

Underserved Cultural Communities (UsCC)

Eastern-European & Middle Eastern Population Sub-Committee

Date: 8/24/2016 Time: 1:00 PM - 3:00 PM

Present: Anna Yaralyan, Sarkis Simonian, Arsineh Ararat, Mirtala Parada Ward, Mastaneh Moghadam, George Gharibian, Emma Oshagan, Heather Laird, Maria Asadourian, Natalia Ewalt, Yasmin Ibrahim, Arpe Asaturyan

Agenda Items	Comments/Discussion/Recommendations/Conclusions
I. Introductions:	<ul style="list-style-type: none">• Introduction of Members• Mirtala briefly discussed the purpose and work of the EE/ME subcommittee for new members.
II. Meeting Minutes:	<ul style="list-style-type: none">• Reviewed and approved meeting minutes from June 15, 2016 and July 13, 2016.
III. Track changes for Rules & Agreements for UsCC subcommittees	<ul style="list-style-type: none">• Members reviewed and made recommendations pertaining to UsCC Rules and Agreements for UsCC document. Feedback provided was the following:<ul style="list-style-type: none">○ Mirtala Parada Ward reported the following information. Once the track changes for the Rules and Agreements are finalized, everyone will get a copy of it via email. All the changes on the document will be effective on the date UsCC members get the email. The form includes guidelines, rules and agreements for all of the groups, including information on how UsCC subcommittees functions. The first part includes set of principles and voting membership which is important for all UsCC subcommittees. Principles include actively engaged consumers. Anyone could vote as long as they are an active member of this committee. There are requirements in terms of how long and how many meetings one has to attend to have voting rights. UsCC subcommittee members

can include but are not limited to consumers, family members, DMH staff, DMH Contract Agency Staff, Community members/Cultural Brokers, and Non Mental Health Community Based Organizations. One can also be a community member talking about the needs of the community.

- The following recommendations were made for the Term of Office:
 - Mirtala reported that to have voting rights, one should attend a minimum of 51% of the meetings per year. Participants can be in person or via conference call. If 51% of the members can't come to vote, the votes can be conducted via email. Votes can be casted through Survey Monkey as well and it gives the results right away. UsCC subcommittee meetings occur on the average of 4 – 6 times a year. Once UsCC members vote on a project and are set on an idea, the Statement of Work on the Project is written for us to do what we must do to get the project implemented. UsCC member meet once again in March to provide updates on the projects.
 - Dr. Emma Oshagan suggested that it will be more effective to have minimum of 3 (three) meetings rather stating, 51% or 75%.
 - Mirtala reported that because LACDMH has 6 subcommittees, they each have different dynamics. These rules & agreements will be implemented across all subcommittees.
 - Dr. Emma Oshagan recommended having individuals attend a minimum of 50% of the meetings per year for voting membership.
 - Sarkis Simonian recommended having attend a minimum of 51% of the meetings.
 - Mirtala reported that the EE/ME group has been active and attending almost all the meetings; as a result many of them may have voting rights, automatically. As a way of tracking votes, the attendance roster is checked and the individuals

who are in the roster have voting rights. If individuals don't have voting rights LACDMH will let them know of this. If these individuals feel that LACDMH has made a mistake, they can discuss this matter.

- George Gharibian recommended having a minimum of 50% of the meetings per year. This is mainly due to schedule conflict as he is a fulltime professor, and may not be able to attend all the meetings.
- Sarkis Simonian reported that last year the only issue EE/ME group had been that some of the members did not attend all the meetings. After the group voted on a particular issue, individuals who attended the following meeting decided to change the vote and this is overall ineffective.
- Mirtala explained that meeting agendas are emailed to members prior to the scheduled meetings. Members are informed of the agenda items in advance. If important items are scheduled to be discussed, it's their responsibilities to participate. During the meeting Capacity Project proposers can present the project to the group. After this presentation, if members any questions, feedback or objections, the votes are casted.
- Mirtala reported that participants, who really wish to attend meetings, make necessary accommodations to attend. If members are unable to attend to the meeting, LACDMH can be flexible to ensure participation.
- EE/ME committee members took a vote on Attending 50% of the votes vs. 51% of the meetings per year. Overall recommendations included 50%.
- Mirtala reported that by exercising voting privileges members make a commitment to be an active member of the subcommittee for a year which involves active participation and engagement in the process of selecting capacity building projects.

- Mirtala provided an overview of the System Leadership Team (SLT), its purpose and its work. She reported that LACDMH has an SLT component of the entire community. Each subcommittee has a representative at SLT as the voice of their sub-group and Dr. Emma Oshagan is the representative for the EE/ME subcommittee.
- Emma informed members that in case they have any issues which members would like to voice, she will be glad to take it to the SLT meeting. Emma added that SLT is an advisory group who informs the Director of LACDMH.
- Mirtala also reported that one of the issues discussed in SLT is that there are not enough Armenian and Arabic speaking therapists. Emma always advocates for the EE/ME subcommittee. Therefore if any of the EE/ME members have questions, suggestions and concerns to address to LACDMH they may inform Emma and she will represent them at the SLT. If Emma can't make it to the SLT meeting, one of the co-chairs can attend on behalf of Emma.
- Mirtala informed the EE/ME subcommittee that the process of appointing co-chairs will be similar for all UsCC subcommittees. One issue that came up for DMH Staff Member is who will be a DMH representative and this individual was in a management position or above.
- Mirtala reported that UsCC subgroup meetings are usually on a monthly, quarterly or on as needed basis. Co-chairs are expected to attend all the subcommittee meetings and the rest of the members are expected to attend meetings at least 51% of the time to have voting rights. For EE/ME this attendance is voted to be 50%. These recommendations will be added to the current document.
- Mirtala reported that in the subcommittee co-chairs change and be replaced. For example, if a co-chairs move out state and they can't be co-chairs any longer and a new co-chair may be appointed.

<p>IV. Updates on capacity building projects</p>	<ul style="list-style-type: none"> ○ Heather Laird inquired whether new members can submit proposals. ○ Mirtala responded that anyone from the subcommittee or outside of the subcommittee can submit a proposal. Proposers of the project do not have to be subcommittee members. If members submit a proposal, they can't vote. ○ In summary, EE/ME members made the following recommendations: <ul style="list-style-type: none"> I. Coordination and Accountability Structures: Accountability: UsCC Co-Chairs and official members are expected to attend at least 50% of meeting per year to have voting rights. II. Selection of the co-chairs, EE/ME members recommended including one community and having supervising lead or above. ● Anna Yaralyan provided the following updates on the Capacity Building Projects: <ul style="list-style-type: none"> ○ Capacity Building Project for FY 2014/2015: <ul style="list-style-type: none"> I. Mental Health Awareness Project for the Law Enforcement Departments for the Arabic Speaking Community. The project was awarded to Medical Network Devoted to Service, MINDS, and it includes providing Presentations to various Law Enforcement Departments. A New starting date was assigned on this project, September, 1st, 2016. Projected end date of the project will be on January 6th, 2017. ○ Capacity Building Projects for FY 2015/2016: <ul style="list-style-type: none"> I. A Media Outreach campaign for the Armenian Community. There will be 44 half our Mental Health Talk Shows on ARTN-Shant: Armenian-Russian Television Network (ARTN). Mirtala Parada Ward and Anna
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<p>V. Brainstorming of Capacity Building Project ideas FY 2016/2017</p>	<p>Yaralyan met with the consultant on August 19, 2016 for the implementation of the project. Starting date assigned on this project is September, 10, 2016. Projected end date of the project will be in April, 2017.</p> <p>II. Mental Health Education and Stigma Reduction Project for Arabic Speaking College Students. The project was awarded to Cross Cultural Expressions. The project includes providing various presentations in different colleges/universities with larger concentration of Arabic speaking students about Stigma to Mental Health. Project is awarded to Cross Cultural Expressions. Mirtala Parada Ward and Anna Yaralyan met with the Project Consultant to discuss project implementation on August 17, 2016. Starting date assigned on this project is September 15, 2016. Projected end date of the project will be on May 30th, 2017.</p> <p>III. Farsi Peer-Run Outreach Project for the Farsi speaking community. The project was awarded to Cross Cultural Expressions. This project will train Farsi speaking volunteers to conduct mental health presentations, and provide linkage and referral services. Mirtala Parada Ward and Anna Yaralyan met with the Project Consultant to discuss project implementation on August 17, 2016. Starting date assigned on this project is September 15, 2016. Projected end date of the project will be on June 1st, 2017.</p> <ul style="list-style-type: none"> • EE/ME subcommittee members brainstormed on new ideas for Capacity Building Projects FY 2016/2017. - For the Armenian community, the following information was discussed: <ul style="list-style-type: none"> ○ EE/ME members inquired whether the Armenian MH Talk shows will continue for another year.
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	<ul style="list-style-type: none">○ Anna Yaralyan and Sarkis Simonian stated that this specific project cannot be repeated for another year.○ Mastaneh inquired if the project proposer may inform LACDMH of the successes, benefits and importance of the project so it may continue another year.○ Anna Yaralyan informed the group that this year’s media project was an expansion of a similar project that was funded in FY 2014-2015. For the expansion, new mental health topics will be aired which will provide an opportunity for the Armenian Community to be further educated and informed of the mental health issues that are currently impacting their community. This is the reason the project was expanded, however, new projects must be identified this years.○ Emma inquired whether Sarkis and other EE/ME members are thinking about continuing the MH TV Talk Shows.○ Sarkis reported that the Mental Health shows on the Armenian TV stations have been an efficient way of conducting outreach within the Armenian Community.○ Dr. Emma Oshagan responded that the Mental Health shows may not be efficient for the youth, as they don’t often watch Armenian Television.○ Sarkis responded that for young audience, all information is usually placed on YouTube and Facebook.○ Arpe Asaturyan reported that for the FY 2016-2017, it will be important to conduct mental health outreach among the youth.○ Emma agreed that it is important to conduct mental health outreach among the youth as the younger generation is currently having a lot of problems. She
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reported that in her private practice she is noticing that there are a lot of younger people who wish to come to treatment vs. the older once. As a result mental health outreach for the youth should be increased.

- Arsineh reported that putting the Armenian Mental Health Talk Shows on YouTube is one good way of targeting the younger generation as they often use YouTube and Facebook. However, there are not that many viewers of the shows on YouTube.
- Arpe reported that not enough time has been spent to advertise the Armenian Mental Health shows on YouTube. One reason for lesser viewers of the Armenian MH Talk Shows on YouTube is due to people's lack of awareness. One challenge facing the Armenian community is that the youth are having a difficult time following the traditions and rituals of the Armenian Culture. Arpe suggested creating YouTube videos about MH that's more youth friendly and can specifically target the younger generation.
- Dr. Emma Oshagan reported that we don't have to get new people and do new things; we can take the mental health shows currently happening on TV and put it on YouTube.
- Arpe added that the mental health videos targeting the youth on YouTube can be in English and Armenian as the youth may not necessarily understand Armenian. Once the mental health clips are created, it will be inexpensive to put it YouTube. Overall the proposal can be to create YouTube clips geared specifically toward the younger audience.
- Maria Asadourian suggested that the mental health clips should be specifically geared towards the youth for them to be interested in it.
- Dr. Emma Oshagan reported that most Armenian Youth present to therapy with relationship problems and intergenerational conflict. If the information is going to be placed on the internet, it will be beneficial to emphasize on these

	<p>pressing issues.</p> <ul style="list-style-type: none"> ○ Anna Yaralyan added that another pressing issue for the Armenian Youth is the LGBTQ issues. ○ Dr. Emma Oshagan agreed with Anna Yaralyan and emphasized the importance of addressing LGBTQ issues for the Armenian Community. ○ Arsineh stated that for the young adult generation, maybe we can have another show, not necessarily a Mental Health Talk show but an open discussion within a group vs. it being planned with talking points, etc. Maybe we can have an open forum with actual community members attending and have townhall conversations within a group about current pressing issues. ○ Sarkis responded that this may create liability issues for DMH. ○ Dr. Emma Oshagan agreed with Arsineh that instead of having someone talking, we can have presentations and a question and answer segment. ○ George stated that LACDMH does not approve live shows. ○ Arsineh reported that for this project a list of questions may be created. Predetermined questions about a given topic, such as relationship issues can be created and provided to a group of young Armenian community members experiencing relationship issues and a group discussion may occur. This can expose the community members to the presented issues. ○ George stated that if a video is recorded on this, there can be open discussion and it can be edited. <p>- For the Farsi speaking community the following proposal idea was presented:</p> <ul style="list-style-type: none"> ○ Mastaneh suggested having Public Service Announcements (PSA's) in English
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and Farsi languages which may be placed on YouTube. Also, create a Facebook page to keep track of how many hits its getting. These PSA's can discuss issues associated with LGBTQ, domestic violence, drug abuse, substance abuse, and family dynamics within the Farsi speaking community. These videos or PSA's will be 5, 6 or 7 minutes and can be posted on YouTube and Facebook. If it is possible, Cross Cultural Expressions maybe the consultant of the project. If Cross Cultural Expressions may have the capacity to bid on a project, then it will bid on a specific project for all communities as it is a multicultural agency. Overall, conducting the PSA's in English and Farsi will give a chance to target wider audience.

- Mastaneh also suggested another proposal for Farsi and Arabic speaking communities. The proposal includes peer counselors who are trained in mental health issues and can create half day of classes which are support groups where Yoga, body mind work through those classes can be conducted, book club, power of positive thinking classes. These classes will be educational and can decreasing stigma about mental health within the community.
- Arpe suggested that the classes can be for Farsi speaking clients and Arabic speaking clients separately. There can be separate classes for both of these communities.
- Emma Oshagan suggested possibly having parenting classes for all EE/ME communities as many immigrant parents do not know the American way of life and must raise their children in United States. It may be helpful to do prevention and early intervention.
- For the Arabic speaking Community the following proposal idea was presented:
 - Heather Laird presented a Capacity Building Project for the Arabic speaking community on behalf of Dr. Taif. Dr. Taif proposed a project to provide presentations for Arabic speaking college students who are Arabic international students. The focus will be on working with international students, giving

presentations solely in Arabic, as most of them suffer from depression, anxiety and nostalgia from being away from their homes but do not reach out for mental health assistance and contact local health and mental health centers and/or school counseling office. Additionally, many of these students do not seek treatment due to stigma attached to mental health and many do not know where to turn for help. Within Arabic speaking college students, for the first time, there are higher rates of first time alcohol use which leads to different substances and substance abuse issues. Some students reach out to different religious institutions for guidance, but do not receive it there, or these institutions are not capable to giving it. The project can include psychoeducation providing psychoeducation and mental health resources these students to help reduce stigma toward mental health.

- Mastaneh inquired what maybe the difference between Arabic speaking college students and Arabic speaking international students.
- Heather Laird responded that Dr. Taif sees delineation between Arabic international students who are mainly immigrants vs. Arabic speaking college students of Arab heritage; these two groups congregate between two different areas. In college campuses, Arabic students who take part in the Arabic Student Association, Muslim Student Association or Coptic Christian Student Association are often a different group of students than Arabic International Students who mainly receive assistance from international student centers; these two groups don't generally associate.
- Emma Oshagan responded that she can see similar differences within the Armenian Community as well.
- Sarkis Simonian stated that one thing which is important to remember when working with the international students is that all the communities where outreach and engagement will be conducted must be in LA County area. If there are international Arabic speaking students outside of LA County, they cannot be targeted.

- Heather agreed with Sarkis and stated that this project will solely target international students who attend colleges and universities living within LA County area.
- Mastaneh stated that it is also important for the project currently conducted for the Arabic speaking community to reach out both International Students who are mainly immigrants and Arabic speaking college students of Arab heritage. Arabic speaking community is a small community, therefore we have the capacity to reach out both international students and resident students and offer necessary information and resources.
- Heather reported that one difference between this years proposed project and last years is that Dr. Taif envisioned this project to become a sustainable model which can continue throughout years, although the funding won't continue. This can happen through annual webinars and continuous trainings. The idea is to train the students to carry on the project.
- Dr. Emma Oshagan stated that the only problem she seems in targeting international students is that they are not American Students and all LACDMH project funds are for individuals who live here and are residence of this country vs. international students who come to US to acquire education and go back to their countries of origin. As a result this maybe a problem for LACDMH.
- Mastaneh suggested that it may be useful to tape the trainings and put them online as a webinar series for the following year.
- Heather reported that Dr. Taif felt that the student population targeted this year is more English speaking and with international students the presentations will mainly be in the Arabic language and less English.
- Heather thanked EE/ME members for all the feedback provided and reported that she will inform Dr. Taif of all the feedback presented on the project. She

added that Dr. Taif is very passionate about this project which is the reason she reported it on behalf of Dr. Taif.

- Heather Laird informed the group of another project which she would like to propose to EE/ME group. If full funding from this project is unavailable, partial funding will be acceptable as well. The idea is a spinoff of the show which Heather has been doing. It has been shown anywhere from 30 minutes to an hour and it became a three-part series. Heather reported that a year and a half ago she came up with the idea of doing something called mental health in 90 seconds. These would be clips of 90 second spots of mental health including mental health concepts and this way individuals walk in to their car can look at it on their phone. This can be done in multiple languages, so it can be something where EE/ME members could work together and create it for the Arabic, Farsi, Russian and Armenian communities. EE/ME members can pull together to work collectively on this project. The idea is, since its 90 seconds, it will be shown daily. There has been a lot success with other 90 second videos like "A plus J."
- Sarkis inquired how the proposal of the project could be demonstrated and how can it include a portion of the EE/ME Capacity Building Project funds.
- Mastaneh reported that the money is dedicated to spend for mental health outreach within our respective communities, therefore it may be used on this project as well if it is approved.
- Arpe added that it would not be very costly to make the mental health clips.
- Sarkis reported that production and editing would be costly.
- Heather agreed that production and editing maybe costly but if some funds can be dedicated on this, it will be helpful.
- Dr. Emma Oshagan reported that she would personally like to see the four

EE/ME groups working together on a project like this. Previously all four EE/ME groups worked together before. Mental health brochures and pamphlets were created for all UREP subcommittees and it was very successful. It will be a good idea to come up with a project where all four groups, Arabic, Farsi, Russian and Armenian within the EE/ME sub-group can work together conducting outreach and engagement. Entire \$100,000 can be dedicated for this project.

- Heather explained that her show used to be on therapycable.com and they moved it to YouTube which reaches a lot more people. If one young group takes interest in a YouTube video, it can go viral.
- Sarkis reported that for an information to go viral on YouTube and Facebook people must advertise and share the information for it to be successful.
- Arpe reported that YouTube videos can be brief as having shorter videos and using more graphic is more interesting for the youth.

- For the Russian Community the following proposal idea was presented:

- Natalia Ewalt reported that for the Russian Speaking Community doing a project in the media will be useful. For this project, the consultant will start with printed media. He/she can consider Russian newspapers and Russian magazines which may provide general mental health information, the LACDMH Hotline number and how to access mental health resources. This will be a small blurb describing LACDMH, its work and how it can assist the Russian Community. Funds can be spent on the printing, media space, and a translator.
- Sarkis Simonian inquired whether there are any Russian LA based Newspaper Publication Companies within the LA County area as all the funds must be spent within LA County.

<p>VI. Next Meeting</p>	<ul style="list-style-type: none">○ Natalia responded that to her knowledge there is a Newspaper Publications Company in Los Angeles County; however, she must double check to confirm this information.○ Sarkis stated that there is one Russian newspaper and he can provide its contact information to Natalia.○ Natalia added that depending on the cost, one mental health article can be written each week and/or each month.○ Emma Oshagan and Arpe Asaturyan reported that many educated people are moving away from watching television and are moving towards acquiring information online.○ Arpe reported that they use Amazon Fire or Apple TV which are other ways of watching television that's not necessarily cable. These are some media options to consider for future Capacity Building Projects.○ Anna Yaralyan thanked EE/ME meeting participants for their project ideas and asked them to submit their project proposals via email.○ EE/ME members agreed to submit project proposals for their individual projects.○ EE/ME subcommittee decided that the next quarterly meeting date and time will be set.....
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