



## Arabic Mental Health Public Service Announcement Campaign on Television and Social Media Final Summary Report 2018-2019

### By Pure Path Productions (PPP)

Our company, Pure Path Productions, (PPP), was contracted to produce and broadcast (air) a Mental Health Public Service Announcements Project targeting the Arabic speaking community of Los Angeles County. This project included the production of two Public Service Announcements (PSAs), one of was 60 seconds and the other 10 seconds. The goal of the PSAs were to promote and create awareness regarding mental health issues within the Arabic speaking community. In addition, the PPP developed a social media campaign, Mental Health Media Posts, as a way to further educate this community about mental health. The Mental Health Media Posts included mental health information, and statistics.

The 60-second and 10-second PSAs aired on the Arabic Television in America (ART America) and Arab TV Cable, (ART Cable), from July 6, 2018 to April 30, 2019. The PSAs aired in the following format: The 60 sec PSAs aired seven (7) days a week, at 9:00 pm, prime time. From May 15, 2018, to June 14, 2018, during Ramadan, Muslim Holiday, the airing of the 60 sec PSAs increased to 3 times a day, at 8:00pm, 9:00pm, and 10:00pm. The 10-second PSAs aired seven (7) days a week, during prime time hours as well, from 7:00pm to 10:00pm. Both 60 second and 10 second PSAs aired at the same times as top locally produced shows on the Arabic channels, such as Arab X-Factor, The Voice (Arab), and The Bridge.

Research indicates that 324,609 Arab Americans live in the State of California. This is the state with the most Arab Americans. In 2013 alone about, 75,000 Arab Americans resided in Los Angeles County, and the population is only growing.

The PSAs promoted information, awareness and resources to the Arabic speaking population. The PSA showcased Arabic speaking actors/actresses who sent a message about mental health struggles and the importance of seeking treatment. The PSAs sparked interest in the Arab American community, which is a



big step towards helping to decrease mental health stigma, given that it is considered a taboo topic within this community. The PSAs also captured the attention of many Arab American health and mental professionals such as doctors, psychologists, and psychiatrists.

Pure Path Productions has a call center in New York City at the Reach Media headquarters, where they surveyed every call about the existing commercial campaigns. As a result of this evaluation, Pure Path Productions reviewed numerous phone calls from community members requesting more information about mental health services. Viewers revealed that it was their first time seeing a mental health Ad on the Arabic Television station, which was refreshing.

The implementation of the Mental Health Public Service Announcements Project had some challenges. One challenge was providing monthly on-air reports on time. There were delays in receiving the reports, along with changes from our broadcasting center overseas in Jordan. Another challenge was beginning a 3-month Mental Health Social Media plan. The expected date to complete the posts was within the three months of starting date of the project, however, there was a delay due to not knowing where to post the Ads on social media. Due to this, we had some challenges related to the media posting on timely manner. Later, it was decided to place the Mental Health Media Posts on LACDMH Facebook and Instagram Pages, and the Pure Path Productions Website. The posts on these pages were effective, with many viewers. We will continue to promote LACDMH Mental Health Posts on social media and submit information about this at the end of the summer, 2019.

Overall, the PSAs had great success within the Arabic Speaking Community living in Los Angeles County. It was the first and the only one in its kind in the history of Arabic Television in United States. Based on the feedback provided by T.V. viewers, Arabic Community members felt that the PSAs were culturally relevant and educational. Overall, we are thankful of LACDMH, as this project demonstrated its



---

continued commitment to increase outreach and early prevention efforts targeting the Arabic Community.