


Underserved Cultural Communities (UsCC)

Eastern-European & Middle Eastern Population Subcommittee

Date: 9/26/2018 Time: 10:30 AM – 12 PM

Present: Anna Yaralyan, Mirtala Parada Ward, Mastaneh Moghadam, Dr. Heather Laird, Arpe Asaturyan, Sarkis Simonian, Seta Haig, and Arezoo Esfahani.

Agenda Items	Comments/Discussion/Recommendations/Conclusions
I. Introductions:	I. Introduction of Members:
II. Meeting Minutes:	II. Reviewed and approved meeting minutes from 6/25/2018.
III. Capacity Building Project Updates:	III. Capacity Building Project Updates 1) Multilingual Mental Health Public Service Announcements Project for the Arab, Farsi and Russian Speaking Communities.  The project aims to produce 42, 90 second Public Service Announcements in Arabic, Persian (Farsi), Russian and possibly English languages. All the PSAs will be used to inform these communities about different mental health issues and resources. Each PSA will air on YouTube on a weekly basis and will be advertised via Facebook, Twitter, and other social networking media. All the PSA's will include the same mental health topics, although the languages will be different.

❑ Mastaneh Moghadam reported an update on this project:

- Total of 14 Public Service Announcement scripts were written and approved for the following three communities: Russian, Arabic and Farsi speaking.
- Mental health cultural brokers were identified to create a list of mental health topics according to the individual needs of each respective community to help create the scripts.
- The PSAs were vetted within each respective communities and approved. Each script was given to 5 to 10 community members in order to verify content and receive approval. Approvals were given at the end. Cultural brokers and community member, were asked to review and provide feedback on the scripts given their cultural and linguistic knowledge, to ensure that the message was culturally sensitive.
- Most of the mental health topics selected for the scripts were universal for all communities. These topics included Domestic Violence, Post Traumatic Stress Disorder, Loss/Grief, Depression, Anxiety and Suicide. However, certain topics were unique for individual communities, for example, the mental health topic “Issues with Arabic Speaking Women,” was unique for the Arabic speaking Community. For the Arabic speaking community information on Depression also included the topic “Postpartum Depression.” Also, variety of different information was given about “Depression” for the Farsi speaking Community.
- Mastaneh also discussed the recruitment and selection of actors who represented Iranian and Russian communities.

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| | <ul style="list-style-type: none">▪ Heather Laird provided the names of the Arabic speaking celebrities. Some of these celebrities include Malek Akkad, a Film Producer, Amer Waked, Actor, Mona Haydar, Syrian Activist, Rapper, etc.▪ Mastaneh reported that for the Russian Community, the consultant has been having a lot of trouble identifying Russian celebrities. She hasn't been able to reach most of the famous actors, as most of them do not live in Los Angeles, many of them live in Russia. As a result, the consultant has reached out to and received interest from community leaders and influential figures within this community (i.e. therapists, attorneys, business owners, etc.).▪ Mastaneh reported that the Russian, Arabic and Farsi PSAs will be edited and completed in 2018.▪ Mastaneh reported that the PSAs will air on YouTube on a weekly basis and will be advertised via Facebook, Instagram, Twitter, and other social networking platforms for a period of 8 months.▪ Mirtala reported that the PSAs were completed by LACDMH for the Arabic speaking population as well. It includes the production of two Public Service Announcements (PSAs), one of which was 60 seconds and the other 10 seconds in the Arabic and English languages. The PSAs would be used to promote and create awareness regarding mental health issues within the Arabic speaking community as there is a great deal of stigma about mental health within this community. With the PEI funds available, the Arabic media campaign includes airing of the two PSAs on the Arabic satellite TV station three times a day, during prime time hours. It also includes social media postings.▪ Heather reported that there has been great number of suicides in the |
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Muslim Community which awakened people who have been quiet about suicide. Heather added that she also has been providing mental health trainings, including one on suicide prevention for the Arabic community. She emphasized that suicide prevention and education is highly stigmatized in the Arabic speaking community.

- Mirtala added that during the last External Quality Review Organizations (EQRO) Disparities Session, on Monday, September 24th, Heather Laird was also invited as an Arabic speaking community member. Specifically, Heather was asked to talk about the review and feedback she provided on the PSAs. Particularly, how LACDMH vetted the Arabic PSAs with her as a community member. Mirtala thanked Heather for her phone participation of the EQRO session.
- Heather reported that the PSAs were well done. Her main feedback was to simplify the Arabic language in order to make it more inclusive for all Arabic speaking community members.

2) The Armenian Mental Health Show for the Armenian Community.

✚ Anna Yaralyan provided an update on this project. The purpose for the Armenian Mental Health TV Show is to demonstrate how the psychotherapeutic process works. This TV show will be 28 episodes and will include different mental health topics such as depression, anxiety, couples' therapy, and intergenerational issues. This mental health project was awarded to ARTN-Shant Armenian TV station.

- The following three Mental Health Shows have been recorded and

<p>IV. Your DMH: Vision and Guidelines</p>	<p>aired:</p> <ul style="list-style-type: none"> ○ Depression – 4 half-hour episodes ○ Couples Therapy; Child Behavioral Issues – 4 half-hour episodes ○ Anxiety – 2 half-hour episodes <ul style="list-style-type: none"> ● Already there has been a great deal of positive feedback from community members, as they felt that the shows were very interesting, educational and innovative. Many members reported that they were not aware that “therapy” includes these types of interactions between a therapist and client. <p>IV. Your DMH: Vision and Guidelines</p> <ul style="list-style-type: none"> ✚ Mirtala provided an overview of Your DMH: Vision and Guidelines. <p>A. Vision</p> <p>Mirtala talked about the vision of YourDMH, which is how the Los Angeles County Department of Mental Health (DMH) engages with its many and diverse stakeholders to help create and perfect its services and partnerships. YourDMH is made up of many stakeholder groups, including groups from each county Service Area (SA) as well as groups representing the county’s historically unserved, underserved, and/or inappropriately-served Cultural Communities.</p> <p>B. Purpose</p> <p>The purpose of YourDMH is to regularly produce a set of stakeholder priorities which will advise DMH as it continuously develops its departmental Action Plan. This Action Plan is pursuing to develop and</p>
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improve its services and partnerships, including all necessary policies, programs, information technology supports, quality monitoring and improvement activities, and budget allocations associated with them. Mental Health Services Act (MHSA)-specific activities, including the development of the 3-Year Plan, Annual Updates, and Innovation Programs, are drawn from this broader Action Plan.

C. The structure and process includes:

1. YourDMH Service Area groups, which meet monthly or more often as necessary
2. YourDMH Cultural Community groups, which meet monthly or as necessary
3. The YourDMH full group, which meets quarterly and involves representatives from all Service Area and Cultural Community groups as well as other DMH stakeholders including other county departments and organizations that have a shared vision

- Mirtala requested for EE/ME committee members to review YourDMH: Vision and Guidelines and provide their comments and feedback. Any type of feedback will be important to receive. This information will also be emailed to all subcommittee members in order to receive their feedback and recommendations as well.
- Mastaneh reported that attending all the meetings might be time consuming for community members.
- Heather reported that this structure looks more like a corporate structure which may not attract many of our ethnic community members who may shun away from it due to its makeup and construction.

<p>V. EE/ME Co-chair selection</p>	<ul style="list-style-type: none"> • Mirtala reported that Dr. Sherin likes to include grassroots organizations and community members. Mirtala added that everyone’s feedback will be shared with DMH’s upper management. • Seta added that in order for community organizations and individual entities to attend the stakeholders’ meetings, it will be effective to inform the community about opportunities available for mental health projects and proposals. • Mastaneh reported that in order to engage community members and organizations, it will also be effective to have monetary incentives to partake in stakeholder meetings and projects and proposals, as people need funds to conduct and complete tasks. • Mastaneh added that as mental health professionals and community members, we have cultural knowledge and know of our communities wants/needs in terms of mental health. As a result, the stakeholders’ meetings should include community members, mental health professionals, and representatives of all cultural communities. <p>V. EE/ME Co-chair selection:</p> <p>✚ The EE/ME subcommittee members elected the following two (2) Co-chairs:</p> <ol style="list-style-type: none"> 1. Sarkis Simonian 2. Heather Laird.
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<p>VI. Email to EE/ME subcommittee members:</p> <p>VII. Next Meeting</p>	<p>VI. Anna Yaralyan will email the following information to the EE/ME subcommittee prior to the next meeting:</p> <p>✚ “YourDMH: Vision and Guidelines,” in order for committee members to review and provide their comments and feedback about it.</p> <p>VII. Mirtala Parada Ward and Anna Yaralyan thanked subcommittee members for their participation and feedback, and adjourned the meeting.</p>
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