

ARMENIAN AND RUSSIAN MENTAL HEALTH PSAs ON AIR NOW



The Los Angeles County Department of Mental Health (LACDMH) Eastern European Middle Eastern (EE/ME) Under Represented Ethnic Populations (UREP) Committee is sponsoring a televised, multi-lingual media outreach campaign for the Fiscal Year 2013-2014.

The media outreach campaign will consist of four LACDMH-approved Public Service Announcements (PSAs) in Armenian and Russian languages. These PSAs will be aired on Armenian and Russian TV stations through the County of Los Angeles.



Armenian and Russian-speaking TV personalities and celebrities are featured in the PSAs. As a UREP Capacity Building Project targeting the Russian and Armenian-speaking communities in Los Angeles County, PSAs will educate these communities and increase their awareness regarding mental health issues such as depression/anxiety, substance abuse and domestic violence.

The ultimate goal of the PSAs is to provide mental health education, increase awareness about common mental health issues, and provide referral and linkage information to the Armenian and Russian communities.



PSAs began airing earlier this month on the following TV stations: US Armenia, Shant TV, Best TV, New Wave TV, Horizon TV, Armenian American Broadcasting Corporation (AABC TV) and Hye Vision.

Below are the links to the new PSAs. The links are only available to viewers who have access to YouTube.



Domestic Violence – Tagouhi:

https://www.youtube.com/watch?v=TX5pd9wzVKM&index=4&list=UUdMvH1k3z7cA1c_kNZQf28A

Depression Anxiety – Vahe:

https://www.youtube.com/watch?v=cWDDOCy4xKs&index=5&list=UUdMvH1k3z7cA1c_kNZQf28A

Domestic Violence – Ardashes:

https://www.youtube.com/watch?v=J022jv3fxSk&list=UUdMvH1k3z7cA1c_kNZQf28A&index=3

Substance Use - Maria:

https://www.youtube.com/watch?v=iOQU9ZjJ8W4&list=UUdMvH1k3z7cA1c_kNZQf28A&index=2

Substance Use – Armenchik:

https://www.youtube.com/watch?v=NF5DAJvqr6Y&list=UUdMvH1k3z7cA1c_kNZQf28A&index=1