

African/African American (AAA)

African/African-American Community Mental Health Stigma Reduction Capacity Building Project (FY 2012-2013)

This project served Los Angeles County residents and recommendations were made from the African/African-American Report that DMH released in 2011. The report reflected the needs of the AAA community, voiced by the community members in Los Angeles County. The information was collected via focus groups, community surveys and community forums, interviews with knowledgeable community advocates, and program evaluations. The community awareness strategies employed were unique in that they targeted community members affected by societal factors such as stigma, linguistic isolation, discrimination, and exclusion. The concentrated populations for this project were the Pan-African communities, such as the Caribbean, Haitian and other Black immigrant communities.

Outcomes:

The community awareness strategies employed were unique in that they targeted community members affected by societal factors such as stigma, linguistic isolation, discrimination, and exclusion. The concentrated populations for this project were the Pan-African communities, such as the Caribbean, Haitian and other Black immigrant communities.

Ethiopian Community Mental Health Training and Education (ECMHTE) (FY 2012-2013)

The Ethiopian Community Mental Health Training and Education (ECMHTE) Project was a joint effort of the Los Angeles County Department of Mental Health (LACDMH) and the African Communities Public Health Coalition (ACPHC) to reduce the stigma of mental illness in the Ethiopian community, and to set a precedent of using culturally appropriate mental health education when working with ethnic communities.

Outcomes:

To increase the Ethiopian community's knowledge about mental health, mental illness and the mental health services available to them. To reduce the social stigma of mental illness and increase access to appropriate mental health services for people of Ethiopian descent, especially during a mental health crisis.

Life Links Booklets (FY 2013-2016)

The African/African-American (AAA) Under Represented Ethnic Populations (UREP) Subcommittee designed a resource booklet for community residents and consumers in service area 6, which is comprised of several communities. The Life Links booklet has been extremely popular and there have been five re-prints of the resource booklet from 2012 through 2016.

Outcomes:

Sierra Leone Community Mental Health Training and Education (FY 2014-2015)

The African/African-American (AAA) Under Represented Ethnic Populations (UREP) Subcommittee designed a six-month project entitled Sierra Leone Community Mental Health Training and Education (SLMHTE). This culturally sensitive training and education project served Sierra Leone, Liberian, and Guinea immigrants and descendants in the Los Angeles area. Lay community members (advocates) received twelve (12) hours of training in the areas of mental health, trauma, and community mental health services that are available through the public mental health system and grassroots organizations. Additionally, the advocates were trained to facilitate community mental health awareness presentations to the larger community, and assist community members in mental health crises. The project used the Trauma Informed Community Building (TICB) approach, which recognizes mental health triggers and the impact of pervasive trauma and social isolation on these communities due to the Ebola epidemic in West Africa.

Outcomes:

The project serves immigrant and descendants in the Los Angeles area that come from the three Ebola affected West African countries: Sierra Leone, Liberia, and Guinea. Lay members from these three communities in the area of Los Angeles County were trained to be Community Advocates for mental health. The Sierra Leone, Liberian and Guinean Communities Mental Health training and Education Project was modeled after a successful similar outreach effort during the preceding year and conducted with and within the Ethiopian community in Los Angeles. In total, 15 community members were trained to become Sierra Leone Community Advocates. At least 40 different community presentations were completed by these advocates. 480 community members have been outreached

to and it is projected that 10 additional community presentations will be completed by April 30, 2016

The African Immigrant and Refugee Mental Health Outreach Project (FY 2015-2016)

This project was designed to work closely with community partners within the African Immigrant and Refugee populations to increase the capacity of the public mental health system and to develop culturally relevant recovery oriented services that empower, support, and encourage action and follow-through of services. The objective of the African Immigrant and Refugee Mental Health Outreach Project was to engage and empower African Immigrants and refugees, who may present with a history of trauma and abuse as a result of political conflicts in their country of origin. This project's objective was to increase mental health awareness and education, reduce stigma, promote mental health services, and increase the capacity of the public mental health system in the County of Los Angeles. These projects enable underserved and marginalized immigrant groups to access mental health services for themselves and empower other members of their community to seek help.

Outcomes:

This project's objective was to increase mental health awareness and education, reduce stigma, promote mental health services, and increase the capacity of the public mental health system in the County of Los Angeles. These projects enabled underserved and marginalized immigrant groups to access mental health services for themselves and empowered other members of their community to seek help.

AAA Bus & Digital Media Campaign PEI (FY 2016-2017)

The Los Angeles County Department of Mental Health (LACDMH) aims to reach the underserved and hard to reach communities of the African/African-American through a bus and digital media campaign during the month of May for Mental Health Month.

African-American Women Leadership Wellness Project (FY 2016-2017)

The objective of the African-American Women Leadership and Wellness Mental Health Outreach Project was to engage and empower African-American women to seek mental health services. The goal was to increase access to and utilization of mental health services and resources within the African-American community.

This project also aimed to break down stigma related to mental health services among African-American women. As a result of this project, African-American women were empowered to access mental health services for themselves and were trained to engage community members from within their own networks into mental health services and other various resources.

Outcomes:

This project also aimed to break down stigma related to mental health services among African American women. As a result of this project, African American women were empowered to access mental health services for themselves and were trained to engage community members from within their own networks into mental health services and other various resources.

Black Male Mental Health Awareness Campaign (FY 2016-2017)

The purpose of the Black Male Mental Health Awareness Campaign was to increase mental health awareness and spread learning through community presentations in Los Angeles County. The AAA UsCC identified the need for increased education and awareness of trauma, stigma, culturally sensitive practices, and integrated services in the Black male community. Once educated and informed of the existing and future culturally relevant services and projects, the AAA UsCC expects that this community will be able to make informed decisions about seeking mental health services for themselves and others. Additionally, the education and utilization of mental health services encouraged this targeted population to become active participants in their communities on mental health issues.

Outcomes:

The Black Men's Town Hall resulted in 240 people registering for the Town Hall both online and in-person. A total of 144 community members attended the event. Several outcomes were captured from the Town Hall's evaluation. Of the 107 attendees with viable email addresses, a total of 35 respondents completed an evaluation. The evaluations indicated that although most participants came to hear what others had to say about issues facing Black men (67%), people preferred the speaker panel (66%) more than the open comment period (20%). In addition, an equal number of respondents rated the event "Good" as they did "Excellent" and "Very Good".

AAA Media Campaign PEI (KJLH Radio) (FY 2017-2018)

The goal of this project was to record and broadcast a 60-second and a 30-second Public Service Announcement (PSA) with the only Black owned media company that also owns a radio station. This product was needed to provide mental health awareness and education to the AAA community about mental health services that are available, including signs and symptoms, and to reduce mental health discrepancies and gaps in service delivery for African/African-American community members.

Outcomes:

The AAA Commercials were aired on KJLH radio free in various times slots on a weekly basis for a total of three months. In total, 124 commercials were aired. The total radio impressions were 342,000. The digital display banners on the companion websites to the radio stations delivered approximately 332,934 impressions and audio streaming commercials delivered 883,000 additional impressions, which totaled 2,650,800 and the e-blast totaled 116,121 impressions.

AAA Mental Health Informational Brochures (FY 2017-2018)

Brochures were used to outreach and engage underserved, inappropriately served, and hard-to-reach AAA ethnic communities such as African-American, African immigrants, and Pan-African community members. The brochures were used to educate and inform these ethnically diverse communities on the benefits of utilizing mental health services and provide referrals and contact information. The informational brochures were translated into two (2) different African languages: Amharic and Somali. The printing of these brochures was completed on January 19, 2017.

Outcomes:

The content, translations, and graphic of the brochures were completed. The printing of these brochures was completed on January 19, 2017.

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