

## **Model Radio Campaign**

### **The Issue**

“Extensive evidence exist that racial and ethnic groups have less access to mental health services and are more likely to receive lower quality care.”<sup>1</sup> Providing mental health care in a cultural and linguistic competent manner is fundamental in any effort to ensure appropriate access to and engagement in appropriate services by all population groups. The Mental Health Services Act is designed to improve access to and quality of mental health services to unserved, underserved and inappropriately served communities and reducing mental health disparities across racial, cultural and ethnic groups.

### **The Need**

Focus groups of diverse underserved communities throughout California, including Merced, conducted by UC Davis Center for Reducing Health Disparities identified prevention and early intervention mental health needs including the following.<sup>2</sup>

- Receiving mental health care for emotional problems was often perceived by others in their family or community as a weakness and a suggestion that one is “Crazy”.
- Geographic isolation and lack of transportation severely limited the access of these communities to systems of care.
- Many immigrants feared being reported to the immigration authorities and consequent deportation if they sought mental health treatment.
- In the focus groups, cultural incompatibility was one of the most cited explanations of service underutilization by unserved or underserved community members.
- Many unserved or underserved community members rejected established medical care and were mistreated when they sought formal services; thus they preferred to seek mental health care from informal service providers – trusted friends, family members, or clergy.
- Some community members felt threatened by mental health treatment they described as punitive – removal of children from their custody, involuntary hospitalization and physical restraint.
- A major theme that emerged from the focus groups was the impact of oppressive social conditions on underserved and vulnerable communities, such as racism, discrimination, social exclusion and lack of power
- Members of underserved communities felt isolated and perceived that they were regarded as unimportant by service providers and that they were powerless to provide input and create change.
- Oppressive social conditions such as racism, criminalization, and social exclusion played a central role in limiting the ability of unserved, underserved and poorly served communities to improve their living conditions and determining the mental health of individuals in the community.

### **The Proposed Solution: Prevention and Early Intervention Radio Campaign**

For a radio campaign to be effective the productions must be developed with active participation of people in the target community and service provider. An effective community radio campaign is one which opens its studio to the community as a portal to be used by the community so that the community can use radio as a platform to effect community change.

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<sup>1</sup> Cultural and Linguistic Competence Technical Resource Group of the Mental Health Services Oversight and Accountability Commission.

<sup>2</sup> Engaging the Underserved: Personal Accounts of Communities on Mental Health Needs for Prevention and Early Intervention Strategies, Sergio Aguilar-Gaxiola, M.D., PhD. et alia. UC Davis Center for Reducing Health Disparities, 2008.

The campaign must also be presented in a variety of formats without becoming boring. Consequently, production of a series of carefully crafted messages is required if we hope to bring a listener to be aware of an issue, in a way that leads to changes in beliefs and attitudes about the issue and eventually to a change of behavior. All of the messages in the campaign must be produced in the language of comfort of the listener. For Radio Bilingüe, a typical campaign includes a number of productions, each targeting an identified issue.

1. A Round Table is a dialogue among a select group of informed individuals addressing prevention and early intervention. The guests are selected because of the different approaches they may have to the subject being discussed. Listeners are invited to call in and share their observations and questions. A Round Table is aired live for one hour.
2. A Talk Show is a presentation by an individual or individuals on a subject designed to share information with the listeners. Listeners are invited to call in. For example, farm workers and service providers discuss stigma and discrimination. The Talk Show is aired live for one hour.
3. A Mini-drama is a short dramatization of a behavior to be avoided or encouraged for the benefit of listeners. For example, family members dramatize how a supportive family environment can address depression. The Mini-drama runs 60 – 90 seconds and is aired 10 times.
4. A Testimonial is a statement by an involved party about how a particular behavior impacted him or her personally. For example, it may present a discussion between two women how one escaped from domestic violence. It runs for 30 – 90 seconds and is aired 20 times.
5. An Educational Message provides the listener with useful information designed to help him/her make an informed decision. An Educational Message may point out the relationship of diabetes, cardiovascular disease, and HIV with depression. It runs for 30-60 seconds and is aired 25 times.
6. A Promotional Message promotes an event or service organized by service providers that may be of interest to listeners. It may promote a mental health service being provided at a local health center. It runs from 15 – 60 seconds and each messages is aired 25 times.
7. A Remote is a live report of a local event of interest to our listeners. It may be a public hearing, health fair or other event. It runs for one hour and is aired live.

In developing a campaign addressing Latino Mental Health Disparities issues like the following would be addressed:

1. Stigma and Discrimination.
2. Latinos and Depression. .
  - a. Characteristics and Symptoms.
  - b. Post Partum Depression
  - c. Separation Anxiety
3. Barriers to Mental Health Care for Latinos
4. Immigration and Acculturation.
  - a. Mental Health Differences between Immigrant and U.S.-Born Latinos
  - b. Consequences of Acculturative Stress
  - c. Other Concerns.
5. Chemical Use and Dependency
  - a. Alcohol Use
  - b. Substance Use
6. Domestic Violence

- a. Factors Associated with Domestic Violence
- b. Latino Immigrants and Domestic Violence .
- c. Anger Management
- 7. Suicide
  - a. Factors Associated with Suicide
- 8. Co-Morbidity and Mental Health
- 9. Disease Links to Depression
- 10. PTSD
- 11. Support Groups

A full campaign would target each issue and, in partnership with the Latinos who have been impacted with mental illness and their service providers, each issue would be addressed with a series of productions designed to move listeners from awareness and knowledge toward behavior change. For example, on Stigma and Discrimination the campaign will start with a Talk Show followed by an Educational and Promotional Message supporting issues addressed in the Talk Show. They in turn will be further supported by a Testimonial and a Mini-drama. If an event is being held in the community addressing Stigma and Discrimination, a promotional message can be produced to make residents aware of the event, and then it can be featured with a live remote.

### **The Projected Results**

An effective radio campaign will bring about positive change in the knowledge and understanding of mental health leading to the reduction of cultural barriers, stigma and discrimination. Using a “so that” Ladder:

*Our success in this campaign will be measured by our ability to work with  
Mental Health Service providers and the Latino community*

*so that*

*they become knowledgeable about stigmas and barriers confronting  
unserved, underserved and poorly served communities*

*so that*

*they become aware and attentive to those stigmas and barriers*

*so that*

*their beliefs, attitudes and aspirations are influenced*

*so that*

*service providers address cultural and linguistic barriers impeding access to service*

*so that*

*the community and service providers take actions  
that are culturally and linguistically designed to provide  
access to services and quality of mental health outcomes  
among unserved, underserved and inappropriately served communities*