

LOS ANGELES COUNTY DEPARTMENT OF MENTAL HEALTH
Strategic Communications Division

Eastern-European / Middle Eastern (EE/ME) UsCC Subcommittee Meeting Minutes
 September 29, 2021
 2:00PM – 4:00PM via Teleconference

Present: Sarkis Simonian, Dr. Heather Laird, Rima Safaryan, Dr. George Gharibian, Haydeh Fakhrabadi, Seta Haig, Mariam Nahapetyan, Peyman Malaz, Mastaneh Moghadam, Stacy Dalgeish, Dr. Hyun Kyun Lee,

DMH Admin: Anna Yaralayan, Connie Acosta Castaneda, Pinki Mehta and Rosario Ribleza,

Agenda Items	Comments/Discussion/Recommendations/Conclusions
Introductions	Everyone introduced themselves.
Meeting Minutes - Review	August 25, 2021 minutes have been reviewed and approved by Sarkis Simonian and seconded by Dr. Heather Laird
Presentation for Capacity Building Projects FY2021-2022	<ul style="list-style-type: none"> ❖ Russian and Farsi Mental Health Feature Film Project – Mastaneh Moghadam <ul style="list-style-type: none"> • Mastaneh presented to the group a Virtual Theater Project that is a 90-minute theater piece. • Mastaneh stated this film would teach in an entertaining, engaging, and culturally sensitive manner. • Mastaneh stated that mental health is universal but translated in the correct language makes it more culturally relevant. • Mastaneh described the project as one main script that could be translated into other languages to accommodate different communities. • A 90-minute storyline is sufficient to carry enough helpful information. • In addition, a 20-minute closing session with competent participants reviewing main topics and possible questions to understand better. • The preferred medium would be YouTube over ZOOM, as people seem to be more comfortable with YouTube and would be available to review. ❖ Mental Health and Immigration and Acculturation Issues Among Armenian Families and Individuals – Dr. George Gharibian <ul style="list-style-type: none"> • Dr. Gharibian presented a project consisting of Mental Health video clips to provide psychoeducation and reduce stigma for Mental Health for the Armenian community.

- These videos will cover general issues like depression, PTSD, and anxiety.
- Dr. George Gharibian stated that the video clips could be used in various media formats such as YouTube, social media, and television programs.
- The video length will vary from 15 minutes to an hour. The content will be discussions by psychologists in different areas to provide information and answers on various topics.
- These videos will be in the Armenian language and in English and the targeted populations are TAY, Adults and Older Adults.

❖ **Armenian Mental Health PSA's – Sarkis Simonian**

- Sarkis gave a general overview on PSA's that discuss different subjects of mental health.
- The idea is to help people seek services.
- Sarkis suggested that the PSA's should be done with local officials that have influence and that people trust.
- Sarkis shared that the advantage of having the PSAs on social media is that they will always be on the internet for future reference.

**Capacity Building
Project Updates
FY2020-2021**

❖ **Mental Health Needs Assessment for the Arabic Speaking Community Through Virtual Focus Groups – Dr. Heather Laird.**

- Dr. Laird stated the implementation of the project has been going very well.
- Over the course of a month, 24 interviews have been conducted.
- Dr. Laird stated that one of the questions to the group was if they would like to volunteer for the Los Angeles County Department of Mental Health.
- There was a great response, and almost everyone stated they would like to volunteer.
- We are at the conclusion of our second phase.
- Dr. Laird stated they would continue to interview until they reached 150 interviews.
- In conclusion, in January 2022, there will be a final report.

❖ **Russian Mental Health Media Virtual Outreach Campaign – Mastaneh Moghadam**

- Mastaneh shared with the group that the Russian mental health virtual media is in progress. She reported that Phase one of the Russian mental health virtual media campaign was completed, and the project is in phase two, the actual airing will start on August 1, 2021.
- Phase one consists of making the contracts and finding places where to air the virtual campaign.
- Mastaneh stated the Russian PSAs will be advertised and promoted on social media and YouTube.
- Mastaneh stated they contracted with Armenian-Russian TV Network, ARTN and Russian TV, RTV, and they are running 32 PSA's four times a day, seven days a week.
- ARTN is airing the Russian PSAs, four times a day, and RTV is airing them two times a day, seven days a week.

❖ **Virtual Poetry Night Mental Health Outreach Groups for the Farsi Speaking Community Project – Mastaneh Moghadam**

- Mastaneh shared with the group that the Virtual Poetry Night MH Outreach groups for the Farsi speaking community completed phase one.
- Phase one consists of creating the pre and posttest, creation of a schedule and pick topics and scheduled chosen dates for the groups.
- Vendor created flyers, and an outreach plan and spoke to local media to start advertising the Poetry workshops.
- Final flyers and all outreach materials and pre and posttests to DMH for final approval.
- Mastaneh state that when she hears back from LACDMH then they can start phase two.
- Phase two consists of ten topics;
 1. Parenting and Children
 2. Anxiety and Depression
 3. Exploring violence, domestic violence, child abuse and anger
 4. Women in Poetry
 5. The role of the ego verses the self
 6. Persian concepts of Aberoo and secrecy
 7. Looking at LGBTQ culture thru the lenses of Persian Poetry
 8. Suicide and grief
 9. Love and transition
 10. Forgiveness

❖ **Virtual Armenian Community Symposiums Project – Sarkis Simonian**

- Sarkis informed the group that they are still working on finalizing the Speakers for the first Symposium that is set for December 5, 2021.
- Sarkis stated that they are still working on the flyer.
- As soon as everything is ready, they will get an approval from LACDMH to start advertising.
- The first symposium will be from 2:00pm – 6:00pm on September 7, 2021.
- Targeted subject for the first symposium will be about depression, substance abuse and a panel discussion about domestic violence.
- In addition, there will be a nontraditional element of live music and singing with a Therapist, incorporating live music into Therapy.
- Sarkis will send out flyer to the subcommittee once completed and approved by LACDMH.

Future Meeting Date & Times	Next meeting is on Wednesday September 29, 2021 from 2:00pm – 4:00pm
	<u>Join Microsoft Teams Meeting</u> <ul style="list-style-type: none">• (323) 446-6996 United States, Los Angeles (Toll) Conference ID: 985 297 792#