



EE/ME Youth Social Media Project

PROLIFIC STYLES AGENCY

Los Angeles County Department of Mental Health
Behavioral Health Services Act (BHSA)

December 2025 – June 2026

Submitted June 2026



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



988 | **SUICIDE & CRISIS
LIFELINE**

The Youth Social Media Outreach Project was developed and implemented by Prolific Styles Agency (PSA) under contract with the Los Angeles County Department of Mental Health (LACDMH), through the Eastern European Middle Eastern (EE/ME) Underserved Cultural Communities (UsCC) Subcommittee, funded by the Behavioral Health Services Act (BHSA). The project was conducted between December 2025 and June 2026.

Purpose & Goals

The purpose of the Project was to increase awareness and knowledge of the signs and symptoms of mental illness, and to improve access to mental health services for Russian/Ukrainian-, Arabic-, and Farsi-speaking community members in Los Angeles County — particularly Transitional Age Youth (TAY) and teenagers in Service Areas 2, 3, 4, and 5, where these communities are most concentrated. By meeting young people on the social media platforms they already use, the Project aimed to promote individual empowerment and community resilience, reduce stigma, and increase utilization of mental health services through culturally relevant, stigma-free content.

Key Activities & Components

- **Video Production:** Produced 20+ thirty-second mental health videos and social media posts, delivered by Russian/Ukrainian-, Arabic-, and Farsi-speaking young adults and teenagers, with at least seven (7) videos in English for each community per the SOW objective.
- **Distribution:** The series launched March 6, 2026, with new videos posted across TikTok, Instagram (@beyonyourmentalhealth and @lacdmh), YouTube, and Threads for a six-month broadcast window, designed to remain live and accessible well beyond the grant period.
- **Resource Linkage:** Every post included where and how to access mental health services — the LACDMH 24/7 Help Line (800-854-7771) and 988 Suicide & Crisis Lifeline.
- **Evaluation:** A retrospective post-then-pre questionnaire and project evaluation survey (both Likert-scale with open-ended items) measured changes in awareness, access knowledge, and stigma reduction.
- **Resource List:** A culturally and linguistically appropriate EE/ME-specific mental health resource list (compiled by Dr. Jamie Johnson, PSY.D.) was distributed in print and as a downloadable PDF, and hosted online at www.prolificstyles.com/resourceslac. See Appendix C.

Alignment with SOW Objectives

SOW OBJECTIVE	TARGET	RESULT	STATUS
30-second mental health videos produced	20	31	Met / Exceeded
English-language videos per community	≥7 each	Met	Met
Unique participant views	≥100	150	Exceeded
Viewers recruited toward 150-view goal	200 → 150	150 surveyed	Met
Total collective social media views	—	54,225	Exceeded

II PROGRAM & PROMOTIONAL MATERIALS

All program and promotional materials were submitted to LACDMH for review and approval prior to public release, and displayed the three required logos: the **LACDMH logo**, the **EE/ME UsCC logo**, and the **BHSA logo**. All materials were developed in alignment with current Department branding and messaging guidelines.

Video Content by Community

COMMUNITY	LANGUAGES	MENTAL HEALTH TOPICS COVERED
Russian / Ukrainian	Russian, English	Silent panic attacks · Understanding anxiety · Recognizing early signs of depression · Asking friends for support · Accessing resources · Mental health impact of the Russian–Ukrainian war on youth
Persian	Farsi, English	Emotional impact within our communities · Current events & community grief · How to ask for help · Accessing mental health resources · Social media & emotional well-being
Arabic	Arabic, English	The pressure we carry · What will people say · Knowing where to find support · Stigma & help-seeking · Family & community expectations

Promotional & Outreach Materials

- **Flyers & promotional materials** were developed and distributed (3,000+ flyers) across all targeted Service Areas, advertised at least two weeks prior to airing and refreshed regularly, per SOW requirements.
- All flyers and social media posts included the **LACDMH 24/7 Help Line (800-854-7771)** and **988**, and provided a means to request accommodations (interpretation, translation, mobility, dietary needs).
- All translated materials were reviewed and vetted by individuals fluent in the respective language to ensure accuracy and cultural appropriateness, and approved by LACDMH prior to distribution.

Distribution Platforms

PLATFORM	ROLE	PLATFORM	ROLE
TikTok	Primary short-form video	YouTube (Shorts)	Long-tail discoverability
Instagram (Reels)	Primary short-form video	Threads	Community conversation

Monthly Viewership Log (Deliverables 4.2B / 4.4)

Per the SOW, a monthly viewership log was maintained from each social media platform. The campaign launched March 6, 2026; figures below are drawn directly from native platform analytics (Instagram Insights and YouTube Studio).

MONTH	INSTAGRAM VIEWS	YOUTUBE VIEWS	IG ACCOUNTS REACHED
March 2026*	238	8,644	119
April 2026	16,170	9	4,578
May 2026	26,908	5,298	6,374
June 2026 (1–22)	2,251	206	241
TOTAL	45,567	14,157	11,312

Monthly views by platform — Instagram drove the majority of reach following the March 6 launch

**March reflects the partial post-launch window (campaign launched March 6; Instagram figure shown for Mar 25–31). Combined Instagram and YouTube views across the campaign period total 54,225 (as of date June 22, 2026). May YouTube views were separately captured in the monthly export. Instagram engagement in the peak month included 130 likes, 7 shares, and 29 profile views; audience skewed heavily toward non-followers (74–96% month over month), indicating strong organic discovery beyond the existing follower base.*



Culturally Relevant Mental Health Resource List

A comprehensive, EE/ME-specific mental health resource list was compiled in a brief, easy-to-read format, including culturally and linguistically appropriate services, support groups, hotlines, community-based organizations, and therapy providers. It included the LACDMH 24/7 Help Line (800-854-7771) and 988, was approved by LACDMH, and distributed to participants (in print and as a downloadable PDF) and to the public via social media. The full list is provided in Appendix C, and the promotional flyer in Appendix B.



III

STRENGTHS & BARRIERS

Strengths & Successes

- **Authentic, community-delivered messaging.** Videos were delivered by Russian/Ukrainian-, Arabic-, and Farsi-speaking young adults and teenagers, increasing relatability and trust among TAY audiences.
- **Cultural adaptation over direct translation.** Each video was adapted to the specific values, idioms, and lived experiences of its community rather than translated word-for-word — consistently cited as a strength in viewer feedback.
- **Strong reach on youth-native platforms.** Meeting youth on TikTok, Instagram, YouTube, and Threads generated more than 54,000 collective views and sustained engagement.
- **Measurable knowledge gains.** All three evaluation indicators improved meaningfully (see Section IV).
- **Sustainability.** Content remains live across platforms and will continue to serve the community well beyond the grant period.
- **Stakeholder engagement.** Members of the Quality and Productivity Commission (QPC), including Commissioner Rambo, attended a February production day to observe filming and engage with participants firsthand.

Challenges & Barriers

- **Current events.** Global events affecting the Farsi- and Russian/Ukrainian-speaking communities shifted the emotional landscape mid-project, requiring sensitive revisions to several videos and subtitles.
- **Geographic spread of engagement.** Because content was distributed on public social platforms, a meaningful share of organic engagement came from viewers across Greater Southern California beyond LA County — valuable reach, though only in-County respondents are counted toward Service Area targets (see Section IV).
- **Stigma.** Mental health stigma remains a significant barrier in these communities; sustained, repeated messaging will be needed to deepen impact over time.



IV SUMMARY OF EVALUATION DATA

Evaluation data was collected via a 150-response retrospective post-then-pre questionnaire using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) with an open-ended qualitative item. All 150 responses were analyzed using a matched retrospective (post-then-pre) design.

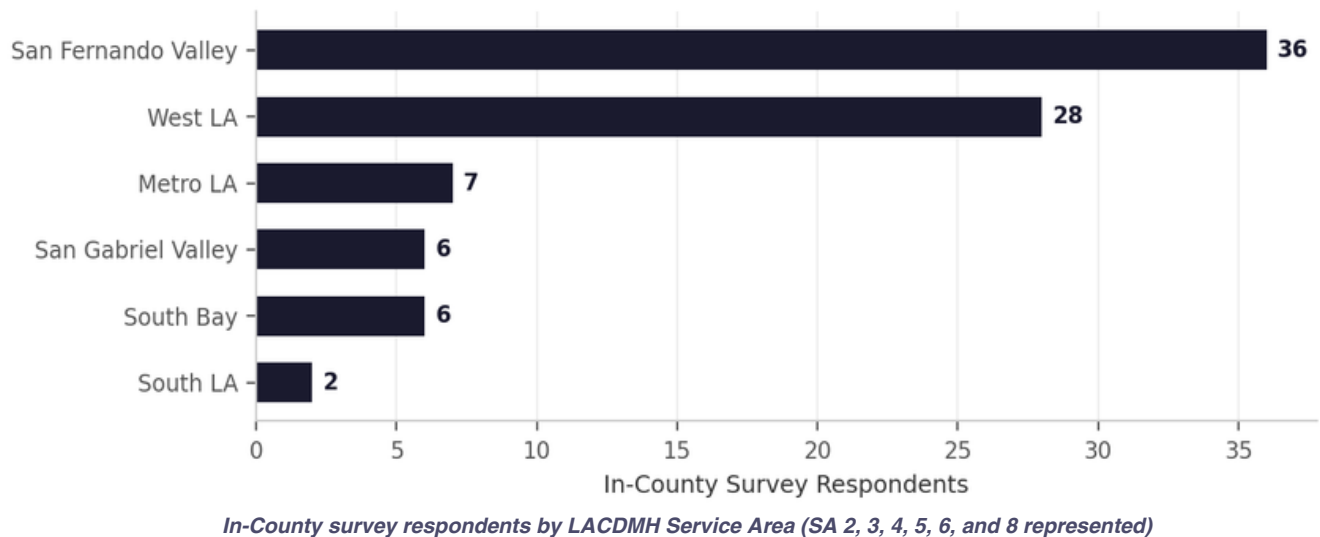
Participant Demographics

CULTURAL BACKGROUND	RESPONSES	AGE GROUP	RESPONSES
Arabic	56 (37%)	Ages 13–26	38 (25%)
Farsi	49 (33%)	Ages 13–26	35 (23%)
Russian / Ukrainian	30 (20%)	Ages 13–26	59 (39%)
Multi-cultural / Mixed	12 (8%)	Ages 13–26	17 (11%)
Other	3 (2%)	Total	150

Respondents reflected diverse representation across age, ethnicity, language, and geography, consistent with the SOW's diversity goals. Each participant was assigned a unique identifier code to support anonymous tracking; sign-in data captured age, gender, linguistic capacity, ethnicity, and zip code.

Geographic Reach by LACDMH Service Area

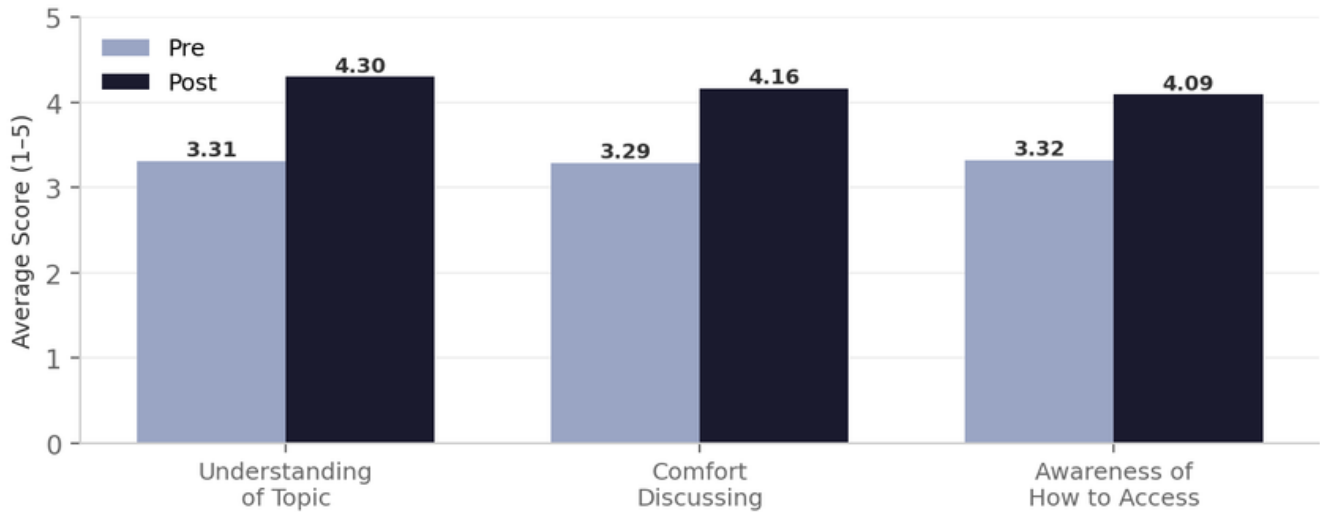
Of the 150 respondents, those with verified Los Angeles County zip codes are distributed across **six Service Areas** below, with the strongest representation in the targeted high-concentration areas (SA 2 and SA 5). Additional organic engagement reached viewers across Greater Southern California beyond LA County.



Pre / Post Outcomes — Matched Analysis

The questionnaire measured the three outcomes mandated by the SOW: increased understanding of mental health disorders, improved knowledge of how to access services, and reduced stigma. All three improved measurably.

OUTCOME INDICATOR (SOW 4.1B)	PRE	POST	CHANGE	% IMPROVED
Increased understanding/awareness of mental health disorders	3.31	4.30	+0.99	70%
Improved knowledge of where/how to access services	3.32	4.09	+0.77	64%
Reduced stigma — comfort discussing mental health	3.29	4.16	+0.87	62%



Pre vs. post average scores across the three SOW-mandated outcome indicators (n=150)

100% of respondents indicated they would recommend the content to others. The most frequently requested future topics were Stress Management, Anxiety, Social Media & Mental Health, Family Communication, Grief & Loss, and Depression.



V

COMMUNITY & PARTICIPANT FEEDBACK

The open-ended survey item invited viewers to share what was most helpful about the content. Representative responses are below, reflecting the campaign's resonance across all three communities.

"Learning about 988 was the most helpful part."

"I appreciated seeing real experiences shared."

"I learned where to go for support in Los Angeles County."

"I liked hearing someone from my culture talk openly about mental health."

"The discussion about anxiety felt very relatable."

"I didn't know about the LACDMH helpline before this video."

"This helped me feel less alone."

Distribution of 'Most Helpful' Responses

VIEWER RESPONSE	SHARE
Learning about 988 was the most helpful part.	~22%
I appreciated seeing real experiences shared.	~21%
I learned where to go for support in Los Angeles County.	~17%
I liked hearing someone from my culture talk openly about mental health.	~13%
The discussion about anxiety felt very relatable.	~12%
The coping strategies were practical and easy to understand.	~9%
This helped me feel less alone.	~6%

Participating Talent

Videos were delivered by community members representing each target language group. To protect privacy, participants are identified by first name and last initial only; full consent, photo/media release, and liability waivers were obtained and are retained on file.

PARTICIPANT	COMMUNITY REPRESENTED	PRODUCTION DAY(S)
Luba R.	Russian / Ukrainian	Jan 10 & Feb 19, 2026
Yasmin T.	Farsi	Jan 10, 2026
Sam H.	Farsi	Jan 10, 2026
Nikita A.	Russian / Ukrainian	Jan 10, 2026
Valeriia M.	Russian / Ukrainian	Jan 10, 2026
Layla A.	Arabic	Feb 19, 2026

A licensed mental health professional was available throughout project activities to provide consultation and referrals for any participant experiencing emotional distress, and participants expressing interest in services were connected to culturally and linguistically appropriate care.

VI RECOMMENDATIONS FOR LACDMH

Based on outcomes, feedback, and lessons learned, PSA offers the following recommendations to improve outreach, engagement, and service delivery for future programming:

- **Expand into additional threshold languages.** Extend the model to Armenian and other EE/ME threshold languages to reach communities not yet served by existing content.
- **Expand development youth-focused storytelling initiatives.** A Community Voices Showcase — supported through the Take Action Grant Program — had featured campaign actors, spoken-word artists, and Arabic and Armenian poets. This model should be continued and expanded.
- **Strengthen in-County targeting.** Refine flyer and ad geo-targeting toward SA 2–5 zip codes to concentrate engagement within the highest-priority LA County Service Areas, while continuing to welcome organic regional reach.
- **School- and campus-based distribution.** Partner with the nine Los Angeles Community Colleges and local high schools to distribute content directly to TAY audiences.
- **Foster youth outreach.** Continue exploration collaboration with DCFS to extend content to foster youth, a population with disproportionate mental health needs and limited access to culturally relevant resources.
- **Sustain multilingual campaigns.** The measurable gains here confirm that culturally adaptive, multilingual short-form content is an effective, sustainable strategy LACDMH should continue funding.

STATEMENT OF COMPLETION

The EE/ME Youth Social Media Outreach Project for the Russian/Ukrainian, Arabic, and Farsi-speaking communities successfully fulfilled all deliverables outlined in the Statement of Work. PSA produced 20+ culturally adapted, multilingual thirty-second videos across four languages, distributed them across TikTok, Instagram, YouTube, and Threads, and reached 54,225 collective views. Evaluation data from 150 respondents confirmed measurable improvement across all three SOW-mandated outcomes: increased understanding of mental health disorders (+0.99), improved knowledge of how to access services (+0.77), and reduced stigma (+0.87).

All videos remain publicly accessible on PSA and partner social media channels and continue to provide culturally relevant mental health education and referral information beyond the grant period.

All deliverables were completed within the approved project period and prior to the June 30, 2026 SOW deadline, in accordance with the approved fee schedule. All supporting documentation — sign-in records, consent and media-release forms, monthly viewership logs, and completed questionnaires — is retained and available to LACDMH upon request.

PREPARED BY

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SUBMITTED TO

Los Angeles County Department of Mental Health
Program Support Bureau – Quality Improvement Division
Underserved Cultural Communities (UsCC)
EE/ME Subcommittee

All materials produced under this project display the LACDMH, EE/ME UsCC, and BHSA logos and are the property of LACDMH.
Funded by the Los Angeles County Department of Mental Health through the Behavioral Health Services Act (BHSA).

PSA appreciates the support of the EE/ME UsCC Subcommittee, LACDMH staff, Quality and Productivity Commission members,
participating youth, community partners, and project volunteers.

APPENDIX A — VIDEO TOPIC & POSTING SCHEDULE

Per Deliverable 4.1A, a topic and marketing schedule was developed and submitted to LACDMH prior to implementation. The campaign launched **March 6, 2026**, with new videos released weekly across Instagram (@beyondyourmentalhealth and @lacdmh), TikTok, YouTube, and Threads. Language-specific releases were issued in English, Russian, Farsi, and Arabic.

TOPIC AREA	COMMUNITY FOCUS	LANGUAGE RELEASES
Anxiety & silent panic attacks	All communities	English · Russian · Farsi · Arabic
Depression & early warning signs	All communities	English · Russian · Farsi · Arabic
Generational trauma	All communities	English · Russian · Farsi · Arabic
Community grief & tragedy	Farsi · Russian/Ukrainian	English · Russian · Farsi
How to ask for help	All communities	English · Russian · Farsi · Arabic
Where to find mental health resources in LA County	All communities	English · Russian · Farsi · Arabic
The pressure we carry / What will people say	Arabic	English · Arabic
Social media & emotional well-being	All communities	English · Russian · Farsi · Arabic

A complete month-by-month viewership log, obtained from each social media platform per Deliverables 4.2B and 4.4, is maintained by the Consultant and submitted to LACDMH under separate cover.



APPENDIX B — PROMOTIONAL FLYER

The campaign flyer below was developed per Deliverable 4.2A, submitted to LACDMH for approval prior to distribution, and displays the required LACDMH, EE/ME UsCC, and BHSA logos along with the LACDMH 24/7 Help Line (800-854-7771) and 988.

Youth Community Voices for Mental Health

A Short-Form Video PSA Series
Created by *Prolific Styles Agency*
In Partnership with the Los Angeles County
Department of Mental Health (*LACDMH*)



WHAT'S COMING

A powerful youth-led mental health video series designed to meet young people where they are — on social media.

These short-form PSAs highlight real, everyday mental health experiences that often go unseen, unnamed, or misunderstood — while connecting viewers to trusted support and resources

LANGUAGES FEATURED

Language-specific releases in:
English • Russian • Farsi • Arabic

TOPICS INCLUDE

- Anxiety & silent panic attacks
- Depression & early warning signs
 - Generational trauma
- Community grief & tragedy
 - How to ask for help
- Where to find mental health resources in LA County

WHEN & WHERE TO WATCH

Starting March 6, 2026
Follow along on Instagram:
[@beyondyourmentalhealth](#)
[@prolificstylesagency](#)
[@lacdmh](#)
New videos every Monday & Friday



SUPPORT IS AVAILABLE

If you or someone you know needs help:
☎ Call or Text **988**
☎ LACDMH Access Line: **800-854-7771**



WELLNESS • RECOVERY • RESILIENCE



Campaign promotional flyer — 'Youth Community Voices for Mental Health'

APPENDIX C — CULTURALLY RELEVANT MENTAL HEALTH RESOURCE LIST

Per Deliverable 4.3A, the EE/ME-specific mental health resource list below was compiled (by Dr. Jamie Johnson, PSY.D.), approved by LACDMH, and distributed to participants in print and as a downloadable PDF, and to the public via social media. It is organized by community and includes crisis lines, the LACDMH 24/7 Help Line (800-854-7771), 988, and culturally and linguistically appropriate providers for the Arab/Middle Eastern, Persian/Iranian, Eastern European, and youth-focused communities. Available online at www.prolificstyles.com/resourceslac.

Los Angeles County

EE/ME Mental Health Resources



LOS ANGELES COUNTY
DEPARTMENT OF
MENTAL HEALTH
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EASTERN EUROPEAN
MIDDLE EASTERN
COMMUNITIES

988

SUICIDE & CRISIS
LIFELINE

CRISIS & COUNTY SERVICES

LA County Dept. of Mental Health — ACCESS Center

24/7 Help Line: 800-854-7771

Crisis Support: Call or text 988

Interpretation services available in multiple languages.



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

988 Suicide & Crisis Lifeline

Call or text 988 | Available 24/7

Multilingual support available.

988

SUICIDE & CRISIS
LIFELINE

MIDDLE EASTERN & ARAB COMMUNITY RESOURCES

Arab American Mental Health Association (AAMHA)

Website: arabmentalhealth.org

Resources, education, provider info, and culturally relevant materials for Arab communities.



AMENA Psychological Association

Website: amenapsy.org

Therapist directory serving Arab, Middle Eastern, Muslim, and North African communities.



American Muslim Health Professionals (AMHP)

Website: amhp.us

Mental health education and provider resources for Muslim communities.



Access California Services

Phone: 714-917-0440

631 S Brookhurst St., Suite 107, Anaheim, CA 92804

Mental health referrals, family support, youth services, and immigrant assistance.



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PERSIAN / IRANIAN COMMUNITY RESOURCES

Iranian American Women's Foundation

Phone: 877-463-4293 | Website: iawfoundation.org

Support services, educational programs, and community resources.



Farhang Foundation

Website: farhang.org

Cultural organization serving Southern California's Persian community with resource connections.



EASTERN EUROPEAN RESOURCES

International Institute of Los Angeles

Phone: 323-224-3800

3845 Selig Place, Los Angeles, CA 90031

Refugee services, immigrant support, referrals, and family assistance.



Ukrainian Culture Center Los Angeles

Phone: 323-662-8744

4315 Melrose Ave, Los Angeles, CA 90029

Community support and referrals for Ukrainian families.



HIAS Refugee Support Services

Website: hias.org

Refugee and immigrant support, including trauma-informed referrals.



GENERAL MENTAL HEALTH — DIVERSE COMMUNITIES

Didi Hirsch Mental Health Services

24/7 Crisis Line: 988 | Administrative: 888-807-7250

Multilingual mental health and crisis services throughout Los Angeles County.



NAMI Greater Los Angeles County

Phone: 310-889-7200

Support groups, education, and family resources.



Mental Health America of Los Angeles

Phone: 562-285-1330

Peer support, housing support, recovery services, and community wellness programs.



YOUTH-FOCUSED RESOURCES

The Help Group

Phone: 818-779-5198

Mental health, autism, learning differences, and family support services.



California Youth Crisis Line

Call or Text: 800-843-5200 | Available 24/7

Free and confidential support for youth and families.



In crisis? Call or text **988** — available 24/7
List compiled by Dr. Jamie Johnson, PSY.D.
www.prolificstyles.com/resourceslac

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

988 | **SUICIDE & CRISIS
LIFELINE**

