



## **Project Outcomes and Summary Report**

### **Project Description**

The Arabic, Farsi, and Russian Public Service Announcements Project was developed by the Eastern European/Middle Eastern (EE/ME), Underserved Cultural Communities (UsCC) subcommittee with the objective of increasing mental health awareness and education to the Arabic, Farsi, and Russian speaking communities in Los Angeles County, as well as to promote mental health services, reduce stigma, and increase the capacity of the public mental health system in Los Angeles County. The purpose of this project was to produce forty-two, 90-second Public Service Announcements (PSAs), in the Arabic, Farsi and Russian languages; approximately 14 in each language. Each PSA was to provide culturally sensitive information, education, and resources about specific mental health topics. Each PSA was to be uploaded on YouTube and Facebook and promoted via other social networking platforms, such as Instagram and Twitter, for a period of 8 months.

This Project was implemented in four (4) phases starting July 1, 2018 to September 30, 2019. Below is a description of each phase:

#### Phase One:

During phase one of this project, the project supervisor/Iranian Cultural Consultant, Mastaneh Moghadam, LCSW worked with the Russian Cultural Consultant, Inessa Rchtouni, LMFT and Arabic Cultural Consultant, Dr. Heather Laird, LMFT, in identifying the topics that would be explored in each PSA. In order to best meet the needs of each identified community, all consultants worked together in creating a list of 30 topics that covered a variety of mental health issues. Each consultant then gathered members of their own respective communities and conducted informal focus groups in order to determine which topics would be focused on for each community, for the development of culturally informed PSAs. By doing this, we insured that each community would be offered PSAs that address the topics that they feel is most needed within their cultural group.

After the topics for each group were identified, the cultural consultants worked together in writing the scripts for each PSA. The scripts were then reviewed by DMH liaisons for feedback and were adjusted in order to include DMH input. The PSA scripts were then translated into each respective language and again sent to DMH liaisons for review and approval. Once the scripts were finalized, the project supervisor recruited the production team (including the director, the cinematographer, sound supervisor, and editors) that would assist with the production and post-production of the PSAs. The whole team was then able to meet and discuss the visual look of the PSAs, including locations to shoot and set designs that would be most relevant for each respective

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culture. It was decided by all that the community members would respond best to a location and set design that was in a home setting as opposed to a studio setting, which might feel more intrusive and uninviting. Therefore, it was determined that the series of PSAs for each culture would be set in a home that has culturally familiar decor so that it looked like the audience has been invited to a home of someone of their own culture.

Once locations were finalized, the cultural consultants made lists of celebrities, actors/actresses, community leaders, and community representatives from each respective cultural community that we would reach out to in order to be presenters for each PSA. We ensured that the people selected to be on-camera had excellent public speaking abilities and would be role models and well respected within their community so that LACDMH is represented in a positive light. This list of individuals for on-camera consideration was sent to DMH for approval, and once approval was received each cultural consultant began the process of reaching out to these individuals and coordinating dates and times for filming.

**Phase Two:**

During the second phase of the project, all members of the production team were finalized and all on-camera presenters were finalized. PSA filming took place on the following days: Thursday, September 6, 2018; Friday, September 7, 2018; Saturday, October 13, 2018; Monday, October 15, 2018; Wednesday, October 17, 2018; Wednesday, October 24, 2018; Tuesday, October 30, 2018; Wednesday, October 31, 2018; for a total of 8 film days. Each filming day was between 10 to 12-hours long.

Cultural consultants were present for the entirety of the time on the film day's that pertained to their culture, in order to ensure cultural and language congruency and appropriateness. Project supervisor was present on all film days for the entirety of the time. Media consent/release forms were signed and collected from each individual on-camera presenter prior to filming. Food, snacks, and drinks were supplied for all production members and presenters during film days.

**Phase Three:**

During the third phase of the project, the project supervisor, the director and the appropriate cultural consultant all gathered with the editor in order to conduct the post-production editing of the PSAs. The project coordinator created front title cards and back end closing cards for each PSA as a means to introduce the PSA and give information.

Each front title card stated the title/topic of the PSA, the name of the presenter, as well as all required DMH logos and the statement, "Funded by MHSA." The back closing cards also included all DMH logos and the statement, "Funded by MHSA," as well as the statement, "LACDMH Services are only available to Los Angeles County Residents," along with the LACDMH Access 24/7 mental health helpline phone number. All title

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cards and closing cards were approved by DMH and then given over to the cultural consultants for translation into their respective languages.

The cultural consultants were also given the task of picking culturally appropriate background music for their PSAs. All cultural consultants did this and provided the editor with the music during editing sessions.

Due to certain language considerations, it was decided that a number of the Arabic PSAs would be filmed in English and Arabic subtitles would be provided for those PSAs. In addition, two of the Farsi PSAs were also filmed in English. This was due to the fact that upon his arrival on the day of filming, actor/comedian Maz Jobrani, stated that he felt too uncomfortable speaking in Farsi. Therefore, both of the PSAs that he was involved in were filmed in English and Farsi subtitles were provided. We did however, also have other presenters film both of those PSAs in Farsi as well.

Several rounds of re-edits were made in order to ensure that all notes were incorporated and that LACDMH was satisfied with the end product of each PSA. The editing process did take about 4-weeks longer than we had planned for. This was due to the many number of fixes that were requested as well as the editor giving us limited time to work with him due to unforeseen scheduling conflicts.

#### Phase Four:

The fourth phase of the project consisted of the project supervisor creating a youtube channel and placing all PSAs up on youtube. The youtube channel that was created was called CCE Productions. A total of 48 PSAs were uploaded to the youtube channel: 16 PSAs for the Farsi speaking community; 14 PSAs for the Russian Speaking community; and 14 PSAs for the Arabic speaking community. In addition, 4 PSAs were also created in English as an in-kind donation from CCE. All of the PSAs were also uploaded on to Facebook on the CCE facebook page. Additionally, all PSAs were uploaded on the CCE Instagram and Twitter pages as well.

For a period of 8-months, the cultural consultants, utilized any and all aspects of social media available to them in order to create awareness amongst members of their respective cultural groups about the PSAs. Each cultural consultant also kept weekly track of how the PSAs were performing by looking at the number of views (how many times each PSA was viewed); the numbers reached (how many times people stopped to read/learn about the PSA, but didn't necessarily view it); and the number of engagements (how many times individuals pressed the "like" button, or they shared the PSA on their page, or they commented on the PSA), via the various social networking sites. These numbers were updated on a shared google drive with the project supervisor on a weekly bases. Bi-weekly meetings were conducted with the cultural consultants and the project supervisor in order to review numbers, discuss community feedback, and brain-storm ideas on how to further create awareness and advertise the PSAs.

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During this phase of the project, we also used various other media outlets in order to advertise and create awareness about the PSAs. The Farsi PSAs were advertised on local Iranian radio station, KIRN 670am, via two 15-minute interview segments on the radio program, "Life is Beautiful," hosted by Shahrzad Ardalan. The two interviews took place on, Wednesday, March 13, 2019 at 10am and Friday, August 2nd at 10am. In both of the interviews, Project Supervisor/Iranian Cultural Consultant, Mastaneh Moghadam, LCSW, discussed why and how the PSAs were created, the topics of the PSAs and where listeners can find, view and share the PSAs. The Farsi PSA's were also advertised on [IranianHotline.com](http://IranianHotline.com), which is an on-line information and connection center for the Farsi speaking community. Iranianhotline.com placed a banner (of the Farsi PSA Youtube link) at the left side of their internet page, which was visible throughout all of their sites pages, for a period of one month (between July 22, 2019 to August 22, 2019). They also announced the Youtube link for the PSAs in their bi-weekly newsletter and shared the PSAs on their facebook and instagram posts.

The Arabic cultural consultant reached out to a number of Arabic organizations in order to further advertise the PSAs. These organizations included: Council on American-Islamic Relations, Muslim Public Affairs Council, ACCESSCAL. Most agreed to share on their social media platforms. MPAC shared to their social media and retweeted each Arabic PSA several times.

The Russian cultural consultant reached out to a number of Russian organizations in order to further advertise the PSAs. She had meetings with the director of the West Hollywood Comprehensive Service Center (WHCSC) at Plummer Park, as well as with the Assistant Director of RU-JU-LA (Los Angeles Russian Jewish Network). Both agreed to tell their clients about the PSAs and also to share the PSAs on their social media platforms. She also reached out to ECHO, which is a print and on-line magazine that serves the Russian community in the Los Angeles area. After a great deal of back and forth (because of their initial reluctance to place an add for PSAs that may be too controversial for the community), the people at ECHO stated that they would place a brief advertisement informing the community of the existence of the PSAs. However, after the ad was placed, we realized that they had left off the LADMH logos that we had asked for them to place in the add. They had only placed the CCE logo on the advertisement. We got in touch with ECHO and made them aware of their mistake, they agreed to re-print the ad with the correct logos, however, they have not as of yet given us a date when they will do this.

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**Project Results**

The PSAs were uploaded on the Youtube channel and started being shared on-line starting January 1, 2019.

For the Arabic speaking community, the PSAs got a combined total of 40,508 views with 62,374 people reached. A total of 342 people engaged with the PSAs by either "liking" them, sharing them or commenting on them. With the Arabic speaking community, there wasn't a great deal of feedback online except the likes and shares. Here was one comment written on social media: "Thank you for your support. I am thankful for Dr. Heather Laird's work. It is thoughtful, important, need based community service."

We received more verbal responses from the community. The majority of verbal responses were that people liked to see community leaders taking the lead on mental health. A number of people communicated that they felt that this was an important issue and it is very valuable to create PSAs such as these in order to bring attention to such topics within the community.

The suicide PSA seems to have been the most successful for the Arabic speaking community, with 17,433 views and 18,160 reached. Reasons for this may include that the presenter, Dr. Sherman Jackson, is a well-respected scholar and is Arabic speaking, but is African-American. It could be because of his reputation, cultural sensitivities or even because he isn't genetically Arab that this worked. The Arabic cultural consultant states that she has come to learn that within the Arabic speaking community, "hearing a social message from someone who is looked at as a part of the community, but not ethnically Arab, makes messages easier to digest." Another reason for its success may be that the community has long been struggling with young members committing suicide and therefore, it was a very timely subject to be addressed.

The Arabic PSA that received the least number of hits was "Examining Issues Faced by Arabic Speaking Women." This PSA received 737 views and 2,547 reached. One reason for this may be because the presenter is unknown in the community. She is an Arab intern becoming a mental health professional. However, her authenticity seemed like a good choice for casting. In the end, we believe that who the presenter was, made a significant difference in how many views the PSA received within the Arabic speaking community.

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For a detailed breakdown of total numbers of views, reached and engagements for each Arabic PSA, please see the chart below:

<b>Title of PSA</b>	<b>Total Number of Views</b>	<b>Total Number Reached</b>	<b>Total Number of Engagements</b>
Introduction to Mental Health for the Arabic Speaking Community with Dr. Heather Laird	3097	4543	73
Suicide Prevention with Dr. Sherman Jackson	17,433	18,160	126
Stigma and Mental Illness with Sheikh Jamaal Diwan	2915	4867	22
Understanding Substance Abuse with Dr. Khaled Abou El Fadl	1611	3368	21
Discussing Depression with Lobna Mulla	3771	5532	36
Examining Issues Facing Arabic Speaking Women with Muna Odeh	737	2547	9
Understanding ADHD with Sheikh Jamaal Diwan	1351	3318	15
Understanding Anxiety with Muna Odeh	1060	3033	8
Preventing Domestic Violence with Hedab Tarifi	1721	3421	11
Coping with Grief with Nahla Kayali	1546	3324	7
Talking About Postpartum Depression with Hedab Tarifi	1318	3023	9
Emotional Awareness with Dr. Heather Laird	1820	3348	40
Understanding Substance Abuse (English) with Dr. Khaled Abou El Fadl	2128	3890	8
<b>GRAND TOTAL =</b>	<b>40,508</b>	<b>62,374</b>	<b>385</b>

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For the Russian speaking community the PSAs received a combined total of 24,713 views with 55,694 people reached. A total of 6,969 people engaged with the PSAs by either "liking" them, sharing them or commenting on them. The majority of the comments consisted of people stating how important they felt it was that the PSAs were created and that there is a great need for discussion about these topics in the Russian community in order to end stigma surrounding mental health. The vast majority of the comments stated: "Thank you for bringing awareness to this subject"; "This is very needed"; "Thank you for sharing"; "This is an important message"; and "Thank you for creating this." One person stated, "I would like to take part in your next PSA." A number of people tagged their friends/family members to view the PSAs. Many people reached out and had questions about mental health, DMH and CCE. We received comments asking us to provide more information on obtaining mental health referrals. One Instagram user asked "What type of services does DMH provide?" another Facebook user asked, "Can I receive family therapy through DMH?"

The Russian PSA that received the most number of hits was "Russian Mental Health Movement," with 3,145 views and 5,596 reached. This may be due to the fact that this is perhaps the first time that the issue of mental health and the stigma's around it are so publicly being addressed within the Russian speaking community. Therefore, people were very curious as to what is being said and also very happy that it is being said. Some of the comments on this PSA included, "It is time for this movement."; "So happy to hear this."; "This is amazing."; and "So important to share." The "LGBTQ Identity" PSA also received a noteworthy number of hits with 2,172 views and 5,378 reached. Based on the feedback received, many people felt that this was the most controversial topic and the most important to discuss. One comment stated, "There is a lot of shame and guilt surrounding Russian LGBTQ population and hate crimes against LGBTQ individuals has been rising not only in Russia but in US as well. So glad that this PSA has been created." Another comment stated, "This is a subject that needs a lot more attention and discussion in the Russian community. This is a good beginning."

The PSA that received the least number of hits was "Coping with Grief," with 952 views and 2,529 reached. This may be because the topic is not as controversial and therefore people weren't as curious about it as with the other PSAs. Although a few comments that we received about this PSA stated how "thankful" and "grateful" people were for the information provided.

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For a detailed breakdown of total numbers reached and total number of views and engagements for each Russian PSA, please see the chart below:

<b>Title of PSA</b>	<b>Total Number of Views</b>	<b>Total Number Reached</b>	<b>Total Number of Engagements</b>
Russian Mental Health Movement with Yevgeniya Kutepova	3,145	5,596	289
Domestic Violence Prevention with Pasha Sol	1,156	2,814	413
Coping with Grief with Edward Sargsyan	952	2,529	311
Talking to your sons about violence against women with Pogos Rchtouni	1,685	3,356	278
Discussing Anxiety with Pasha Sol	1,281	2,809	293
Preventing Substance abuse with Anna Rchtouni	1,449	3,387	356
Suicide prevention with Pasha Sol	1,689	3,522	401
Talking to children about drugs with Inessa Rchtouni	1,632	3,779	620
Understanding Depression with Lana Silver	2,021	4,621	608
Overcoming Stigma with Elena Leonard	1,654	4,042	572



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Understanding How Your Thoughts Effect Your Feelings with Natalie Liberman	1,901	4,466	530
Talking about PTSD with Rita Vakhlis	2,052	4,995	672
Preventing Child Abuse with Natalie Liberman	1,924	4,400	623
LGBTQ+ Identity with Gregory Rchtouni	2,172	5,378	1,003
<b>GRAND TOTAL =</b>	<b>24,713</b>	<b>55,694</b>	<b>6,969</b>

For the Farsi speaking community the PSAs received a combined total of 46,675 views with 65,918 people reached. A total of 8,958 people engaged with the PSAs by either “liking” them, sharing them or commenting on them. The majority of the comments consisted of people thanking us for creating the PSAs with comments like, “Thank you for what you are doing.”; “This is great.”; “This is nice.”; “So inspiring.”; “Bravo. What a fantastic cause.”; “Well said.”; “Wonderful. Thank you for sharing.”; “Thank you for raising awareness. Sounds wonderful.” and with smily faces and hearts. Many people tagged their friends and relatives in the comments in order to ensure that they would also watch the PSAs. For the “Mental Health Movement” PSA, one comment stated, “As someone who worked as an advocate for immigrants and refugees, I have seen many struggle with mental health issues. Sadly, there is not a lot of appropriate help for them. This PSA is accepting and supportive and that’s a huge move forward.” Other comments included, “I am proud of this important social movement.”; “Please pay attention to this message and if you like it, please share with our fellow countrymen.”; and “This is a very powerful message.”

The Farsi PSA that received the most number of hits was “LGBTQ Identity” with 12,962 views and 17,996 reached. One reason for this may be because of the recent attention that was brought to this topic within the Iranian community through the Iranian LGBTQ media campaign that CCE implemented with LADMH. It appears that currently this is a topic that many Iranians are very interested and curious about and therefore the PSA on this topic received a great deal more attention. Another reason for this may be because the presenter was a well known journalist and radio personality who herself is the Mother of a gay son. Perhaps a great number of people viewed and shared this PSA because they were curious as to what she had to say about this subject. Some of the comments that this PSA received included, “Thank you for opening people’s eyes and hearts and sharing your valuable knowledge. You are expanding peoples minds by

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educating them and we are all proud of you and you're noteworthy deeds!"; "Thank you Homa Sarshar, for brining such light and visibility to this topic. Our community can really benefit from leaders like you lighting the path!"; "Thank you for the great enlightenment."; "Living with anxiety can kill you slowly but surly. Suppression and oppression eventually becomes depression, so it is very important to embrace difference, from a place of being human to another human."; "Well said and well done."; and "Thank you for your support and for brining some education, love and support to the community."

The PSA that received the least number of hits was "Substance Abuse Prevention," with 1,026 views and 1,452 reached. We believe that the reason for this is because the presenter, who is a very famous actor/writer/director within the Iranian community, ultimately did not share the PSAs on any of his social media. Although we reached out to him on a great many number of occasions asking him to share the PSAs, for some reason that he would not explain to us, he never shared them. We think that this may be because he is an older gentleman and perhaps he is just not familiar enough with social media to manage the technical aspects of "sharing" a post. We did notice that the PSAs would receive a significantly higher number of hits when the presenters shared them on their social media. We did receive a number of comments on this PSA thanking us for creating it and thanking the presenter for his involvement in the PSA. One comment stated, "Bravo. God bless you and God help all those in need! It's wonderful that so many resources are available to people."

For a detailed breakdown of total numbers reached and total number of views and engagements for each Farsi PSA, please see the chart below:

<b>Title of PSA</b>	<b>Total Number of Views</b>	<b>Total Number Reached</b>	<b>Total Number of Engagements</b>
Mental Health Movement with Maryam Sayyad and Ali Pourtash	6,111	9,320	1,511
Speaking to Children about Drugs with Parviz Sayyad	1,072	1,700	194
Anxiety Prevention with Shila Vosough-Ommi	1,639	2,955	361
Speaking to our Son's about Violence Against Woman with Maz Jobrani	1,732	3,404	286
Identifying PTSD with Roxanna Rastegar	2,805	2,971	795

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Identifying Depression with Shahrzad Ardalan and Ali Pourtash	1,742	2,522	285
Domestic Violence Prevention with Alaleh Kamran	2,822	3,411	214
Child Abuse Prevention with Ali Pourtash	1,875	2,950	380
Substance Abuse Prevention with Parviz Sayyad	1,026	1,452	114
How our Thoughts can Effect our Feelings with Shahrzad Ardalan	2,043	2,828	392
Suicide Prevention with Mashall Manesh	1,339	1,674	143
Depression Signs and Symptoms with Roxanna Rastegar and Shila Vosough- Ommi	2,011	3,144	452
Speaking to our Kids about Drug Abuse with Maz Jobrani	4,720	5,813	299
LGBTQ+ Identity with Homa Sarshar	12,962	17,996	3,047
Speaking to our Son's about Violence Against Woman with Marshal Manesh	1,139	1,458	144
Decreasing Mental Health Stigma's with Mojgan Rahbar	1,655	2,320	341
<b>GRAND TOTAL =</b>	<b>46,675</b>	<b>65,918</b>	<b>8,958</b>

The English PSAs also received their fair share of attention. Considering that there were only four of them, the combined total of views was 8,036 with 13,903 reached and 1,451 engaged. We received very positive feedback in regards to these PSAs, with comments that included: "This is a great presentation, thank you for sharing."; "Great information."; "Well said."; "Nicely done."; and "So needed. Thank you for sharing."

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For a detailed breakdown of total numbers reached and total number of views and engagements for each English PSA, please see the chart below:

<b>Title of PSA</b>	<b>Total Number of Views</b>	<b>Total Number Reached</b>	<b>Total Number of Engagements</b>
LGBTQ+ Identity with Mastaneh Moghadam and Shervin Khorramian	2,495	3,502	544
Decreasing Mental Health Stigma's with Shila Vosough-Ommi	1,842	3,741	302
Domestic Violence Prevention with Mastaneh Moghadam and Abraham Toren	1,732	3,404	286
Suicide Prevention with Maryam Sayyad	1,967	3,256	319
<b>GRAND TOTAL =</b>	<b>8,036</b>	<b>13,903</b>	<b>1,451</b>

**Project Costs**

For the services described in the Statement of Work's Deliverables, the Department of Mental Health agreed to pay Consultants (Cross Cultural Expressions) a total of \$73,000 for services rendered.

**Lessons Learned**

One of the biggest challenges of this project was keeping the costs of the filming and editing of the PSAs within the scope of what we had budgeted for. We soon realized that in order to film and edit a high quality PSA, the costs associated are in reality two to three times higher than what we had estimated. We got lucky in that we were ultimately able to utilize the services of individuals who cared about the project and thus were willing to take a lower fee for their work than they normal would charge. However, one of the reasons that the editing process took longer than anticipated was due to the fact that the editors were not being paid their full fee, thus they would only work on our project during their free time.

Another challenge that we did not anticipate was that many of the websites and/or individuals that we had hoped would share our PSAs on their social media, refused to do so unless the PSAs were a direct download from them. In essence, they did not want to share the PSAs via linking to our youtube channel or our facebook/instagram page. They wanted to directly upload the PSAs on to their own websites and social media channels. However, this would be in conflict with DMH procedure, which stated that only CCE has authorization to upload the PSAs. Also, if we had allowed for these other organizations and/or individuals to upload the PSAs, we no longer would have the

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ability to keep track of the numbers of viewers, the people reached and the comments. We do believe, however, that this is one reason why our numbers were not higher.

We also faced a challenge in that we had planned on utilizing the “boost post” option on facebook, which would have allowed us to advertise the PSAs on a grander scale to our cultural communities. However, facebook denied us access to take such actions due to new policies they have implemented about running ads that involve “social issues and/or politics.” Upon reviewing our PSAs, the management at facebook stated that our PSAs involve social issues, thus they denied us permission to boost our ads. For months and months we have been trying to appeal this decision, and we even filed paperwork that would allow facebook access to do a background check on CCE. However, our clearance has yet to come through. This was something that we had not anticipated and that we believe caused us to receive more limited views.

Additionally, we realized that the ads that we placed on the radio and magazines did not increase our PSA hits on social media by any sort of significant number. We believe that this is because the majority of individuals who read the ethnic magazines, newspapers, and listen to radio programs are generally not the people who utilize the internet and social media.

We also found that once the PSA scripts were translated, it became very difficult to keep the PSA at 90-seconds as originally planned. Therefore, the majority of the PSAs are between 2 to 3 minutes in length. Ultimately we decided that it was more important that we keep the message in tact rather than try and stick to the 90-second plan. We never received any feedback stating that the PSAs were too long, therefore, we believe we made the right decision in this case.

For the Arabic speaking community, we believe that the public stigma surrounding mental health made it difficult to recruit presenters for the PSAs. A number of people that we reached out to reported feeling that this was a type of double stigma; to already be marginalized, stigmatized and profiled as a people, then thought of as having a mental health issue was just too much for them. Additionally, a number of individuals that we reached out to were only willing to do it for monetary compensation. Our Arabic Cultural Consultant stated that in retrospect, “because of the trajectory of this particular community and its relationship to mental health, I now think that it may have been better received had we delayed this project by a year or two.” She also feels that had we had more time to recruit participants and if we were able to have had more flexible days for filming, we would have had a better number of presenters to choose from. In the end, we believe that for the Arabic speaking community, who the presenter was made a significant difference in how many views the PSA received.

For the Russian speaking community, we found that the biggest challenge was finding celebrities and/or community leaders to be presenters in the PSAs. Since most Russian speaking celebrities live in Russia, we quickly realized that we would not have access to

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them and refocused our efforts into reaching out to local community leaders and community members who have good standing within the community. With the Russian presenters, we also found it difficult to work around people's schedules, particularly since we were not reimbursing them for their time. The other challenge we faced was that because of the controversial and stigmatized nature of this project and the PSA topics, many Russian individuals, media platforms, and organizations didn't want to share or advertise the PSAs on their sites. It took a great deal of discussion and convincing for people, especially the media to ultimately share our PSAs.

As for the Farsi speaking community, we also found it challenging to get presenters to commit to a certain time and hour for filming. Ultimately we are certain that we could have gotten a greater number of presenters had we had more time to do the filming. We also had a couple of people refuse to be presenters due to the controversial and stigmatized nature of the topics. One feedback that we repeatedly received from the community was that it would have been more effective if the PSAs had English subtitles. This would have made it easier for the younger Iranian population, who don't speak Farsi very well but still identify with the culture, to follow along with what was being said in the PSAs. Ultimately, we didn't have enough funds to place subtitles on all of the PSAs, but we were able to speak to the editors and get them to donate some of their time in order to place English subtitles on five of the Farsi PSAs.

### **Recommendations**

The idea of creating culturally and linguistically appropriate PSAs and distributing them on social media in order to increase knowledge and linkage to mental health services, and decrease stigma's around mental health for the Farsi, Arabic and Russian speaking communities, was very well conceived and proved to be a successful way to tackle this issue. However, it is clear to us that this is just the beginning of what needs to be on-going programming that will help educate and normalize this concept to all of these immigrant communities. Due to the fact that we now have in our possession a series of PSAs, in four different languages, it is our recommendation that continued funding is granted in order for us to disseminate all of this information on ethnic Radio and television stations. This will help get the information that we have gathered through this project to a greater number of people and will continue to allow for learning and growth within the targeted communities.

### **Conclusion**

In conclusion, we believe that the strength of this project was that the topics selected for the PSAs were culturally appropriate and thought provoking. The project brought awareness of mental health issues that were otherwise hidden and not talked about in public by our targeted cultural groups. The PSAs opened a window of communication about mental health topics that are prevalent in the Arabic, Farsi and Russian speaking communities. This is part of the first steps that we need to take in hopefully, reducing stigma's surrounding mental health within these communities.

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We think that the PSAs had an impact on how each of these communities views mental health issues. This is supported by the great number of views and engagements each of the PSAs received, in a relatively short period of time. It is also supported by the many likes, shares, comments and questions that people had about mental health, LADMH and CCE.

The significant numbers of views suggest that the PSAs themselves were successful, as they managed to reach thousands of people from the communities that we were attempting to engage. The data that we have collected supports and validates our conclusion that this program was a resounding success in accomplishing the goals and objectives that we set out to achieve.