



API WELLNESS OUTREACH PROGRAM

FINAL SUMMARY REPORT

By The Human Beauty Movement, PBC

June 18, 2025

I. PROGRAM DESCRIPTION

SUMMARY

The API UsCC subcommittee has identified the need for increased awareness and knowledge of mental illness signs and symptoms as well as improved access to mental health services for the Asian Pacific Islander communities in Los Angeles County where a high concentration of the Asian Pacific Islander community resides. This Wellness Outreach Project seeks to increase mental health awareness and education to the Asian Pacific Islander communities in Los Angeles County, which are significantly underserved by the public mental health system.

The purpose of this program was to develop and implement a robust Wellness Outreach Project targeting Asian Pacific Islander Community members around Los Angeles County. The HBM partnered with the API UsCC subcommittee to develop an outreach plan to meet the needs of the community.

The final program included:

- 4 in-person wellness events consisting of 3 workshops and 1 panel discussion
- 7 resource tabling events
- An API UsCC educational landing page & ad campaign
- A minimum of 100 API individuals reached
- A minimum of 50 participants combined at wellness events
- A minimum of 10 UsCC new member recruits
- A minimum of 3 LACDMH new vendor prospects

THE TEAM

The Human Beauty Movement, PBC (The HBM) was contracted to manage the full program. The HBM is an Asian Woman Owned Small Business Social Enterprise based in Los Angeles County (certified MBE, WBENC, WOSB, APBE, SB, LSBE, CBE, EBE, SE) that specializes in championing the intersection of diversity and well-being.

Yellow Chair Collective (YCC) was subcontracted to execute the events. YCC is an Asian Woman Owned Small Business that specializes in multicultural therapy with an emphasis on serving the Asian American community.

Team Leads:

1. **Jennifer Norman – Program Director**
Founder of The Human Beauty Movement, DEI Wellness Advocate, Georgetown University MBA
2. **Soo Jin Lee, LMFT – Program Manager**
Co-Founder of Yellow Chair Collective, Executive Director & Psychotherapist
3. **Megan Soun, MSW, MTS – Program Assistant Manager**
Associate Clinical Social Worker

EVENTS

All activities took place during April - May 2025, mostly during AANHPI Heritage Month / Mental Health Awareness Month where pre-scheduled events were seeking additional programming and exhibitors. Here is a recap of executions:

Workshops & Panels

1. **04/26/25 – Passion Planner Workshop**

Topic: Plan with Purpose! Discover how to live with intention and create a life that truly feels authentic & fulfilling to you

Facilitator: Megan Soun, MTS - Associate Clinical Social Worker

Agenda:

- a. Story telling & how planning can help with aligning with values
- b. Creating writing activity to reflect on a life worth living
- c. Planning to work towards goals
- d. Reflection on the workshop and connection with others

Location: Studios Coworking Space, Chinatown

2. **05/08/25 – Asian Heritage Week Panel Discussion**

Topic: Bridging Identity Through Food

Moderator: Soo Jin Lee, LMFT - Executive Director of Yellow Chair Collective

Agenda:

A special API panel discussion to explore the intersection between food, mental health, and identity—how the meals we share, the flavors we crave, and the stories behind them shape who we are. Featuring three acclaimed API business leaders:

- Hedy Yu – Co-founder of Rooted Fare
- Vincent Wu – CFO of AFC Soy Foods
- Linda Yoon – Author, Founder & Managing Director of Yellow Chair Collective

Location: Peking Tavern, Chinatown

3. **05/10/25 – API Stress Management Workshop**

Topic: Stress Management

Facilitator: Helen Garcia, LCSW – Teen & Adult Therapist

Agenda:

- a. What stress is and how it affects our minds and bodies
- b. Easy ways to manage stress and feel more at ease
- c. Simple exercises to bring calm and balance
- d. Experience mindful tea drinking, acupressure, and chair yoga
- e. Where to find support and helpful resources

Location: Alhambra Library

4. 05/17/25 – SIPA Youth Solidarity Conference

Topic: Breaking the Silence: Mental Wellness in AAPI Communities

Facilitator: Jenny Seradilla, MA – Teen, Adult & Couples Therapist

Agenda:

This workshop examines how cultural values, historical experiences, and family expectations shape mental health in Asian American and Pacific Islander (AAPI) communities. Rather than relying solely on Western models, it highlights culturally-rooted healing practices, including community-based support, storytelling, and spiritual traditions. Through interactive discussions and self-reflection, participants gain practical tools to break stigma and foster mental wellness in their communities.

Location: SIPA Headquarters, Filipinotown

Presentations from the workshops are saved to the Appendix.

Resource Tables

We set up branded outreach information tables with LACDMH brochures, API UsCC brochures, mental health resources, red cards, Asian candy, and wellness swag such as mental health sensory stickers and DIY aromatherapy sachets. Additionally, we awarded red envelopes stuffed with a crisp \$1 bill to incentivize sign-ups for the API UsCC.

1. 04/06/25 – Cambodia Town Festival, Long Beach: Resource Table
2. 04/26/25 – Passion Planner, Chinatown: Resource Table
3. 05/03/25 – Asians Grieving Community 5K Run, Echo Park: Resource Table
4. 05/08/25 – Asian Heritage Week, Chinatown: Resource Table
5. 05/10/25 – Honor Your Feelings Fest, Thaitown: Resource Table
6. 05/10/25 – API Stress Management, Alhambra: Resource Table
7. 05/17/25 – SIPA Youth Solidarity Conference, Filipinotown: Resource Table

The event calendar, photos and videos taken during events are included in the Appendix.

ATTENDANCE & ACQUISITION

Our sit-down events (Passion Planner Workshop, Asian Heritage Week Panel Discussion, API Stress Management Workshop, and SIPA Youth Solidarity Conference Workshop) achieved a total attendance count of 65 sign-ups, surpassing our minimum goal of 50.

Thanks to our \$1 red envelope tactic, we successfully captured 277 names interested in learning more about the API UsCC, beating our quota of 100 minimum reach at our very first tabling event. Here is a summary of legible transcribed counts (actual sign-ups higher):

1. Cambodia Town Festival Table: 121
2. Passion Planner Workshop + Table: 28
3. Asians Grieving Table: 36
4. Asian Heritage Week Panel + Table: 12
5. Honor Your Feelings Fest Table: 55
6. API Stress Management Workshop: 9
7. SIPA Youth Solidarity Conference Workshop + Table: 16

EVENT PROMOTION

Events were promoted through a mix of social media, flyers, email blasts, and event page listings. Paid media was unnecessary to recruit attendance due to the power of pre-existing event publicity and networking.

Copies of promotional assets are included in the Appendix.

OUTREACH MEDIA

The program SOW required that at least 10% of budget (\$5,000.00) be spent on media. As such, we opted to run one Japanese language print ad and a Google keyword campaign as outlined below.

Print

To help build awareness for mental health resources in LA County, we ran a 1/12 column print ad in the May issue of Lighthouse Magazine (Japanese) with a QR code to the LACDMH resource page, <https://dmh.lacounty.gov/mental-health-resources/>. We chose this magazine due to its popularity among Japanese-speaking Angelenos and the pervasiveness of the mental health stigma within the Japanese community.

Outreach campaign graphics were designed to be warm, approachable, and family-friendly – a contrast to the typically clinical tone of many mental health ads – to help break down psychological barriers associated with seeking mental health support.

The issue had a circulation of 60,000 with an ad cost of \$541. Page visits could not be tracked to determine engagement.



Landing Page & Google SEO Ad Campaign

With the objective of building awareness for the API UsCC and recruiting new members, we set up a landing page <https://sites.google.com/the-hbm.com/api-uscc/home> and ran a Google keyword campaign that directed traffic with trackable results. The landing page included a link to a Google Form <https://forms.gle/hqV1fvBjYdCWEzC8> to collect membership interest.

- The campaign ran from June 5-June 14th with a daily budget set of \$500.
- It generated 63,562 impressions and 5,165 clicks (8.13 CTR).
- With a total cost of \$4,889.76, the campaign resulted in 23 recruits — a cost per acquisition (CPA) of \$212.60.

Media Spend

With the combined media spend of Lighthouse Print Magazine (\$541.00) and Google Ads (\$4,889.76), we surpassed the minimum spend requirement of 10% (\$5000.00) for this program.

VENDOR INTEREST

We created a Google form <https://forms.gle/RdP1mKaJXthXGiS96> to capture LACDMH vendor interest and received submissions from 4 prospects, surpassing our minimum program goal of 3.

The sheet of submitted applications is included in the Appendix.

II. STRENGTHS AND BARRIERS

Strengths

- We were able to partner with notable API-centric organizations to introduce the LACDMH API UsCC to their constituents in exceptional settings:
 - Cambodia Town
 - Passion Planner
 - Asians Grieving
 - Asian Heritage Week & Asian Hustle Network
 - Asian Mental Health Project (AMHP)
 - Alhambra Library
 - Search to Involve Pilipino Americans (SIPA)
- The program came at a time when the API community is in tremendous need of support. In the face of escalating anxiety due to ICE raids and arrests, we were delighted to host events for fellow Asians that were so meaningful, uplifting, festive, and galvanizing.
- The team was highly adept at planning, collaborating, facilitating, and executing this program with quality and enthusiasm to represent LACDMH as API allies in the best light.

Barriers

- This program was executed under an extremely compressed timeline. The initial Intent to Award notification was issued on January 25, 2025, but the PO was not issued until March 12, 2025. This made planning extremely tight.
- The API UsCC liaison at LACDMH went on an emergency extended leave of absence. Additionally, LACDMH increased strictness of its email firewall, causing critical vendor messages to go unreceived. These combined occurrences made communications extremely difficult when executing the program.
- The HBM made efforts per the Scope of Work to engage the API UsCC during monthly meetings to obtain input, recommendations, and feedback that would shape the program. However, subcommittee passivity precluded our ability to obtain much direction.
- Given the above constraints, we worked with our interim liaison to amend the Outreach Program Scope of Work. We slotted outreach efforts into pre-scheduled events that were planned during AANHPI Heritage Month and Mental Health Awareness Month, and we agreed that workshops with shorter durations (1-2 hours instead of half-day or full-day sessions) would be more feasible. Thanks to pre-planning efforts by the team and strong API networking relationships, we were able to successfully execute the full program with only minor adjustments.

III. INFORMATION & FEEDBACK

Community feedback from the events was praiseworthy. We heard in numerous instances that high-touch, in-person gatherings showing support with meaningful conversation, wellness-centered activities, and resources like what we provided was so needed and appreciated. These initiatives go a long way to improve collective mental health within the API community. Survey results expand on the effectiveness of our program.

IV. PRE-POST EVENT SURVEY

A retrospective pre-post survey was administered to gather event feedback and gauge impact on participants' mental health education and resource awareness. 30 total surveys were gathered. Here is a summary of results:

Question	Scale	Pre-Workshop Averages	Post-Workshop Averages	Two-Tailed T-Test Results (95% CI)	Tallies
Respondents who identify as Asian					30 Total Respondents 25 Asian 5 Other
How do you rate the workshop?	1 star = terrible 2 stars = poor 3 stars = ok 4 stars = good 5 stars = great	NA	4.8		
On a scale of 1 to 10, would you recommend workshop to a friend?	1 = definitely no <--> 10 = definitely yes	NA	9.5 NPS = 83		
I am knowledgeable on the topic of mental health.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	4.1	4.4	Statistically Significant	
I know how to recognize signs and symptoms of poor mental health.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	3.9	4.1	Directional Improvement (not significant)	
I feel comfortable discussing my mental health openly with friends, family, and other members of my community.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	3.6	3.9	Statistically Significant	
I know how stress management coping skills can be used to support mental health and wellness.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	3.9	4.3	Very Statistically Significant	
I am aware of mental health resources and services that are available in Los Angeles County.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	3.3	3.9	Very Statistically Significant	
I know how to access mental health services in Los Angeles County that are culturally sensitive to the API community.	5 = strongly agree 4 = agree 3 = neither agree or disagree 2 = disagree 1 = strongly disagree	3.1	4.0	Extremely Statistically Significant	
I now have more desire to engage in cultural practice(s) that support my wellness	yes / no				29 (97%) yes 1 (3%) no

Quantitative Results

- 25 (83%) of respondents identified as Asian
- Events received an outstanding rating of 4.8 out of 5 stars overall
- Events received a 9.5 referral rating and a stellar Net Promoter Score (NPS) of 83
- Utilizing a two-tailed T-test at 95% Confident Interval:
 - Extremely statistically significant improvement pre-to-post event was achieved on “I know how to access mental health services in Los Angeles County that are culturally sensitive to the API community”
 - Very statistically significant improvements pre-to-post event was achieved on the following measures:
 - “I know how stress management coping skills can be used to support mental health and wellness.”
 - “I am aware of mental health resources and services that are available in Los Angeles County.”
 - Statistically significant improvements pre-to-post event was achieved on the following measures:
 - “I am knowledgeable on the topic of mental health.”
 - “I feel comfortable discussing my mental health openly with friends, family, and other members of my community.”
 - Directional improvement pre-to-post event was achieved on “I know how to recognize signs and symptoms of poor mental health.”
- 29 out of 30, or 97% of respondents, agreed with the statement “I now have more desire to engage in cultural practice(s) that support my wellness.”

Qualitative Results

We asked the open-ended question, “What cultural practice(s) are you considering now to further support your wellness?”

Here are the responses:

- *Self-care and community engagement*
- *I'd love to hear spoken stories from my culture, like Chinese folktales to help me learn more about life and healing!*
- *making Filipino recipes*
- *the cultural basket*
- *more family socializing, so I can hear more storytelling from others*
- *visualization, passion planning w/ grace for moving goals*
- *actually voicing my needs and concerns to the people around me*
- *herbs, counseling*
- *mindfulness, meditation*
- *attending a community resource; utilizing resources from today in my work with other pocs*
- *learn from more Chinese Americans who merge Eastern and Western mental health values*
- *connecting with my community through events*

- *other Asian American events centered on mental health, physical health, community building*
- *to recognize what is helpful versus hurtful of my culture that impacts my mental health*
- *getting more involved in my community by volunteering*
- *dance & organizing*
- *API centered workshops*
- *South Asian MH talking circles, traditional medicine practices (ayurveda)*
- *group cultural therapy*
- *community events, nature conservation events*
- *cooking more cultural foods*

We asked the open-ended question, "Has anything prevented you from being able to seek mental health support, such as lack of transportation, health insurance, etc.? If so, please describe."

Here are the responses:

- *14 responses - No / NA*
- *social pressure*
- *stigma*
- *finances*
- *financials, time*
- *Health insurance, time and space*
- *Finances are always a barrier*
- *finance struggles*
- *health insurance; lack of health insurance makes me not be able to access mental health wellbeing*
- *health insurance issues, financial issues*
- *the cost per session is prevented me to seek mental health support*
- *finding cultural MH support near me (Ontario/ Inland Empire)*
- *knowledge and navigating insurance*
- *finances/insurance*
- *time, cash*
- *cost, availability of AAPI therapists*
- *time & money/insurance*

V. SUMMARY OF IMPACT

- ✓ 4 API Workshop/Panel Discussion events executed
- ✓ 7 API mental health resource tables executed
- ✓ 120,000 media impressions
- ✓ 277 API UsCC sign-ups at in-person events (vs. 100 reach goal)
- ✓ Workshops attended by 65 community members (vs. 50 goal)
- ✓ Statistically significant improvement across mental health measure pre-to-post event
- ✓ 23 aPI UsCC online membership submissions (vs. 10 goal)
- ✓ 4 LACDMH vendor submissions (vs. 3 goal)

Strategies that were successful in engaging the community members include social media publicity, piggybacking on pre-planned mental health events, execution during AANHPI Heritage Month / Mental Health Awareness Month, leveraging the YCC network to drum up interest, and a commitment to positive outcomes.

VI. TRACKING OF LINKAGE AND REFERRALS TO MENTAL HEALTH AGENCIES

NA

VII. LESSONS LEARNED

EVENT PLANNING

Pre-planning events prior to issuance of the program PO enabled us to schedule sessions in a timely manner. Not without risk, our team navigated significant hurdles under critical time constraints to ensure the API community would be supported and that the API UsCC would achieve expanded awareness.

EVENT TIMING

Fortunately, the programs were not adversely impacted by anti-immigration raids, and they pre-dated the LA anti-immigration protests. We were thankful the program ended when it did.

API USCC INTEREST

Most people were unaware of the API UsCC. Handing out red envelopes in exchange for sign-ups was an extremely efficient and effective way to obtain new recruits.

MEDIA SPEND

The print and Google keyword ad campaign were costly but necessary to achieve the minimum ad spend requirement outlined in the Program Scope of Work. While they delivered over 120,000 combined impressions, the actual impact was minimal.

VIII. FUTURE RECOMMENDATIONS

Now, more than ever, the API community needs support. Continuing to provide mental health capacity-building programs such as this one, and even increasing funding for additional programs, would enable the LACDMH to increase its impact and help prevent calamities pertaining to the anxiety and unrest our society is currently facing.

Detailed Recommendations

- We recommend that API Mental Health Outreach be made an evergreen, ongoing initiative by the LACDMH. There is still such a significant lack of awareness for API—centric mental health in LA County. And only with more consistent and continuous effort will the API mental health stigma end for good.
- LACDMH must ensure projects are awarded in a timely manner to prevent compressed timelines for execution.
- LACDMH must ensure that the SOW is written clearly, concisely and feasibly per the allotted time to implement.
- LACDMH must ensure that feedback and approvals are issued in a timely manner.

APPENDIX