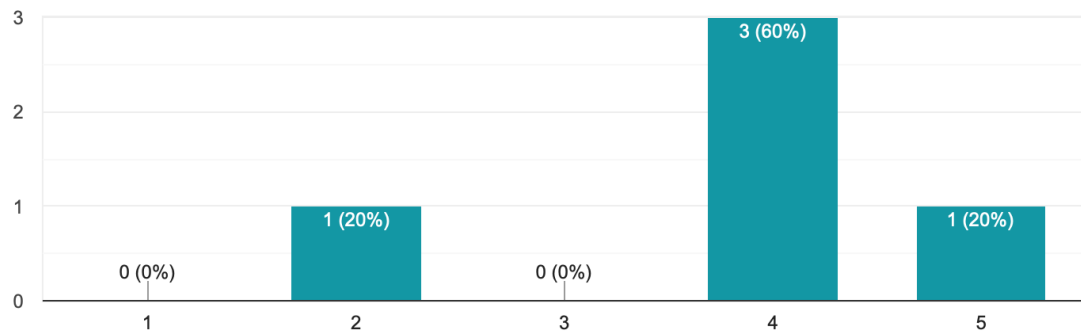
5 responses



I am comfortable seeking mental health assistance when needed, regardless of my sexual orientation or gender identity.

 Copy

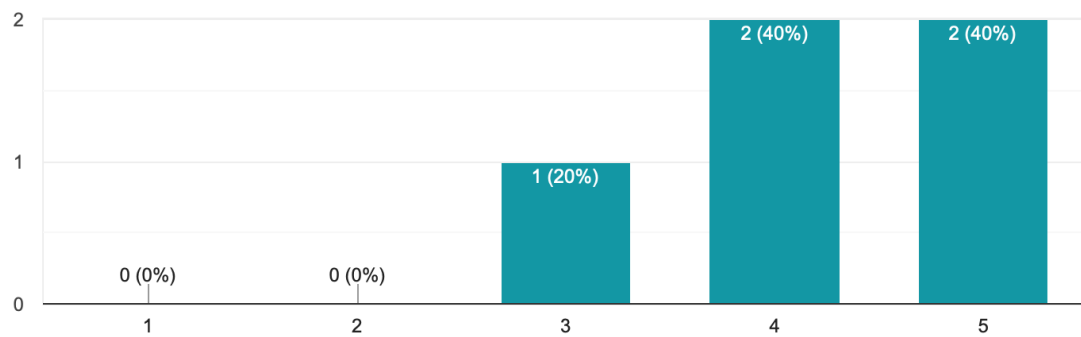
5 responses



I know the necessary steps it takes to arrange an appointment for myself with a mental health professional if needed.

 Copy

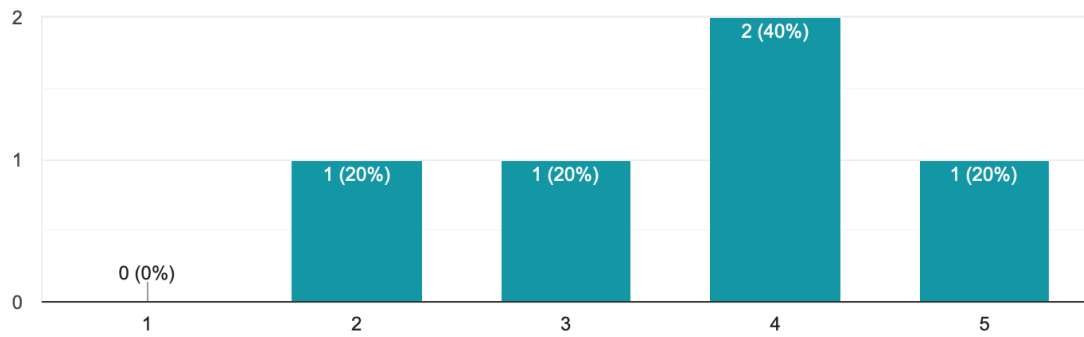
5 responses



I feel safe when accessing mental health services.

 Copy

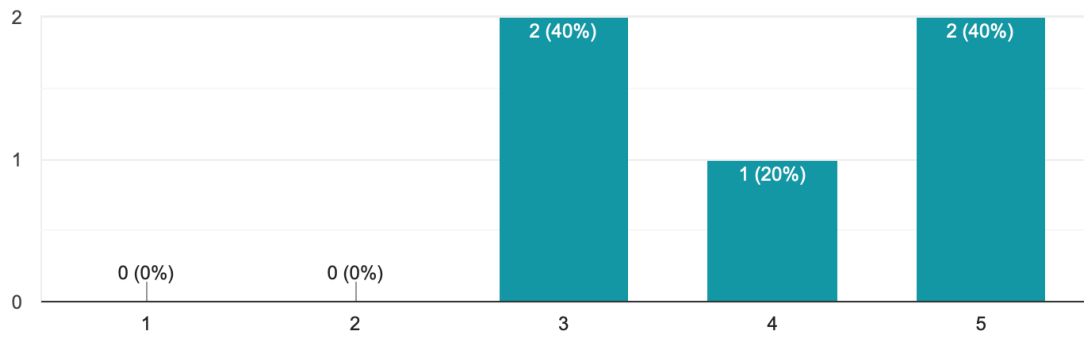
5 responses



I know ways to advocate for my own mental health.

 Copy

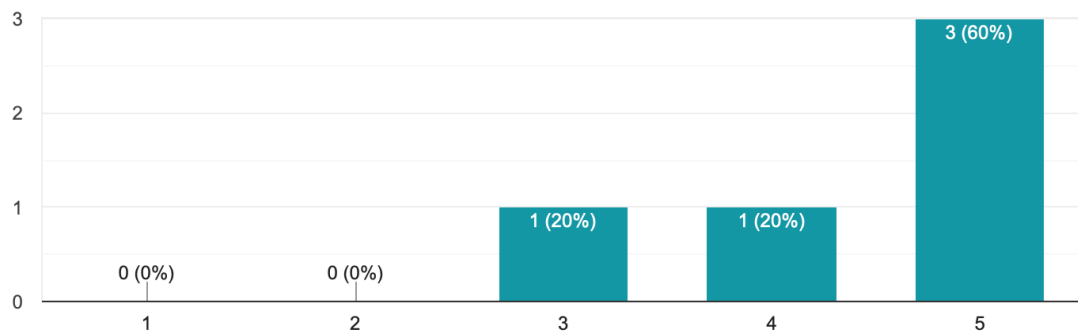
5 responses



I know ways to advocate for my community's mental health.

 Copy

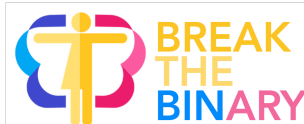
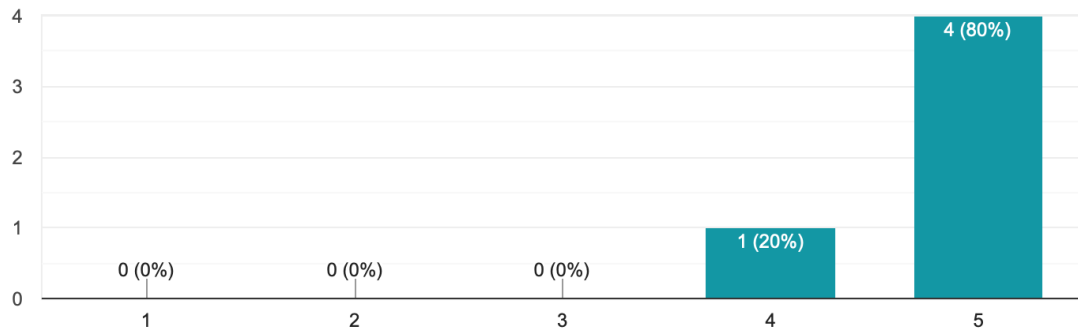
5 responses



I am comfortable talking about mental health issues with my community.

 Copy

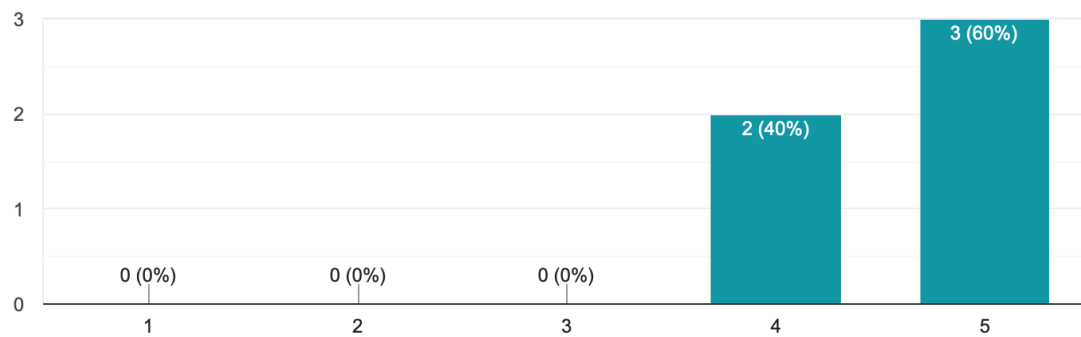
5 responses



I am able to distinguish positive and negative coping mechanisms.

 Copy

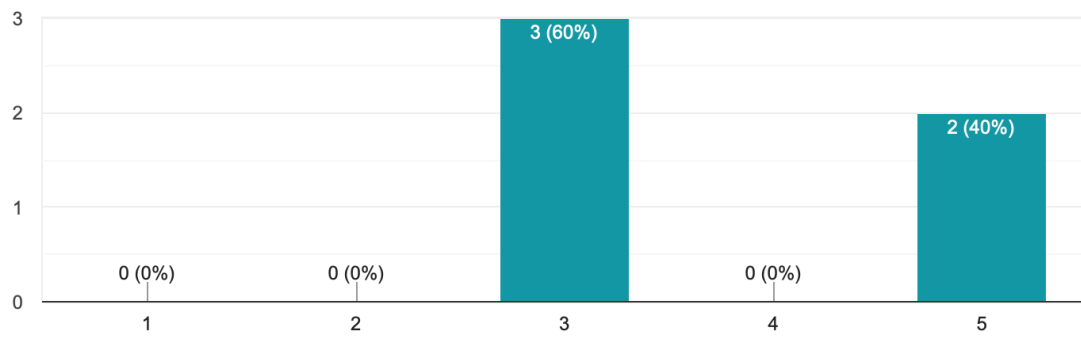
5 responses



When I am in distress, I practice healthy coping mechanisms.

 Copy

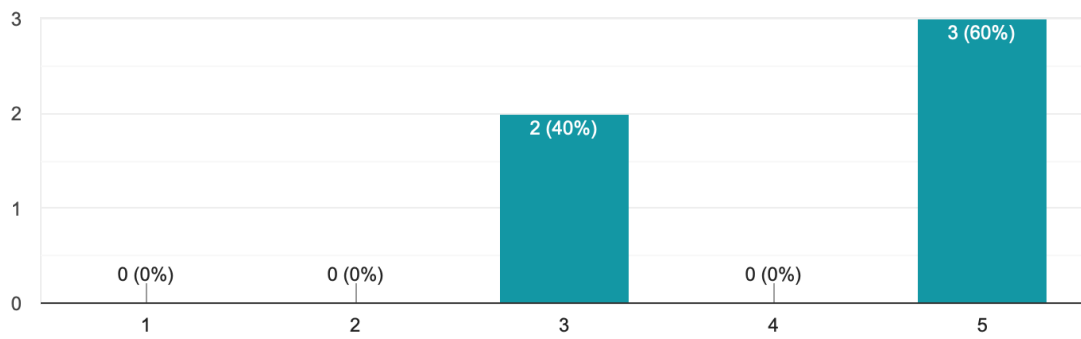
5 responses



I see myself as a leader in my community.

 Copy

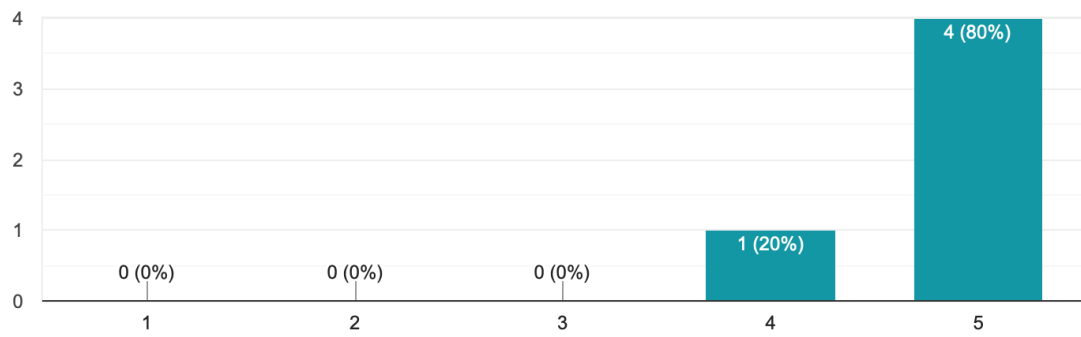
5 responses



Knowing my local LGBTQIA2S+ history makes me feel more resilient.

 Copy

5 responses



Item II. Post-Campaign Survey Results

5 responses + ⋮

Accepting responses

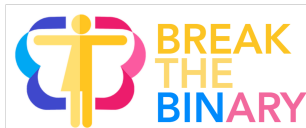
Summary Question Individual

First Name
5 responses

- Arianna
- Mac
- Coyote
- Angelo
- Noah

Last Name
5 responses

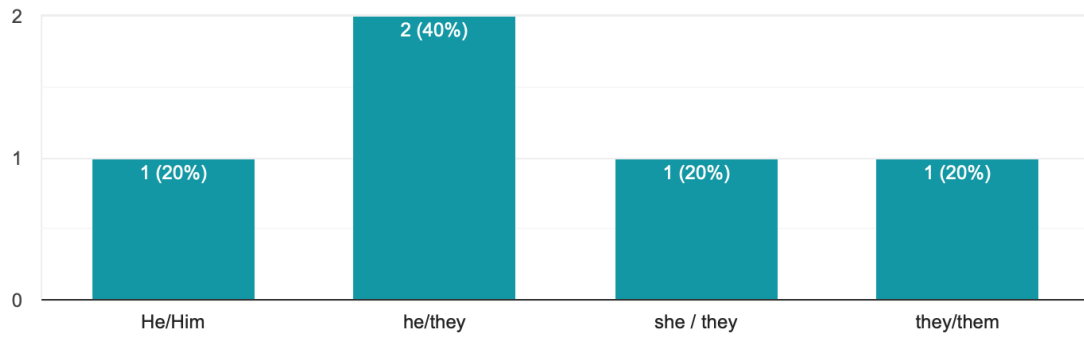
- Ngnomire
- Harris
- Park
- Quiroz-Branscum
- Chavez-Bonilla



Pronouns (if any)

 Copy

5 responses



Address

5 responses

5852 Whitsett ave apt 3

1634 walnut avenue

coyotepark808@gmail.com

10770 Lawler St #204

54w 52nd st



City

5 responses

VALLEY VILLAGE

long beach

Tongva Territory (Los Angeles)

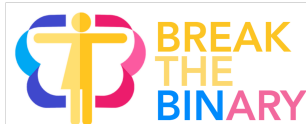
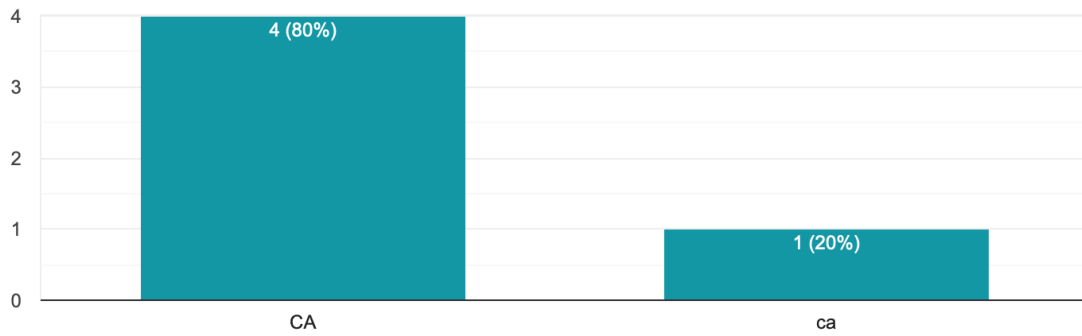
Los Angeles

Long Beach

State

5 responses

 Copy



Zip Code

5 responses

91607

90813

90026

90034

90805

Phone Number

5 responses

3036188166

5623261555

8082777258

19513348040

5625053475

Email Address

5 responses

AriannaNgnomire@gmail.com

macharrisya@gmail.com

coyotepark808@gmail.com

apquirozbranscum@ucdavis.edu

santiagojacob96@gmail.com



Birthdate

5 responses

Dec 1996	4
Feb 1997	5
Oct 1998	30
Jan 1999	19
Feb 1999	8

Instagram Handle (@...)

5 responses

thereelarianna

@macthemilkdud

@coyotepark

aqueeroz

noahx1312

TikTok Handle (@...)

5 responses

thereelarianna

@macthemilkdud

@nativeboytoy

aqueeroz

noahx19

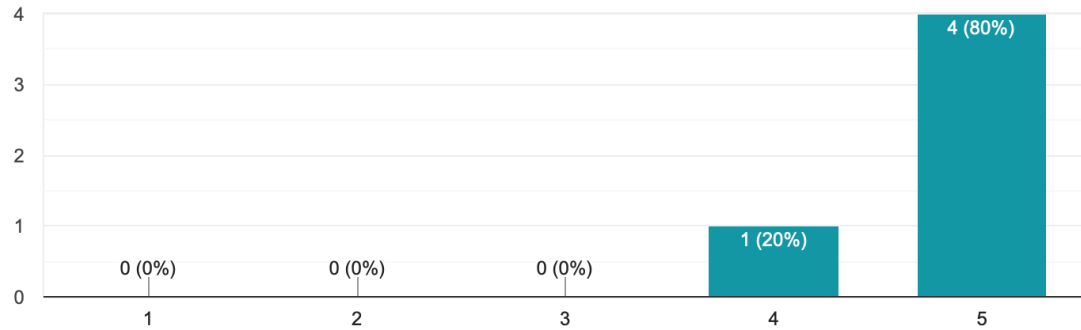


Post-Campaign Assessment

If I have a concern or problem, I know what to do and who to talk to.

 Copy

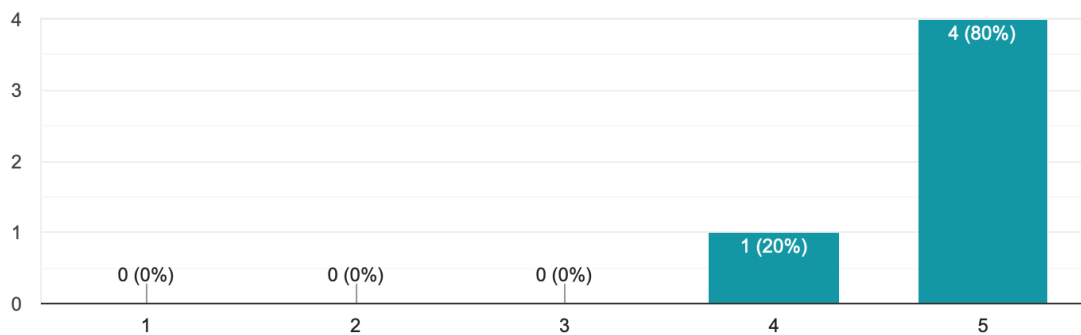
5 responses



I am comfortable seeking mental health assistance when needed, regardless of my sexual orientation or gender identity.

 Copy

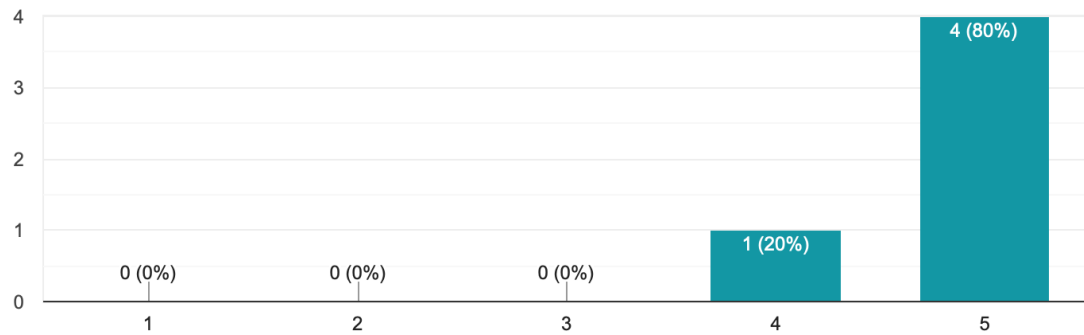
5 responses



I know the necessary steps it takes to arrange an appointment for myself with a mental health professional if needed.

 Copy

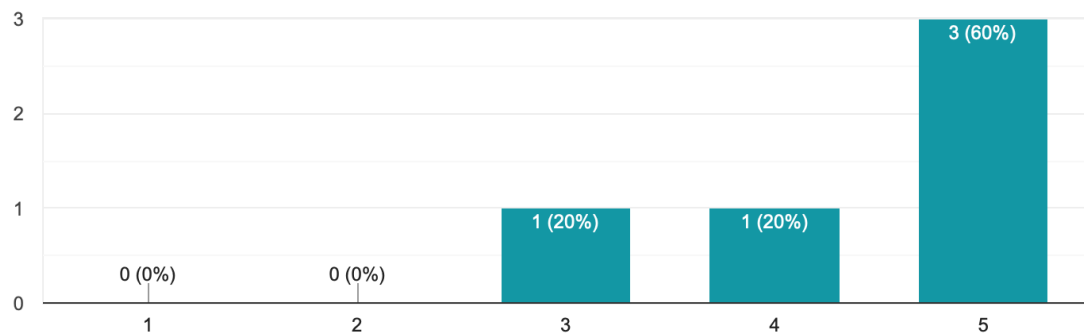
5 responses



I feel safe when accessing mental health services.

 Copy

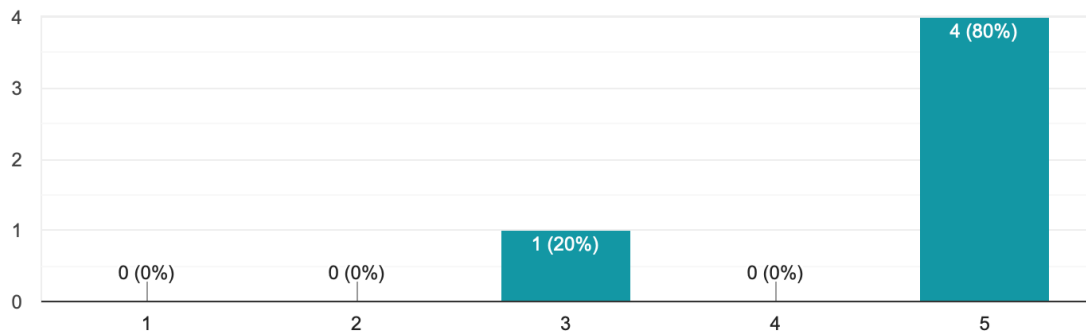
5 responses



I know ways to advocate for my own mental health.

 Copy

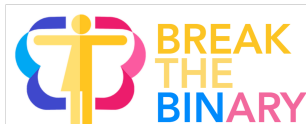
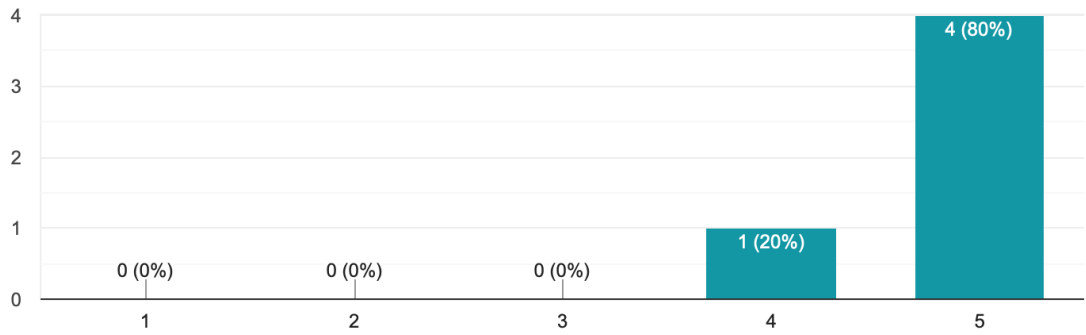
5 responses



I know ways to advocate for my community's mental health.

 Copy

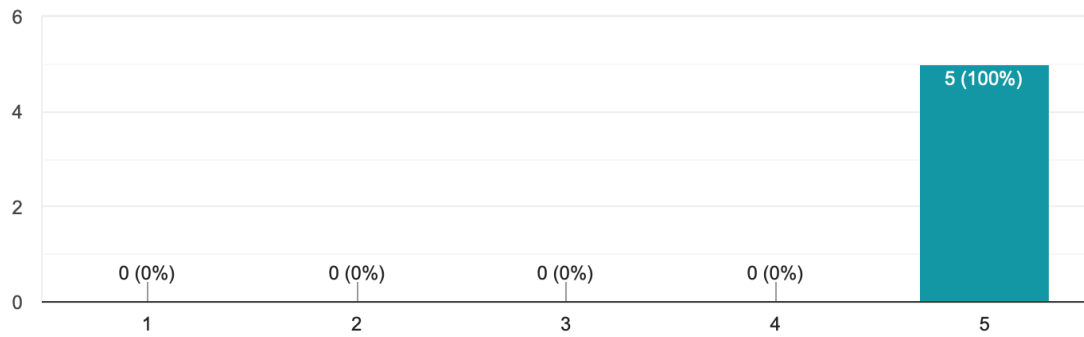
5 responses



I am comfortable talking about mental health issues with my community.

 Copy

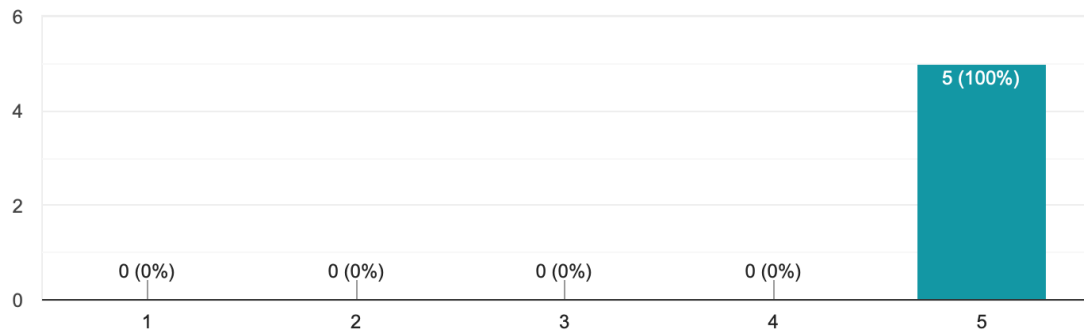
5 responses



I am able to distinguish positive and negative coping mechanisms.

 Copy

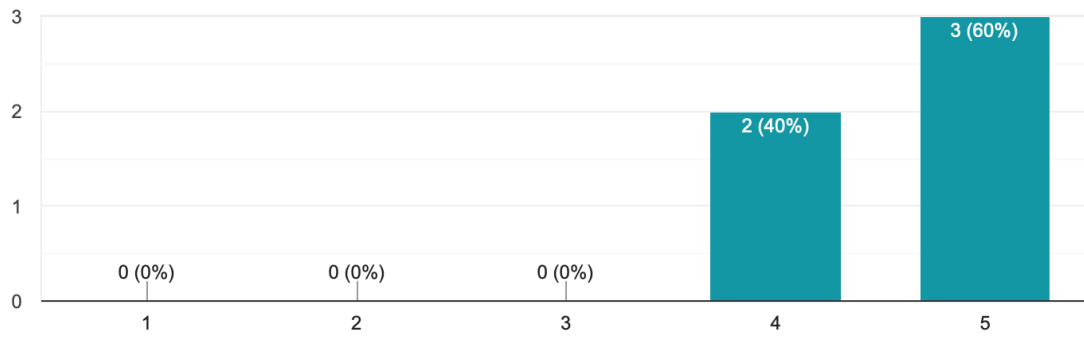
5 responses



When I am in distress, I practice healthy coping mechanisms.

 Copy

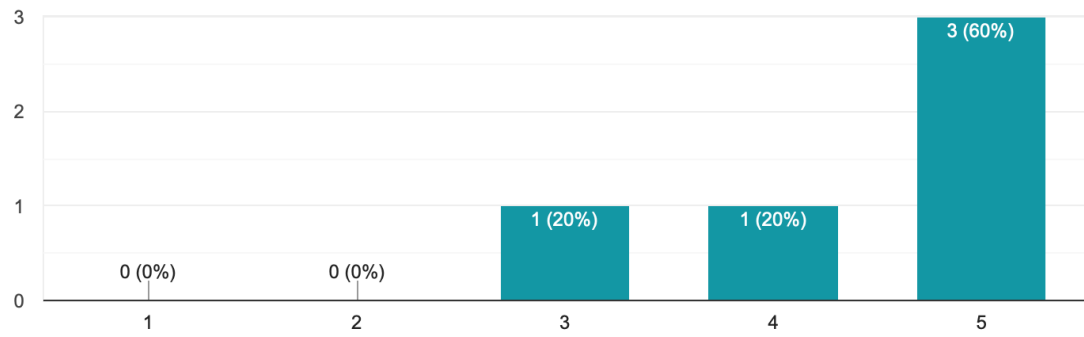
5 responses



I see myself as a leader in my community.

 Copy

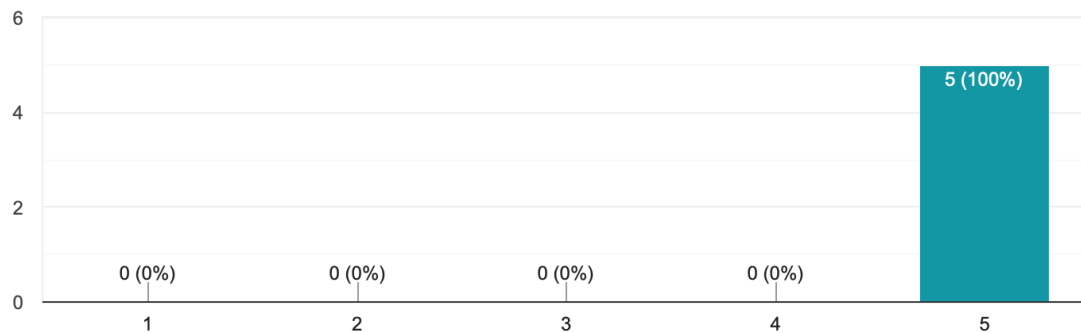
5 responses



Knowing my local LGBTQIA2S+ history makes me feel more resilient.

 Copy

5 responses



Additional Comments

What did you enjoy about the campaign or process?

5 responses

I really enjoyed the openness for creativity. Though Addison pointed me in the right direction with the topic specifically, it was fun to have full reign on script and video format!

i enjoyed being able to research things about LA county queer history that i had no clue about before. It was really fun learning about jewel and catch one

I enjoyed seeing how meaningful this has been to other queer native folks and being able to share art history from trans community in LA. Photo history and art has been such a mode to healing for me, especially with my mental health. So sharing this has been empowering for myself and others.

I really enjoyed doing research about my topic and putting the video together. I expanded my knowledge on queer history and my skills related to video editing.

I got to interact with new people and spread information that a lot of my friends didn't know about



LOS ANGELES COUNTY
**DEPARTMENT OF
MENTAL HEALTH**
hope. recovery. wellbeing.



What could have been improved or changed about the campaign or process?

5 responses

I can't think of anything!

i dont think any thing was wrong with the campaign or the process of it :)

I was really thankful for all the clarity and responsiveness through the whole process! I think it is important when working with Indigenous voices and leadership through projects like this to keep it open, because we are so used to having people tokenize us. I am glad to have some room to make it into something I could be proud of sharing and creating conversation around those themes.

Everything went great. Perhaps more achieve entires could have helped choose between more topics.

Posted more on different platforms

How has learning more about our local LGBTQIA2S+ history impacted you?

5 responses

Learning about the Black Cat felt really special! I've been able to bring up the demonstration in conversation to my friends here in LA as a way to usher in gratitude for the work that was done in the past.

its given me new found knowledge for the county that i live in, i had no clue there had been a disco bar in la and now i know theres been one for decades

I search everywhere for more local LGBTQIA2S+ history that reflects the trans communities of color that I surround myself with on a daily. The ones I am loving on a daily. As the search continues, learning about those that I am able to come across and all of the major accomplishments, creative works, and what they have done to lay the foundation for us has been special.

It was definitely empowering to see community leaders and organizations come together to prevent more HIV stigma and discrimination from forming.

I feel dope



If you could organize a social media mental health campaign, what would you do differently?

4 responses

N/A!

I would include lgbtqi2s youth in the campaign as well, let them be apart of the campaigns and inspire other youth

I would organize a social media mental health campaign that gives voice to those that are so highly stigmatized by their healing journeys. I was hospitalized for my mental health back in 2019 and it drastically shifted my life. I felt so lonely afterwards and broken. I didn't know what to do. I wish I got to see more people share their journey with impatient care: the positives, the negatives, and where people are now.

Perhaps making the campaign longer and having content creators create more than one video would allow online communities to form along with report between creators and audiences.

Any additional comments, feedback, or thoughts?

3 responses

You're wonderful Addison, and I'm very inspired by the work that you do. You are a part of the queer history folks will be learning about in the near future.

n/a

Really appreciated being a part of this project! I feel more confident being present online educating my communities.

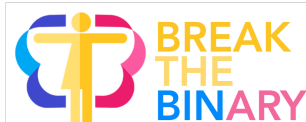
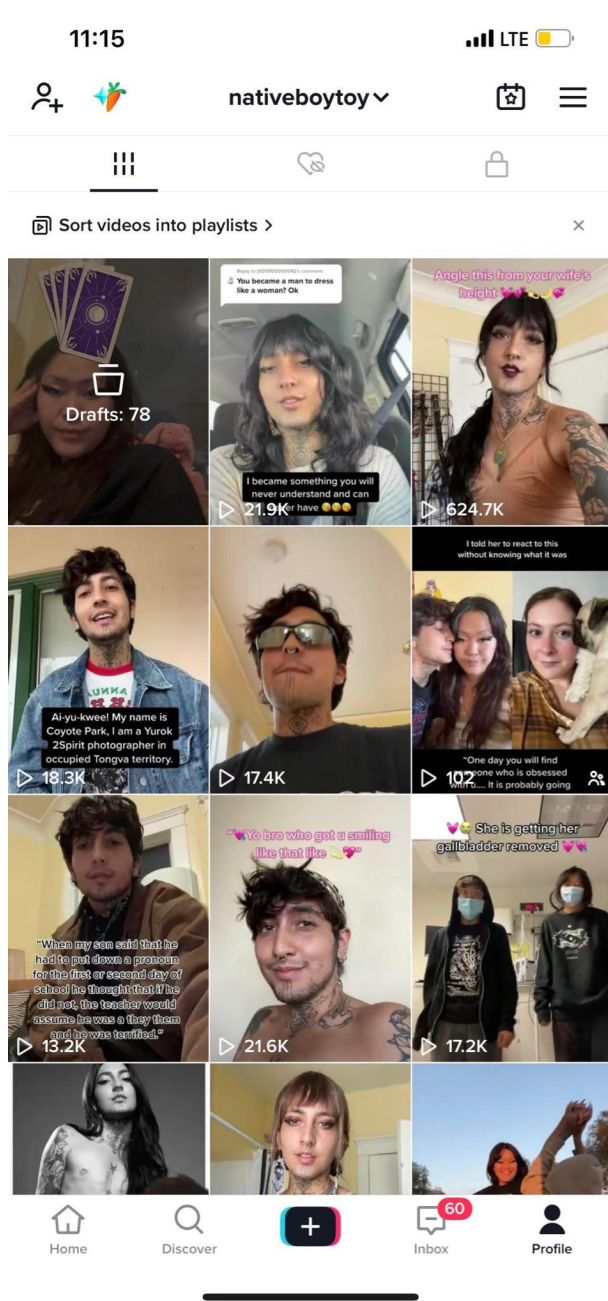


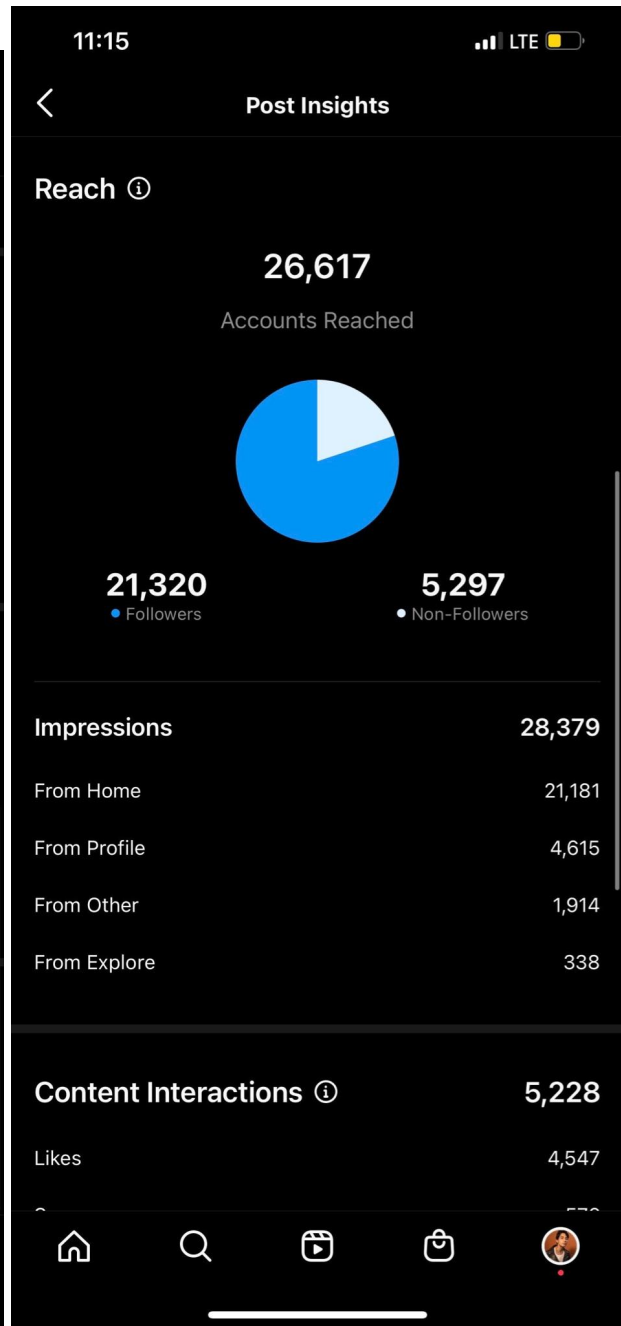
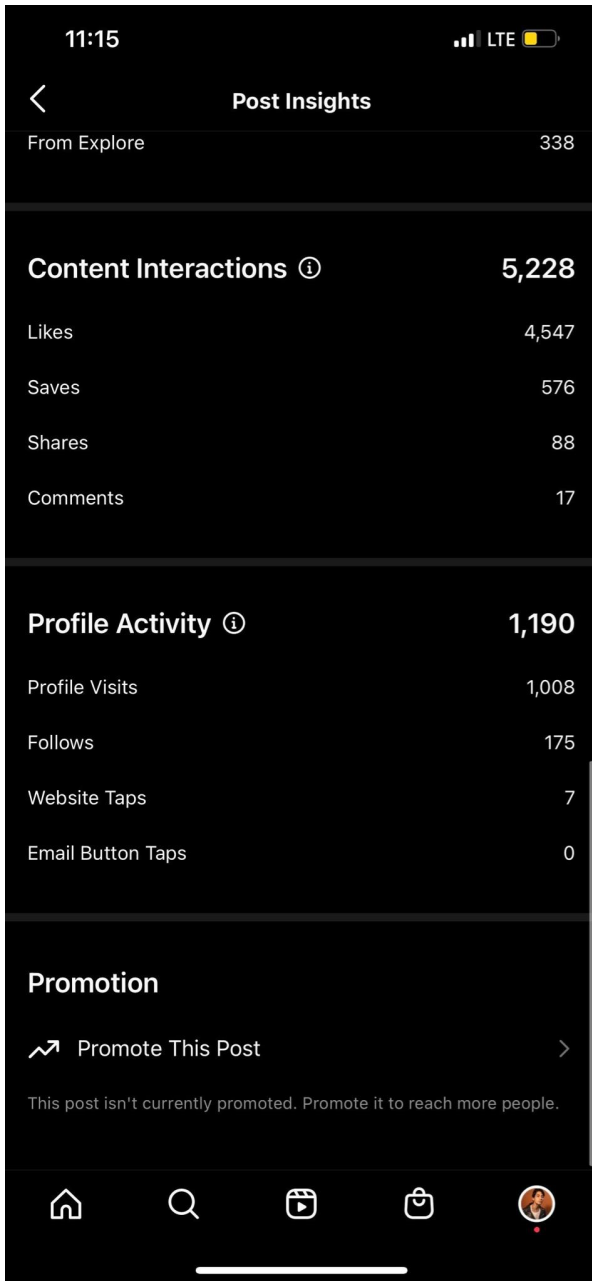
LOS ANGELES COUNTY
**DEPARTMENT OF
MENTAL HEALTH**
hope. recovery. wellbeing.

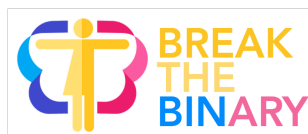
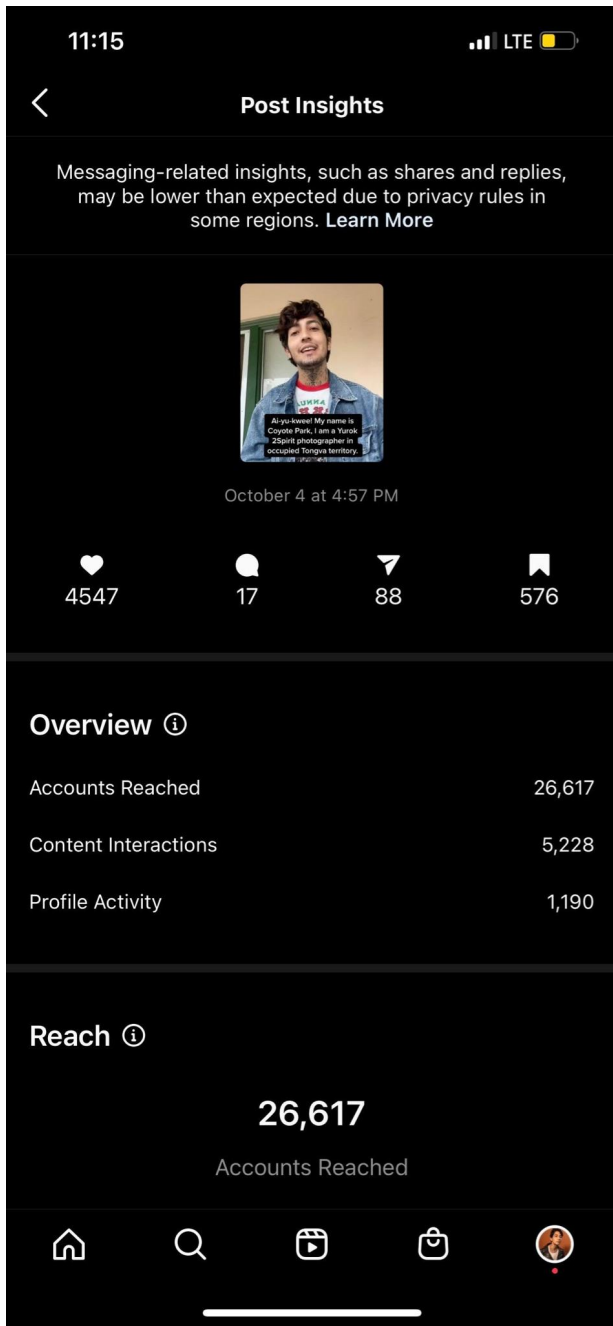


APPENDIX D: Social Media Analytics

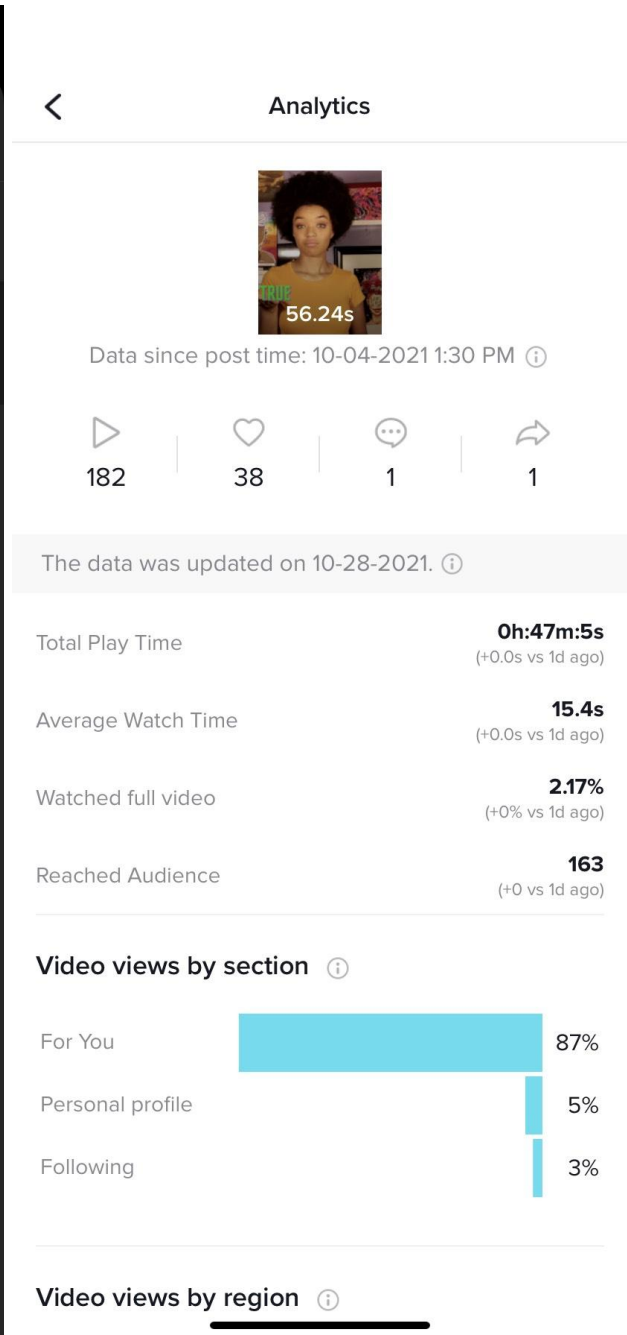
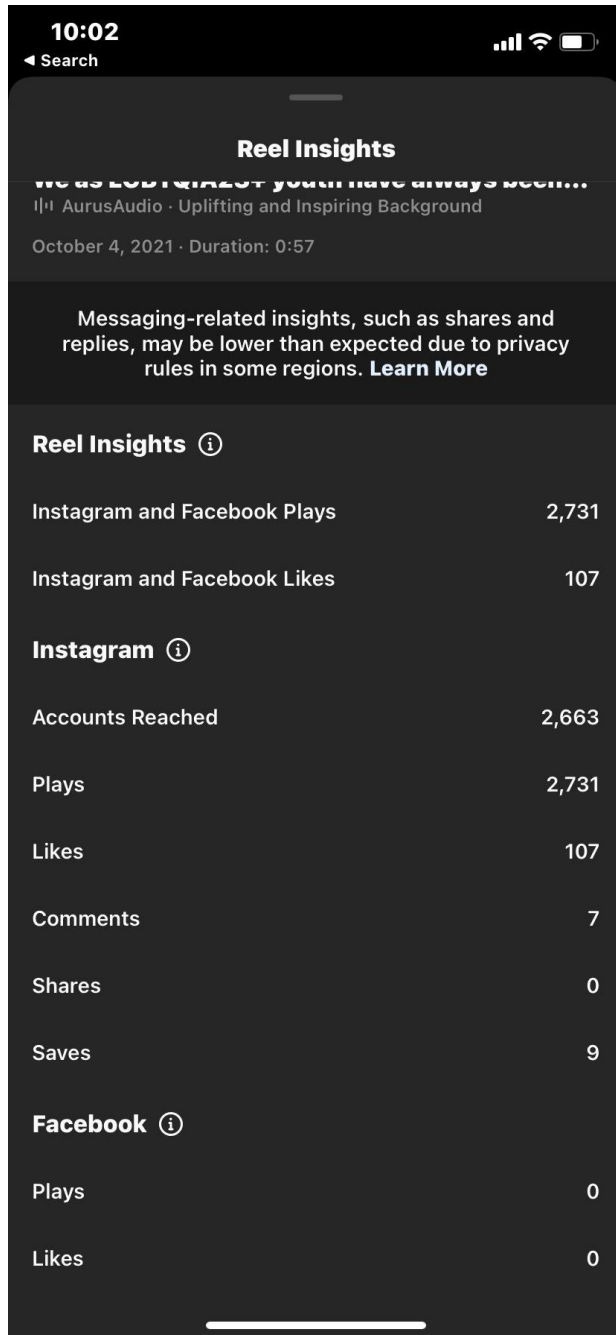
Item I. Coyote Park



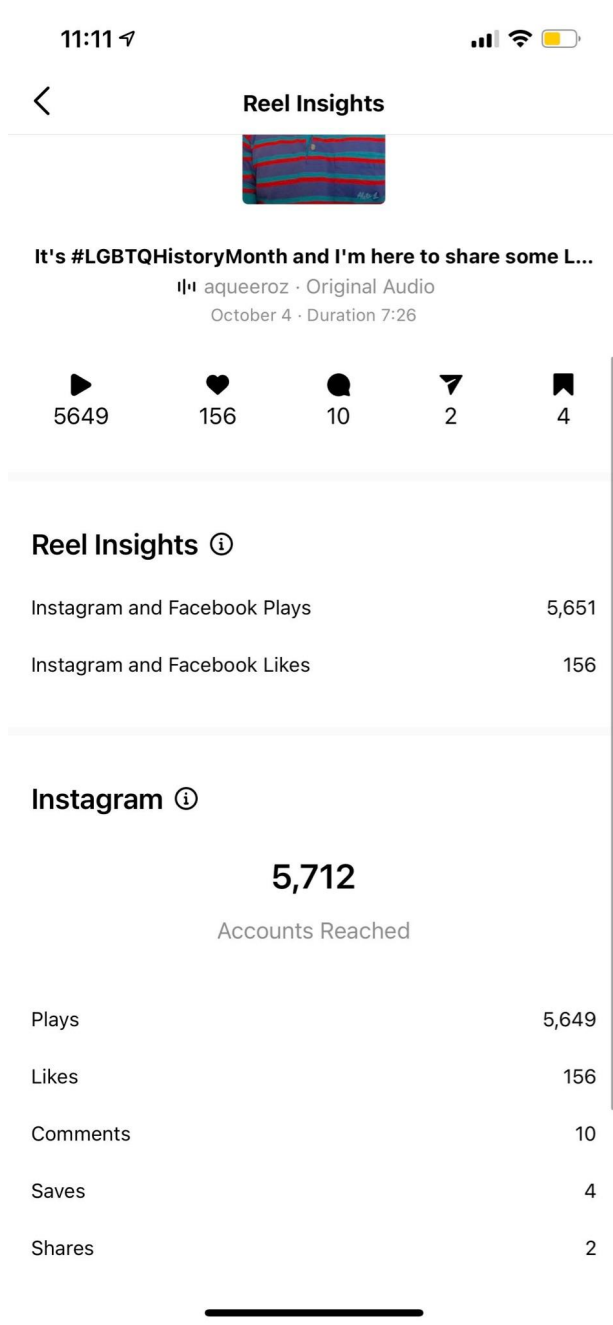
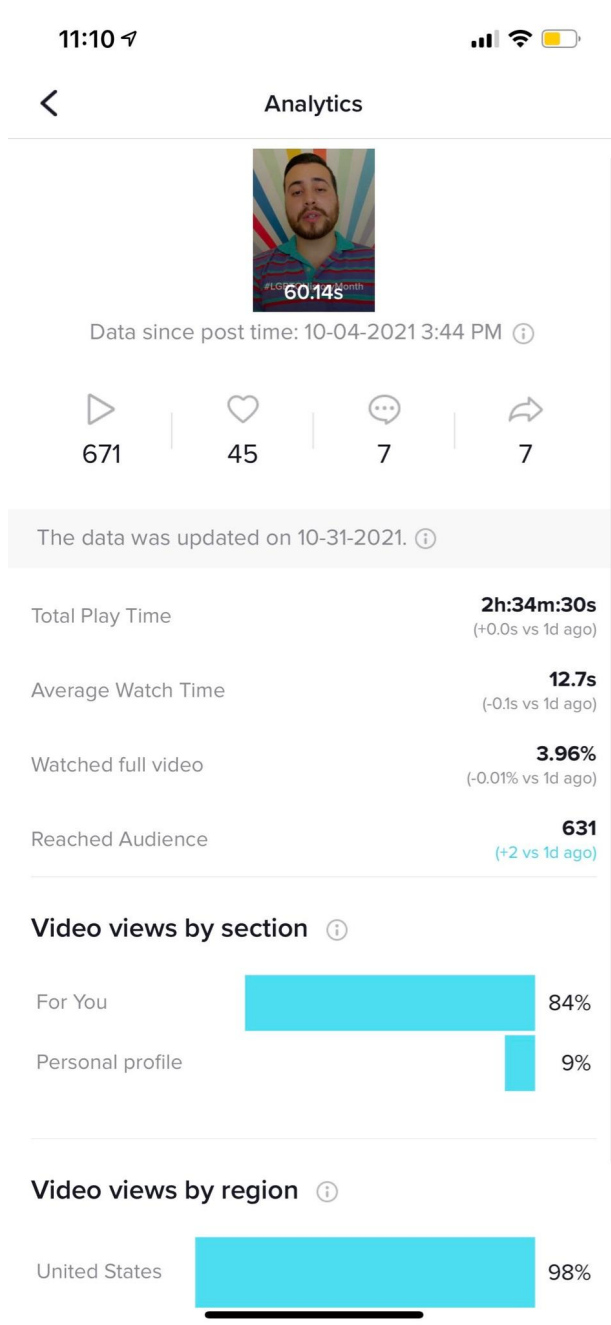




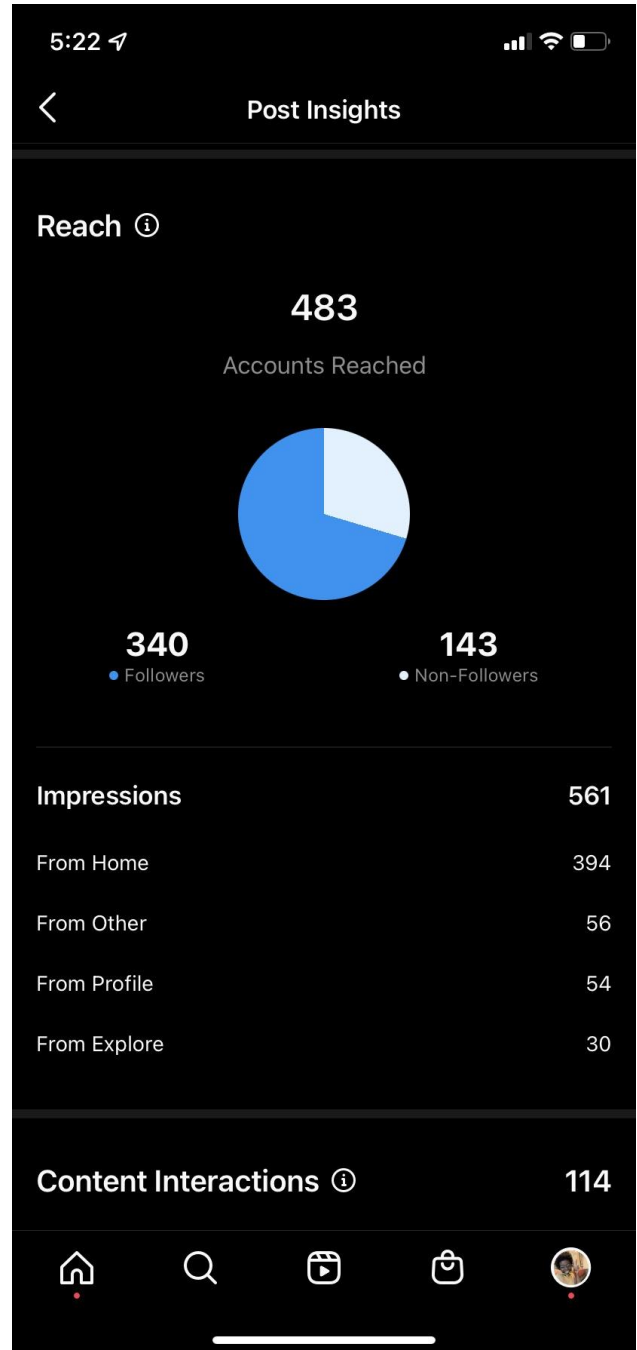
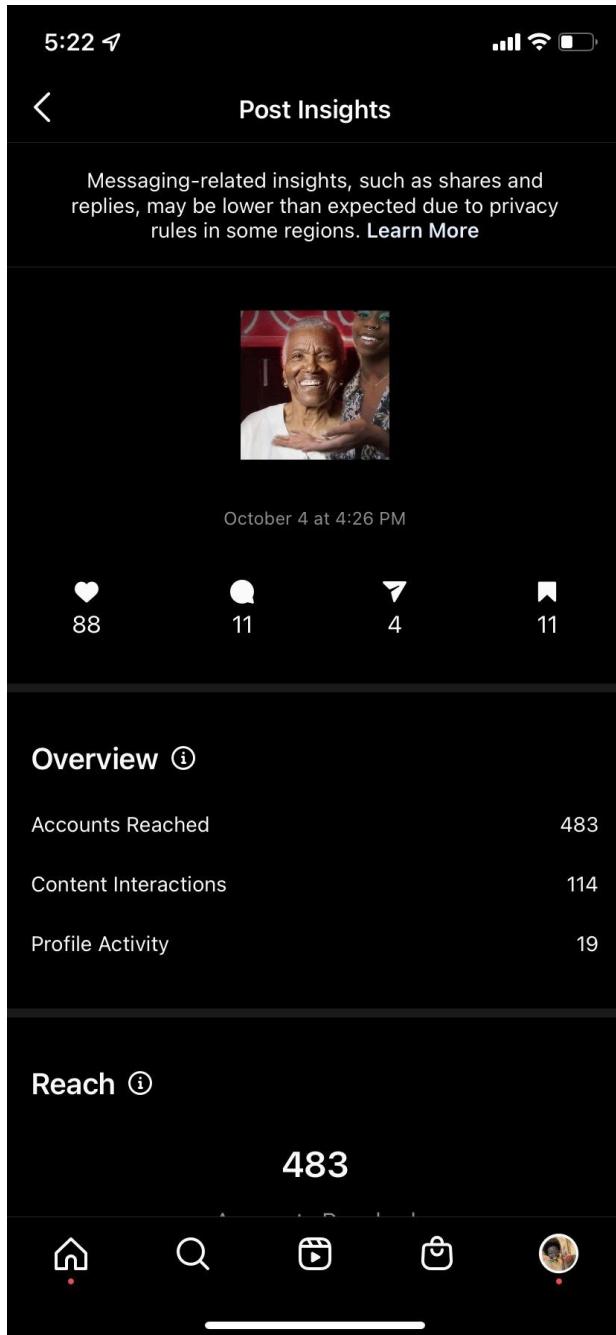
Item II. Arianna Ngomire

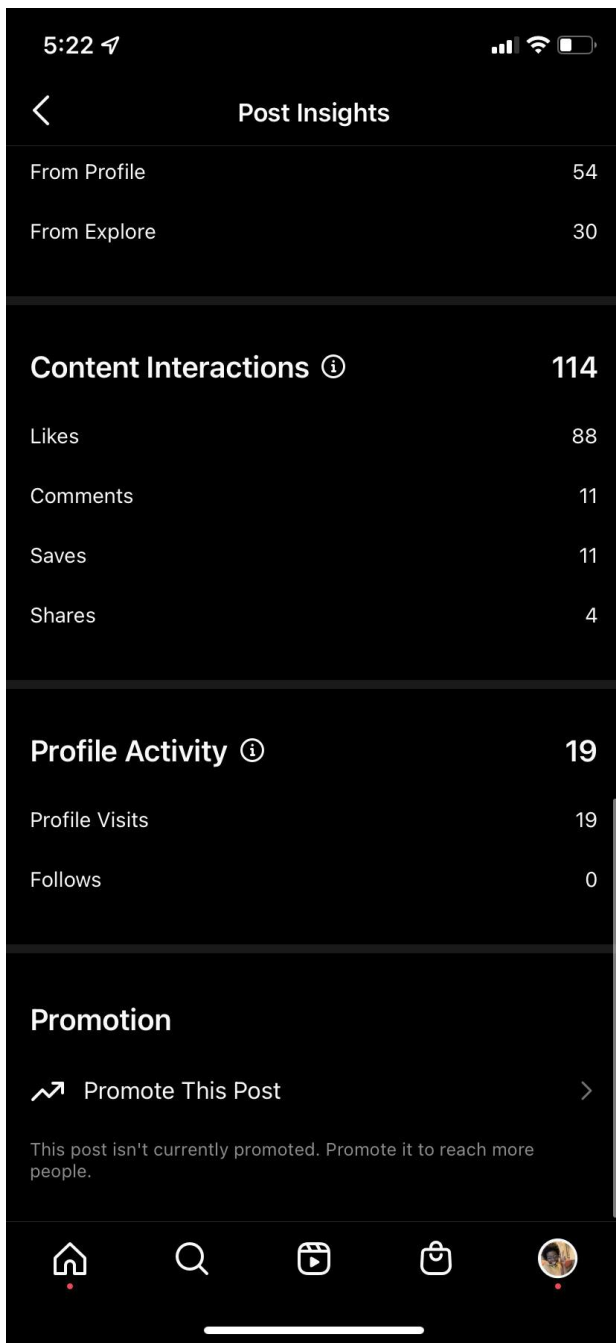


Item III. Angelo Quiroz



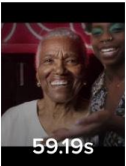
Item IV. Mac Harris





5:39

Analytics



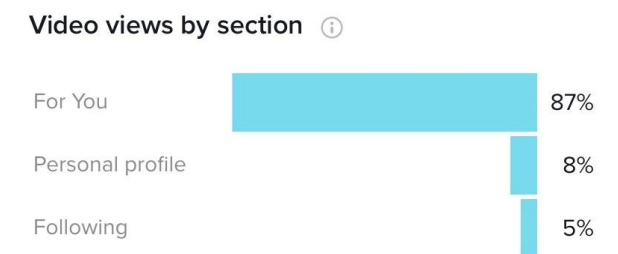
59.19s

Data since post time: 10-04-2021 3:33 PM

161 | 26 | 2 | 6

The data was updated on 10-23-2021.

Total Play Time	0h:48m:24s (+3.0s vs 1d ago)
Average Watch Time	17.1s (-0.1s vs 1d ago)
Watched full video	7.65% (-0.05% vs 1d ago)
Reached Audience	147 (+1 vs 1d ago)



Video views by region

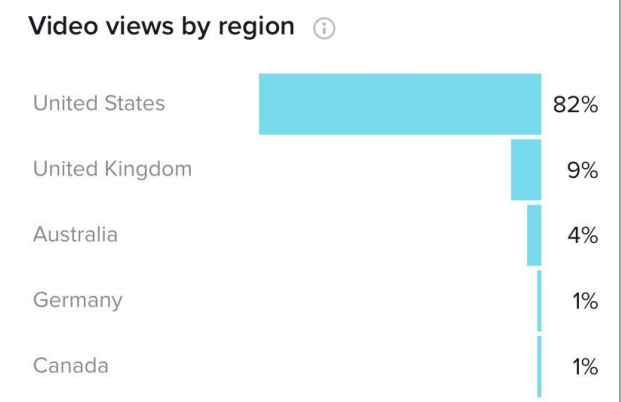
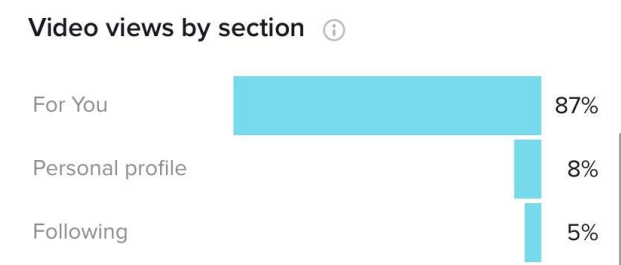
5:40

Analytics

Average Watch Time **17.1s**
(-0.1s vs 1d ago)

Watched full video **7.65%**
(-0.05% vs 1d ago)

Reached Audience **147**
(+1 vs 1d ago)



For a better analytics experience, open www.tiktok.com/analytics on your computer. (Tap to copy)

Item V. @Pride Analytics

cumulative results										
	asset	permalink	post copy	reach	views	engagements	total likes	total comments	total shares	total saves
				2,164,936	2,300,113	66,308	64,449	515	588	756
	totals									
instagram										
brand	asset	permalink	post copy	reach	views	engagements	likes	comments	shares	saves
lgbt		https://www.instagram.com/	This #LGBTQHistoryMonth we're cele	98,402	106,116	11,851	11,578	56	21	196
lgbtq	https://drive.google.com/drive/u/2	https://www.instagram.com/	This #LGBTQHistoryMonth we're cele	128,726	136,655	11,584	10,950	41	250	343
lgbtq		https://www.instagram.com/	This #LGBTQHistoryMonth we're cele	70,027	61,227	5,750	5,610	11	14	115
pride		https://www.instagram.com/	This #LGBTQHistoryMonth we're cele	62,146	67,415	4,328	4,211	11	4	102
				359,301	371,413	33,513	32,349	119	289	756
tiktok										
brand	asset	permalink	post copy	reach	views	engagements	likes	comments	shares	
lgbtq	https://drive.google.com/drive/u/2	https://vm.tiktok.com/ZM8CQ/	When you know your history, you #Ki	856,156	966,200	11,643	11,100	396	147	
lgbtq		https://vm.tiktok.com/ZM8CQ/	When you know your history, you #Ki	949,479	962,500	21,152	21,000	0	152	
				1,805,635	1,928,700	32,795	32,100	396	299	
	totals									

