

Latino

Promotores de Salud Mental (FY 2012-2013)

LACDMH contracted Hathaway-Sycamores, Latino Behavioral Health Institute (LBHI), and Special Services for Groups (SSG) to create curriculum that prepares trainees to deal with the mental health needs of the Latino community based on the training requirements from DMH. The trained individuals from the three contracted agencies became the Promotores de Salud Mental.

Outcomes:

Based on the survey administered to a group of 15 promotores in three DMH contracted agencies, results demonstrated favorable responses on the training curriculum across all three sites. Many of the participants agreed that the content in the trainings was informative and beneficial. It appears that all three training curricula can prepare promotores de salud mental in mental health settings.

Evaluation of Promotores de Salud Mental Project Model (PPM) (FY 2013-2014)

LACDMH contracted Maroon Society Research Strategy Solutions to assess the PPM as a tool to increase Latina women's capacity to access mental health services, recognize early signs of severe mental disorders, and make links to medically necessary care in Los Angeles County.

Outcomes:

The study revealed that the PPM is capable of lowering many of the primary barriers Latina Women face accessing mental health services. Almost all PPM respondents who wanted mental health services were linked to a provider. PPM helps reduce negative outcomes associated with mental disorders.

Television and Radio Media Campaign (FY 2014-2015)

Univision Communications, Inc. was contracted to launch the Media Campaign that included TV and radio. The media outreach campaign consisted of advertisements and Public Service Announcements (PSAs) and was successfully aired on the local Spanish-speaking KMEX television and KLVE-FM radio stations from November, 2014 through the beginning of January, 2015. The PSAs were aired for one month.

Outcomes:

The KMEX report shows that the television media campaign reached 17.9% of Spanish-speaking adults in Los Angeles County. KLVE-FM radio station reported that 36.4% of Spanish-speaking adults over age 18 in the Los Angeles County were reached.

Television and Radio Media Campaign (FY 2015-2016)

Univision Communications, Inc. was contracted to launch the Media Campaign. The media outreach campaign consisted of advertisements and Public Service Announcements (PSAs) and was successfully aired on the local Spanish-speaking KMEX television station, and KLVE, KSCA, KRCD and KTNQ radio stations throughout the month of May 2016. It also included the 11PM “Una Menta, Una Vida” show that ran a 3-minute segment which focused on mental health and how it directly affects the Latino community. Digital elements such as banners, takeovers, and social media were also included.

Outcomes:

The KMEX television campaign delivered a total of 2,853,000 impressions from viewers ages 18 and above while KLVE-FM radio campaign delivered a total of 2,636,400 impressions from listeners ages 18 and above. The online rotating media that included homepage takeover and social media delivered a total of 60,809 impressions from viewers 18 and above. A gross total of 5,550,209 impressions were delivered from viewers and listeners ages 18 and above.

Television and Radio Media Campaign (FY 2016-2017)

Univision Communications, Inc. was contracted to launch the Media Campaign that included TV, radio, and digital elements. The project was launched on May 1, 2017 and completed on July 16, 2017. The commercials were aired on KMEX television station and KLVE, KRCD, and KTNQ radio stations with a two-day homepage takeover, in banner video, and social media. In addition, a three-minute interview with a DMH Supervising Psychologist was aired weekly on Dr. Navarro’s program at KTNQ. A 30-minute interview was also aired on four radio stations.

Outcomes:

The KMEX television campaign delivered a total of 14,501,956 impressions while KLVE, KRCD, and KTNQ radio campaign delivered 12,200 impressions. The digital

campaign delivered 1,106,234 impressions. A gross total of 15,620,390 impressions were delivered from viewers and listeners. The media campaign reached millennials via digital, KLVE Motivational Monday social media posts and homepage takeovers via Univision.com, and personally touched the 25-54 age groups with their message on KMEX news and novellas. KTNQ 1020 AM live interviews with a DMH Supervising Psychologist aired weekly on Dr. Eduardo Navarro's program and were considered by Univision Communications, Inc., "jewels for the community" as it offered advice on topics of importance to the functioning of a happy family.

Bus Advertising Campaign-Los Angeles County (FY 2016-2017)

The bus advertising campaign aimed to promote mental health services, increase the capacity of the public mental health system, and reduce stigma. The campaign began on February 27, 2017 and ended on October 8, 2017. It includes the following: 172 taillight bus displays, 56 king-size bus posters, and 4,000 interior bus cards for a total of 32 weeks (that includes an additional 2,000 interior bus cards for 12 weeks at no additional cost).

Outcomes:

The bus tails obtained 3,832,332 impressions while the bus kings 4,410,672 impressions. Interior bus cards obtained 13,676,000 impressions. The entire campaign delivered a total of 21,919,004 impressions.