

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

MINUTES – Monday, July 10, 2017 / 2:30 – 4:00 P.M.

Location: 695 So. Vermont Avenue, 5<sup>th</sup> Floor Los Angeles, California, 90005

**ATTENDEES:** Mirtala Parada Ward, Sandra Chang-Ptasinski, Katty Callender, Ivan Dalton, Rosa Perez, and Rosario Ribleza  
People on the phone: Paco Retana, Julie Valdez, Debbie Rodriguez, Gloria Sistos, and Lorraine Ragosta.

**DISCUSSIONS**

**I. Welcome and Introductions**

**II. 11/08/16 Meeting Minutes review and approval** – minutes of the meeting reviewed and approved by all members (moved to approve by Loraine Ragosta and seconded by Julie Valdez).

**III. Capacity Building Project Update and Outcomes**

<b>METRO BUS ADVERTISEMENT OUTCOME</b>				
<i>02/27/17 to 10/8/17</i>				
Description	Number of Buses	Period	Cost	Expected
Bus Tails	43	16 Weeks	\$28,000.00	3,832,332
Bus Kings	14	16 Weeks	\$28,000.00	4,410,672
Interior Bus Cards	500	<b>32 weeks</b> <b>(including bonus)</b>	\$24,000.00	13,676,000
<b>GRAND TOTAL</b>			<b>\$80,000.00</b>	<b>21,919,004</b>

**Television and Radio Media Campaign**

05/04/17 to 07/02/17

Description	Number of Spots	Period	Cost	Expected Number of Impressions
Television /KMEX	108	9 Weeks	\$186,750.00	13,811,040
Radio - Stations	468	9 Weeks	\$94,050.00	12,443,400
Online			\$19,225.00	1,100,000
A. Banner Video	30 second spots			
B. Homepage Takeover	Whole day-TV & Radio KMEX & 4 Radio Stations	2 days		
C. Social Media		4 days		
<b>GRAND TOTAL</b>			<b>\$300,025.00</b>	<b>27,354,440</b>

- **Additional Features : Bonus / Free**

- Public Service Announcement (PSA) - 25 Minutes Radio Interview with Mirtala Parada Ward, LCSW and Sandra Ptasinski, Ph.D.
- 9 - Three Minute Live Interviews with KTNQ Radio (“En Familia”) – with Sandra Ptasinski, Ph.D.

- **Report from Julie Valdez – Number of callers received by ACCESS:** Will be compared from last year’s number of callers to determine how effective the media campaigns are.

February 2017 = 634  
 March 2017 = 713  
 April 2017 = 617  
 May 2017 = 680

**IV. Update on 2017-2018 UsCC Capacity Building Project**

- **Statement of Work (S.O.W.) for Latino Mental Health Community Theater**

- 98 % completed
- Mirtala will do the final review, and it will be ready by August 1, 2017 for solicitation.
- Mirtala informed the subcommittee members that they need to get involved once consultant is hired to review his/her work.

- **New Capacity Building Project Ideas**

- a. Art Works and Cultures targeting seniors through Wellness Centers (suggested by Ivan Dalton)
- b. Workshops through Arts to empower clients to express their feelings, and hire a consultant to provide outreach and engagement (O&E) – suggested by Mirtala Parada Ward
- c. Healing Workshops through Music and Art for Seniors, in partnership with Senior Centers (suggested by Rosa Perez)
- d. Bringing Arts to vulnerable Latino boys who are at risk of incarceration and school drop-outs; use art to outreach to them (suggested by Paco Retana)
- e. Collaborate and develop partnership with Community Probation Center to outreach to children who are placed in community centers for “house arrest”. Kathy will work with Probation Department and get the roster of all the house arrest centers in Los Angeles County (suggested by Kathy Callender)
- f. The Power of Drumming – use for intervention and prevention even for elderly (by Paco Retana)
- g. Train the TAY, and show their talent to train seniors (by Rosa Perez)
- h. Gardening – targeting older population, and go across all ages; can grow their own fruits even in their balcony; tie it to good diet (suggested by Lorraine Ragosta)  
Paco recommended Ron Finley, the creator of “Gangster Gardening” to teach gardening.

Katty Callender reminded everyone that the project must be “unique”, and not duplicated. Mirtala Parada Ward emphasized that the project must not be for mental health services, but merely for outreach, promotion and education. She encouraged the subcommittee members to consider targeting the population who is more in need of help, and in serious crisis. Seniors? Or TAY?

**V. Next Steps**

- Brainstorming for the new Capacity Building Project
- Review of the UsCC Capacity Building Project Guidelines and Application
