

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

MINUTES – Wednesday, August 16, 2017 / 2:30 – 4:00 P.M.

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

ATTENDEES: Mirtala Parada Ward, Sandra Chang-Ptasinski, Katty Callender, Paco Retana, Ivan Dalton, Rosa Perez, Mariam Nahapetyan, Reyna De Cuellar, Carmen Ortiz, Rosario Ribleza, Alina Molina, and Mercedes Moreno.
People on the phone: Argelis Ortiz, Gloria Sistos, and Lorraine Ragosta.

DISCUSSIONS

I. Welcome and Introductions

II. **07/10/17 Meeting Minutes review and approval** – minutes of the meeting reviewed and approved by all members (moved to approve by Lorraine Ragosta and seconded by Mercedes Moreno).

III. Capacity Building Project Outcomes – Univision (Rosario Ribleza)

Television and Radio Media Campaign

05/04/17 to 07/22/17

Media	Number of Impressions		
	Purchased	Delivered	% Delivered
KMEX TV	13,811,040	14,501,965	105%
Univision Radio	12,443	12,200	98%
Digital	1,100,000	1,106,234	101%

- a. Public Service Announcement (PSA) – a 25-minute radio interview with Mirtala Parada Ward, LCSW and Sandra Ptasinski, Ph.D. was recorded and aired. The ratings were successful.
- b. 9 - Three Minute Live Interviews with KTNQ Radio (“En Familia”) with Sandra Ptasinski, Ph.D. were well delivered and received by the audience. More of these were recommended as messages personally touched the listeners. The project was a success.

IV. Review of Documents (Mirtala Parada Ward, LCSW)

1. Membership Code of Ethics – emphasizing the appropriate behavior at the meeting: arriving on time; respecting other’s opinions; staying on topic; proper use of language.
2. UsCC Capacity Building Project Proposal Guidelines and Application Instructions
 - Voting - members who attend 50% of the meetings from last FY have voting privileges
 - Anyone can submit a project idea (he/she does not have to be a member)
 - Conflict of Interest – no real or perceived conflict of interest.
 - Once project is voted and approved by subcommittee, it becomes the property of DMH
3. UsCC Capacity Building Project Proposal Form - reviewed

V. Brainstorming for the 2017-2018 Capacity Building Project

- Mirtala informed the group that this year’s project is a traveling mental health outreach campaign using theater and dance. Mercedes Moreno shared her experience of being able to express her emotions through theater.
- **New Capacity Building Project Ideas:**
 1. **Podcasting** (Argelis Ortiz) - an episodic series of digital audio or video files which users can download and listen to, using computer, mobile application, or portable media player. It is a new way of communication using YouTube. Target population: everyone, and it can be in Spanish and in English. Mirtala raised the concern for older adult population, who are not computer savvy. Katty stated that DMH is centralizing all the media projects, and the subcommittee cannot duplicate it. In addition, the project should be a one-time deal, but podcasting requires continuous process.
 2. **Comic Books** ((Rosa Perez) – using Latino superheroes and many other characters to educate people about mental health issues. Themes: suicide prevention; substance abuse; health; teen-pregnancy; LGBTQ; and diversity. Target population could be middle and high school students, and comic books can be distributed through partnership with school districts. It is very unique and original, and a graphic designer can be hired to implement this project.
 3. **Non Traditional Activities for Outreach** (Mercedes Moreno) – yoga, relaxation, mindfulness, etc.
 4. **Music** (Reyna De Cuellar) – develops passion and brings healing. It could be a combination of *singing and dancing or playing musical instruments* individually or in a group setting, targeting seniors and children. This could be held at community centers for seniors in the morning, and after school program for children to reduce stigma of mental illness.

5. **Restore the unused parks** that belong to the Department of Park and Recreation (Carmen Ortiz) – in Service Area 3. The concern is that, it is service area specific. Katty Callender recommended for this issues to be presented at the SAAC 3 meeting.
6. **Immigration and deportation** (Paco Retana) - how it will impact the mental health well-being of the Latino community
7. **Mobile Outreach Team** (Alina Molina) – provides mental health outreach services at existing clinics where Latinos are being served

VI. Next Step

- Narrowing down all the recommendations for future Capacity Building Projects
- Subcommittee members to vote for the 2017-2018Capacity Building Project