

COUNTY SNAPSHOT – LOS ANGELES COUNTY

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OVERVIEW

Method of Data Collection Utilized: In-Person Interview December 1, 2011

With over 9.8 million residents, Los Angeles County in Southern California is the most populous county in the United States. The county seat of Los Angeles is the nation's second largest city (after New York City). The county includes 88 incorporated cities, and is home to over a quarter of California residents. Los Angeles County is the core of the five counties that make up the Greater Los Angeles Area. The county spans a land area of 4,084 square miles,¹ including the two offshore islands of San Clemente and Santa Catalina. It is one of the nation's most diverse counties and is home to the largest urban Native American population in the United States.²

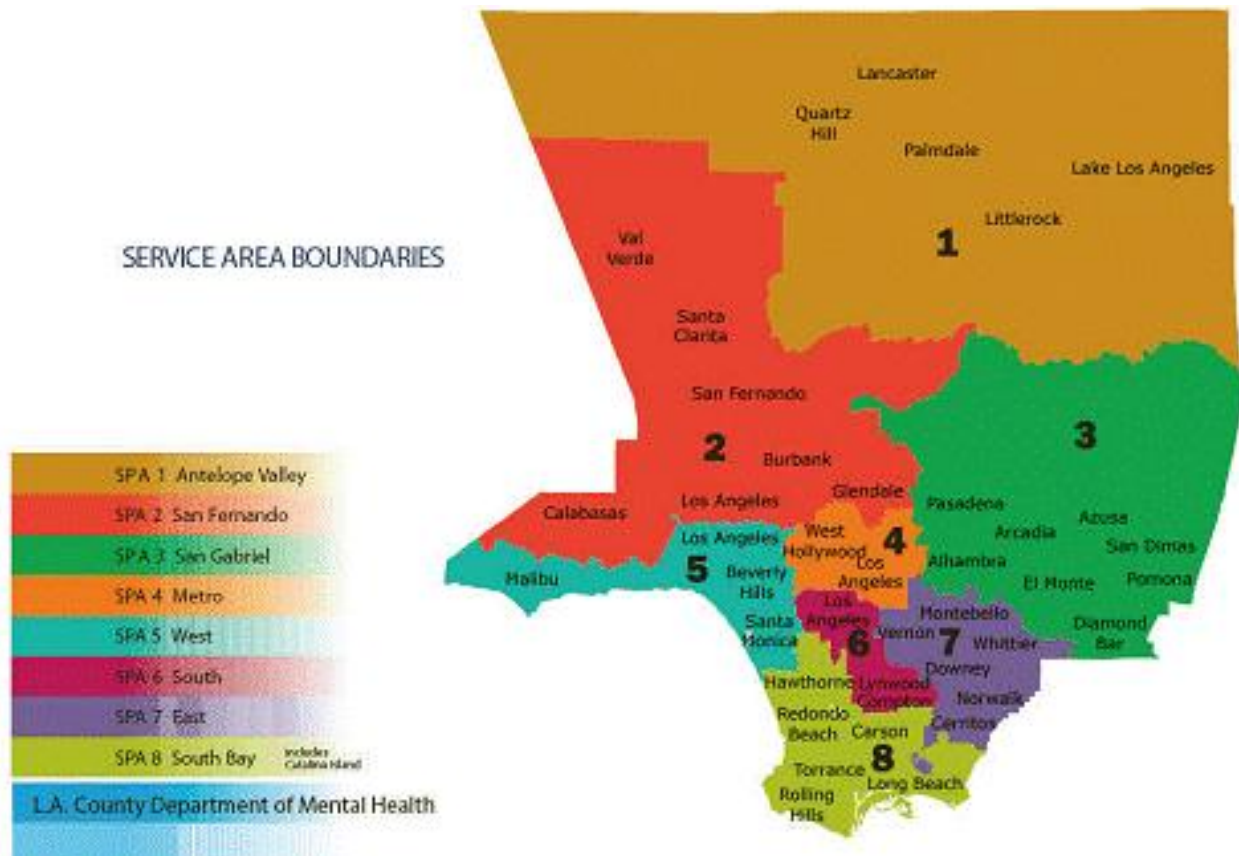
The 2010 U.S. Census reported Los Angeles County's population as 9,818,605, with a 3.1% population increase in the past decade. The racial makeup is: 50.3% White, 8.7% African American, 0.7% American Indian or Alaska Native, 13.7% Asian, 0.3% Native Hawaiian or other Pacific Islander, 4.5% reporting two or more races, 47.7% Hispanic or Latino, 27.8% White persons not Hispanic.³

Due to its large geographic size, Los Angeles County departments divide services into eight regions called "Service Areas." The eight Service Area (SA) regions are: SA 1 (Antelope Valley), SA 2 (San Fernando), SA 3 (San Gabriel), SA 4 (Metro), SA 5 (West), SA 6 (South), SA 7 (East), and SA 8 (South Bay/Harbor).

¹ <http://lacounty.gov>

² Wikipedia: http://en.wikipedia.org/wiki/Los_Angeles_County,_California

³ U.S. Census Bureau: <http://quickfacts.census.gov/qfd/states/06/06037.html>



Strengths: Entertainment industry provides good contacts and spokespersons; good resources, due to large size; strong community participation in the Suicide Prevention Action plan; great local resource and partner in the Didi Hirsch Center

Challenges: The size and cultural diversity of Los Angeles County presents enormous challenges to providing services that are relevant, effective and of high quality to those in need. These challenges are particularly acute when fiscal changes in the larger economy continuously threaten the capacity.

With so many diverse audiences, the county has faced challenges due to budget constraints in implementing an overarching campaign, particularly considering the cost of media and the complexity of targeting multiple populations with cultural diversity and a variety of diverse languages. Other constraints include budget, staffing and time.

Government Advocacy: The political environment is supportive of L.A. DMH’s stigma reduction and suicide prevention efforts.

Centralized Website(s): <http://dmh.lacounty.gov/wps/portal/dmh>

Resource Directory: [http://portal.lacounty.gov/wps/portal/lac/directory - 28afae004d1897b896d4deea9ffa29c0](http://portal.lacounty.gov/wps/portal/lac/directory-28afae004d1897b896d4deea9ffa29c0)
Reference Rainbow directory; L.A. Social Services

Social Media Presence: YES—Facebook: www.facebook.com/pages/Los-Angeles-County-Department-of-Mental-Health/142800925785600

YES—YouTube: www.youtube.com/watch?v=v1XtXiGm8j4

CURRENT PEI MARKETING CAMPAIGNS

Student Mental Health Initiative: NO

Stigma & Discrimination Reduction: NO, but there is an unofficial campaign that consists of a poster featuring Ron Artest and a logo as well as occasional events and two PSAs by congresswoman Grace Napolitano.

Suicide Prevention: NO

Other County Activities and Programs:

	Walks/Run	Events	Speaker's Bureau	Media Praise/Protest	Outreach	Trainings (e.g., ASIST or QPR)	Specific Events during Suicide or MH Awareness Week/Month	Other
Suicide Prevention	X	X	X	X	X	X	X	X
Stigma Reduction	X	X						

CURRENT PEI OUTREACH EFFORTS

Suicide Prevention: L.A. County endeavors to get an early start on suicide prevention by educating people in the signs and symptoms and to promote the message that suicide is preventable. In September 2011, L.A. County DMH hosted the Saving Lives: Suicide Prevention Summit during National Suicide Prevention Week. The department also created a Suicide Prevention Network that brought together diverse community agencies such as schools, fire and police, and youth and senior agencies to develop collaborative efforts to reduce suicide. The department has the resources of a number of qualified trainers to provide ASIST (Applied Suicide Intervention Skills Training) and QPR (Question, Persuade and Refer). L.A. County has a youth component to its program, the Youth Suicide Prevention Program, which provides outreach and support to districts, schools, parents and high-risk populations (<http://preventsuicide.lacoe.edu/>).

Stigma Reduction: Several events including NAMI walks, family education programs and speaker events in local communities.

Media: County's public information officer is a participant on a weekly AM radio show highlighting mental health issues. She brings in guest speakers, often from LAC-DMH. There are plans for a larger media campaign that will begin spring 2012.

COUNTY CRISIS NUMBERS AND RESOURCES

Suicide Crisis Hotline: 1.877.727.4747; Crisis Access Center
 Mental Health Crisis Hotline: 1.800.854.7771
 Other Resources: Suicide Prevention Network

DIGITAL STORIES

Profiles of Hope is a series of videos that airs daily on the county channel. They feature vets, stars and the founder of the American Foundation of Suicide Prevention, Mariette Hartley. There are also stories of impact on the L.A. County DMH website, a Facebook and e-news weekly, and a link to a radio show on the website.

HEALTHCARE PROVIDERS

NONE provided

ADDITIONAL INFORMATION

Los Angeles County is looking for consistency. The early start program for stigma involves client focus, family focus strategies and community advocacy strategies (“Not in My Backyard”). L.A. County is very responsive and is looking to drive messages.

SPECIFIC COUNTY NEEDS

Additional Language Needs: Spanish

Desired Outreach Materials:

TV Spots	Radio Spots	Printed Materials	Print Ads ^a	Billboard Ads	Bus Ads	Outreach Materials	Social Media	Website	Training	“How to” Manuals ^b
		X				X	X	X	X	X

^a E.g., magazines.

^b E.g., how to reach out to the media, how to start a speaker’s bureau, etc.

Additional Information: L.A. County’s goal is community education. It has a need for larger campaigns, resources for additional media buys, messaging guidelines, evaluation framework, suicide prevention technology, training courses and websites.

There is a need for a stigma reduction campaign (including a slogan) and for the message to be delivered in different mediums as well as social media and electronic messaging.

County needs materials aimed specifically toward TAY, adult white males, children, Latinos and older adults age 85+.