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LACDMH Values

Integrity. We conduct ourselves professionally according to the highest ethical standards.

Respect. We recognize the uniqueness of every individual and treat all people in a way that affirms their personal worth and dignity.

Accountability. We take responsibility for our choices and their outcomes.

Collaboration. We work together toward common goals by partnering with the whole community, sharing knowledge, building strong consensus, and sharing decision-making.

Dedication. We will do whatever it takes to improve the lives of our clients and communities.

Transparency. We openly convey our ideas, decisions and outcomes to ensure trust in our organization.

Quality and Excellence. We identify the highest personal, organizational, professional and clinical standards and commit ourselves to achieving those standards by continually improving every aspect of our performance.

If you are in crisis and need help right away, call our 24/7 toll-free Help Line: 800.854.7771

Those with hearing or speech disabilities may [call 711](tel:711) and ask the operator – who will serve as the interpreter between the caller and our staff – to call our Help Line.

dmh.lacounty.gov



▶ **UNITED
MENTAL HEALTH
PROMOTERS**



LOS ANGELES COUNTY
**DEPARTMENT OF
MENTAL HEALTH**
hope. recovery. wellbeing.



United Mental Health Promoters

The program aims to reduce mental health stigma throughout Los Angeles County particularly in historically underserved cultural and linguistic communities by increasing awareness about mental health issues, removing barriers, and improving timely access to culturally and linguistically appropriate resources.

Mental Health Promoters

Serve as a bridge between the community, the Los Angeles County Department of Mental Health and other human and social service organizations by approaching mental health topics with a culture specific lens.

Services Provided:

- Outreach and engagement
- Educational workshops
- Linkage and referrals



Scan to learn more about the United Mental Health Promoters.

Program History

In 2011, the Los Angeles County Department of Mental Health started the Promotores de Salud Mental Program as a pilot program to address the high levels of mental health stigma in the Latino Spanish speaking community. The Health Promoter model and popular education model have been used in the United States and in countries throughout the world to address a variety of health disparities in underserved cultural and linguistic communities.

In 2020, the Los Angeles County Board of Supervisors approved the expansion of the Promoters Program to serve additional communities including Black and African Heritage, Asian/Pacific Islander, American Indian/Alaska Native, Eastern European/Middle Eastern, LGBTQ+ and Individuals with Physical Disabilities. The expansion of the model into mental health has been an innovative way to increase access to care.

Receiving accurate information from people in your local community that are aware of the cultural and linguistic needs of the community has proven to build trusting relationships and resilience within communities. Promoters empower individuals with accurate information and resources and most importantly instill hope for the future.

The Modules

- Emotional Wellbeing and Stress
- Bullying Prevention – Kindness, Acceptance, Inclusion
- Mental Health and Stigma
- Understanding Depression and Building Resilience
- Understanding Anxiety and Building Resilience
- Grief, Loss, and Resilience
- Understanding the Impact of Addiction and Mental Wellness
- Family Violence Awareness, Prevention, and Resilience
- Child Abuse Prevention and Resilience
- Suicide Awareness, Prevention, and Resilience
- Understanding Neurodevelopmental Disorders & Role of Caregivers
- Understanding Childhood Behaviors and Disorders
- Immigration, Adaptation, and Resilience

