



Conociendo Tu Salud Mental (Understanding Your Mental Health):
A Mental Health Public Education Campaign Targeting the Hispanic Community

A Request for Funding Submitted by the Self Reliance Foundation
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Executive Summary

Mental illnesses are equal opportunity diseases that can strike anyone regardless of ethnicity, age or gender. One in five Americans will experience a psychiatric disorder each year, making mental illnesses by far the most prevalent of serious diseases. The stigma and taboo that surround mental illnesses prevent many people from seeking the professional treatment they need, and nowhere is this more true than in the Hispanic community. The U.S. Surgeon General reports that Hispanics consistently receive insufficient mental health care and that they are far less likely than white Americans to seek professional help when they experience mental health problems.

The Surgeon General reports that Hispanics are less likely than other Americans to seek help for mental health problems.

The Self Reliance Foundation's (SRF's) *Conociendo Tu Salud Mental* (Understanding Your Mental Health) multimedia public education campaign will disseminate much-needed information to the Hispanic community about these poorly understood diseases. The campaign will produce 30 informative radio capsules, four radio talk-shows, four newspaper columns, bilingual web materials, and four exhibits at community festivals on mental illness – all in Spanish. Campaign audiences will further be encouraged to use SRF's national toll-free help-line for further information and for referrals to local mental health services providers in their areas.

SRF, a 501(c)(3) organization has been producing informational and educational Spanish-language programming for the past 20 years and has been recognized with multiple awards for our health programming. We work in partnership with the Hispanic Radio Network, the nation's largest producer of Spanish-language educational radio programming. The total cost for this one-year initiative is \$412,288. We are seeking all or part of this amount from xxxxx.

Introduction

For the past 20 years, the Self Reliance Foundation (SRF), a 501(c)(3) organization, has produced and syndicated educational and informational programming to address the special needs of America's Hispanic community. In partnership with Hispanic Radio Network (HRN), SRF produces *Fuente de Salud* (Fountain of Health), *Planeta Azul* (Blue Planet), *Saber es Poder* (Knowledge is Power), and *Camino al Exito* (Road to Success) – programs which provide pertinent information on a broad range of topics from health, to education, to science, technology, the environment and social justice.

In particular, SRF's health-related media programs have attracted international acclaim. In 1996, SRF received the *Global Media Award* from the Population Institute for best population reporting in the world via radio. In 1997 and again in 2000, SRF and HRN won Planned Parenthood's *Maggie Award* for best national programming in prevention of teen pregnancy. The *Trofeo Diana* for best programming on reproductive health in Peru was also awarded to SRF and HRN in 2000.

***Self Reliance
Foundation radio
programs are broadcast
on 161 stations
reaching 90 percent of
Hispanic radio
audiences.***

Today, HRN is the largest producer and syndicator of Spanish-language informational and educational radio programming targeting the Hispanic community in the United States and Puerto Rico. Through its network of 161 radio station affiliates, HRN covers 90 percent of the national Hispanic radio audiences, reaching 3.8 million people weekly. The network commands an average quarter hour audience of over 490,000 listeners (Arbitron, 2003). HRN also operates four full-time channels on the Sirius direct satellite radio system.

The Self Reliance Foundation's weekly newspaper column, *La Columna Vertebral*, appears in 91 Spanish-language newspapers across the country. These papers serve major Hispanic markets including Los Angeles, New York, Miami, San Francisco and San Jose, Houston, Dallas, San Diego, and Washington, D.C. Altogether, *La Columna Vertebral* has a circulation of 3.2 million copies reaching 3.8 million potential readers. *La Columna Vertebral* topics mirror radio programming and cover a range of subjects. Columns in the past have focused on such issues as cloning, breast-feeding, diabetes, AIDS, and clean air.

The Self Reliance Foundation supports its educational and informational media programming with a national toll-free information and referral help-line. SRF's bilingual help-line staff are able to provide direct information services to Hispanics nationwide. Queries for the help-line typically cover a broad range of topics such as finding a Hispanic physician, obtaining a visa, or preventing an unwanted pregnancy – to give only a few examples. This valuable national resource is promoted daily through HRN's radio programming and links callers to over 12,000 local community service providers.

Through its *Festivals* program, SRF complements its media initiatives with a more hands-on approach. In partnership with informal learning institutions and community groups in six cities across the country, SRF has organized a series of exhibits at major Hispanic community festivals. At these events, the public can learn about important health and science issues in a non-threatening, fun environment.

The Self Reliance Foundation has won awards for health programming from Planned Parenthood and the Population Institute.

The Self Reliance Foundation's Student Fellows Program creates opportunities for Hispanic college students to intern with its national referral system of community-based services. Currently, students from the University of New Mexico, San Diego State University, Pepperdine University, and the National Hispanic Research Center are participating in this initiative.

SRF's bilingual website currently offers an array of information on science and health. Information resources cover such topics as astronomy, the ozone layer, diabetes, AIDS, epilepsy and bio-terrorism. The Hispanic Radio Network website provides an overview of current programming, as well audio samples of various HRN shows. Spanish-language newspaper columns on a variety of subjects – from cloning to mental health to tuberculosis – are also available online. Both web sites further provide the SRF national toll-free information and referral number so that visitors wishing further information can call in and talk to a trained specialist.

As a non-profit organization, the Self Reliance Foundation relies upon the generous support of donors. Organizations that have funded SRF include: the Hewlett Foundation, the Compton Foundation, the General Service Foundation, the Melman Foundation, the Packard Foundation, the Ford Foundation, the National Science Foundation, and the Environmental Protection Agency.

Statement of Need

With health threats such as AIDS, cancer, or diabetes receiving substantial public attention, few people may realize that mental illnesses are actually much more common than any of these other diseases. In the United States, one out of five American adults will experience a diagnosable mental disorder each year (NIMH, 2001). Conditions such as schizophrenia, bipolar disorder, depression and anxiety disorders can strike anyone at any time – regardless of age, ethnicity, or socioeconomic status.

The symptoms of mental illness can be devastating not only for those afflicted, but also for their family members and loved ones. Mental illnesses can strike their victims with delusions, hallucinations, anxiety, panic attacks, or hopelessness and despair – causing suffering and disrupting lives. Indeed, according to the World Health Organization, four of the top ten leading causes of disability worldwide are mental illnesses (2002).

Besides coping with the devastating symptoms of the diseases themselves, people with mental illnesses must also confront the veil of stigma and prejudice that surrounds these psychiatric conditions. To cite only a few of the many studies in this arena, Westbrook *et al* (1993) have found mental illnesses to be among the least accepted of all diseases. Arkar and Eker (1994) have found that a psychiatric label significantly increases social distance toward a person. According to Madianos *et al* (1987), “rejection, suspicion and marked fear” best characterize public attitudes toward people with mental illness. Indeed, Ingamells *et al*’s (1996) sobering review of the literature concludes: “Four decades of research into attitudes towards mental illness have uncovered largely unfavourable perceptions among the general public.”

One unfortunate effect of this pervasive stigma and prejudice is that people experiencing mental health problems, their friends, and their family members, are often reluctant to seek the professional help they need (Givens and Tjia, 2002) (Mechanic, 2002) (Sussman, 1987). Particularly within the Hispanic community in the United States, utilization of mental health services remains remarkably low. The U.S. Surgeon General notes that Mexican Americans, for example, are half as likely as whites to utilize mental health services; among Hispanic Americans, fewer than one in eleven contact mental health care specialists when they experience mental health problems (HHS, 2001).

Fewer than one in eleven Hispanics who experiences mental health problems seeks professional help.

Indeed, the Surgeon General’s Report frankly acknowledges that “Hispanic community residents with diagnosable mental disorders are receiving insufficient mental health care.” The report points to such barriers as lack of insurance, lack of available Spanish-language services, and very low numbers of Hispanic mental health professionals (HHS, 2001).

The United States is currently home to almost 39 million Hispanics, who make up over thirteen percent of the population (U.S. Census, 2003). The largest and fastest growing ethnic group in the country, the Hispanic community’s numbers increased by almost 40 percent from 1990 to 1999 (U.S. Census, 2000). This high growth rate can only underscore the importance of developing culturally appropriate public education and information services for this large and already underserved population.

Program Goals

Without credible, pertinent information about mental illness, those who are affected by these severe illnesses will not take the appropriate steps to find the help they need. Moreover, the victims of these diseases will also remain the victims of pervasive stigma and prejudice. The shroud of mystery and taboo that surrounds mental illnesses must be torn away.

Through its *Conociendo Tu Salud Mental* campaign, SRF will use radio, newspaper columns, community festival exhibits, web-based communications, and a toll-free help-line to improve understanding within the Hispanic adult community about mental illness and to connect audiences with community-based mental health services. The campaign aims to:

- Create a national awareness among the Hispanic adults that mental illnesses are common, treatable diseases, and that people develop mental illnesses through no fault of their own.
- Provide specific information on the symptoms of and treatments for the most common mental illnesses.
- Encourage dialogue within the Hispanic community about mental illness, thereby lessening the veil of taboo and stigma that surrounds this subject.
- Provide a message of hope by showcasing people who have recovered from or who are living successfully with mental illness.
- Connect Hispanic audiences with the grassroots mental health organizations that serve them.
- Provide young Hispanics with help-line and counseling experience by offering internships with our national information and referral service.
- Provide young Hispanics with mental health community-organizing experience by offering internships in our *Festivals* initiative.
- Offer mental health screenings in Spanish at community festivals.

Implementation

A Multimedia Approach

Spanish-language multimedia is uniquely suited to reaching America's Hispanic community. Of the over 28 million Hispanics who speak Spanish at home, the U.S. Census Bureau reports that less than half report that they speak English very well (2001b).

Recent studies, moreover, confirm that social marketing and media campaigns can effectively provide target audiences with new information and can influence behavior. In her review of the literature, Dungan-Seaver (1999) notes that the mass media campaigns can sensitize audiences to issues and problems, convey information, and persuade people to change. She further underscores that campaigns using more than one channel of

Of the over 28 million Hispanics who speak Spanish at home, less than half speak English very well.

communication can be particularly effective. In the Hispanic community especially, audiences tend to rely on more than one media form, and to turn to combinations of radio, television and print for information (Belden Associates, 2003).

Multimedia campaigns with a strong radio component are also particularly effective for reaching Hispanic audiences. In the United States, Hispanics listen to Spanish-language radio with greater frequency than other Americans listen to English radio (Radio

Advertising Bureau, 2002). Indeed, over two-thirds of Hispanics listen to Spanish-language radio, and they listen an average of 23 hours per week. (Radio Advertising Bureau, 2002). Additionally, many Hispanics work in factories, service industries and agriculture – sectors where it is common to listen to radio even during work hours.

Hispanics also use the Internet in large numbers, and these numbers are growing. The Pew Internet and American Life Project reports that 50 percent of Hispanic adults (compared with 58 percent of white and 43 percent of African-American adults) have been online. Overall, eleven million Hispanic adults have Internet access, and this number showed a 25 percent increase from March 2000 to February 2001 (Pew, July 25, 2001). The Internet, furthermore, offers an effective means to reach people of various age levels within the Hispanic population. Pew reports that while 61% of Hispanic internet users are 34 and under, a high proportion of Hispanic users are also parents of children under age 18 (Pew, July 25, 2001).

Program Activities

The *Conociendo Tu Salud Mental* campaign will last 12 months. For this multi-pronged initiative, SRF will develop a set of complementary Spanish-language multimedia and educational outreach services on mental illness. Components of the campaign are summarized in Table 1. A detailed project time-line is provided in Table 2.

Mass Media Programming

Conociendo Tu Salud Mental will syndicate 30, one-minute Spanish-language radio capsules, four Spanish-language newspaper columns and four, one-hour talk-shows. These mass media products will provide information on the various common mental illnesses such as schizophrenia, mood disorders and anxiety disorders. All programming will emphasize that anyone, through no fault of their own, can develop a mental illness and that these diseases are prevalent but treatable. Audiences will be encouraged to contact the toll-free help-line to receive further information and to find referrals to local Hispanic-serving mental health service providers in their area. A more detailed overview of the mass media component is provided in Appendix B.

Table 1. Summary of Campaign Activities

- 30, one-minute radio capsules in Spanish.
- 4 Spanish-language newspaper columns.
- 2, one-hour radio talk-shows.
- Updating of national database of community mental health resources.
- Toll-free bilingual help-line services.
- Mental health exhibits/mental health screenings at 4 community festivals.
- Up to 16 internships for Hispanic students.
- Bilingual web pages.

Information and Referral Services

Additionally, SRF will complement this mass media programming by operating a toll-free bilingual help-line. In preparation for the *Conociendo Tu Salud Mental* campaign, SRF will devote two months of staff time to updating its database of over 1,000 organizations providing culturally-competent mental health services to Hispanics. Each organization in the database will be screened, and new organizations will be added.

Once the mass media campaign launches, listeners throughout the country will be encouraged to utilize the help-line. SRF will distribute to callers Spanish-language informational materials on mental illness developed by National Mental Health Association and the National Alliance for the Mentally Ill, the country's premier mental

health/mental illness public education and advocacy organizations. Letters of support are included in Appendix C. Additionally, SRF will be able to refer callers to local, culturally-competent mental health service providers.

Festivals

Festivals are a vibrant part of Hispanic life, providing opportunities for people to congregate, to enjoy food and entertainment, and to learn about the different organizations in their communities. SRF will take advantage of this natural venue for conducting public education by organizing mental health exhibits at four of these community festivals in cities with large Hispanic populations.

Partnering with local mental health organizations, (letters of support are included in Appendix C), SRF exhibits will include bilingual staff who can answer questions and distribute Spanish-language information on mental illness. Additionally, exhibit staff will be able to provide Hispanic versions of standard mental health screenings on alcohol, depression, anxiety, and eating disorders developed by Screening for Mental Health, Inc.

Internships

One of the chief barriers for Hispanics seeking mental health services is the lack of culturally-competent mental health service providers. *Conociendo Tu Salud Mental's* internship component will seek to encourage Hispanic youth to pursue careers in mental health. This project will provide up to 16 Hispanic youth with the opportunity personally

to take part in the campaign. Building on the success of its Student Fellows program, SRF will recruit and train interns through its extensive network of universities and community organizations. Selected interns will serve as information and referral specialists and as exhibit organizers for the festivals.

Web Pages

The Self Reliance Foundation will expand its web site to include pages devoted to the *Conociendo Tu Salud Mental* project. Web pages will be written for Hispanic adults and will include:

- Downloadable versions of informational radio capsules.
- Full-text of newspaper columns.
- A synopsis of radio talk-shows.
- Information on common mental illnesses.
- A call to use the help-line for referrals or further information.
- Links to additional Internet-based information on mental illness in Spanish.
- Profiles of people living successfully with mental illness.

Partnerships

Collaborations for *Conociendo tu Salud Mental* will be extensive. To produce and distribute the mass media products, SRF will work together with Hispanic Radio Network. SRF has also recruited Hispanic community groups and mental health public education and advocacy groups to serve on the project advisory committee and to develop program curriculum, to provide resources to be distributed via the help-line, and to assist with training interns and mounting festival exhibits. Letters of commitment from these various groups are included in Appendix C. Partnering organizations will include:

- Hispanic Radio Network and its affiliate base of 161 stations and 91 newspapers;
- Hispanic Broadcasting Company (HBC) and Clear Channel radio stations broadcasting in the top ten Hispanic markets;
- Mental health public education and advocacy groups including as Contac del Oeste, Hispanic Behavioral Healthcare Institute, National Alliance for the Mentally Ill, and the National Mental Health Association.

Budget

Total costs for this project will be 412,288. A detailed budget is included in Appendix A.

Table 2. Project Time-Line	
Activity:	Months:
Interns recruited.	1-4
Advisory committee reviews campaign curriculum.	1-3
Web pages developed.	2-5
Festival exhibits planned.	1-6
Database updated.	1-3, ongoing
Information and referral calls fielded.	1-12, ongoing
Pre-internship evaluation activities conducted.	2-4
Web pages posted.	6-ongoing
Radio capsules drafted.	4
Newspaper columns drafted.	4
Talk-show planned: content articulated, sources contacted, and guests scheduled.	3-6
Advisory committee reviews draft capsules and columns.	5
Capsules produced.	6
Capsules aired.	7
Newspaper columns published.	7
Talk-shows aired.	7
Evaluation activities: Focus groups conducted.	7-8
Exhibits presented at festivals.	7-12
Festival evaluation.	8-10
Website expanded to include media products.	8
Final internship evaluations conducted.	10-11
Final evaluation report delivered.	12

Key Personnel

Arturo Vásquez, Executive Director

Before coming to the Self Reliance Foundation, Mr. Vásquez founded KXCR-FM Radio in El Paso, Texas and served as President of Etcom Inc., the non-profit owner of the station for nearly a decade. Mr. Vásquez has served as a consultant to a wide range of businesses and non-profit organizations in grantsmanship, strategic planning, and media production. He has also designed and conducted audience research for radio programming and field research for micro-enterprise loan programs. Mr. Vásquez has two years of study at Yale University, where he planned and directed the university's Chicano recruitment program in major population centers in the Southwestern and Midwestern United States, and he received his B.A. in communications from the University of Texas at El Paso. Over the past 20 years, he has produced a variety of radio documentaries, dramas, and news programs for broadcast on National Public Radio and commercial stations. He is bilingual in English and Spanish.

Ellen Alderton, Executive Producer

Ms. Alderton received her undergraduate degree in psychology from Wellesley College and her master's degree in international relations from the Johns Hopkins University School of Advanced International Studies. Before coming to the Self Reliance Foundation, Ms. Alderton managed public education and technical assistance projects for the National Mental Health Association, the country's largest mental health public education and advocacy group. From 2001 to 2002, she served on the federal Center for Mental Health Services' Mental Health Statistics Improvement Project work group. She is also an active member of the National Alliance for the Mentally Ill, the largest advocacy group focusing on severe mental illnesses.

Maite Arce, National Director of Outreach Services

Ms. Arce has over ten years of experience in project management and implementation. Her expertise is in multifaceted health, science, and education communications programs that address national health and social problems facing underserved populations. She developed a national call center and clearinghouse for Hispanics, which has served thousands of individuals, health and social service professionals throughout the nation. Her efforts include the development of a database that now contains over 12,000 community based organizations and over 30,000 services with an integrated taxonomy of human services for data cataloging, analysis, and reporting. Ms. Arce also oversees the Self Reliance Foundation's Student Fellows program and its festival activities. She received her bachelor's degree in fine arts from the University of Arizona and is a nationally certified Information Specialist. She is bilingual in English and Spanish.

Jacobo Menajovsky, Independent Evaluator

Mr. Menajovsky received his *licenciado* in sociology with honors from the University of Buenos Aires in Argentina, his master's in sociology from the City University of New York, and also completed professional training at the Gino Germani Institute of Social Research in Buenos Aires. His experience in conducting social science research and evaluation includes serving for the Statistical Department of the Argentine Civil Service National Secretariat and consulting for the Inter-American Development Bank. Currently, Mr. Menajovsky is the lead evaluator for SRF's national *Celebra la Ciencia* (Celebrate Science) initiative, a multifaceted public education campaign for Hispanics entailing festivals, mass-media, and information and referral components. Mr. Menajovsky is fluent in English and Spanish.

Evaluation

Media Ratings

The national radio rating service, Arbitron, collects and reports quarterly statistics on Hispanic Radio Network's audience. Typically, its 161 stations reach 89 to 90 percent of all American adult Spanish radio listeners. Its average number of listeners per quarter hour is 492,200 while its weekly cumulative audience is 3.8 million (Arbitron, 2003).

Independent Evaluator's Plan

The Self Reliance Foundation will be contracting with Jacobo Menajovsky, an independent researcher specialized in evaluating public education campaigns targeting the Hispanic community, to assess the quality and impact of *the Conociendo Tu Salud Mental* campaign. Mr. Menajovsky has provided us with the following evaluation plan:

1. Objectives

To evaluate the *Conociendo Tu Salud Mental* project taking into account:

- audience responses to the media components,
- impact of the activities at one of the Hispanic festivals, and
- interns' perspectives and satisfaction with the project.

2. Evaluation of Media Components

Audience's Initial Understanding of Mental Health Issues

Evaluation efforts will seek to understand audience's overall framework of ideas in relation to:

- knowledge of different diseases and symptoms,
- knowledge of prevention and treatment approaches,
- awareness of scope and magnitude of mental illnesses,
- attitudes surrounding stigma and taboo,
- past and present behavior with regards to mental health.

Audience Responses to Media Programming

Evaluation activities will assess the radio capsules and the newspaper columns for:

- quality,
- appeal,
- information content,
- usefulness, and
- likelihood to stimulate behavioral change.

Methodology

Evaluation of media components will embrace both qualitative and quantitative approaches:

Qualitative Approach

Two separate focus groups, composed of up to ten Hispanic adults, will be conducted. Focus group members will be presented with sample radio capsules and newspaper columns. Through a guided discussion, the group facilitator will explore the group's impressions of the quality, appeal, information content, and usefulness of these materials, as well as the capsule's likelihood to stimulate behavioral change.

Quantitative Approach

The quantitative approach will target callers to the SRF information and referral help-line. The semi-structured questionnaire will be administered by the SRF help-line staff to people who, after exposure to the media programming, seek out additional information and referral services.

The questionnaire will seek to:

- Develop an audience profile: Ages, occupations, ethnicities, marital status, and gender of callers.
- Evaluate the quality and the impact of the media project: What triggered callers search for help?
- Develop a framework of personal exposure to and individual beliefs about mental illness: What are caller's levels of awareness about, concerns about, and tensions concerning mental illness?
- Develop a framework of needs: What mental health services and information do callers require? Which are the most represented mental illnesses?
- Research past and present behavior: Is this project the caller's first approach to mental health?

Data from this questionnaire will be stored in a custom-developed relational database and tabulated and analyzed using standard statistical research tools (SPSS).

3. Evaluation of Hispanic Festival

Fieldwork will be conducted at one of the festivals in order to evaluate not only the impact of the activities on festival visitors but also the internalization by visitors of new and useful information regarding the prevention and treatment of mental health problems.

Methodology

A survey will be developed and administered to randomly chosen people at the festival. Additionally, in-field observational research of festival visitors will be conducted.

4. Evaluation of Internship Component

Interns' learning experiences and satisfaction with the program will be assessed.

Methodology

An anonymous internal survey will be developed and administered in order to capture each intern's perspectives and assessment of the strengths and weaknesses of the program. Skills acquired and information learned through the program will also be measured.

5. Deliverables to SRF

Data will be gathered during the time of publication of the newspaper columns and airing of the capsules, at one of the Hispanic festivals and at the beginning and end of the internship period. A final report with the summary of these various findings will be delivered approximately four weeks after the collection of all data.

Conclusion

Hispanic Americans, like all members of our great society, deserve every opportunity to live the American dream. Sadly, one in five Hispanic adults each year will find the road to that dream impeded by mental health problems. And when mental illness does strike, Hispanics are the least likely of all U.S. citizens to seek the health care they need.

SRF's *Conociendo Tu Salud Mental* multimedia campaign will spread the word that mental illnesses are common, treatable, no-fault diseases. Through radio capsules, talk-shows, newspaper columns, community festivals, and web-based resources, the campaign will promote a message of hope and will encourage people in need to reach out for help. SRF will complement this media programming with its toll-free national information and referral help-line so that listeners can connect to the local mental health resources they require. And SRF internships will encourage young people to pursue careers in mental health.

For too long, people with mental illness and their family members have suffered the impacts of stigma, discrimination, and prejudice. Fortunately, informing people about mental illness can do much to curtail this stigma and to encourage people to seek treatment (Ng *et al* 1995) (Wolff *et al* 1996). But more needs to be done to reach out to the Hispanic community. The time has come to shine a light of understanding and hope – not just for some Americans, but for all Americans – on this dark subject matter.

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Appendix A: *Conociendo Tu Salud Mental* Program Budget

Personnel	
Executive Producer (20% Effort)	11,520
Executive Director (5% Effort)	6,400
Radio Capsule Production and Syndication	
30 x \$2,000	60,000
Newspaper Column Writing and Syndication	
4 x \$10,000	40,000
Radio Talk-Shows Production and Broadcasting	
Production and Talent	50,000
Broadcasting 2 Shows in 10 Markets	70,000
Local Tune-In Promotion	38,400
Youth Internships	
Outreach Director	3,840
4 Training Sessions	6,144
Festivals	
Outreach Director	7,680
Travel and Lodging	6,144
Materials and Exhibit Fees	5,120
Development of Hispanic Screening Materials	5,120
Information and Referral Service	
Outreach Director	3,840
Database Updating	8,960
Help-Line - Caller Referral Services	7,680
Distribution of Materials to Callers	3,840
Website	
Development	10,240
Content Maintenance during the Campaign	2,560
Advisory Committee	
Travel and Lodging	25,600
Honoraria	19,200
Evaluation	20,000
TOTAL	412,288

Appendix B: *Conociendo Tu Salud Mental* Media Program Overview¹

Newspaper Columns

- *All columns will encourage audiences to use the national help-line.*

Theme:	Contents:
1. Facing Mental Illness.....	Column will discuss the prevalence of types of mental illnesses, the risk of ignoring these diseases, and the stigma that often prevents people from seeking the help they need.
2. Treating Mental Illness.....	Column will present the many successful avenues currently available for treating mental illnesses – medications; individual, family and group therapy; peer support.
3. Navigating the Health Care System.....	The problem of lack of health insurance within the Hispanic community will be discussed. Options for the non-insured will be presented. Program and column will explore the problem of lack of culturally-competent services and will encourage young people to pursue careers in mental health.
4. Recovery from Mental Illness.....	Series will end on a note of hope by exploring how many people with psychiatric diagnoses lead successful, fulfilling lives. The mental health consumer movement and public education and advocacy groups will be introduced.

¹ Program contents will be adjusted according to the advisory committee's suggestions.

Appendix B: *Conociendo Tu Salud Mental* Media Program Overview

Radio Capsules

1. What Is Mental Illness? (1)
2. What Is Mental Illness? (2)
3. Los Ataques de Nervios (1)
4. Los Ataques de Nervios (2)
5. Depression (1)
6. Depression (2)
7. Depression (3)
8. Schizophrenia (1)
9. Schizophrenia (2)
10. Bipolar Disorder (1)
11. Bipolar Disorder (2)
12. Anxiety Disorders (1)
13. Anxiety Disorders (2)
14. Obsessive Compulsive Disorder (1)
15. Obsessive Compulsive Disorder (2)
16. Trauma: Abuse
17. Trauma: War
18. Hispanic Mental Health Professionals
19. Alcoholism (1)
20. Alcoholism (2)
21. Drug Abuse (1)
22. Drug Abuse (2)
23. Eating Disorders (1)
24. Eating Disorders (2)
25. Attention Deficit Disorder
26. Children and Mental Illness (1)
27. Children and Mental Illness (2)
28. Hispanic Family Values
29. Recovery Is Possible (1)
30. Recovery Is Possible (2)

Capsules will promote the message that mental illnesses are common, treatable, no-fault diseases. For each condition, the capsule will present a brief overview of symptoms. All capsules will be one-minute in length and will encourage listeners to seek help by calling the confidential SRF toll-free information and referral number.

Appendix B: *Conociendo Tu Salud Mental* Media Program Overview

Sample Radio Capsule Transcript

ENGLISH: Bipolar Disorder

Voice 1:

First I felt up, then I felt down. One month I had so much energy, I was hardly sleeping. The next month, I wanted to die.

Narrator:

These are the symptoms of a common mental illness called bipolar disorder or manic depression. Bipolar disorder is no one's fault; it's a medical condition that affects millions of people. Fortunately, bipolar disorder can be successfully treated. But it won't go away by itself.

Voice 1:

I ended up in the emergency room. They found me a doctor and a therapist, and my life is getting back on track now.

Narrator:

If you or someone you care about seems to be experiencing bipolar disorder, call your help-line for information and for referrals to treatment centers. 1-800-473-3003.

SPANISH: Trastorno Bipolar

Voz 1:

Algunas veces me sentía muy bien y otras, muy mal. Un mes tenía mucha energía, difícilmente podía dormir. El mes siguiente, me quería morir.

Narrador:

Estos son los síntomas de una enfermedad mental común, llamada trastorno bipolar o depresión maníaca. El trastorno bipolar no es culpa de nadie; es una condición médica que afecta a millones de personas. Afortunadamente, el trastorno bipolar puede ser tratado y controlado. Pero no se irá por sí solo.

Voz 1:

Terminé en la sala de emergencia. Me encontraron un doctor y un terapeuta y ahora mi vida está volviendo a la normalidad.

Narrador:

Si tú o alguno de tus seres queridos parece estar padeciendo de trastorno bipolar, llama a tu Línea de Ayuda para información y referidos a los centros de tratamiento. 1-800-473-3003.

Appendix B: *Conociendo Tu Salud Mental* Media Program Overview

Talk-Show Treatment

Markets

In cooperation with Hispanic Radio Network and Hispanic Broadcasting Corporation, talk-shows will be broadcast in ten of the following top-14 major Hispanic markets: Albuquerque, Chicago, Dallas, El Paso, Houston, Las Vegas, Los Angeles, McAllen, Miami, New York, Phoenix, San Antonio, San Diego, San Francisco.

Hosts

In order to maximize their appeal to local audiences, talk-shows will be hosted by local radio personalities in each major market.

Guests

Hispanic behavioral healthcare experts, mental health advocates, people who have experienced mental illness, and their family members will be featured as guests on the shows. The following organizations and individuals have agreed to appear as guests on the talk-shows:

NAMI (National Alliance for the Mentally Ill)
National Mental Health Association
Contac del Oeste
Hispanic Behavioral Health Institute
Belisa Vranich, Psy.D., author of *The Seven Beliefs*
Ana Lazu, founder of Latinos Unidos Siempre

Themes

Talk-shows will provide an overview of the symptoms and prevalence of common mental illnesses. Barriers to seeking help and to receiving treatment will be discussed, and ways to overcome these barriers will be explored. Information on successful forms of treatment and stories of recovery will be presented.

Audience Participation/Support for Listeners

All talks-shows will be call-in, providing listeners with the opportunity to ask questions of and to interact with guests. Additionally, all talk-shows will provide the SRF toll-free help-line number for listeners requiring further information or referrals to local culturally competent mental health service providers and mental health advocacy groups.