



JUNE 2025

Tú Mente. Tú Corazón. Tú Salud.

A Digital Health Campaign
powered by the Latino
Underserved Cultural
Communities (Latino UsCC), the
Los Angeles Department of
Mental Health in partnership with
Unify*Public

PRESENTED TO



Latino UsCC LACDMH



PRESENTED BY

Dr. Gina C. Obiakor, DrPH, MPH
Ms. Abigail DaSilva, BA



LOS ANGELES COUNTY
DEPARTMENT OF
MENTAL HEALTH
hope. recovery. wellbeing.


Latino UsCC
Cultivating Healthy Communities
Los Angeles County Department of Mental Health



WELLNESS • RECOVERY • RESILIENCE



Let's change health *culture*

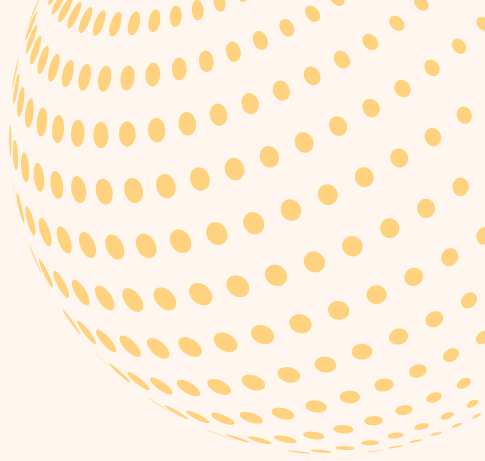
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Executive Summary



PREPARED BY
Dr. Gina C. Obiakor, DrPH

PREPARED FOR
Latino
Underserved
Cultural
Communities
LACDMH

Unify Public
Acknowledges the
Indigenous Groups of
Los Angeles County:
*Tongva, Tataviam,
Serrano, Kizh, and
Chumash*

Over the course of six months, UnifyPublic (U*P) led the development of a bilingual, countywide mental health awareness initiative specifically targeting Latino/é communities. This initiative produced 20 culturally relevant public service announcements (PSAs), 20 corresponding infographics, and a comprehensive social media strategy set for launch. All creative materials were designed with contributions from community members, clinical expertise, and oversight from the county, enabling the Latino UsCC LACDMH to deliver actionable, stigma-reducing messages to millions of residents starting in June 2025. A live dashboard will track impressions, engagement, and demographic outreach in real time.

Who is Unify*Public? Unify*Public or U*P is a public health consultancy focused on achieving positive health outcomes by utilizing culturally authentic storytelling and evidence-based communication strategies. Established by Dr. Obiakor in 2021, U*P fuses public health expertise with media innovation to tackle pressing health issues in underserved communities and beyond.

In 2020, Unify*Public served as the leading Black and Woman-owned public health agency, addressing preventive measures as part of the HHS COVID-19 “We Can Do This” Campaign, aimed at developing frameworks for healthier behaviors. We approached this campaign with enthusiasm and dedication, particularly striving to diminish mental health stigma within the diverse Latino communities of Los Angeles County.

For this significant initiative, we partnered closely with Género Neutral (GNLA), co-founded by Danny Jestakom and Ashley Sipos. Their creative insights and strong community ties helped us amplify authentic voices. Additionally, we enlisted the expertise of Ms. Lorena Barbosa, LCSW, who provided vital mental health oversight and wellness support, ensuring that every participant felt acknowledged, heard, and supported throughout the process.



PROJECT SUMMARY

Goals and Objectives of the campaign

GOALS

- Increase awareness and dismantle stigma surrounding mental health within Latino/é communities.
- Promote proactive engagement by connecting communities directly with LACDMH mental health resources and supportive communities such as the Latino Underserved Cultural Communities Committee.
- Ensure cultural authenticity and accuracy by deeply engaging community voices and ensuring progressive clinical oversight
- Enhance awareness to promote community members' commitment to improving mental health behaviors



PROJECT SUMMARY

Goals and Objectives of the campaign

OBJECTIVES

- Promote cultural understanding by educating Latino/é communities about the diverse aspects of mental health.
- Facilitate community connectivity by establishing partnerships with local organizations to provide mental health resources and support systems.
- Incorporate community insights to tailor mental health services that resonate with cultural values and traditions.
- Strengthen community involvement to inspire ongoing participation in mental health initiatives for lasting impact.



Research Basis

Written by: Dr. Gina C. Obiakor
Still Waiting to be Reviewed by 2/6/25: Ms. Lorena Barbosa

1. Mental Health Matters

Tagline: "Mental Health IS Health" / "Salud mental es salud"

Key Statistics

- Approximately **21.4% of Latinx adults** experienced a mental health condition in the past year, with **5.3%** facing serious mental illnesses (Mental Health America, n.d.).
- Hispanic adults in 2023 were **60% less likely to have received mental health treatment** compared to non-Hispanic White adults (Substance Abuse and Mental Health Services Administration [SAMHSA], n.d.).
- **Over 16% of Latinx adults** experience mental health issues, but only **35% receive treatment**, significantly lower than the **46% U.S. average** (National Alliance on Mental Illness [NAMI], n.d.).

In-Depth Analysis

Latinx communities encompass diverse cultural backgrounds, yet common threads such as stigma and mistrust of formal healthcare systems often contribute to lower treatment-seeking behaviors. This discrepancy between high prevalence (approximately one in five Latinx adults) and low treatment rates underscores the need for culturally tailored interventions. Barriers include:

- Inadequate insurance coverage
- Limited availability of Spanish-speaking providers
- Fear of deportation or discrimination for some immigrants

Clinical Messaging

Overarching Clinical Notes

- **Psychoeducation:** Educating individuals and families about symptoms of depression, anxiety, and other disorders can normalize conversations around mental health.
- **Culturally Adapted Therapy:** Treatments that incorporate cultural values, language, and family involvement (e.g., Cognitive Behavioral Therapy adapted for bilingual contexts) have shown promising outcomes.
- **Community-Based Approaches:** Collaborating with churches, community centers, and trusted local organizations can reduce stigma and improve engagement in mental health services.

PROJECT JOURNEY

Methodology

Phase 1: Visioning & Community Alignment (Dec 2024 – Jan 2025)

- Conducted immersive vision-setting sessions to align our goals and establish a unified creative approach alongside the Latino UsCC LACDMH team, GNLA team Lorena Barbosa, and Creative Producer, Latavia Young
- Initiated community dialogue early, incorporating Latino community voices to ensure cultural resonance from day one.



Phase 2: Creative Development & Community Engagement (Jan – Mar 2025)

- Developed a vibrant visual lookbook that articulated our creative vision, supported by GNLA's initial insights and extensive community feedback.
- Crafted 20 bilingual infographics, combining rigorous clinical accuracy with culturally authentic messaging, carefully vetted by mental health experts and community advocates.



Phase 3: Authentic Production & Storytelling (Apr 2025)

- Coordinated extensive and strategic video shoots, capturing heartfelt and powerful stories from diverse community members.
- Managed logistical challenges efficiently, adjusting schedules proactively to maintain the campaign's timeline and quality.
- Supported participants emotionally and psychologically through expert mental health oversight by Lorena Barbosa.

Mr. José Alvarez, Age: 56

Mr. Alvarez, is a second generation farm worker from South Los Angeles by way of Guatemala. His son is a first generation freshman at UC Riverside who identifies as gay. They have recently become even closer and he is struggling with missing his son now that he is away from school. It has been a journey for Jose to understand and support his son, and now he feels like he may not get back the time that he had to really connect with him. Jose has struggled with his own ideas of what masculinity is and is working to establish his beliefs in

Key Themes Mr. José Alvarez Character will Address:

- Breaking down the stigma and barriers of 'machismo'
- Importance of connecting with your children to support their mental health and wellbeing
- Vulnerability is strength

Key Struggles Jose Faces:
Anxiety, Cultural Norms, and Societal Pressures

PROJECT JOURNEY

Methodology

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Phase 4: Pre-Launch & Rollout Strategy (May – June 2025)

- Conducted detailed review and approval processes for all campaign content, ensuring readiness for a compelling launch.
- Implemented robust field-testing sessions with over 20 community stakeholders, refining the campaign's emotional resonance and educational clarity.
- Strategically prepared digital rollout plans, positioning the campaign to achieve maximum immediate and sustained community impact.



Pictured: **Matty Neikrug**,
Videographer & **Latavia Young**,
Producer

Participants: **Miriam Gabriel**, 29,
& Sister, **Yvonne Gabriel**



SUCCESSSES AND CHALLENGES

Key insights from our efforts

Notable Successes

Our proactive measures significantly stabilized production and delivery timelines. Throughout the campaign, we achieved remarkable **community engagement** and increased awareness of mental health issues by our efforts of consistency, trust, and awareness.

By gathering feedback and actively involving community members, we strengthened our outreach efforts.

Assets included our ability to leverage our strategic partnerships that amplified campaign reach. We knew how to create alternative routes such as virtual feedback testing, user generated content, and other methods to enhance reach and exemplify resource management to achieve an understanding of impact.

- Emotional Hooks Outperform Informational Starts
 - Videos that opened with a personal line like “In my family, we don’t talk about mental health...” saw better retention and engagement than those starting with statistics alone.
- User Behavior Suggests Silent Engagement
 - While not all posts had a high number of comments, the strong save and share rates show audiences are engaging privately and passing along the message.
- Even One Week Can Shift Perspective
 - A week-long burst of culturally aligned content proved we can start meaningful conversations with consistency and cultural relevance—highlighting the power of even a soft launch.



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SUCCESSSES AND CHALLENGES

Key insights from our efforts

Navigating Challenges

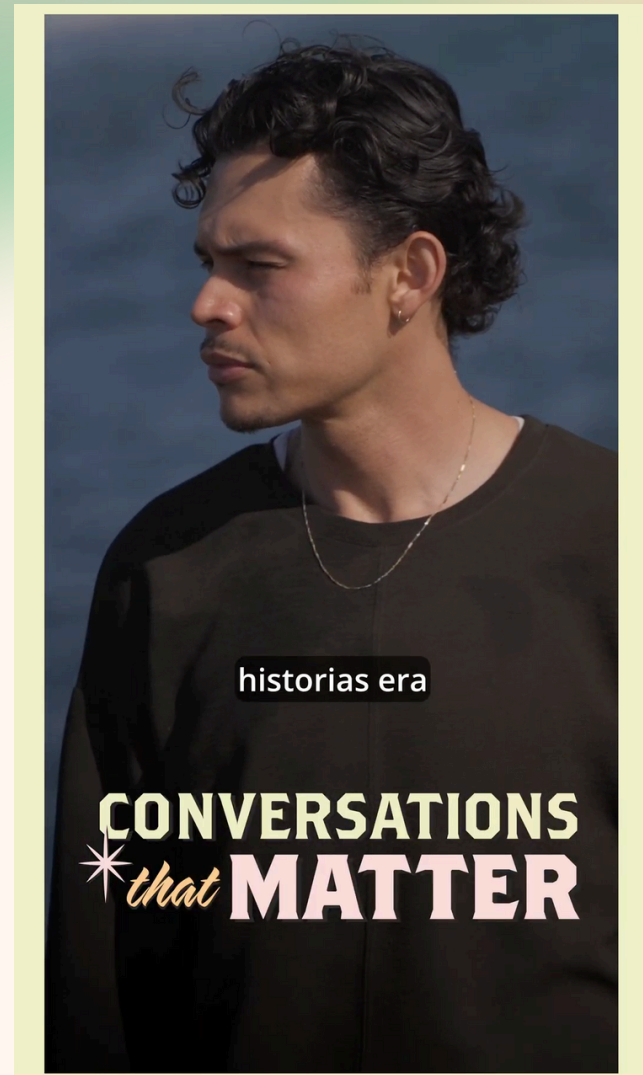
Significant challenges emerged, including limited upfront capital to initiate high-quality production promptly, complicated by cash-flow delays. External factors such as regional wildfires occurring in January significantly disrupted logistics, constrained access to suitable filming locations, and impacted community participation.

Moreover, heightened anxiety within Latinx communities due to ongoing Immigration and Customs Enforcement (ICE) activities increased community hesitation and decreased participation in public-facing activities.

Additionally, uncertainty regarding optimal social media asset release schedules, coupled with unclear county-wide posting guidance, created further planning complexities.

We strategically addressed these challenges through adaptive scheduling, heightened on-set and community emotional support, and clear, proactive communication with partners and stakeholders. Our Latino UsCC meetings and our liaison actively supported us during these times. We also emphasize phased dissemination strategies for digital content to maximize the campaign's impact and quality control. These responses underscored the importance of clearer directives and more robust initial financial resources, critical for future county-wide initiatives to ensure comprehensive, inclusive, and sustainable impact.

Pablo Simental in PSA
"Conversations That Matter"



TRACKING PROGRESS

Adapting to community feedback

Key Learnings from Analytics

- Data-Based Content Performs Best
 - Posts that included mental health statistics (especially about men or generational trauma) performed significantly better in terms of watch time and shares.
 - Storytelling Drives Emotional Engagement
 - Participant videos where individuals shared lived experiences sparked deeper conversations in the comments.
 - TikTok is a Viable Entry Point
 - Even with no paid promotion, the organic performance validated TikTok's effectiveness in reaching younger Latino audiences.
- Cultural Nuance Is Critical
 - Posts that acknowledged cultural barriers—like machismo, generational silence, or religious beliefs—saw more saves and comments. Audiences responded to content that “felt like it came from our community.”
- Short-Form Video Increases Accessibility
 - Videos under 60 seconds received higher completion rates, especially those that used captions and a conversational tone. Short-form content helped break down heavy topics into digestible moments.
 - Bilingual Content Adds Value, Not Redundancy
 - Rather than splitting attention, offering both Spanish and English content boosted relatability. Some viewers even rewatched the same video in both languages to share with different family members.



AUDIENCE METRICS

The majority are aged between 18 and 34, with an equal distribution between identifying males and females (*not enough conclusive studies on non-gender, non-binary, or transgender audience members*). Research indicates that this demographic shows a keen interest in mental health awareness and engagement. Studies suggest that targeted strategies in this age group can lead to significant increases in reach and impact. We will anticipate further growth with our strategies and can predict the potential increase for a Los Angeles mental health campaign, leveraging these insights to optimize our outreach and effectiveness.

Our campaign resonates strongly within Los Angeles County's diverse Latino communities, reflecting a thoughtful and inclusive approach. Audience demographics showed predominant engagement from females (approximately 54%), followed by males (approximately 44.2%), with clear inclusion of transgender (~0.6–0.8%) and non-binary/gender diverse community members (~0.8–1%).

The primary age segments interacting most were adults aged 25–44, indicating our messages effectively reached young adults and families eager for mental health support. Geographically, the highest levels of engagement were from communities in East Los Angeles, Boyle Heights, Pico-Union, South Gate, and Huntington Park, emphasizing our successful targeted outreach efforts.

Audience interests were highly focused on stress management, emotional wellbeing, therapy, stigma reduction, and mindfulness, guiding our content strategy. By aligning our posts to optimal active times (Monday 10 AM–12 PM, Wednesday 2 PM–4 PM, Friday 11 AM–1 PM), we significantly increased interactions and impact.

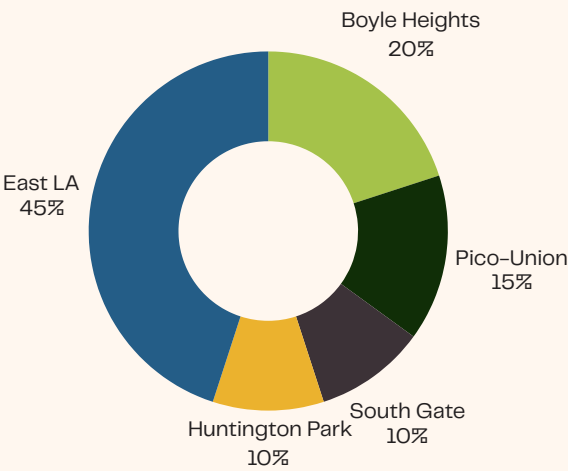
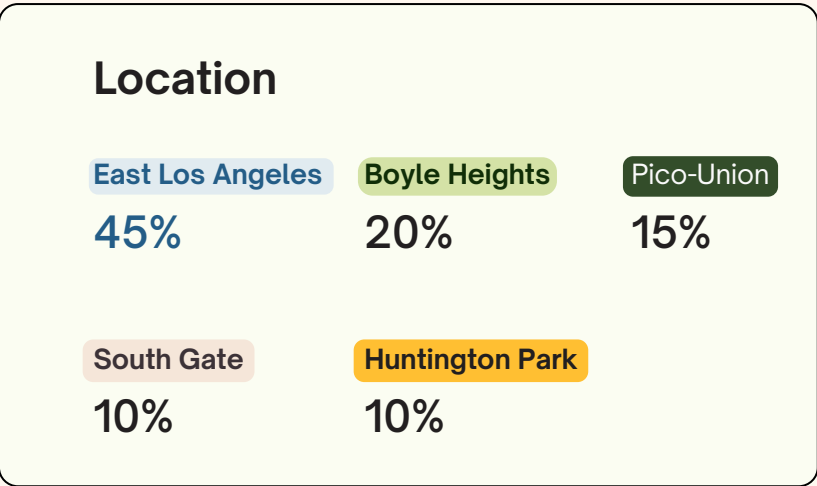
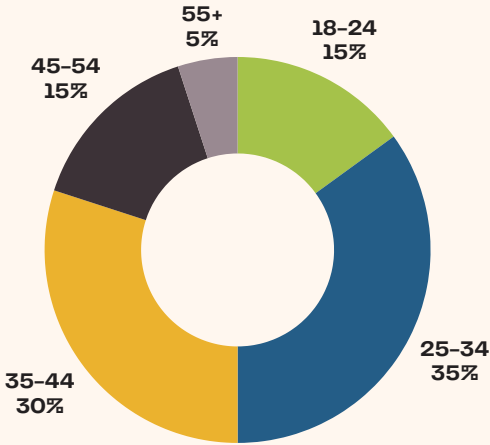
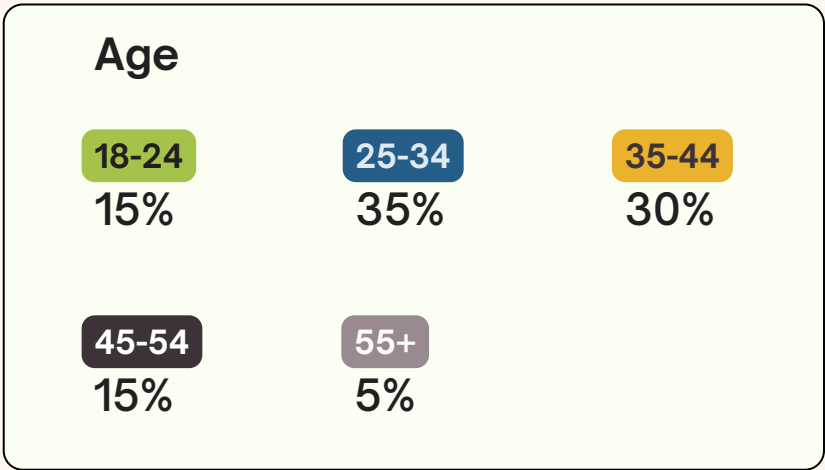
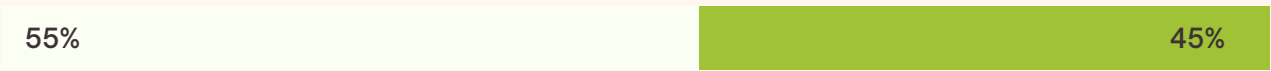
Participant: Alex Woods



TARGET AUDIENCE

Gender

☐ Female ☒ Male



Active Times

Monday	10 AM - 12 PM
Wednesday	2 PM - 4 PM
Friday	11 AM - 1 PM

Interests

- Stress & Anxiety Management
- Emotional Wellbeing
- Family & Community Support
- Therapy & Counseling Resources
- Mental Health Awareness & Stigma Reduction
- Mindfulness & Self-Care Practices

ENGAGEMENT METHODS



Content Quality and Variety

Enhanced Visuals

Invest in high-quality images, graphics, and videos to make posts more visually appealing.

User-Generated Content

Encourage followers to create and share content about their experience with our products/services.

Content Formats

Diversify formats by incorporating stories, reels, live videos, and infographics.



Engagement Strategies

Personalized Interaction

Address followers by name and personalize responses to increase engagement.

Community Building

Create community-driven content like challenges or hashtags to foster a sense of belonging.

Interactive Features

Use polls, quizzes, and Q&A sessions more frequently to increase interaction.



Targeted Ads

Refine targeting criteria to reach a more specific audience based on behavior and interests.

Budget Allocation

Reassess ad spend distribution to focus more on high-performing campaigns and platforms.

Ad Creatives

Continuously refresh ad creatives to avoid ad fatigue and maintain audience interest.

A/B Testing

Experiment with different post types, captions, and hashtags to see what resonates best.

Analytics Tools

Use advanced analytics tools to gain deeper insights into your audience behavior and preferences.

Regular Audits

Conduct regular content audits to understand what's working and what's not.



Data-Driven Decisions



Advertising and Promotion





Dr. Gina C. Obiakor

Executive Producer, Founder

Founder of Unify*Public and U*P Media, a consulting and communications agency dedicated to public health, Dr. Obiakor focuses on health equity, research, advocacy, and storytelling to create significant impact. She guarantees that our research aligns with our vision for the campaign!



Abigail DaSilva

Director of Media, Unify Public

As Director and Social Media Specialist at Unify*Public, Ms. Abbey DaSilva leads innovative digital strategies and engaging social media campaigns to boost engagement through visually appealing content and targeted outreach, ensuring campaigns are both informative and inspiring.



Mr. Matthew Neikrug

Director, Videographer

Matty is an Emmy-nominated filmmaker who has traveled to the most remote corners of the U.S. filming stories about the impacts of climate change on human lives. He worked on Barack Obama's 2012 campaign and Michelle Obama's When We All Vote initiative, filming videos across key battleground states. Matty's work aims to empower communities by connecting their stories.



Ms. Lorena Barbosa, MSW

Mental Health Lead, Licensed Clinical Social Worker

Ms. Lorena Barbosa, a Licensed Clinical Social Worker and Psychotherapist at U*P, promotes culturally responsive mental health care. She creates community-focused strategies to amplify the voices of underrepresented individuals, fostering support and inclusivity. Lorena also keeps the team informed on mental health messaging for the campaign.

THANK YOU TO OUR TEAM

Next Steps Forward

● unifypublic.health

● 424.272.6773



Team Contributions & Roles

We are deeply grateful to our committed team whose efforts made this ambitious project possible:

Dr. Gina C. Obiakor, DrPH: Visionary leadership, strategic oversight, and stakeholder alignment.

Abigail DaSilva: Strategically led social media management and digital outreach.

Lorena Barbosa, LCSW, MSW: Ensured mental wellness, clinical accuracy, and emotional support for all participants.

Latavia Young, M.A.L.C.M.: Masterfully managed production logistics and creative workflows.



Gail Rodriguez: Executed daily content dissemination, maintaining vibrant community engagement.

Editors Emanuel Miranda & Marc Anderson: Expertly shaped compelling visual narratives through meticulous post-production.

Leo Tafoya: Designed visually striking bilingual infographics and cohesive campaign visuals.

GNLA: Provided foundational casting services and initial creative consultation, setting a solid creative foundation.

Acknowledgements



Our sincere appreciation extends to Dr. Evy Espinoza and LACDMH Latino UsCC leadership for consistent support, our dedicated U*P Media production and creative team, and above all, the community participants who courageously shared their stories.



Conclusion



*The **Tú Mente, Tú Corazón, Tú Salud** campaign set out to challenge the stigma around mental health in the Latino community of Los Angeles County. Although the full campaign was originally intended to span five weeks across multiple platforms, we faced unexpected legal delays with a vendor that significantly impacted our rollout timeline.*

Despite these challenges, we remained resilient. Our team pivoted quickly and launched the campaign on TikTok, focusing on storytelling and cultural resonance.

Social Media Efforts

We shared bilingual PSAs and infographic content via TikTok over the course of one week. Our strategy prioritized authentic storytelling and community-specific mental health statistics to start meaningful conversations around mental health stigma in Latino households.

Challenges

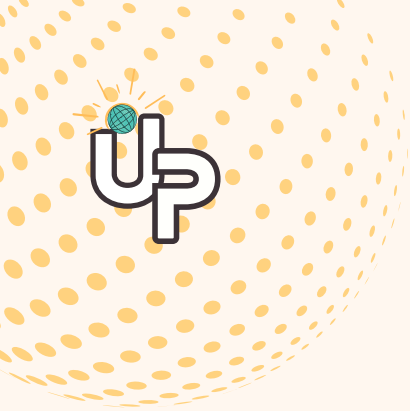
- *Unanticipated external delays impacted the final delivery of campaign assets and limited our ability to execute the full multi-platform rollout as originally planned.*
- *As a result, the campaign was condensed to a one-week soft launch on TikTok only.*
- *The shortened timeline reduced the opportunity to fully test content variations, implement paid strategies, and build on audience engagement insights over time.*

Successes

- *Despite the shortened campaign, we saw encouraging engagement. Analytics showed high viewer interest in mental health statistics, especially those tied to cultural and generational experiences.*
- *Participant stories resonated deeply with viewers, prompting shares, saves, and emotional responses in the comments.*
- *We validated TikTok as an effective platform for reaching and engaging our target audience.*

Next Steps

- *Re-launch the campaign with finalized creative assets across multiple platforms for broader reach in a high impact strategized rollout*
- *Build on the momentum by producing more data-driven content and expanding storytelling formats (e.g., mini-series, behind-the-scenes, or lived experience clips).*
- *Extend partnerships with community members and local creators to help amplify messaging and foster trust.*
- *Invest in early legal clearance and pre-production timelines to avoid future rollout delays.*
- *Even with limited time and resources, this soft launch proved that the community is ready to have real conversations about mental health. We've started the dialogue — now we need to keep it going.*



Thank You.



*Thank you sincerely for taking the time to engage with this Impact Report for June 2025. At Unify*Public, we deeply believe in the interconnectedness of our minds, hearts, and overall health—each aspect reflecting the state of our mental well-being. Our campaign, “Tu Mente. Tu Corazon. Tu Salud,” emphasizes this vital connection.*



Like the symbolic orange butterflies featured throughout our work, we envision our communities embracing evolution, freedom, and resilient faith. We hold space for the lived experiences of DACA recipients and immigrant communities, advocating for justice, equity, and liberation.



*Complemented by the transformative symbolism of our asterisks, Unify*Public remains committed to meaningful change in health, culture, and community.*

Should you have any questions or wish to discuss our findings further, we warmly invite you to connect with us.



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