

**COUNTY OF LOS ANGELES - DEPARTMENT OF MENTAL HEALTH
PROGRAM SUPPORT BUREAU - QUALITY IMPROVEMENT DIVISION
LATINO UsCC SUBCOMMITTEE**

MINUTES – Tuesday, June 21, 2016

Location: 695 So. Vermont Avenue, 5th Floor Los Angeles, California, 90005

ATTENDEES: Mirtala Parada Ward, Katty Callender, Paco Retana, Mira Kim, Angelita Diaz-Akahori, Rosario Ribleza, Susan Suh, Alberto Henriquez, Betty Mendoza. **People on the phone:** Sandra Ptansinski, Lorraine Ragosta, Natalia Garcia and Leticia Ximenez

DISCUSSIONS

- **Welcome and Introductions**
- **4/21/16 Meeting Minutes review and approval – minutes of the meeting was reviewed and approved by all members.**

- **UsCC Recruitment Program.**
DMH WET Division District Chief Angelita Diaz-Akahori and Health Program Analyst Mira Kim facilitated a presentation on Underserved Cultural Communities (UsCC) Graduate Recruitment. The program consists of two options: (1) Internship and Graduate Program and (2) Graduate Program.
 1. **Internship and Graduate Program – 3 year program**
 - a. **One year paid student internship at assigned public mental health agency**
 - b. **Year 2 & 3: Graduate Program in Social Work with clinical concentration or Marriage and Family Therapy or Licensed Professional Clinical Counselor**
 - c. **Does not have social service experience**
 - d. **Speak unusual language that are needed (bilingual) – identified by DMH as underserved and/or represent an unserved/underserved community**
 - e. **Within 3 months post-graduation from master’s program, individual must find employment in Mental Health System and agree to payback commitment of 3 years providing full-time direct clinical services to unserved/underserved communities**
 - f. **Stipend is \$20,000 for 1 year internship, and up to \$37,000 for 2 years in master’s program.**
 2. **Graduate Program**
 - a. **No internship**
 - b. **Year 1 & 2: Graduate Program in Social Work with clinical concentration or Marriage and Family Therapy or Licensed Professional Clinical Counselor**

- c. Has experience working in community organization that has had DMH affiliation
- d. Speak unusual language that are needed (bilingual) – identified by DMH as underserved and/or represent an unserved/underserved community
- g. Within 3 months post-graduation from master’s program, individual must find employment in Mental Health System and agree to payback commitment of 3 years providing full-time direct clinical services to unserved/underserved communities
- e. \$18,500 per year for 2 years (total of \$37,000)

APPLICATION PROCESS: (target candidates come from contract providers)

- a. Submit written application; essay, and 3 letters of reference
- b. Interview – candidates with higher score will be invited for interview

According to Ms. Diaz-Akahori, there is no guarantee of employment after graduation from the program. There is always “if and but”, however, there is a high “need” of clinicians all over the county. Mirtala Parada added that Tarzana and other providers have difficulties finding bilingual clinicians. Other UsCC groups especially Cambodian, Armenian, Middle Eastern and Ethiopian have shortage of therapists who speak their specialized language. Betty Mendoza from LACGC mentioned that they have one candidate qualifies and will be interested with the program.

- **UsCC Latino Media Campaign Update - by Rosario Ribleza**

- KMEX (television) - 26 Spots
- KLVE (radio) - 69 Spots
- PSA - 25 minutes radio interview with Mirtala Parada Ward and Dr. Jose Salazar – aired 5/1/16
- Aired at 4 radio stations (KLVE, KSCA, KRCD, KTNQ)
- Home Page Take Over -5/9/16 and 5/10/16 - Univision Webpage
- “Monday Blues” Social Media - KLVE Listeners

Radio and television commercials were aired throughout the month of May 2016, which is National Mental Health month. It delivered beyond the expected milestones with a grand total 5,550,209 impressions for the entire month. Katty Callender commented, “I think the media campaign was successful. The project went well. There was an interest and they know that the treatment is out there. We need to reach out”. Everyone in the meeting agreed. The Spanish radio and television cost was more expensive compared to others, the subcommittee members expressed their opinions that it was worth it.

Leticia Ximenez asked if there is any increase in access calls after the commercials. Mirtala Parada Ward responded that reports from Access is delayed, but once received, it will be sent to everyone in the Latino subcommittee. Paco Retana and Alberto Henriquez suggested that those demographics should also be included.

- **Updated UsCC Capacity Building Project Guidelines – by Mirtala Parada Ward**

Mirtala emphasized that everybody has the right to submit a proposal.

Process:

1. Voting Rights – in order to vote, individual must have attended at least 51% of the UsCC subcommittee quarterly meeting in the previous calendar year. Voting will be done via e-mail.
2. Proposal Development and Submission – project ideas must be on mental health promotion, mental health awareness for Latino community for all ages. It could be specific to service area or countywide, but would meet the Board of Supervisor’s priorities.
3. Proposal Evaluation – will be evaluated by LACDMH using a scoring tool.
4. Vendors - can be individuals (consumers, families community members, etc.) or organization (community based organizations, non-mental health provider, mental health provider, etc.)
5. Bidding and Implementation Process - Once the project is voted, it will be owned by LACDMH. A consultant will be hired through bidding process. Projects are always done through outside contractors. DMH will develop Statement of Work (SOW) and send to ISD for solicitation. It requires purchase order. Once awarded, DMH will implement and monitor.

- **Departmental and Board of Supervisors Priorities – by Katty Callender**

1. Vulnerability - vulnerable children and youth from foster care and victims of sex trafficking
2. Homelessness – homeless population
3. Jail Diversion
4. CCRI – Continuum of Care Reform – child welfare, probation and mental health
5. Cultural Competency - fits in all categories

- **Open Discussion for 2016-2017 Capacity Building Projects**

The capacity building projects should be aligned with the Departmental and Board of Supervisors’ priorities. Project should revolve around cultural competency in order to meet the needs of the diverse group in our county. Individuals with different cultures speaking different languages should experience the welcoming environment of our clinics and comforting services during their visit. The project must be unique and never done before, more educational and innovative. Mirtala Ward raised the questions: Can we develop a program to reach out homeless Latino? Can we contract out agency that will do a massive outreach for homeless families? How about the older adults who become homeless after 55 as they only depend on SSI? Katty Callender stated that one of the key points of the project is the “measure outcome method”, and she posed a challenge: how do we measure it? How about accountability?

- **Recruitment of New UsCC Latino Subcommittee Members**

Mirtala Ward stressed the importance of stakeholders' involvement, the need for good advocate, more parent partners, family members, and consumers. The more ideas from the community, the more diverse the project is.

Leticia Ximenez asked if consumers receive credits or benefits. Ms. Ward assured that consumers will get a \$25 stipend for participating. Consumers are strongly encouraged to participate as they have something to offer to accomplish the goal.

Paco Retana recommended outreaching through messages on tote bags, buses and DMV offices. He encouraged everyone to invite more people from different organizations and communities. Mr. Retana challenged Alberto Henriquez from NAMI to outreach to his area in San Fernando Valley through schools and bring the ideas and understanding that this is for the Latino community.