Quality and Productivity Commission

29th Annual Productivity and Quality Awards Program

Champions of Change: Together We Make a Difference

2015 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: *UNA MENTE, UNA VIDA*: ONE MIND, ONE LIFE

DATE OF IMPLEMENTATION/ADOPTION: JANUARY 2014
(Must have been implemented at least one year - on or before July 1, 2014)

PROJECT STATUS: **X Ongoing** One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? _____ Yes **X No**

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

Spanish-speaking constituents continue to be the largest under-represented ethnic population for receiving mental health services in Los Angeles County. Distrust of government adds to the difficulty of reaching this population. A partnership between the Los Angeles County Department of Mental Health (LACDMH) and Univision has educated and brought mental health awareness to Spanish-speaking communities in Southern California who we have never been able to reach in the past and who may have suffered with lifelong unnecessary symptoms and traumas related to having a diagnosis of mental illness. Univsion's *Una Mente, Una Vida* segments share real stories about real people, and allow viewers to better understand what mental health is and how it affects every person in every community. Putting a face on the problems of mental health by sharing personal stories helps combat the stigma and discrimination of having a mental health diagnosis. By "getting the word out" via a trusted television channel, LACDMH was able to reach a large number of Spanish-speaking residents with information about mental health services and programs available to them.

(1) ACTUAL/ESTIMATED **ANNUAL** COST AVOIDANCE	(2) ACTUAL/ESTIMATED **ANNUAL** COST SAVINGS	(3) ACTUAL/ESTIMATED **ANNUAL** REVENUE	(1) + (2) + (3) = TOTAL **ANNUAL** ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
$ 2.9 MILLION	$	**$ 0**	**$ 2.9 MILLION**	☒

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS
Los Angeles County Department of Mental Health
550 S. Vermont Avenue
Los Angeles, CA 90020

TELEPHONE NUMBER
213-738-3700

PROGRAM MANAGER'S NAME
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EMAIL
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PRODUCTIVITY MANAGER'S NAME AND SIGNATURE
(PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER'S NAME)
Kumar Menon
Kumar Menon, MSPA

DATE
07/14/2015

TELEPHONE NUMBER
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DEPARTMENT HEAD'S NAME AND SIGNATURE
Marvin J. Southard, DSW

DATE
07/14/2015

TELEPHONE NUMBER
(213) 738-4601

We Support Plain Language

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1st FACT SHEET – LIMITED TO 3 PAGES ONLY: Describe the **Challenge, Solution, and Benefits** of the project. State clearly and concisely what difference the project has made. Use Arial 12 point font

The Challenge/Need:

Southern California is home to one of the largest Spanish-speaking populations in the country, making up 48% of Los Angeles County, according to the United States Census Bureau (2013). That's even more than the statewide percentage of 38%. In order to bring mental health awareness and information about recovery to this majority-minority community, the partnership between LACDMH and Univision was created.

Spanish-speaking constituents are the largest under-represented ethnic population (UREP) that LACDMH has been trying to reach for years. Many Spanish-speaking communities are in need of education and awareness of mental health issues and services but are prevented from even discussing mental health issues with friends and family because of the stigma associated with having a mental health diagnosis.

Because many Spanish speakers in Southern California do not trust government, delivering accurate information about mental health issues and getting them involved in a public mental health system is very difficult. Conveying the message that mental health issues can be treated and improved is vital to LACDMH's mission and vision; recovery is possible. Residents needed to know where, when and how to obtain help in times of crisis or need. The highest rate of suicide attempts in LA County is made among young Latinas.

With such a large UREP population, a partnership with Univision was formed as Univision's viewing audience includes Los Angeles County as well as five other surrounding counties (Orange, Riverside, San Bernardino, Ventura and Kern) in the area. The Spanish language network's broadcast reaches millions of homes daily, impacting millions of families. During the 11PM news broadcast, Univision's audience reaches over 1.2 million households. At 6PM, the news broadcast is seen by over 2 million.

Description of the Program/Solution:

In January, 2014, the Los Angeles County Department of Mental Health (LACDMH) and Univision, the fifth largest television network in the United States, created a partnership to highlight mental health issues in the Spanish-speaking communities of Los Angeles County; LACDMH sought to inform Spanish-speaking communities that help is available and that recovery is possible.

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Senior Mental Health Reporter, Julio Cesar Ortiz, M.F.T., worked with LACDMH Public Affairs Director, Kathleen Piché, to produce a bi-weekly segment for Friday and Saturday night Univision newscasts. The segment is entitled *Una Mente, Una Vida* (One Mind, One Life).

The Friday night *Una Mente, Una Vida* segments featured an LACDMH client in recovery telling their experiences of having mental health issues such as depression, anxiety, trauma, addiction and psychosis, and how they improved with treatment. The Saturday night *Una Mente, Una Vida* segments followed-up with an LACDMH clinician discussing the client's specific behavioral health diagnosis; the warning signs, symptoms, treatment and the recovery process. These news segments were intended to create an open discussion of mental health issues, decrease the stigma associated with having a mental illness diagnosis, and encourage those that needed help to obtain it. (To watch the most recent segments of *Una Mente, Una Vida*, click here: http://t.co/wYs8HtsWbi.)

In addition to weekly featured news stories, LACDMH and Univision produced a telethon during May as Mental Health Awareness Month to provide the community with an opportunity to get answers to questions about mental health treatment and recovery.

Forty Spanish-speaking volunteers from LACDMH, Pacific Clinics (a contracted mental health provider) and the community answered over 650 phone calls on Thursday, May 29th, 2014, during Univision's prime-time evening programing, and 50 phone calls for referrals to mental health services in Los Angeles County. Callers spoke with qualified mental health advocates and professionals to get resources and answers to any behavioral health question that they had. The telethon was broadcast live in Los Angeles, Orange, Riverside, San Bernardino, Ventura and Kern counties.

The Results/Success of the Program:

The partnership developed between LACDMH and Univision has resulted in residents of LA County receiving care and treatment in county clinics and provider facilities, open conversations about mental health, and the decrease of stigma and discrimination in those diagnosed with a mental illness.

The bi-weekly television segments, broadcast to and viewed by millions of Southern California residents, have lessened fears about mental health issues by providing an avenue of action for those needing help via LACDMH's programs and services. Constituents know that help is available and accessible to individuals, friends and family members.

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LINKAGE TO THE COUNTY STRATEGIC PLAN (DETAIL IS REQUIRED FOR COUNTY DEPARTMENTS): Use Arial 12 point font

Airing the *Una Mente, Una Vida* segments and providing live advocates for the phone bank resulted in over 50 telephone calls to the LACDMH 24/7 ACCESS helpline. The calls have resulted in mental health referrals, information and resources provided to those seeking help.

Additionally, the monetary value of Univision highlighting LACDMH programs, clients and staff have amounted to millions of dollars of free publicity for the County and for the Department.

Linkage to County Strategic Plan:

This partnership between LACDMH and Univision supports the County Strategic Plan's *Goal 2: Community Support and Responsiveness* that seeks to enrich lives of Los Angeles County residents by providing enhanced services, and effectively planning and responding to economic, social, and environmental challenges. By helping overcome cultural barriers, the *Una Mente, Una Vida* partnership is helping the underserved Spanish-speaking population seek services that can improve their lives. Moreover, the partnership exemplifies Goal 2's first strategic initiative on innovation and enhancement of customer service. It has come up with a creative, customer-centric approach to delivering mental health outreach and education to the Spanish-speaking population.

With its effective communication impact, the *Una Mente, Una Vida* partnership is also helping to lay the foundation for achieving Goal 2's fourth strategic initiative that is focused on healthy neighborhood projects. By sensitizing Spanish-speaking communities through educational television programming, high-need neighborhoods in such communities are better prepared to understand and discuss their specific behavioral health concerns as sought by Goal 2's Strategic Initiative 4.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFIT): If you are claiming cost benefits, include a calculation on this page. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

(1) Actual/Estimated ANNUAL Cost Avoidance	(2) Actual/Estimated ANNUAL Cost Savings	(3) Actual/Estimated ANNUAL Revenue	(1) + (2) + (3) Total ANNUAL Actual/Estimated Benefit	Service Enhancement Project
$2.9 MILLION	**$0**	**$0**	**$2.9 MILLION**	☒

ANNUAL= 12 MONTHS ONLY

Cost Avoidance

The *Una Mente, Una Vida* partnership helped the Los Angeles County Department of Mental Health avoid an estimated cost of $2.9 million for purchasing airtime on Univision during FY 2013-14:

- Cost of purchasing airtime for the *Una Mente, Una Vida* program on Fridays and Saturdays for 12 weeks (January – March 2014) at $100,000/day* = $100,000 x 2 x 12 = $2.4 million
- Cost of purchasing airtime on May 29, 2014, for promoting the phone bank between 5 p.m. and 11 p.m. = $500,000**
- TOTAL COST AVOIDANCE = $2.4 million + $500,000 = $2.9 million

* Cost of purchasing airtime per day = 7 (minutes per day of programming) x $15,000 (rate per minute estimated by Univision) = $105,000 (rounded to $100,000)

** Cost of purchasing an estimated 36 minutes of airtime on May 29, 2014 = 36 x $15,000 = $540,000 (rounded to $500,000)