

**COUNTY OF LOS ANGELES - DEPARTMENT OF MENTAL HEALTH
OFFICE OF PERFORMANCE DATA - QUALITY IMPROVEMENT DIVISION
LATINO UsCC SUBCOMMITTEE**

MINUTES –Tuesday, March 20, 2018

9:30 – 11:00 A.M.

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

ATTENDEES: Mirtala Parada Ward, Katty Callender, Connie Acosta Castaneda, and Rosario Ribleza.
People on the phone: Paco Retana, Gloria Sistos, Lorraine Ragosta, Dr. Ana Nogales

DISCUSSIONS

I. Welcome and Introductions

- II. **02/06/18 Meeting Minutes review and approval** – minutes of the meeting reviewed and approved by all members (moved to approve by Lorraine Ragosta, and seconded by Paco Retana).

III. Educational Presentation of the Process of Developing a Comic Book

Katty Callender and Paco Retana expressed their concerns of having Jeremy Lasman present the process of developing a comic book before the Latino sub-committee since he will bid for the project consultant. However, three members of the subcommittee (Dr. Ana Nogales, Lorraine Ragosta, and Gloria Sistos) recommended to have Jeremy present for educational purposes only on how the process of building a comic book, and not to present his work or business. The Latino UsCC approved the presentation.

Process on Developing a Comic Book

1. Develop a Concept

Think of the overall universe of the story that will become a “theme”. It could be mental health that includes empowerment, acceptance, love, etc.

- a. World Building - writer will take the concept and flourish with all the details
- b. Character – develop type of characters.

The writer will give the world details to fill in the gaps, and give them character dimensions, well rounded human traits, abilities and talent imperfections.

2. Number and Type of Comic Books to Produce

- a. Self-Contained - one story only

- b. Episodic Long Term Narrative - more work on details like naming the streets signs, and other things. Comic book could be released monthly.
 - c. Number of copies are needed
3. Writing the Script

Writing a script includes words and images. There are panels, and the images and words are in the panels. It shows the character interactions, the moments, and the development of the story. Comic book tells a sequential art story. The writers make sure that the story stays within the theme.
 4. Submission of Script to LACDMH for review, feedback, revisions, and approval.
 5. Concept Art for the Characters - writer will work with the penciller to draw on the comic board and create the panel arts. Size of the comic book board is 11" x 17". It will be digitally inked, and could be printed black and white or color. It will be submitted to LACDMH for approval.
 6. Letterer – letterer will create the bubbles: use words and images to create emotions and feelings
 7. Packaging – design to create the book. It includes final printing of the comic book. One comic can be 24-36 pages.
 - a. Cover designs –
 - Front – advertisements /credits/using well known celebrity or artist
 - Back – synopsis or art, barcode (price)
 - b. Printing
 - Average length to finish a 30-pages comic book is 3-6 months that includes submission to LACDMH for review, feedback and revisions.
 - It can go viral in the internet monthly per episode, and release a volume at the end (it is the same amount of work)
 - If can be translated to Spanish but will use the same drawing, but two separate printings

Comments:

Jeremy - the comic books can bring excitement to the readers if the writers will make it educational, but not to make it feel it is educational.

Education is great, but transformation can happen when the arts and entertainment, and education are all blended into one.

Lorraine - Comic books create empowerment in the mental health community, and encourage readers to continue to grow.

Katty – Doing a comic book series is a good idea, but this just a one- time funding; copyright may not be allowed by LACDMH.

IV. Brainstorming for Comic Book Project

A. Target Population –

1. Women – mother, grandmother, young women or teenagers, aunt (uncles and all family members can also be included sharing concern)
 2. Young Adult/ TAY - ages 16-25 (English and Spanish)
 3. Elementary Children – parents can use bedtime comics for young children
- Mirtala will conduct at least three (3) focus groups in different areas targeting the chosen population to get feedback countywide. If the subcommittee decides to do a series of comic books, they could be divided by age: children, teen-agers (TAY), and parents and grandparents.
 - Paco suggested recruiting active youth readers, and creating an advisory group. Have them develop the characters to use for the comic books. They will be provided with stipend.
 - Mirtala explained the plan of making it a contest for the youths, and recruit a consultant who will mentor them. The youths will develop their scripts and create a video about mental health stigma. Youths will be given stipend, and the winners will receive additional monetary rewards. The Latino UsCC subcommittee agreed with the idea.

V. Adjourned