

LACDMH + BAH USCC

COMMUNITY OUTREACH & ENGAGEMENT PROJECT

FINAL REPORT

Prepared by Project Pit for LACDMH Black and African Heritage UsCC

Project Period: 2025 – June 30, 2026

BRIDGING THE GAP IN MENTAL HEALTH ACCESS

Project Pit partnered with Black and African Heritage (BAH) UsCC, the Underserved Cultural Communities subcommittee under LACDMH, to design and execute a countywide outreach campaign — connecting Black/African American, Afro-Caribbean, Afro-Latino, and continental African residents to culturally grounded mental health resources, support, and community.

Through three signature cultural events, five community partner activations, and a growing network of trusted local organizations, the campaign met residents where they already gather — normalizing mental health conversations and reducing stigma.



1,800

Black and African Heritage residents reached

3

Signature cultural events

5

Community partner activations

25+

Partner organizations engaged

WHAT THE CAMPAIGN SET OUT TO ACHIEVE

INCREASE AWARENESS & ACCESS

Directly connect with at least 1,800 LA County residents through targeted outreach and culturally relevant information about LACDMH services.

BUILD TRUST & REDUCE STIGMA

Create safe spaces for open dialogue through 3 signature outreach events tied to Black cultural observances, plus participation in 5+ community events.

STRENGTHEN COMMUNITY PARTNERSHIPS

Establish or deepen formal collaborations with 10+ community-based organizations, faith institutions, and local businesses.

ENHANCE CULTURAL COMPETENCE

Compile and share a BAH-specific Mental Health Resource List, grounded in storytelling and lived experience.

OUR APPROACH

STRATEGY

Community Outreach

Engagement & Collaboration

Data & Research

Events

CARTOGRAPHY (MAP THE UNIVERSE)

Increase Awareness & Access

Build Community Trust

Reduce Stigma

Strengthen Partnerships

Enhance Cultural Competence

Resource Accessibility

COLLABORATE & MEASURE

Collaborate with BAH UsCC

Measure Impact & Data

PART ONE

THREE SIGNATURE EVENTS

Anchored to Black History Month, Mental Health Awareness Month, and Juneteenth — each event paired culturally affirming programming with direct access to mental health resources.

BLACK HISTORY MONTH • FEBRUARY 1

BREATHE GOOD



PREPARED BY PROJECT PIT FOR LACDMH BAH USCC

EVENT 1 OF 3

A day of wellness and healing, anchored by community yoga held in outdoor public spaces — designed to be welcoming, accessible, and grounding for attendees of all experience levels.

This activation connected community members directly to LACDMH's Black and African American Heritage Division, introducing the department in a relaxed, body-centered setting rather than a clinical one.

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- Outdoor & Accessible
 - Free Community Yoga
 - LACDMH Introduction

EVENT 2 OF 3

A full day of wellness, mindfulness, and connection — opening with guided meditation and a sound bath activation, followed by Sweat Sessions, a high-energy, full-body workout welcoming to all fitness levels.

Thought-provoking conversations on mental health created space to mix and mingle with like-minded community members, while on-site resource tables connected attendees to local practitioners and support networks — breaking the stigma around mental health in the Black community.

- Guided Meditation & Sound Bath
- Sweat Sessions Workout
- On-Site Resource Tables
- Stigma-Breaking Dialogue

MENTAL HEALTH AWARENESS • MAY 31

I LOVE MYSELF CONVOS



JUNETEENTH MIXER



A lively community gathering commemorating freedom and resilience through music, food, and culture — blending celebration with healing.

Guest speakers and live music anchored the program, with culturally tailored mental health resource kits distributed throughout — closing the signature event series on a note of joy and forward momentum.

- Music, Food & Culture
- Guest Speakers
- Mental Health Resource Kits

SHOWING UP AT FIVE ADDITIONAL COMMUNITY EVENTS

Beyond the three signature events, the campaign secured a presence at established, well-attended community gatherings — meeting residents through information booths, panel participation, and co-facilitated wellness segments.

1	Pasadena Black History Month Celebration Festival	 Pasadena	February
2	Delta Sigma Theta Sorority Alumni Chapter Salon Event	 South LA	April
3	South LA Earth Day Community Event	 South LA	April
4	Peace of the Black Mental Health Senior Day	 Culver City	May
5	Queen Alfia Community Healing	 Leimert Park	May

A GROWING NETWORK OF TRUST

The SOW called for at least 10 formal community partnerships. The campaign engaged 25+ organizations spanning clinical providers, grassroots wellness brands, national nonprofits, and faith and fraternal organizations.



25+

Partner organizations engaged

vs. 10 required in SOW

CLINICAL & BEHAVIORAL HEALTH

ACIS Behavioral Health, Didi Hirsch, Pacific Clinics, Mission Harbor / Stars Behavioral Health, MLK Community Healthcare, Alinea

NATIONAL & DIGITAL MENTAL HEALTH

Therapy for Black Girls, BetterHelp, 988 Suicide & Crisis Lifeline, Open Path Collective, BEAM, Wellnest

GRASSROOTS & COMMUNITY WELLNESS

Cozy Body Wellness, WalkGood LA, Sweat Sessions, It's Bigger Than Us, Education is Key, Our House Grief Support, Kinship, Scribble Community

HEALING & IDENTITY-CENTERED SPACES

The Loveland Foundation, Sad Girls Club, Her Healing LA, Trauma Yoga Therapy (Lauve Latrice), Delta Sigma Theta Sorority

OUTREACH TARGET

The SOW set a goal of empowering a minimum of 1,800 Black and African Heritage residents of Los Angeles County. Through three signature events and five community activations, the campaign reached its full target.



3 SIGNATURE EVENTS

500 targeted per event

1,800

RESIDENTS REACHED



5 COMMUNITY EVENTS

300 targeted combined

MINIMUM TARGET: 1,800

REACHING RESIDENTS ACROSS SERVICE AREAS

Outreach combined in-person promotion with digital and social media channels, distributing LACDMH-, BAH UsCC-, and BHSA-branded flyers and materials to recruit attendees from across Los Angeles County's eight Service Areas.

FLYERS & PROMOTIONAL MATERIALS

Branded with LACDMH, BAH UsCC, and BHSA logos; included the 24/7 Help Line on every piece

SOCIAL MEDIA PROMOTION

Event awareness and resource access info shared across digital channels

ACCESSIBILITY & ACCOMMODATIONS

Flyers included a path to request interpretation, translation, mobility, and dietary accommodations

A CULTURALLY RELEVANT RESOURCE LIST

A comprehensive, BAH-specific mental health resource list was compiled and distributed at every touchpoint — connecting residents to culturally and linguistically appropriate services, support groups, hotlines, and therapy providers.

DISTRIBUTION

- ✓ Printed copies at every in-person event
- ✓ QR Code for virtual attendees
- ✓ Shared via social media and partner channels
- ✓ Includes LACDMH 24/7 Help Line (800-854-7771) and 988

PART TWO

IMPACT & EVALUATION

What participants told us — and what it means for the road ahead.

WHAT PARTICIPANTS SHARED

SAMPLE FORMAT — swap in real participant quotes (with consent) before distribution

“

“I didn't know there were people who looked like me doing this work. It made it feel possible to ask for help.”

I Love Myself Convos attendee

“

“The yoga session was the first time I talked about my anxiety out loud. No one judged me.”

Breathe Good participant

“

“Glad I was able to attend this event to connect with like minds and learn more about opportunities in my community.”

Juneteenth Mixer attendee

WHAT WORKED — AND WHAT WE LEARNED

STRENGTHS

- Strong cultural alignment between programming and community identity
- Trusted-space strategy lowered barriers to first-time mental health conversations
- Partner network exceeded the 10+ organization target by more than double
- Recruitment reached 1,800 through community events, signature events, and marketing in person at events and digital connection

BARRIERS & CHALLENGES



Persistent stigma required repeated, relationship-based engagement rather than one-time messaging — building trust took sustained presence across every event, not a single touchpoint.



PROJECT
PIT

THANK YOU

To every partner, presenter, volunteer, and community member who showed up — this work is theirs as much as ours.

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LACDMH 24/7 Help Line: 800-854-7771 • 988 Suicide & Crisis Lifeline