



Indigenous Healing Public Service Announcement (PSAs) Campaign

**In Spanish, Maya K'iche' (Guatemala),
Zapotec and Chinantec (Oaxaca, México)**

A Project of:

Los Angeles County Department of Mental Health
Mental Health Service Act
Latino UsCC (Underserved Cultural Committee) and
Mundo Maya Foundation



1. Overview

Mundo Maya Foundation was selected to:

- 1) Create, direct, and produce 20 Public Service Announcements (PSAs) in Maya K'iche' (Guatemala), Zapoteco and Chinanteco (Oaxaca, México), and Spanish.
- 2) Launch a Social Media Campaign from May 1st, 2025, through June 30th., 2025.

Mundo Maya Foundation was committed to prioritizing and serving these communities by:

- Finding safe spaces where people could meet and feel at ease during the group's interviews.
- Finding an effective and empathetic translator for the participating indigenous languages.
- Foment cultural pride.
- Addressing mental health trauma-informed engagement at pre-productions and production sites.
- Engage in emotional and mental healing while creating a safe space for personal storytelling and receiving support from a licensed clinical social worker (LCSW) at the film location.
- Raising awareness and educating these communities with information & access to mental health county referral services, call to action, and resources. These are traditionally undercounted and underserved indigenous populations.
- Treat them respectfully in a friendly environment, communicate empathetically, and get to their level, so that they can understand the impact on their communities.



IDENTIFYING THE TOPICS. We identified fifteen mental and spiritual health topics based on feedback from leaders in these communities. As a result of the community leader's choices from the survey, we narrowed it down to five relevant topics for the Public Service Announcements (PSAs).

These leaders are trusted and have influence with their Maya K'iche' (Guatemala) and Oaxacan (Mexico) populations, since they reside in LA County and are typically found in SPA 4 (Service Planning Area)

We developed a **Center-Based Design Survey** with the 15 pre-identified mental health issues affecting the community. These community leaders helped us to meet and survey people. We created a table and identified the 5-6 most important topics according to their responses and comments. (*Center-based design survey, part of the appendix*).

We had to simplify words and documentation for people. The user-centered design survey was too complex for them.

We ensured that any data or information shared in the PSA was culturally appropriate practice.

We created scripts based on the 5-6 main topics.

Given the current hostile environment created by the administration and the ICE raids, we faced several challenges.

We addressed these issues by having open and honest conversations, providing safe spaces for meetings, castings, and video recordings, and explaining the impact of these events in their communities in an educated way.

Most people did not want to fill out the survey forms or sign in for the meeting registrations. They were hesitant and afraid to provide personal information and preferred to be contacted via phone or WhatsApp messages. Many of the surveys were done by phone calls.

People felt safer and supported by having a licensed clinical social worker (LCSW) while filming the PSAs.

We filmed over 40 videos in 5 days and different locations. We noticed that some talent could not read Spanish or English. We were grateful to the translators and leaders who helped us



navigate all the language complexity challenges. All PSAs were edited, we included the logos of the UsCC Underserved Cultural Committee, LACMHD (Los Angeles County Department of Mental Health), MHSA (Mental Health Services Act) and MMF (Mundo Maya Foundation, along with Spanish subtitles, the 988 Suicide & Crisis Line, and the 800-854-777 and an action to call.

On May 1st, we launched our social media campaign in collaboration with Braven Foundation, our media expert.

The campaign was active on Instagram, Facebook, and YouTube, and it proved to be a success. For instance, one PSA in Chinanteco received 4,385 views within the first 19 days on Facebook.

A BIG CHALLENGE: Another hurdle came with META, as they temporarily blocked our PSAs on Instagram due to content issues, as they saw it as promoting domestic violence and bullying. The Braven Group solved it, and we moved forward with the campaign.

On a positive note, the videos were welcomed and shared on different platforms, not only in LA County. We succeeded in various California counties and other states in the USA, México, Latin America, and Spain.

We monitored Braven Group's work (FB, IG, and YouTube) and added other Social Platforms, such as "X" and LinkedIn, just to test engagement from other markets.

2. Key Findings

- Some people only speak their language but do not speak, read, or understand Spanish.
- Some people do not read Spanish; however, they speak and understand it.
- Some people speak their language. However, they do not read or write it.
- Some people who have an education in Mexico or Guatemala are professionals who speak their language and Spanish. However, they understand but do not speak or read English.
- Some people speak, write, and read their language, Spanish and/or English. They are active translators in the US court, the medical field, leaders at non-profits, and/or cultural associations, work in the restaurant business, car washes, mechanics, and some are business owners.

3. Outcomes

a. We worked relentlessly and fast to meet the deadlines. We had a great team that aligned with the project's goals. We were flexible with time and hours for the talent to work with us.



4.

Mundo Maya Foundation – PSAs Staff
Co-coordinator,

Barbara Rabelo, Co-coordinator, Sara Mijares, PSAs Producer & Coordinator,
Karla Silva, PR Director

b. We were able to identify community leaders and translators.



- c. People felt safer and supported by being in a place that was familiar to them. A licensed clinical social worker (LCSW) assisted & comforted them when they felt overwhelmed by emotions during the PSAs filming.
- a. People opened about their struggles during the meetings, castings, and filming. They realized the importance of helping their communities.
- b. People felt welcome and enjoyed the food and the casual, safe environment.
- c. The PSAs have been welcomed and shared among the Latin American immigrant communities locally and in their own countries.
- d. Leaders and participants connected and felt united through the meetings, creating new friendships among themselves regardless of cultural backgrounds.
- e. The young first generations were eager to talk about bullying, addictions, and other mental health disorders that were taboo in their communities

4. Impact

Greatest areas of impact

- a. The PSAs have impacted hundreds of people and helped to start conversations about anxiety, domestic violence, fear, bullying, addictions, alcoholism, loneliness, suicide, etc. Now, they know they can call the 988 Suicide & Crisis Line or 800-854-7771, 24/7.
- b. We had the opportunity to talk with family members of some of the persons who participated in the PSAs, and they shared that they felt empowered to share with others, breaking the silence. In some cultures, it is a shame to talk about what happens in their homes. It is not a custom to talk about problems with children and adults, or what happens at school or at home.
- c. Of all the groups we talked to, the Chinanteco were the ones that do not trust people from outside of their community. Although we reached out to leaders in their communities. Many wanted to share, but because of fear and prejudice, they abstained. The only person



who came through to speak up is a social worker who graduated in Mexico City and understands the need to reach out and speak to their people in their native language in Chinanteco.

Introduction

1. Background

Los Angeles County is home to many residents who immigrated from Oaxaca, Mexico (Speaking Zapotec and Chichimec) and Mayas (Speaking Maya K'iche') from Guatemala. They do not know their rights or how to access help through the government, including mental health services.

This project facilitated the creation and evaluation of a culturally centered public service announcement (PSA) by the Mundo Maya Foundation, produced in Latin American Indigenous Languages such as Maya K'iche' (Guatemala), Zapoteco and Chinanteco (Oaxaca, Mexico), and Spanish.

The PSA highlighted major mental health topics —bullying, depression, immigration fear, grief and family separation, suicide, domestic violence and addictions —using community testimony, traditional imagery, and culturally embedded storytelling.

The project emphasized language access, cultural pride, trauma-informed engagement, and emotional healing while creating space for personal storytelling and mental health awareness in underserved Indigenous immigrant populations.



2. PSAs Objectives

The main objectives were to:

- 1) **Promote** mental health awareness in Indigenous immigrant-speaking communities.
- 2) **Reduce** stigma around mental illness and emotional expression.
- 3) **Encourage** trust in the LACMHD and the mental health systems.
- 4) **Provide** a culturally familiar format to discuss trauma and healing.

3. The tasks of this grant look to:

- a. *Identify five (5) relevant topics to feature in the PSAs*
- b. *Dive into research to uncover culturally appropriate and effective practices for sharing data or information in the PSA.*
- c. *Ensure our message resonates deeply with the audience.*
- d. *Survey 10 unduplicated community members for each of the three Indigenous-identified languages to select the specific media, community-based organizations, and social media platforms used by the identified Latin American Indigenous community.*
- e. *Conduct a Social Media campaign of twenty PSAs (20), 30-60 sec. That will be posted & regularly boosted online on diverse social media platforms. Our audience will play a key role in identifying the most impactful social media platforms.*
- f. *To promote the 988 suicide & crisis line along with 800-854-7771 and action to call.*
- g. *To promote mental health awareness in underserved Latino Indigenous populations.*
- h. *Reduce stigma around mental illness and emotional expression in their communities and open conversations with family members or people they trust.*



i.

4. The Challenges

- Latino Indigenous people have a stigma associated with Western Medicine and *their customs*.
- Mental Health Providers must recognize the importance of finding balance in Spiritual, Physical, Emotional, and Mental Health, and understand that the Latino Indigenous immigrant's wellness is prevention.
- There is no trust in the Government's Leaders, facilities, fear of sharing information with ICE, little or no knowledge of governmental structures, policies, Western medicine practices, or credibility in medicines or drugs.
- Literacy schools on their language and access to their communities, and customs.

Recommendations (Solutions and Impact)

1. **To reach out & meet with leaders of different groups and associations that have already influenced these communities.**

SOLUTION: We proposed a cultural/arts/breaking bread approach.

IMPACT: Establish trust within a secure environment and ensure access to information in their native language, facilitating comprehension on how to obtain assistance and resources.

2. **To make sure that any of these people can reach out to the suicide and crisis lifeline 988 and 800-854-7771, 24 hours, 7 days a week. Be able to engage with someone who speaks their language.**

SOLUTION: Create a training program for translators and leaders to work with the LACDMH to address all issues and create a plan, budget, and goal.

IMPACT: To answer calls promptly, identify the language, and the need. Acknowledge respectfully the person, address the issue without long waits, and provide excellent service to fulfill their needs with a follow-up call/visit.



3. To create a safe environment to meet, assess, select, and hire people from their communities to be trained as leaders and to be part of policy making.

SOLUTION: Create a program to educate indigenous immigrants in their language to learn about Mental Health and the consequences of not taking care immediately. To work in their schools and communities with prevention by storytelling.

IMPACT: To lead with younger generations ready to address their mental health concerns. Provide solutions and help them get help. To provide access to a place where people can meet on their terms. A cultural center or private space that provides safety, education, and babysitting for their families to be able to change the status quo.

4. Make it simple, not complicated. The forms to fill out and the user-centered design survey are too complex.

SOLUTION: Have them write their names and info on a white sheet: name, cell, WhatsApp, email, and address. They get annoyed by sex, gender, etc.

Meet them at their level. Sometimes 3rd third-grade elementary level.

IMPACT: They feel more compelled to share in a non-threatening environment.

5. Develop campaigns, PSAs that provide actionable resources, such as local promotoras, culturally informed therapists, or community healing circles.

SOLUTION: People are asking for PSAs in Maya Yucatec, Nahuatl, and other languages, as we found many people who watched the PSAs and are willing to do it to get help for their communities.

IMPACT: People are curious and start having conversations about topics that were taboo in the past, willing to learn how to access and reach out for help.

6. Incorporate these PSAs into school curricula and community events to spark conversations in safe, supportive environments. Train youth leaders in peer mental health support strategies in their native language.



SOLUTION: Collaborate with LAUSD to share this project and request assistance in creating, promoting, and recognizing success.

IMPACT: A Great opportunity for young people to understand the Mental Health Department, Community Building, and Professional Paths.

7. **Create materials to share with families on how to recognize emotional distress and safely respond to signs of domestic violence, depression, or suicidal ideation.**

SOLUTION: A cartoon booklet, an art contest to recognize the signs of depression, and get to know the 988 Suicide & Crisis Line, and the 800-854-777. When to call, to reach out to a teacher, a trusted adult. Write affirmations and speak to them before school starts, watch movies, and create a conversation about their feelings and how to address them. A book club led by their peers.

IMPACT: Self-esteem goes up, they feel valued in their community, and understand the power of speaking for themselves/standing for themselves. Participants understand the value of participating as they want to help & change the status quo of their communities.

Analysis

1. Research methods

We collected quantitative and qualitative data from the actual communities in different ways:

We surveyed people with center-design surveys, as many as possible. Collected other information, such as topics of interest during meetings, calls, Zoom video calls, casting, and filming.

1. Meetings with leaders at different locations.
2. Meetings & Castings with leaders, translators, and the community.



3. Zoom meetings were arranged for those who work and could not meet during the day.
4. 3-way calls when their schedule would not permit them to come to the meetings.

2. Approaches used

1. *We brought on board quest Leaders from different organizations, including Maya K'iche', Zapotec, and Chinanteco (Oaxaca, Mexico), and Spanish, to open the conversation about the PSA's project. Get together with their groups and utilize a questionnaire to identify the 5 most important mental health topics their communities have trouble with and need help and support.*
2. *Once we identified the 5 topics, we created the scripts, had meetings with those community leaders involved, and asked them to identify people who spoke Maya K'iche', Zapotec, and Chinanteco. For Spanish, we task a Teacher from HS to identify bilingual students from indigenous roots.*
3. *We had different groups and individual meetings in which we performed interviews with people that were fluent in those languages, asked them to have conversations, film and/or task them to read the scripts and translate on the spot.*
4. *We realized that many people did not know how to read in Spanish or their language. Some tried to write down phonetic sounds on paper of what they wanted to say. Some had to memorize what they said from listening to somebody else and repeating.*
5. *We set up different appointments to start filming with the people that we selected from different rounds. Several people claimed to be fluent in their language and stated that they understood the scripts. However, just a handful came out with a fluent message after practicing their script many times. Also, another factor that impacted their performance was the actual topics, as we witnessed that they were living and remembering certain situations and emotions were shown in their voice, eyes, and body language. We had to take breaks and asked constantly if they were ok. We brought them water and gave them time and space to recover from either grief, anger, impotence, pain, fear, etc. As they relieved their generational traumas. Some were grateful for the*



opportunity to help their communities speak up and understand that they have access to the 988-suicide line and the 800 number to call. Some hope that when they call, people recognize their language, as many people speak only their language, not Spanish or English.

- 6. We filmed 20-40 PSAs in a week. We selected the ones that had 100% approval from the filming crew, Mundo Maya Foundation and translators that approved the message and language understanding, body language, lighting, etc.*
- 7. Subtitles in Spanish were added as well as the logos for UsCC, LACDMH, Mundo Maya Foundation and 988 as agreed with the SOW.*
- 8. These 20 PSAs were delivered in a USB to Dr. Evelyn in a coffee shop as we had some challenges with delivering technology via email with, We Transfer, and other methods. Also coincided with some union strike's events outside LACDMH.*
- 9. Mundo Maya Foundation contracted Braven Group/Foundation after reviewing several proposals and interviews. Braven Group, a consultant agency that could deliver a quality social media campaign within the time required by the grant. They did a great job, and their reports show and reflect the reality and results of the campaign from beginning to end.*
- 10. We had many challenges; however, we are grateful that we could meet them, get to know them, and actively listen to their hopes, needs, problems, and frustrations as immigrants and residents of Los Angeles, humbling us.*
- 11.*

3. Relevant facts and information

CLINICAL AND CULTURAL OBSERVATIONS, NONVERBAL COMMUNICATION AND EMOTIONAL EXPRESSION

Key Points made by the Licensed Clinical Social Worker.

During the filming process and community screenings, participants exhibited profound emotional depth. Notably:



- *When speaking about suicide or loss of loved ones, several participants became visibly tearful. A few had glazed or distant expressions, suggesting emotional dissociation often linked with generational trauma. Shoulders slumped, voices lowered, and silence often followed sensitive disclosures.*
- *Descriptions of missing family or their home country evoked long pauses, and most participants looked downward. Some tightly held woven cloth or clutched their hands, physical signs of tension and grief.*
- *Female participants expressed a wide range of emotions during conversations about suicide, grief, and domestic violence, many became tearful or paused mid-sentence, often looking away or holding their hands close to their chest. Their expressions conveyed a sense of emotional release and trust in the process.*
- *One participant, reflecting on domestic violence, appeared to relive her experience. Her voice trembled, and her gaze dropped as she described the events. I observed signs of acute emotional arousal, including shallow breathing and clenched hands. Recognizing this, I gently asked the film crew for a pause and offered her a grounding moment through brief breathwork. She regained composure and expressed deep gratitude. At the end of her segment, she said: **"I'm proud of myself. This is a message I needed to hear when I was younger. I'm glad to be part of this project."***
- *Male participants tended to speak in a more matter-of-fact tone on camera. Their body posture remained upright and composed, conveying a sense of respect, restraint, and emotional control. Some avoided direct references to their own feelings, instead focusing on community issues. However, off-camera or between takes, several men opened up more personally.*
- *One man said quietly, **"This topic hits home,"** and took a deep breath before continuing. These moments demonstrated that, while emotional expression may be more internally managed, the pain and relevance of the topics were deeply felt.*



Despite this, nearly all participants smiled or audibly sighed in relief when the clinician (LCSW) offered emotional support in Spanish. Several leaned forward, made eye contact, or nodded with visible gratitude, suggesting growing trust and safety in the space.

Relevant facts on the social media campaign

The campaign has successfully positioned Mundo Maya Foundation in front of a highly relevant audience from May 1 through June 30th, 2025 so far:

The Google Ads performance report for Mundo Maya, covering the period from May 7th to June 30th, 2025. It highlights the campaign's success in terms of reach, cost-efficiency, and user engagement. Key metrics include:

- 1,833 total clicks.
- 86,221 impressions, demonstrating strong interest and visibility.
- 2.13% CTR, confirms that users are not just seeing the ads — people are engaging with them.
- average CPC of \$0.33, dropped by 25% in the last week, showing that the campaign is becoming more cost-efficient over time while maintaining quality engagement.
- ✓ The campaign performed well across demographics, particularly among older age groups (55+), females, and the lower-income bracket.

These results reflect a campaign that has been highly effective in capturing attention and driving traffic at a competitive cost. The above-average CTR and low CPC are indicators of well-targeted creative and audience segments. The campaign maintained consistent performance throughout the time period with minimal fluctuation.



Audience Demographics:

- **Age Groups:** The strongest engagement came from the 55–64 and 65+ segments, followed closely by users aged 25–54, suggesting strong cross-generational interest in Mundo Maya.
- **Gender:** Female users accounted for the largest share of engagement, though male users also contributed significantly.
- **Household Income:** The “Lower 50%” income group was the most responsive, aligning well with efficient CPC outcomes.
- **Parental Status:** Click volume was balanced across parents and non-parents, signaling relevance across various lifestyle profiles.

Overall, the campaign has built a solid baseline of awareness and engagement. The ad delivery has reached a wide demographic spectrum while keeping acquisition costs lean — an ideal scenario for a brand building phase.

The final week (June 23–30) showed further optimization, with improved CTR (2.55%), reduced CPC (\$0.24), and increased engagement from younger audiences (25–44). The campaign demonstrated consistent relevance across various audience types and maintained cost-efficiency while driving awareness. Overall, the report reflects a successful and scalable advertising effort.

Section 2: Weekly Performance Snapshot (June 23rd – June 30th)

In the final week of the reporting window, campaign performance showed even stronger optimization signals, both in terms of efficiency and audience response.

Key Weekly Metrics:

- Clicks: 338
- Impressions: 13,242
- CTR: 2.55%
- Average CPC: \$0.24
- Average CPM: \$6.05



This period marked an improvement across several key performance indicators. The CTR increased to 2.55%, a significant jump from the all-time average. Simultaneously, the average CPC dropped to \$0.24, enhancing cost-efficiency without sacrificing reach or frequency.

Audience Trends (Week vs. All-Time):

- Age: Continued strength from the 55+ audience, but increased engagement from younger segments (25–44) suggests growing relevance among broader age groups.
- Gender: Female users remain the top-engaging segment, although male engagement is catching up.
- Income Bracket: The “Lower 50%” income group continues to be the highest-performing category, indicating a strong value-aligned audience.
- Parental Status: Balanced engagement from both parents and non-parents, confirming consistent interest across audience types.

Summary:

The final week of the campaign reinforced the trend toward optimization and efficiency. With increased click-through rates and reduced cost per click, the campaign is on a positive trajectory. **These results show that Mundo Maya’s message is resonating with its target audience, and the current approach is generating valuable awareness at a scalable cost.**

Facebook Engagement Metrics Overview

Facebook posts and content, as planned (ending on June 30th) show varied engagement levels, with a significant portion of views coming from non-followers. The overall reach and interactions indicate a need for improved content targeting and optimization strategies.

- Total views across posts: **12,000+**
- Total reach: **10,000+**



- Total interactions: **318**
- Most views (**91%**) from non-followers
- The highest engagement post had **4507** views and **106** interactions

Instagram Content Reuploads Performance

The performance of Instagram content reuploads on May 19th indicates a mixed response, with some posts achieving higher engagement than others. The metrics suggest that timing and content type significantly influence viewer interaction.

- Total views for reuploads: **231**
- Total reach: **187**
- Total interactions: **12**
- Watch time for one post: **13 minutes 48 seconds**
- Most views (**81%**) from non-followers

YouTube Engagement Metrics Overview

The performance on YouTube was slow but steady. From May 1 through June 9, 2025.

- **Total views on YouTube (All 20 PSAs): 14,013**
- The top 3 PSAs watched:
- Maya K'iche' / **6,988** views. Break the Silence/Domestic Violence/Female Speaker



- Spanish / **3,488** views. Breaking the Silence/Domestic Violence/Female Speaker
- Chinanteco/ **3433** views. There is hope/Depression, and Suicide.

“X” Engagement Metrics Overview / Karla Silva

Although X was not part of this project, we were curious about the reaction and engagement in this platform.

Total number of views in X: **367** from May 16 to June 13, 2025

LinkedIn Engagement Metric /Barbara Rabelo

LinkedIn was not part of the project; however, **we posted once** on this platform to see reactions.

- Impressions: **25,603**
- Members reached: **18,448**
- Profile viewers from this post: **25**
- Followers gained from this post: **20**
- Reaching out mostly to the Los Angeles Metropolitan Area and other countries.



Brand Awareness Campaign per Language

The brand awareness campaigns for different languages show growth in **reach** and **engagement**, particularly for the Mayan and Spanish campaigns. This suggests a strong cultural resonance and potential for further targeted outreach.

1. Mayan campaign **reach: 55,154 (+19.5%)** / Impressions: **65,308 (+23.9%)**
2. Chinantec campaign **reach: 55,145 (+18.6%)**/Impressions: **64,156 (+22.8%)**
3. Zapotec campaign reach: **54,821 (+18.2%)**/Impressions: **64,582 (+22.2%)**
4. Spanish campaign reach: **53,628 (+18.5%)**/Impressions: **64,897 (+23.7%)**

Targets

✦ **Age - Top age groups:** ○ 65+ ○ 55–64 ○ Followed by 45–54 → The campaign is resonating strongest with older audiences.

✦ **Gender**

Female: 57% of total clicks

Male: 42% → The ad creatives are particularly appealing to women.

✦ **Household Income**

Most clicks (90 %+) come from users in the lower 50% income bracket → Opportunity to highlight affordability and accessibility in future messaging.

✦ **Parental Status • Balanced engagement:** ○ Not a parent: ~53%



Other Social Media Outlets

For “X,” the recommendations from Karla Silva, PR & Social Media consultant were:

- **Quality and Relevant Content:** Publish content that resonates with your audience and experiment with formats (videos, images, text, polls). (No budget allocated)
- **Interaction and Calls to Action (CTAs):** Encourage participation with questions, polls, and clear CTAs that invite commenting, sharing, or clicking. Respond to comments. (No budget allocated)
- **Consistency and Optimal Schedules:** Maintain a regular posting frequency and post when your audience is most active. (Scheduled to do once a week/report as per budget permitted)

For LinkedIn, the recommendations from Barbara Rabelo, Mundo Maya Foundation PSAs Co-Coordinator were:

- To develop a strategy to connect and share empathy, recognizing that we are all human beings. Bullying at work/Schools/Universities, Domestic Violence, Anxiety, work loss, massive layoffs, ICE environment, possible war, and/ or retaliation, etc.
- The PSAs addressing Mental Health issues, such as bullying, domestic violence, Suicide, and/or depression, can be posted in this platform in English, Spanish, and other languages.
- Analyze other companies, hospitals, schools, and places of worship where different languages and people can benefit from these PSAs, engaging USCCs and other Non-Profit Organizations.



- Promote the 988 suicide & crisis line, along with 800-854-777, especially now that many people are losing their jobs, there is a hostile environment under the current administration, and awareness in general.

General Observations. With the increased raids by ICE every day in LA County, some people who were our talent shared their fear of face recognition and being targets for deportation, with increased activity on social media.

Key Insights, Recommendations & Next Steps

The Social media campaigns started with a strong performing CTR (click-through rate), indicating effective messaging and audience segmentation. May 1, 2025, through June 23, 2025.

Future steps include optimizing ad campaigns and reposting PSAs to enhance relevance.

- Cultural resonance is noted in Mayan and Spanish campaigns.
- Optimizing campaigns based on insights and reposting PSAs throughout June.
- Focused on follow-up with the Oaxaca leaders and asking them to post in their WhatsApp groups in Chinantec and Zapotec.
- Task HS Teacher to share the PSAs in a safe setting, targeting younger generations.
- Good CTR Performance: Despite being under the ideal 1% CTR due to the content's formatting (shot horizontally and not being optimized for vertical and square formats) we're getting traffic, which means that the message is impacting, and the segmentation is adequate. Cultural Resonance: Since the campaign is nearing the end of the scheduled run, we see a slight decrease in the volume of clicks, but the overall campaign leaves us with interesting learnings for future campaigns if the County would like to engage these audience segments again.
- Changing the PSAs' captions, monitoring everyday performance on SM, reposting, liking, sharing, etc.



Conclusion & Final Recommendations

Actions to need to be taken after the PSA's campaign

- Create awareness, measures, and support for these Indigenous Immigrant Diasporas. A continuous support services unit with access to qualified translations by their peers, bilingual personnel answering the 988 to ensure that mental health support services are accessible in indigenous languages, and medical support mobile units are ready to support them in a safe environment.
- Measure the effectiveness of the implemented recommendations and report back to the community with accurate reporting, sustaining the need, and creating a budget to assess their needs and resources.
- Implement training and an accessible & simple process to hire adult and youth Latin American leaders in peer mental health support. Interactive training on answering calls and identifying levels of distress, using appropriate etiquette and cultural respect in their language and customs.
- Create a safe and trusted environment outside of the LACMHD and other meetings to meet and foster relationships where these Latino-American Indigenous Communities meet and break bread. Earn their trust and respect.
- With the increased ICE raids in May and June 2025, every day in different cities of LA County, churches, schools, home invasions, workplaces, gas stations, restaurants, etc. Some people who were our talent shared their fear of face recognition and being targets for deportation, with increased activity on social media. We have to protect people's information.



Findings of the project

- ✓ Indigenous peoples are not counted in the Census properly. Therefore, they lack services in the Los Angeles County Budget.
- ✓ Senator Lena Gonzalez championed SB1016. As California signed into Law SB1016, “The Latino and Indigenous Disparities Reduction Act”. It will require the California Department of Public Health (CDPH) to collect and disaggregate anonymous demographic health data on the ancestry or ethnic origin of specified Latino and Indigenous Peoples. (Circa 2027) Identify opportunities to start working on this law and Proposition 1.
- ✓ Literacy is a challenge in all languages. Writing and reading are not taught in schools. Is a legacy passed from generation to generation. We need schools that address their needs, respect, and support their cultural background.
- ✓ Some communities are not open to trust and/or change their ways.
- ✓ We all must work together and follow up after the PSAs campaign. Make sure there is a backup workforce, policies, budget, and community engagement to provide these Latino American Indigenous immigrant communities with a first-world Mental health service.

The personal information of participants in this project is protected by the Mundo Maya Foundation as requested by participants.



With Gratitude to:

The Latino USCC, Dra. Evelyn Espinoza, Jennifer Alquijay, Elaine Waldman, Dra. Mirtala Parada Ward and all their support team of experts.

Mundo Maya Foundation Participating board members:

Sara Z. Mijares, President, **Karla Silva**, PR, **Frida Mejia**, Mayan Youth Ambassadors **Lizbeth Gallegos**, MC, Talent, **Barbara Rabelo**, Former Director of Education.

Collaborators:

- **Maqueos Music Institute**
- **Maya Vision**
- **Heart of LA (HOLA)**
- **CBRU (Club Basketball Raza Unida)**
- **AJUA, (Asociación Jalisciense Unidos en Acción)**
- **Grand Park Foundation**
- **Veronica Hernandez, LCSW - 1 Generation Counseling Services**
- **Braven Foundation, and**
- **all participants of the Latino American Indigenous Immigrant Social Media Campaign PSAs**



APPENDIX

SURVEY CENTER-DESIGN

Research Identification of TOPICS for PSA

Marzo 29, 2025

Identificación de temas para Anuncios de Servicio Público PSAs

Mundo Maya Foundation y _____ estamos colaborando con el Departamento de Salud Mental del Condado de Los Ángeles, MHSA, Latino UsCC para hacer unos Anuncios de Servicio Público (**PSA**) para las comunidades Zapotecas, Chinantecas, Ki'che' y español. Nuestras comunidades sufren de problemas de salud mental y estos anuncios de servicio público, serán una herramienta para identificar síntomas y donde llamar para ayuda en su idioma. Le estamos solicitando su participación como miembro de su comunidad indígena inmigrante en Los Ángeles. Con su ayuda podemos identificar los temas de mayor importancia que afecta a sus familias, amigos, vecinos, etc. para que los PSAs sean relevante a sus comunidades. Al terminar los PSAs se los compartiremos para que ustedes también compartan en sus redes sociales y promover los mensajes.

A continuación, hay una lista de temas. Les pedimos que las numeren en términos de prioridad siendo el #1 el más importante y así consecutivamente hasta el #5.

Nonprofit collaborator: _____

Líder ____ Comunitario ____ Empresarial ____

NOMBRE/Name _____ Edad: _____ (Optional)

Dirección/Address _____

Ciudad - _____ Zip code/Zona Postal _____

Email: _____

Cell: _____

Originario de: _____



Lenguas que habla: _____

Temas de Salud Mental/ *Mental Health Topics*

Favor de identificar en orden numérico los temas que padece su comunidad desde su experiencia como líder comunitario. Escribe del 1 al 5 siendo “1” el más importante y así consecutivamente.

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- _____ Suicidio
- _____ Depresión /Autoestima/Low self-esteem
- _____ Adicciones: drogas, Fentanilo, padres victimas – miedo a que más niños se estén muriendo
- _____ Indigencia/homelessness
- _____ Violencia Doméstica /Domestic violence
- _____ Alcoholismo
- _____ Presión de los compañeros /Bullying /Peer Pressure/Bullying
- _____ Adicción a redes sociales y celulares Adicción a juegos electrónicos en celulares
- _____ Acoso Sexual
- _____ Estigma de Salud Mental – reconocer enfermedades:
- _____ Miedo/Fear –a nuevo sistema de gobierno Inmigración.
- _____ Miedo a perder los hijos en drogas/ Miedo a perder el trabajo,
- _____ Perdida/DUELO/Losing someone
- _____ Hate

PHOTO COLLAGE OF PSAs



Registration & Consent Forms, Waivers for usage of image in PSAs



Participant signing consent form and media waivers



Food and drinks for PSAs participants during filming



First meeting with groups and private



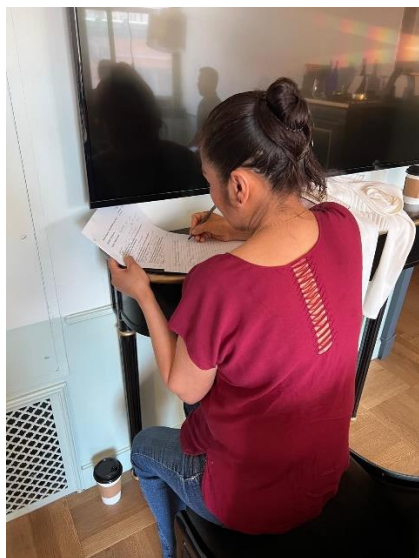


Couple practicing filming scripts in Spanish

Topic Domestic Violence



Sara Mijares, PSAs Producer & Coordinator with consultant Veronica Hernandez, LCSW of 1 Generation Counseling Services on site.



Participant practicing script





Rehearsing scripts



Mundo Maya Foundation staff being screened for potential filming participation