

Bridging the Gap: A Visibility Campaign for Mental Health and Crisis Alternatives

Resilience Rangers

Cheryl Lee, Graciela Saldaña, Johanna Uriarte Lara, Laura Guerrero, Stephanie Reyes

INTRODUCTION

Project Purpose & Description

This project aimed to raise awareness of mental health services within the Cambodian community in Cambodia Town, Long Beach, by partnering with the Community Crisis Response (CCR) Team and local Cambodian leaders. On March 26, 2025, a one-hour Zoom session was held to share information about CCR Team services with trusted community leaders, who will help disseminate the information and improve access to care. The intervention, rooted in the Community-Initiated Care and Behavioral Health Support Specialists models, used culturally responsive, peer-led strategies to reduce stigma and address gaps in mental health access.

Social Problem & Focus Population

Many Cambodian residents in Long Beach, particularly in the Cambodia Town neighborhood, face significant barriers to accessing mental health services due to stigma, lack of culturally relevant information, and limited awareness of available resources. This gap in knowledge and access contributes to unmet mental health needs within the community. The focus population for this intervention is Cambodian community leaders.

Scope of Social Problem

Community Stakeholder Interviews

- Stakeholders consistently identified **mental health challenges** as a growing issue and expressed concern about **limited access to culturally relevant services**.
- One community professional noted:
 - "They're not bad people; they're just struggling with mental illness."- Antique shop owner and long-time resident (Female, Informal Interview)
- Many interviewees emphasized the need for **expanded outreach, prevention, and trauma-informed care** across all age groups.

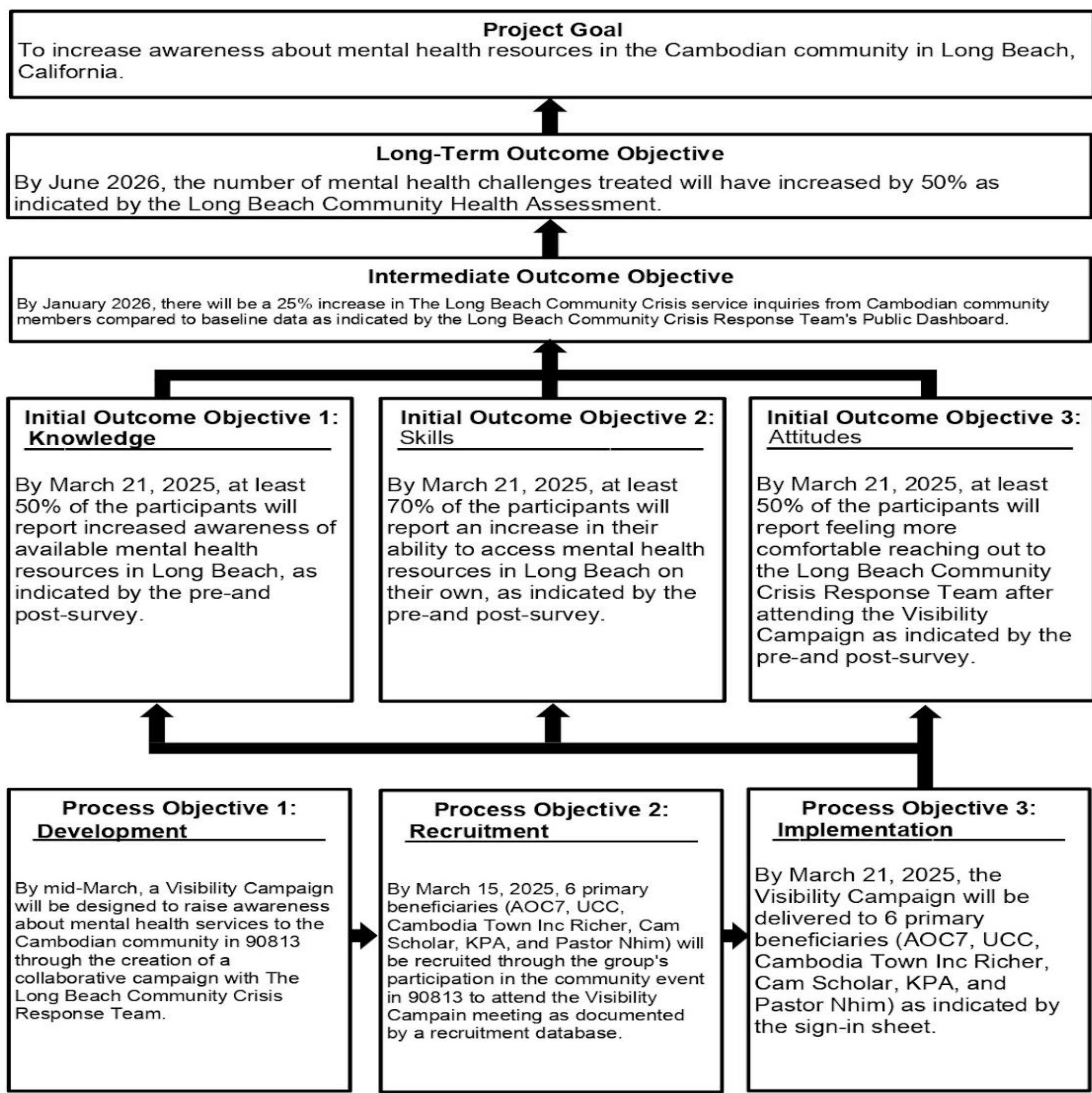
Secondary Data

- 22.9% of adults in 90813 reported needing help for emotional or mental health challenges within the past year (California Health Interview Survey, 2021).
- 4% of the individuals utilizing the Long Beach CCR Team identified as Asian Pacific Islander (Long Beach CCR Dashboard, 2025).

Alignment to Specialization

This project aligns with the Child and Family Well-Being specialization by promoting mental health awareness access within Cambodian families in 90813.

PROJECT OVERVIEW, OBJECTIVES & OUTCOMES

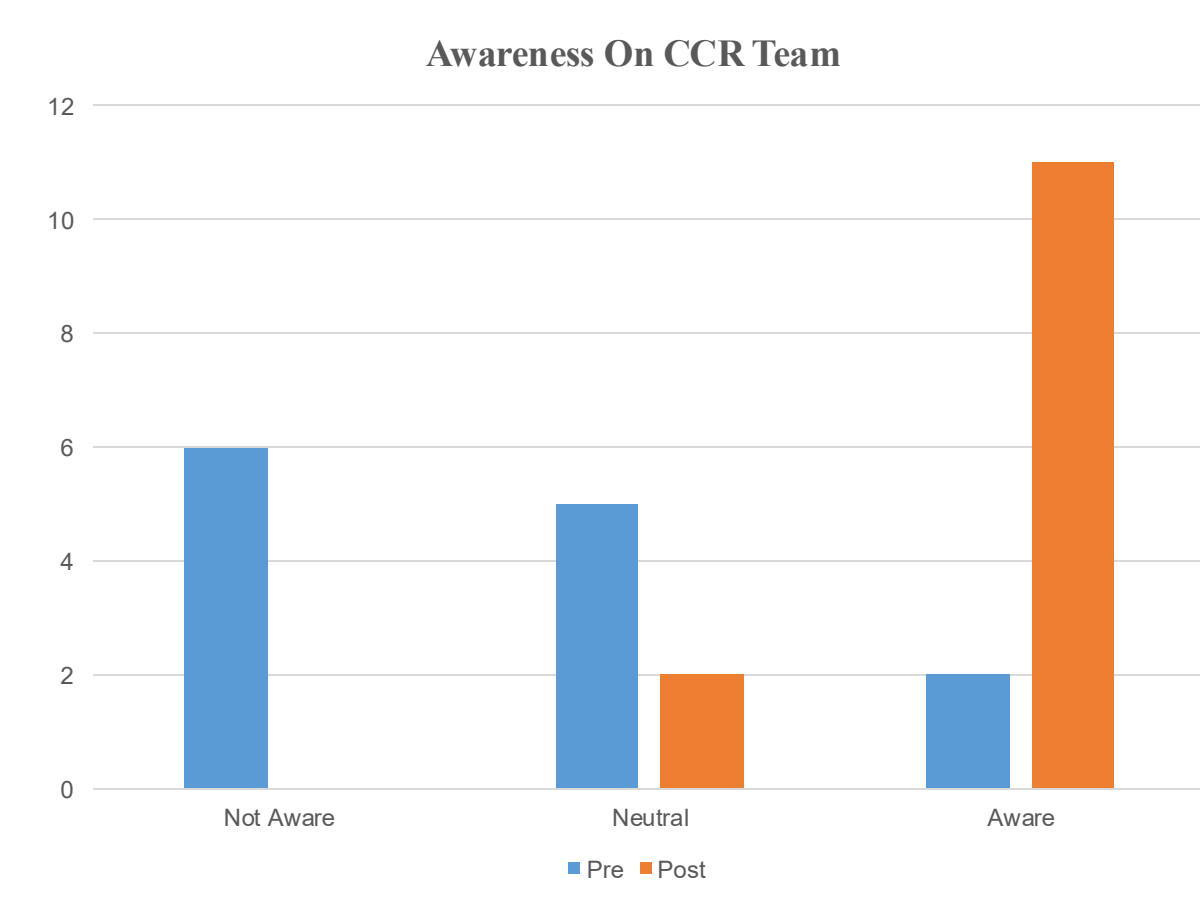
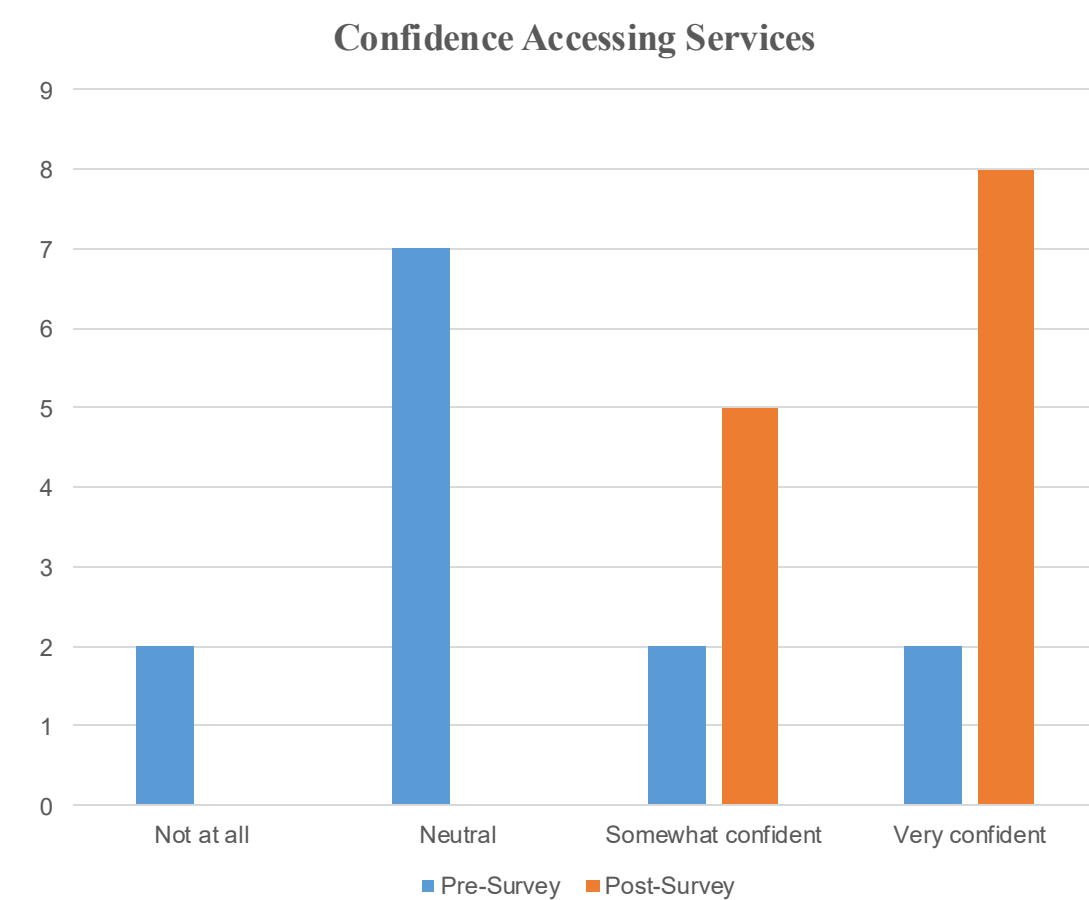
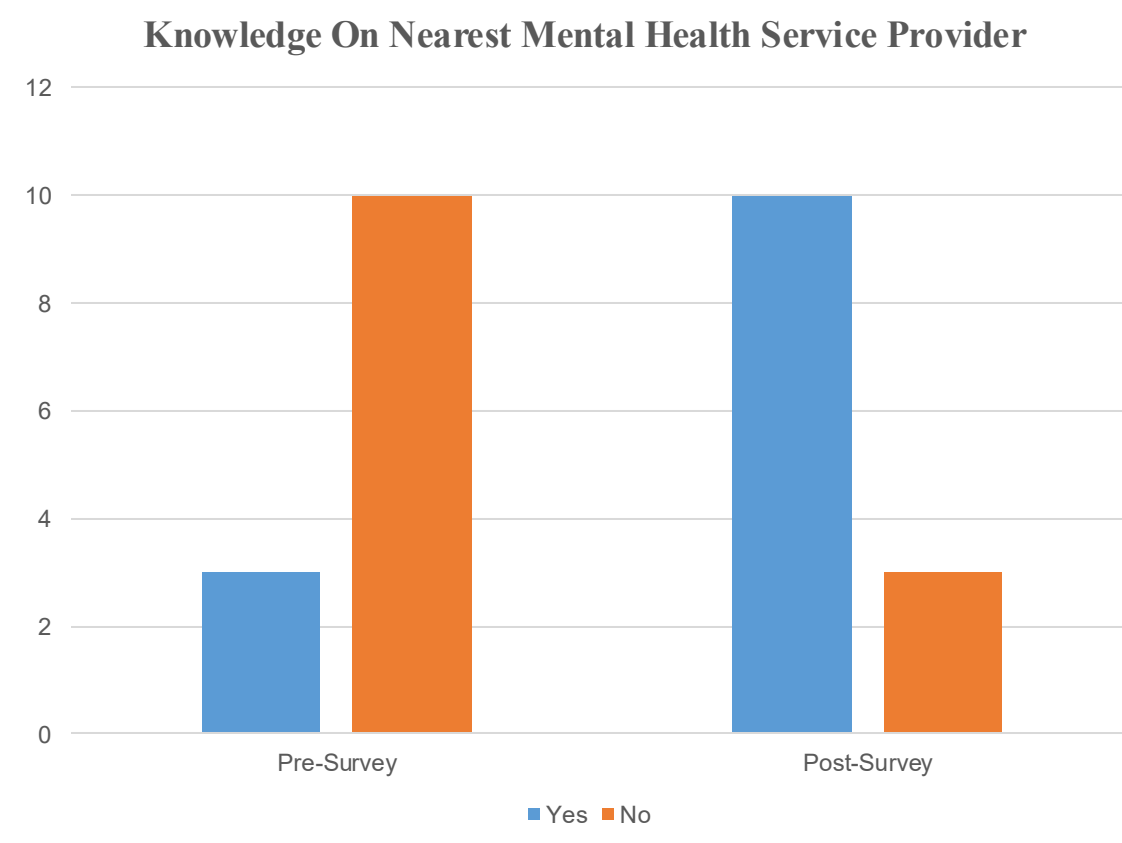


METHODS

A pre-survey and a post-survey were conducted during the visibility campaign to compare the levels of awareness on resources available and perceptions on seeking mental health services, of the participating community members. A quasi-experimental, quantitative method was used, where participants scored their levels of awareness and perceptions before the campaign and afterwards. There were a total of 13 community members who participated in the visibility campaign that were recruited through word of mouth, by handing out flyers at local community events, and via media posts. Using SPSS, a paired-samples t-test was conducted to analyze the means and standard deviations between the pre and post survey results.

RESULTS

Table 1: Participant Characteristics (N=13)		
Variables	n	%
Age		
18-24	1	7.69%
25-34	11	84.62%
35-44	1	7.69%
Primary Language		
English	12	92.31%
Khmer	0	0 %
Spanish	1	7.69%



RESOURCES



References

California Health Interview Survey Neighborhood Edition. (2021). Mental health - Needed help for mental health problems (18+). UCLA Center for Health Policy Research. <https://healthpolicy.ucla.edu/our-work/askchis-ne/askchis-ne-dashboard>

Long Beach CCR Dashboard. (2025). Long Beach CCR Dashboard. https://public.tableau.com/app/profile/rebecca.phan1757/viz/LBDHHSCommunityCrisisResponsePublicDashboard_17145903923090/CCRDashboard

CONCLUSION

Analysis of Findings

After analyzing the comparison of pre- and post-tests scores, the results demonstrate a significant increase in the participants' prior knowledge of mental health services availability compared to their knowledge after attending the workshop. The results indicate that the workshop increased the participants awareness of the mental health services available to them in Long Beach.

Limitations & Improvements

Two visible limitations of the evaluation review involve that most of the participants ages ranged in the same age criteria and that the majority of attending participants speak the English language at home. While this is not necessarily a limitation to the evaluation tool, it allows for the acknowledgment of the need to ensure inclusivity by incorporating participants who speak languages other than English and providing the appropriate linguistic and cultural accommodations to the workshop component. These language limitations could be improved through the accommodations of the workshop content and the diverse age ranges can be obtained in the recruitment process.

Recommendations & Implications

Practice

- Generalizing the workshop to include information of other mental health agencies and their available services to community members. This implication can bridge the stigma in mental health and encourage trust within members and mental health service providers.

Policy

- Creating a policy that can extend CCR Team's service jurisdiction to include a broader area of the Long Beach community . This expansion would allow the CCR Team to address all community needs and enhance overall community well-being.


Research

- Conducting frequent community visits and observations. The aim is to build a deeper and evolving understanding of the communities' mental health needs beyond this campaigns initial findings and develop a project that can allow for the sustainability of access to mental health services for Long Beach community members.

COMMUNITY PARTNER(S)

Long Beach Community Crisis Response Team

The mission of the Long Beach Community Crisis Response (CCR) Team is prioritizing health-based, person-centered responses to behavioral health. As a non-law enforcement team, CCR provides trauma-informed crisis intervention, suicide prevention, de-escalation, and linkage to services for individuals experiencing non-emergency crisis. Their team features a Crisis Intervention Specialist, Public Health Nurse, and Peer Navigator reflecting a commitment to quality care. The CCR Team operates in West Long Beach, Downtown, and the East Village.

Name of Collaborator	Contributions
Anthony, Montalvo, MPA <i>Community Crisis Response Program Manager</i> Long Beach Community Crisis Response Team Anthony.Montalvo@longbeach.gov 	<ul style="list-style-type: none">Assisted with answering participant questions during the campaign.Provided content about the Long Beach CCR Team for the Visibility Campaign.Contributed by providing translator for Khmer speaking participants during the campaign.

ACKNOWLEDGEMENTS

We would like to acknowledge the Long Beach Community Crisis Response Team, AOC7, and Nareth Muong.