

**COUNTY OF LOS ANGELES DEPARTMENT OF MENTAL HEALTH
AMERICAN INDIAN/ALASKA NATIVE UREP SUBCOMMITTEE**

MINUTES – Thursday, August 28, 2014
Location: United American Indian Involvement
Los Angeles, California

ATTENDEES: Angela Trenado, Bernice Mascher, Carrie Johnson, Charlotte Lujan, Danielle Glenn-Rivera, Larry Gasco, Sherry L. White, Sunnie Whipple, Karen Zarsadiaz, Maribel Romero, Mirtala Parada Ward, Nina Tayyib

UREP Capacity Building Project 14-15

The AI/AN UREP met again to discuss the capacity building project for Fiscal Year 14-15. The project must meet the MHSA CSS guidelines and be a capacity building project that will benefit whole AI/AN community. These are not service projects.

Since the conference is one ongoing AI/AN UREP project, there is \$64,000 for an additional capacity building project(s). Project have been discussed AI/AN UREP at previous meetings and the subcommittee voted to develop Public Service Announcements (PSA) to increase awareness of mental health issues and resources in the AI/AN community. The committee felt that this would build on the previous project and help decrease health disparities as well as clarify misperceptions of the AI/AN community, by community members and the general public. As well, there would be information on mental health resources for AI/AN community members in LA County.

Project Discussion

Public Service Announcements vs. Ads

Karen Zarsadiaz from DMH Public Information Office (PIO) was present at the meeting and provided some information about Radio/TV PSAs/Ads. She explained the basic difference between a “PSA” and an “Ad”.

The difference comes to the cost and control of airtime. With an “Ads”, there is a cost associated with airing it on TV/Radio and the air time specifics (frequency, time of day, etc.) can be requested. With a “PSA”, there is no airtime cost but it is up to the TV/Radio stations to decide as to when the PSA will air (frequency, time of day, etc.). The lack of control increases with big broadcast channels. Local cable and radio channels tend to be more receptive to requests. The County channel will usually play the ad often and for free. In general, radio airtime is less costly than TV airtime.

For both, the production cost is fairly low. Karen estimates that about \$15,000 will be spent on Production and \$49,000 would be spent on airtime (Ads only)

For Radio ads, a 60 second spot is ideal. For TV ads, a 30 seconds spot is ideal.

The AI/AN UREP subcommittee agreed to use this project to develop one “PSA” and one “Ad” for Radio and T.V.

Awarding Process

This project will have to go through a Request for Services (RFS) process, which is different than the Vendor Bidding process and takes a few more steps. After the project proposal is submitted to DMH, DMH staff will work with the API UREP Co-chairs to convert the proposal into a detailed Statement of Work (SOW), which is the contract. A Request for Services (RFS) document will also be developed and the SOW will be included in the RFS. Once finalized, the RFS will then be released out for bid. Those bidding for this project will have to propose how they will complete the project and meet the requirements set forth in SOW, along with a breakdown of the budget (\$64,000).

In order to bid for this project through an RFS, a Consultant will need to be on the Master Agreement List (MAL) for Media Services. The MAL has a selection from companies that have already been approved by DMH and provided quality results. Right now there are about 25 companies that have been vetted and approved by DMH to take on a project such as this. Of those, only 7-9 do production.

SCIC has expressed interest in bidding on the project, but will need to be on the Master Agreement list to do so. Karen shared that the opportunities to get on the MAL are not offered regularly, so there would be a need to confirm with LACDMH Contracts Division. DMH staff agreed to follow up to confirm with the Contracts Division. The committee agreed that SCIC will be provided the information so that they can apply to be on the Master Agreement List, if they are not on it already.

Karen explained that if the committee would like to target larger broadcasting channels/stations to air the PSA/Ads, the PSA/Ads should be done by someone who has experience of producing very high quality PSA/Ads (in various formats) as well as distributing/brokering deals with local and national TV/Radio stations.

There was discussion about AI/AN UREP Co-chairs and Subcommittee member's involvement in the production to make sure that the product is appropriate for the AI/AN population. It was confirmed that the production and development of the PSA/Ad would be done in collaboration with the AI/AN UREP Co-chairs and Subcommittee. This will be written into the Statement of Work (SOW) in the RFS.

The completed PSA/Ads will be property by LACDMH, but the community agencies are able to request to use it for their local use (Youtube, etc.).

PSA/Ad content

The committee discussed the content of the PSA/Ad.

The committee discussed who should be put as a "Contact" as part of the PSA/Ad. One idea was to put the link for the "Red Pages". Other ideas included putting contact phone numbers for LACDMH directly operated or contracted clinics (like AICC or UAII) or the LACDMH ACCESS line. Karen suggested that the phone number/web page should be at the end of the PSA/Ad, for at least 3-6 seconds.

The committee discussed about who to feature in the PSA/Ad and the selection process. One idea was to make it the task of the Consultant to work with the AI/AN UREP to gather suggestions and secure speakers, after it is awarded. The Consultant would need to assure that the featured individual is approved by the AI/AN UREP. The committee discussed featuring an AI/AN Elder to talk about Historical Trauma and its impact on mental health (including suicide and substance abuse). The committee discussed potentially using famous AI/AN celebrities. Karen shared that celebrities often do not ask for payment. It would be necessary to complete releases for individuals in the PSA/Ad.

Next steps

AI/AN UREP Co-chairs will develop a draft of the proposal and bring it to the next meeting so that it can be reviewed by the AI/AN UREP Subcommittee. The proposal can be brief (1-2) pages but must include a proposal justification and purpose, project description, project impact.

Once submitted, DMH will review and approve. Liaison will work very closely with Co-chairs and subcommittee to delineate specifics. The proposal will be converted into an SOW and a RFS will be developed. The committee was informed that this process can take up to 6 months.

The project must be awarded in FY 14-15, but there will be one year to complete the project after it is awarded. Given the time it takes for approval, there may be projects overlapping and taking place at the same time.

Other

There was some discussion about the AI/AN population estimates in LA County. It is estimated that there are approximately 160,000 AI/AN in LA County, but data (for example Census data) often does not support that estimate. There was a discussion about how to gather the most accurate data and also how to present the estimates.

There was a brief discussion about a previous AI/AN UREP project that focused on Census data. Dr. Ong previously had completed this research on the 2000 Census. This project provided more accurate data counts for the AI/AN community in LA County. The AI/AN UREP subcommittee had agreed to not move forward with this item as a project for this Fiscal Year. But, at a previous meeting, there was discussion about how some data could be pulled from the DMH QI Division, but would require specific data requests. Larry agreed to provide a copy of the previous report to Mirtala.

Next Meeting: Monday, September 16 from 1-2 at UAI