

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

MINUTES – Thursday, October 13, 2016 /1:30 – 3:00 P.M.

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

ATTENDEES: Mirtala Parada Ward, Paco Retana, Katty Callender, Naga Kasarabada, Miriam A. Brown, Ivan Dalton, Jose Sanchez, Julio Celada, Hugo Odella, John Gray, Bill Tarkanian, Argelis A. Ortiz, Betty Mendoza, Melissa Guerrero, and Rosario Ribleza
People on the phone: Sandra Ptansinski, Gloria Sistos, and Lorraine Ragosta

DISCUSSIONS

I. Welcome and Introductions

II. 08/16/16 Meeting Minutes review and approval – minutes of the meeting reviewed and approved by all members (move to approve by Loraine Ragosta and seconded by Katty Callender).

III. LAC-DMH 24 Hour Access Center: May 2016 Language Report – by Mirtala Parada Ward

- Mirtala Parada Ward provided an overview of Mental Health Services Act (MHSA) and a brief introduction of the Underserved Cultural Communities (UsCC) including its six (6) identified subcommittees for the benefit of the new attendees .
- It was reported that there was an increase in the number of Spanish speaking callers received by 24 Hours Access Center after the media campaign in December 2015. However, the Spanish speaking callers decreased after the May 2016 media campaign. Paco Retana raised the question on the reasons why the number of calls dropped. Rosario Ribleza shared that may be some Latinos preferred to speak English when they called, especially the younger generations who were born in the United States. Betty Mendoza stated that may be people did not call because they were not experiencing a crisis. Ivan Dalton understood that some people were afraid to call due to fear of deportation. Finally, Dr. Kasarabada recognized that it was not just the media campaign, but there are other factors that may impact the decrease of the Spanish speaking callers such as the holiday season, and outreach done by other Departments/ Programs. A lot of calls to the ACCESS lines come from schools; therefore, there may be a decrease at the end of the school year and during the summer seasons. For these reasons, Dr. Kasarabada suggested to look at the data as a whole. Mirtala will ask the ACCESS Center if there was an increase in the number of calls for both English and Spanish from June 2016.

IV. Presentations of 2016-2017 Capacity Building Project Proposals and Open Discussion/ Brainstorming

A. Continue Airing the Latino Media Campaign Ads– Television and Radio

Melissa Guerrero and Lorraine Ragosta suggested to continue the airing of the Latino media campaign Ads in radio and television, and members of Latino UsCC supported the idea. Katty Callender recommended extending the time for more than a month. Ideally for a year, but she understood that the funding is limited. Mirtala will explore a cheaper media vendor. She also clarified that a project cannot be repeated, but can be expanded. Social media was added to last year's media campaign project. She needs to think on what to add to the previous project or how to expand it to make it different from the 2015-2016 media campaign.

B. Mental Health Wellness and Recovery Promotion through a Spanish Language Community Based Theater Production

Dr. Ivan Dalton assisted with the presentation. If proposal got approved, it will be implemented in the communities throughout Los Angeles County. They believe that because of stigma, fears and other barriers, Latinos do not talk about their mental illness. This proposal hopes to outreach to the Latino communities through the use of theater, acting and dancing as ways to self-expressions. A consultant will be hired to train people/ families with lived experiences, and when graduated they will do community presentations at different theaters throughout Los Angeles County. The goal is to increase awareness about mental illness and provide linkages and offer information. Hugo Odella, Jose Sanchez and Julio Celada shared their experiences on how arts and acting helped them and their family in their recovery and treatment. If approved, Mirtala assured that LACDMH will provide administrative oversight of the project and ensure that it is implemented Countywide. If funding allows, more people will be trained to provide presentations to different locations. Katty expressed her concern that the proposers are employees of DMH, and that they are directly or indirectly funded by LACDMH. Ms. Miriam Brown shared some of the things that she had observed with the group. She identified two county employees, but stated that they developed the program on their own time as volunteers, working on Saturdays and Sundays. Paco wondered if there is research on this, and Dr. Dalton assured that there is. Mirtala emphasized that this a one-time funding project, and it will not be sustained after its completion. Katty was concerned about a possible conflict of interest. Mirtala clarified that there will be no conflict of interest since this project will be awarded to the lowest bidder via ISD process.

C. Los Angeles Centers for Alcohol and Drug Abuse (L.A. CADA): Resource Mapping for Latino Families in Los Angeles County

Bill Tarkanian and John Gray presented the proposal.

Los Angeles Centers for Alcohol and Drug Abuse (L.A. CADA) is a non-profit organization with six (6) locations throughout Los Angeles County. Their headquarters is located in Santa Fe Springs. The project is to create an innovative interactive responsive internet or e-guide directory specifically targeting Latino youth, young adults, adults and families. The directory will be bilingual, Spanish/English. It is youth designed and driven with the objective of enabling Latino families to easily identify and contact locally and culturally competent mental health and behavioral health providers in Los Angeles County. L.A. CADA will collect and analyze needed data using participatory evaluation approach where their own Latino clients and diverse community members are paid a stipend to participate in focus groups. Staff will go out to the community and take photos or video tapes of the

participants who will voluntarily share their experiences. Photos or videos will be uploaded to the internet where people could see and learn through actual experiences of the participants. Project consultant will be Dr. Elizabeth Harris, an Educational Psychologist.

Katty Callender liked the idea, however since the project is targeting the younger generation, she was concern about the immigrants who are technologically challenged. She was worried about the monitoring, the accuracy of reporting and the possibility of abuse, which at the end will be a liability of DMH. Mr. Tarkanian offered to provide the contact information of Dr. Harris to respond to all the members' concerns. Mirtala clarified that if the subcommittee approved this proposal, it would become a property of LACDMH, and it would be contracted out using solicitation process. It would be open to all bidders.

V. **Voting** – Voting will be done via Survey Monkey. Vote should be submitted within a week of receipt.