

**LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH  
Office of the Deputy Director of Strategic Communications**

**Access for All UsCC Subcommittee Minutes**

May 8, 2019  
10:00AM – 12:00PM  
Five Acres

**Present:** Roque Bucton, Amy Kay, Alex Elliott, Cody Hanable, Daniel Gamburg, Erik Escareno, Junko Nagamatsu, Jayne Kim, and David Norman, Sr.

**Interpreters:** Gabe Gomez and Nicholas Lugo  
**On Phone:** Wendy Cabil and Pam Inaba  
**DMH Staff:** Rosario Ribleza and Mirtala Parada Ward

Agenda Items	Comments/Discussion/Recommendations/Conclusions
<b>Welcome/ Introductions</b>	Attendee introductions
<b>Review of minutes</b>	April 10, 2019 meeting minutes approved – with two corrections made.
<b>Announcement of Vote Results for the New Subcommittee Name</b>  - <b>Rosario Ribleza</b>	<p>The new name of the Deaf, Hard of Hearing, Blind, and Physical Disability subcommittee is <b>“ACCESS FOR ALL”</b>. Out of 8 qualified voters, 5 voted for “Access for All”, 2 for “All Ability”, and 1 abstained. Rosario suggested that Access for All should have a sub-name below it, in order for the people to know what it stands for. Example:</p> <p align="center"><i>ACCESS FOR ALL UsCC Deaf, Hard of Hearing, Blind, and Physical Disability”</i></p> <p>The subcommittee agreed.</p>
<b>Updates/Discussion</b> - <b>Mirtala Parada Ward</b>  <b>SAAC and UsCC Co-chairs Meeting</b>	<p>A joint meeting of the Service Area Advisory Committees (SAAC) and Underserved Cultural Communities (UsCC) subcommittees was held on April 26, 2019. The Department of Mental Health (DMH) hired an independent facilitator in order to have a more objective meeting. Each group provided feedback on what DMH can do to improve services to the public. The second part of the meeting was a discussion of the commonalities and differences of SAAC and UsCC. They talked about the ways they could communicate effectively to one another. Mirtala informed the subcommittee that the meeting is very structured, and it is open to the public. She invited everyone to attend.</p> <p>Alex commented that the meeting was very productive, and it started a good rapport</p>



<p><b>Nominations for New Co-Chairs</b></p>	<p><b>Nominations for Co-Chairs:</b></p> <ol style="list-style-type: none"> <li>1. Roque Bucton</li> <li>2. Erik Escareno - Mirtala will verify from Mimi if Erik will qualify, considering that he is a DMH contracted mental health provider (in compliance with the Your DMH and new UsCC by-laws)</li> <li>3. Pam Inaba and Wendy Cabil- both declined the nominations</li> </ol>
<p><b>Capacity Building Projects Update</b></p>	<ol style="list-style-type: none"> <li>1. Clinical Mental Health Training – no one bids during solicitation process, so it was resubmitted to re-open for solicitation</li> <li>2. Community Mental Health Needs Assessment – no one bids during solicitation process, so it was resubmitted to re-open for solicitation</li> <li>3. Peer-to-Peer Network - still pending</li> <li>4. PSA Development Project – awarded to Enlightened Pictures, Inc.</li> </ol>
<p><b>Presentation &amp; Brainstorming for PSA Project</b> - Daniel Gamburg</p>	<p><b>Target audience:</b> People with mental issues and physical disabilities, family members of the disabled, professionals who provides services (such as clinicians and teachers), and the community</p> <p><b>Message:</b> “We exist, we have problems” Create awareness Empower the people to seek help Show the problem, its causes, and present the solution</p> <p><b>Concerns:</b></p> <ol style="list-style-type: none"> <li>i. Deaf are not listening to the radio, so radio networks will not reach them.</li> <li>ii. It will give the community a “false” hope. People will call, but no enough services can be provided since 5 Acres is the only agency that serves this population.</li> <li>iii. DMH does not have specialized program that is tailored to this community.</li> </ol> <p><b>Script:</b> Video – use of outside world – blind people walking in the street; deaf man/woman in the bank with an interpreter; use representative of the diverse community; use sign language</p> <p><b>Process/Stages of the PSA Making:</b></p> <ol style="list-style-type: none"> <li>1. Script</li> <li>2. Production – filming / actual shooting</li> <li>3. Post-production – editing, music</li> </ol>

The project contract will end on September 30, 2019  
The subcommittee members will initially write the script with their ideas as they understand the target population better. Daniel will send the template for scriptwriting to Rosario, and Rosario will e-mail it to the subcommittee. Script written by the subcommittee members will be submitted in two (2) weeks to Daniel. Daniel will finalize the project and present the finish product to the subcommittee for review.

**Meeting Adjourned**

12:10 P.M.

**Next Meeting**

June 19, 2019 - 10:00 A.M. to 12:00 noon at Five Acres