

Underserved Cultural Communities (UsCC)

Eastern-European & Middle Eastern Population Sub-Committee

Date: 11/3/2016 Time: 1:00 PM - 3:00 PM

Present: Anna Yaralyan, Sarkis Simonian, Arsineh Ararat, Mirtala Parada Ward, Mastaneh Moghadam, George Gharibian, Heather Laird, Natalia Ewalt, Arpe Asaturyan, Christina Ballenger

Agenda Items	Comments/Discussion/Recommendations/Conclusions
<p>I. Introductions:</p> <p>II. Meeting Minutes:</p> <p>III. Capacity Building Project updates FY 2015/2016</p>	<ul style="list-style-type: none">• Introduction of Members • Reviewed and approved meeting minutes from 8/24/ 2016. • Anna Yaralyan provided Capacity Building Project updates for FY 2015/2016:<ul style="list-style-type: none">▪ A Media Outreach campaign for the Armenian Community. There will be 44 half an hour Mental Health Talk Shows on ARTN-Shant: Starting date assigned on this project is September, 10, 2016. Projected end date of the project will be in April, 2017. For the Armenian MH TV Project the following Mental Health Shows have been completed to date:<ul style="list-style-type: none">✚ Integrated Care✚ Caregiver Stress✚ Effective Family Communication✚ Effective Family Communication II✚ Co-Occurring Disorders

	<ul style="list-style-type: none">▪ Anna Yaralyan reported that the recordings of the show have been going very well. ▪ Farsi Peer-Run Outreach Project for the Farsi speaking community. 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. Consultant submitted Deliverable #1 for the Farsi Peer Run Outreach Project for review and approval. The following information was submitted:<ul style="list-style-type: none">- Training Curriculum- Resource Guide- Pretest and Posttest ▪ Mental Health Education and Stigma Reduction Project for Arabic Speaking College Students for the Arabic speaking community. Project was awarded to Cross Cultural Expressions. Consultant submitted Deliverable #1 for the Arabic Students Outreach Project for review and approval. The following information was submitted:<ul style="list-style-type: none">- Training Curriculum- Power Point Presentation- Resource Guide- Pretest- Posttest ▪ Anna Yaralyan reported that currently LACDMH Program Support Bureau is in the process of reviewing Deliverable #1 for the Farsi Peer-Run Outreach and the Arabic Students Outreach Project and will provide feedback on these projects to the consultant within the upcoming week. Anna Yaralyan
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<p>IV. Capacity Building Project ideas FY 2016/2017</p>	<p>reported that all three projects are working on timely manner with no apparent project delays.</p> <ul style="list-style-type: none"> • Capacity Building Project Proposals for FY 2016/2017 was discussed: <ul style="list-style-type: none"> I. Mental Health Public Service Announcements (PSAs) for the Arab, Persian (Farsi Speaking), and Russian Communities: <ul style="list-style-type: none"> ○ Heather Laird reported that for the Mental Health Public Service Announcements for the Arab, Persian (Farsi Speaking), and Russian communities it was decided that instead of creating a project for one community they can include multiple languages. Heather wrote the project and they came with a project for these three communities. People involved in the project maybe famous people, like actors who have particular sponsorship of a mental health issue to make it more accessible and/or recognizable within the community. ○ Anna Yaralyan inquired if there will be famous individuals from all three communities (i.e. Russian, Farsi, Arabic) to participate in the PSAs. ○ Heather responded that recruiting community members is a possibility, but also suggested to hire actors. ○ Sarkis Simonian reported that Alia Shawkat may also be recruited for the PSA's as she is an Iraqi Actress and currently has a television series. ○ Mastaneh Moghadam reported that the project aims to produce 40-44, 90 second Public Service Announcements that will be aired via YouTube in Arabic, Persian (Farsi), Russian and possibly English languages. The PSA's will air roughly once a week, for about 6 months. All the PSA's will include the same MH Topics, although the languages will be different and
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	<p>all will inform the community about different MH issues and resources available for the community. Each PSA would provide culturally sensitive information, education, and resources about a specific mental health topic. Each PSA will air on YouTube on a weekly basis and will be advertised via Facebook, Twitter, and other social networking media. The purpose is to inform these communities about Mental Health issues and services, decrease stigma and increase Mental Health awareness.</p> <ul style="list-style-type: none">○ Heather Laird reported that once the PSAs are on YouTube they can easily be accessible to the public for a long period of time.○ Sarkis Simonian reported that putting the project on YouTube doesn't cost money.○ Mastaneh reported that the idea is also to include famous individuals to be part of the project. If this project includes celebrities, it will have more hits. The MH topics will include but not limited to depression, anxiety, substance abuse, and domestic violence.○ Sarkis Simonian reported that if the project Consultant has difficulties recruiting celebrities, even the endorsement of a famous celebrity may be beneficial.○ Mastaneh reported that some of the PSAs that have been successful are the once that "act out" what depression looks like, or include celebrities. One of the deliverables may include having the Consultant to hire a producer to create the PSAs for all three communities.○ Sarkis Simonian reported that if a particular television station is hired, they can produce, edit, and air each PSA and this will be much cheaper.○ Mastaneh reported that an Information Technology person will be hired to ensure that PSA's are properly posted and viewed on YouTube.
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	<p>Community resources and connections will also be utilized to increase viewership by asking community members to “post” and endorse the PSAs on their individual Facebook and Instagram pages.</p> <ul style="list-style-type: none">○ Heather reported that they can also create a YouTube page where people could subscribe to it.○ Sarkis inquired how people can find out about the PSA’s in order to subscribe to it.○ Heather reported that she does not feel that this would be an issue. For the Arabic community she has her own show relating to mental health and it includes thousands of viewers. As a result, viewership will not be an issue.○ Mastaneh added that within the Middle Eastern Community very few, if any discussions around mental health occur. As a result, one of the goals of this project could be that individuals who are watching will be interested to know more about mental health.○ Sarkis Simonian suggested to air the PSAs on television, as older adults mainly watch TV and this will also give us an opportunity to advertise about PSAs being on YouTube.○ Mastaneh reported that the PSAs can also be advertised on the Russian Magazine and the Farsi speaking radio station.○ Natalia Ewalt reported that for the Russian Community, sometimes adults and older adults don’t have access and/or don’t know how to access social media, as a result they may receive assistance from their children.○ George Gharibian reported that 670 AM (Farsi radio station) at times provides information and resources about different subjects pertaining to
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the community in the mornings free of charge; the PSAs maybe advertised here as well.

- Anna Yaralyan reported that more and more elderly are trying to learn how to utilize the internet and tap into social media.
- Mastaneh reported that another way to advertise is through refugee settlements that have computer and ESL classes. Currently refugee settlements are working with refugees from Syria. These settlements will also be helpful for the PSAs.
- Sarkis Simonian reported that there are many community agencies and organizations that can help to promote the PSAs, but they might not be willing to do this due to competition.
- Heather reported that students and professionals from other fields who have interest in mental health can also help promote the project and continue project implementation even after the project is completed. It is important to utilize all our resources and options.

II. Armenian TV Mental Health Educational Shows – Theatrical Therapy Sessions:

- Sarkis reported that people in general are unaware of the process of therapy and how therapy is conducted. They usually have a distorted TV mentality of people in a strait jacket or getting shock therapy. The idea for this project is to have theatrical therapy sessions where the entire process of therapy is exhibited. This will be an opportunity to educate the community about MH and the process to follow, in order to heal. This can help decrease the stigma and people will be more open to seeking help. The shows can be recorded at LACDMH contracted facilities.

	<ul style="list-style-type: none">○ Mirtala reported that given that we cannot repeat the Mental Health TV show project, we must ensure that this project is different, new and unique. One of the reasons MH TV shows continued for two seasons is because new MH topics were introduced and the shows were all completely different. However, we have already aired 88 MH topics and no further information is really left to discuss. This new media project maybe too similar to the MH TV talk shows.○ Sarkis reported that the Theatrical Therapy Sessions will be continuation of the Mental Health shows; it is the next step to continue to inform the Armenian Community about how Mental Health services and how to access them.○ Mirtala reported that this can be done through an age group, specifically showing how mental health services are conducted through a children’s provider, an adult or an older adult provider.○ Mirtala stated that this project includes the didactic peace, but for this, actual individuals are needed to participate in the show, actors and actresses must be hired, and this might get very expensive.○ Sarkis reported that for this project, we can set actors to volunteer their time and maybe we can recruit MH professionals as well.○ George stated that for this project student volunteers may be recruited as well.○ Anna Yaralyan agreed with George Gharibian. She added that the shows can include sessions which will demonstrate how therapy “looks like.”○ Arpe reported that common mental health issues like depression, anxiety, and domestic violence can be included in these shows and treatment options.
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	<ul style="list-style-type: none">○ Anna Yaralyan inquired if some of the volunteers may be able to receive stipends for their work.○ George Gharibian reported that the volunteers can be identified as actors so the public won't think that they are patients.○ Heather stated that it is important to demonstrate to the public how therapy looks like, what type of environment it is conducted in, and how therapy interaction take place, in order for the public to get more acquainted with the process of therapy.○ Mirtala reported that the shows can be broken down by age group and instead of conducting and airing 22 mental health shows, we can air 10 shows. We can break it down by age groups and do around five shows, providing information on how to access services for children, teenagers, and for people who have specific linguistic needs.○ Mastaneh reported that we can break it down by age group or by different therapeutic techniques.○ Sarkis reported that the Armenian TV Talk Shows have been very successful, it's not necessary to do something different if there is a model that already works.○ George Gharibian stated that although this proposal will also include media production, it is significantly different from the current project.○ Mirtala reminded the group that each year they must identify a different Capacity Building Project and outcomes must be provided.○ Sarkis reported that a project like this has never been done before; it is new, informative and important for the community.
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	<ul style="list-style-type: none"> ○ Mirtala reported that after the airing of the Armenian MH shows, there is a significant increase in the number of Armenian callers on the LACDMH Access Hotline. ○ Arpe Asaturyan reported that the younger generation usually looks at YouTube and other social media vs. Cable TV or television in general and the Armenian Channel must be bought so it makes it less accessible. This may cut off another large populations; the younger generation. ○ Sarkis stated that two (2) generations of Armenian families usually watch the Armenian TV stations. ○ Arpe inquired if another Capacity Building Project can be proposed. ○ Mirtala responded that if the EE/ME subcommittee members need more time to decide on their project, identify new ideas, and/or make a new project proposal, additional time will be granted. ○ EE/ME subcommittee members agreed to take additional time to decide on this project, provide additional project ideas, and propose another project during the next meeting. ▪ EE/ME subcommittee members made the following decisions on the two proposed projects: <ul style="list-style-type: none"> I. Mental Health Public Service Announcements PSAs for the Arab, Persian (Farsi Speaking), and Russian Communities: <ul style="list-style-type: none"> ○ EE/ME members voted unanimously for the PSA project to be implemented for the Russian, Arabic, and Farsi speaking communities. ○ Dr. Emma Oshagan, a long term active member, who was not present at this EE/ME meeting will vote via email.
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<p>V. Capacity Building Project Proposals FY 2014/2015:</p>	<ul style="list-style-type: none"> ○ Final decision on the selection of the project will be emailed to all EE/ME subcommittee members. II. Armenian TV Mental Health Educational Shows – Theatrical Therapy Sessions: <ul style="list-style-type: none"> ○ EE/ME members will be granted additional time to decide on this project, provide additional project ideas, and/or make a new project proposal. ● Mirtala provided an update on the Capacity Building Project for FY 2014/2015: <ul style="list-style-type: none"> ▪ Mental Health Awareness Project for the Law Enforcement Departments for the Arabic Speaking Community: <ul style="list-style-type: none"> ○ The project was awarded to Medical Network Devoted to Service, MINDS, and it includes providing Presentations to various Law Enforcement Departments. ○ Projected end date of the project will be on January 6th, 2017. ○ This project has been extended two times however; no deliverable has been submitted on this project and the Consultant has been unresponsive to all the emails and phone calls from LACDMH within the last couple of months. ○ This project might be removed from the Consultant due to breach of contract and once again given out to bid. ▪ EE/ME members agreed that if the Consultant is unable for whatever reason to implement and complete this project, it can be extended out for potential vendors who may be interested to bid on the project.
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<p>VI. Next Meeting: TBD.</p>	<ul style="list-style-type: none">• Anna Yaralyan thanked EE/ME meeting participants for their project ideas and asked them to submit their project ideas, modifications, and proposals via email.<ul style="list-style-type: none">○ EE/ME members agreed to submit project ideas and proposals for the Armenian community.○ EE/ME subcommittee decided that the next quarterly meeting date and time will be scheduled at a later date.
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<p>VII. Next Meeting</p>	
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