

A background image of the Hollywood skyline at sunset, with palm trees in the foreground. The sky is a mix of orange and purple, and the buildings are silhouetted against the light. The palm trees are dark against the lighter sky.

Hollywood 2.0

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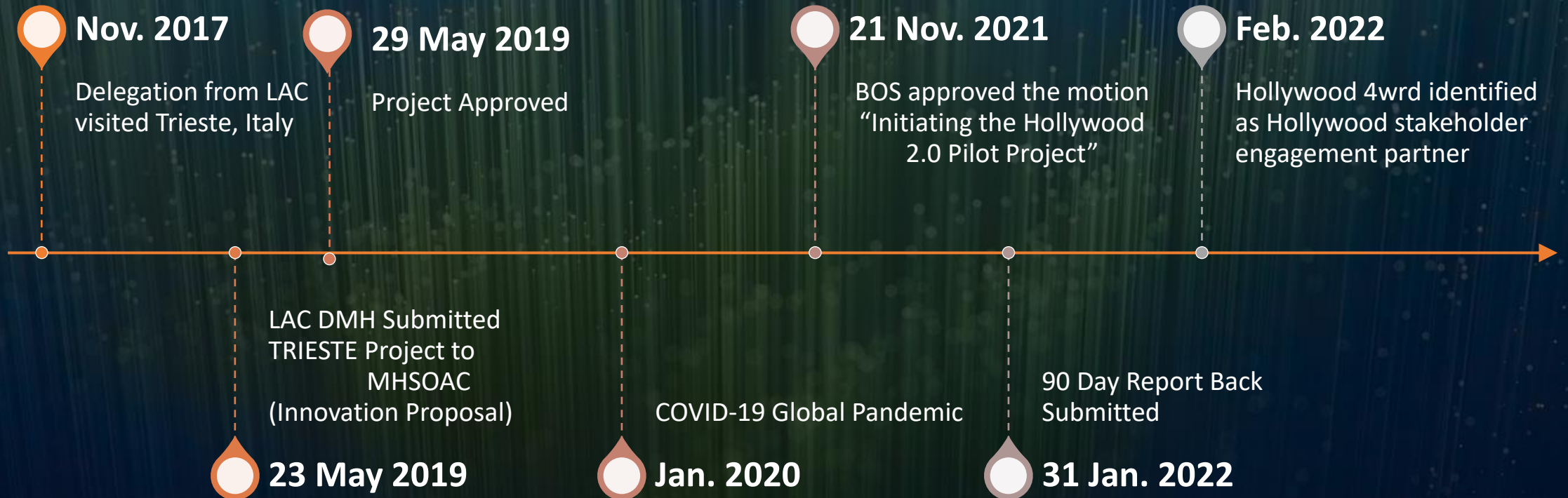
Chief Medical Officer

Los Angeles County Department of Mental Health

An aerial photograph of the Hollywood sign on a hillside. The sign consists of large, white, block letters spelling "HOLLYWOOD" in a single row. Below this row, the numbers "2.0" are added in the same white, block font. The hillside is covered in dark green and brownish vegetation. In the background, there are some structures and antennas on a higher ridge under a clear blue sky.

HOLLYWOOD
2.0

Timeline



What is Hollywood 2.0?

A new comprehensive approach to serve people with Serious and Persistent Mental Illness, including those experiencing homelessness (+/- substance use disorders)

MHSA INN Project (“Trieste”) first approved in May 2019 - then modified in aftermath of pandemic

Designed to foster full recovery of individuals in the Hollywood area

5 – Year MHSA Innovations Project (\$116 M)

How does it differ from TRIESTE?

1

Optimizing funds
through the full federal
match

2

Avoiding the use of a
fiscal/administrative
intermediary

3

Expediting community
planning processes
Actively exploring
available resources
through philanthropy

4

Avoiding unnecessary
technological/EMR
investments

Key Characteristics of Hollywood 2.0

Holistic

Human
Centered

Hospitality-
oriented

Care in
community

Key Components

Full Service
Partnership

H.O.M.E. Team

Intensive
Outpatient Services

- Team Based

Peer Resource
Center/Clubhouse

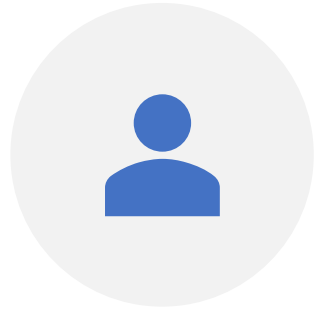
Alternative Crisis
Response

Housing (including
treatment beds)

Housing



INTERIM



PERMANENT
SUPPORTIVE



CONGREGATE



ENHANCED
RESIDENTIAL (B&C)

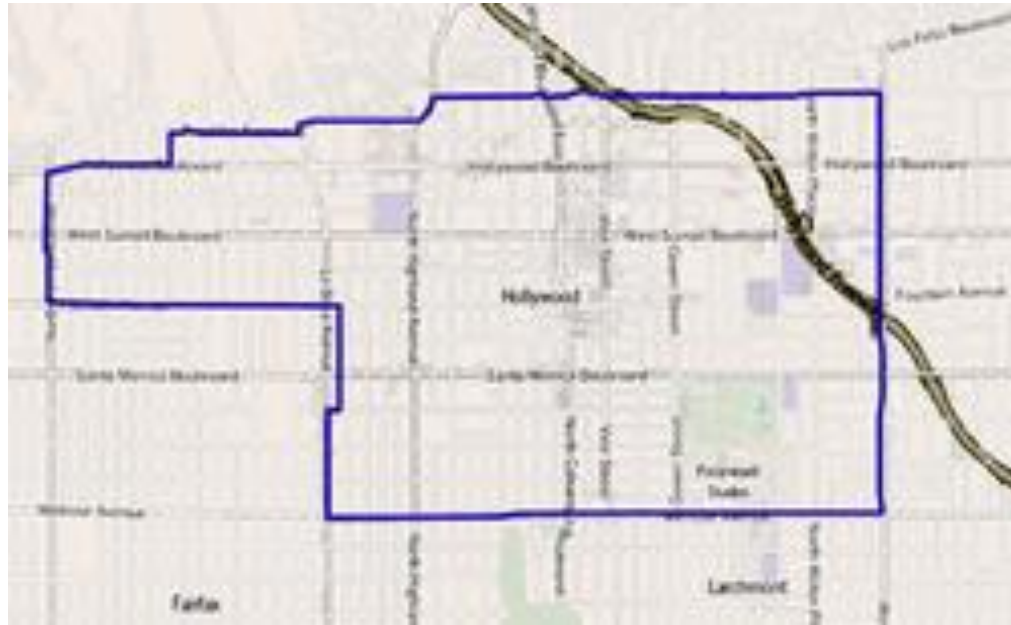
Why Hollywood?

Large concentration of unhoused individuals suffering from serious brain illnesses

Strong coalition of local neighborhood business and faith leaders, government and health care providers and law enforcement (i.e. Hollywood 4WRD)

Scope

3,500-4,500 Individuals in the
Hollywood Area



Outcomes

- Metrics will be developed during planning phase
- Anticipated Improvements:
 - Homelessness
 - Incarceration
 - Hospitalizations
 - Employment
 - Relationships
 - Overall client satisfaction

An aerial photograph of the Hollywood sign on a hillside. The original sign is in white, block letters. Below it, the text '2.0' is superimposed in a similar white, block font. The hillside is covered in dry, scrubby vegetation. In the background, there are some utility structures and a clear blue sky.

HOLLYWOOD
2.0