

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

MINUTES – Tuesday, August 16, 2016 /1:30 – 3:00 P.M.

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

ATTENDEES: Mirtala Parada Ward, Paco Retana, Naga Kasarabada, Rosario Ribleza
People on the phone: Sandra Ptansinski, Natalie Garcia, Katty Callender and Leticia Ximenez

DISCUSSIONS

I. Welcome and Introductions

II. 6/21/16 Meeting Minutes review and approval – minutes of the meeting reviewed and approved by all members.

III. UsCC Latino Media Campaign Update - by Rosario Ribleza

- KMEX (television) - 29 Spots
- KLVE (radio) - 65 Spots
- PSA - 25 minutes interview with Mirtala Parada Ward and Dr. Jose Salazar – aired 5/1/16 at KLVE, KSCA, KRCD, KTNQ radio stations
- Home Page Take Over -5/9/16 and 5/10/16 - Univision Webpage
- “Monday Blues” Social Media - KLVE Listeners
- Outcomes:
 - A. The KMEX report shows that the television campaign delivered a total of 2,853,000 impressions (the total number of times households were exposed to the commercials) from viewers ages 18 and above.
 - B. The KLVE-FM report shows that the radio campaign delivered a total of 2,636,400 impressions from viewers ages 18 and above.
 - C. The online rotating media that includes Homepage Takeover and Social Media Post delivered a total of 60,809 impressions from viewers 18 and above.
 - D. A gross total of 5,550,209 impressions were delivered from viewers and listeners ages 18 and above.
- Outcomes were measured through the use of Nielsen Rating by zones and by zip code. Mirtala and Katty both agreed that the commercials cost a lot, but it was worth it. It was well produced, and could be used in the future.
- Paco asked if there was an increase in calls at DMH’s access as a result of this media campaign. Mirtala will follow up with

Julie Valdez and Mike Tredinnick, and information will be provided to the committee at the next meeting.

IV. Review and Discussion of the Updated Version of UsCC Rules and Agreements

Mirtala Parada Ward who led the discussion stated that UsCC Rules and Agreements were last updated on March 2009. Each UsCC subcommittee was given the opportunity to review and give feedback on the said rules and agreements. It was agreed that all UsCC subcommittees should have the same requirements. Below are some of the recommendations provided by the group:

A. Principles:

1. Actively engage consumers and their family members;

B. Voting Membership

1. Identify as being from one or more mental health stakeholder categories
 - e. Community Members/Cultural Brokers (clergy faith based leadership)
2. Identify as representing one or more of the targeted DMH age groups
 - e. All Age Groups/Intergenerational Groups

A.1. Leticia Ximenez suggested to include “and their family members” to Principles - number 1. It was agreed by all subcommittee members.

B.1.e. Voting Membership – Leticia recommended to include faith organization. A discussion about clergy, religion and spirituality was prompted among the subcommittee members. Dr. Naga Kasarabada summarized everyone’s concern stating that clergy is very important, cultural brokers encompasses everyone, spirituality is one group, and we can have many more, but the list can get very long, however, clergy in general can cover all. Therefore, she suggested to have “clergy faith based leadership” be added in parenthesis with the Community Members/Cultural Brokers. Recommendation was unanimously agreed by all subcommittee members.

B.2.e. Identify as representing one or more of the targeted DMH age groups – L. Ximenez suggested to **add,** “All Ages” for Intergenerational Group. She expressed her concern that she works with a family and focuses on helping them as group and not to divide them according to age group. Katty Callender expressed her opinion that it will be confusing to add Intergenerational Group or All ages as family still needs to be broken down into age groups. Dr. Kasarabada sum it up: As member of the subcommittee, one needs to identify him/herself whom they represent –as a consumer, a family member, DMH staff, DMH Contract Agency or a community member. Once identified the representation, he/she needs to identify him/herself as a Child, TAY, Adult, Older Adult, or as All Age Groups/ Intergenerational Groups. Leticia Ximenez and all members of the subcommittee agreed the addition of the “All Age Groups/Intergenerational Groups” to the targeted DMH age groups.

3. **Voting** – Mirtala reminded subcommittee members that voting is now being done using Survey Monkey, which is convenient. Meeting attendance is being monitored, and subcommittee members who attended 51% from last year qualify to vote. Members who attend 51% of the meetings will be given voting privileges via survey monkey for future capacity building projects and co-chairman reelections. All qualified voters from last year voted via e-mail. They were provided with the summary of each project as reference. Dr. Kasarabada added that voting via e-mail adds flexibility with different factors such as time and convenience.
4. **Attendance** - #6. Katty Callender raised a concern that since the Latino UsCC subcommittee does not have a lot of meetings, 51% of the membership is very low. Fifty one percent (51%) attendance is not enough to obtain sufficient information to make major decisions. Mirtala Ward and Dr. Kasarabada stated that Dennis Murata gave the input of 51% stating that it is so hard to obtain 75% attendance.
5. **Commitment** - #7 –One year commitment to UsCC membership when accepting voting privileges. One year commitment is voluntary and there is no signed contract. It is an advocacy that comes from the goodness of your heart.
6. **Delegate/Alternate and/or a System Leadership Team member - #9.**
There must be an alternate delegate – Katty Callender is the alternate SLT representative and can represent Paco Retana in his absence.
 - Due lack of time, everyone was asked to review the rest of the UsCC Rules and Agreements. Comment should be submitted on or before August 25, 2016. All comments from all six (6) UsCC groups will be reviewed and incorporated. This will be an agenda item at the next Latino UsCC meeting that is scheduled for October 24, 2016.

V. Brief Review of the UsCC Capacity Building Project Guidelines.

Mirtala briefly reviewed the process on how to develop the Capacity Building Project, who gets to vote, how the proposal gets developed, submitted and evaluated. She also mentioned the bidding process, how the project is implemented and monitored. Details were discussed last meeting, and written guidelines together with the Capacity Building Project Proposal forms were provided to everyone.

VI. Open Discussion for 2016-2017 Capacity Building Projects

Mirtala encouraged members to submit as many proposals as they can. The more ideas in the table, the richer the discussion, and the better the process goes. Dr. Kasarabada suggested incorporating the project proposals with the Board of Supervisors' priorities such as jail diversion, homelessness, vulnerable children and youth, cultural competency, and continuum of care. Mirtala recommended projects on vulnerable children/youth from Central America, foster care and victims of sex trafficking. No projects have been done on gang prevention and mental health, the effect of school bullying, older adult and mental health, faith based, and advocacy. Paco Retana suggested having project on "Unaccompanied Youth from Honduras and El Salvador".

Mirtala asked attendees to bring their ideas to the next meeting, and come prepared to brainstorm the proposals. Dr. Kasarabada

recommended to write and submit a two paragraph description of the project and its purpose.

VII. Recruitment of New UsCC Latino Subcommittee Members

Mirtala Ward stressed the importance of stakeholders' involvement, which includes consumers, parent partners, family members, and community advocates. We need more community feedback and input to develop richer projects. She encouraged Natalia Garcia from Wall Las Memoria Project to recruit more members. Mirtala and Rosario will be going to SAACs meeting to do presentation about the Latino UsCC program and recruit more members. Paco will forward the information to Downey Southeast School.

VIII. Announcement: Inform Rosario if members will attend the UsCC Latino meeting a week before to reserve parking at Shatto. Rosario to send e-mails as reminder.