

## LACDMH PIO Premieres New Profiles

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Courage reaches out, compassion takes hold.

The Los Angeles County Department of Mental Health (LACDMH) Public Information Office (PIO) is proud to announce the launch of our new ***Profiles of Hope*** ([www.YouTube.com/LACDMHPIO](http://www.YouTube.com/LACDMHPIO)) series and corresponding public awareness campaign.

*Profiles of Hope* is the award-winning film series, created by LACDMH PIO, that combats the stigma and discrimination associated with having symptoms of, and/or a diagnosis of, a mental illness. Each ten-minute segment tells the story of uncommonly brave individuals sharing experiences of trauma, anxiety, depression and substance use in the struggle for wellness.

*Profiles of Hope* illustrates how individuals and families can overcome insurmountable barriers to live a healthy, successful life, and demonstrates how treatment and recovery can encourage others to be happier and more compassionate than ever thought possible. This year, we are happy to tell the story of:

- **Apl.de.ap**, co-founder of Grammy Award-winning pop/rap group the *Black Eyed Peas*, record producer and philanthropist
- **Suzanne Whang**, television host, actor, comedian, three-time breast cancer survivor
- **Michelle Enfield**, Navajo transgender activist and advocate.



Find your courage  
in their stories.

ProfilesOfHopeLA.com

**Profiles  
of Hope**

Courage reaches out.  
Compassion takes hold.

Funded by LACDMH Mental Health Services Act, Prevention and Early Intervention.

To kick-off the *Profiles of Hope* campaign, LACDMH is partnering with KTLA at the upcoming “**Live On Green**” ([www.liveongreenpasadena.com/](http://www.liveongreenpasadena.com/)) event in Pasadena from December 29-31, preceding the Rose Parade and Rose Bowl on January 1, 2016. LACDMH and the *Profiles of Hope* videos will be shown a minimum of eight times each day in the Spirit Pavilion at this event. Additionally, a minimum of sixty commercials will air over three weeks on KTLA during the morning news and during the news at 1 pm, 6 pm, and Monday through Sunday from 10 am to 11pm.

The “Live On Green” event is free and features:

- 20,000 square foot exhibit area
- Theme of “Find Your Adventure,” honoring the National Park Services Centennial.
- Float Designers, Rose Queens and exhibits as main attractions
- 700,000 parade visitors expected
- Shuttle services to the float barn depart from the Civic Auditorium, increasing traffic from those that didn’t already know about the event
- Promoted via the Rose Parade Hotline, parade ticket envelopes, TripAdvisor, The LA Times, I-Heart Radio (co-sponsor of event), signs throughout Pasadena and on Convention Center social media