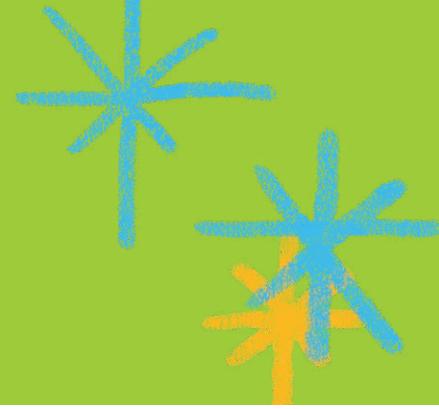


# WE RISE 2022



# INTRODUCTION



## **A model for community-centered collaborative impact**

In its ongoing efforts to destigmatize mental health and meet communities where they are, WE RISE assembled a constellation of partnerships that used dynamic and creative programming to build community capacity, community connection and individual wellbeing.

WE RISE engaged community-based organizations as essential partners in advancing health and healing in Los Angeles County and centered their leadership to determine, design and deliver the programming that was promoted under the WE RISE banner during May for Mental Health Awareness Month.

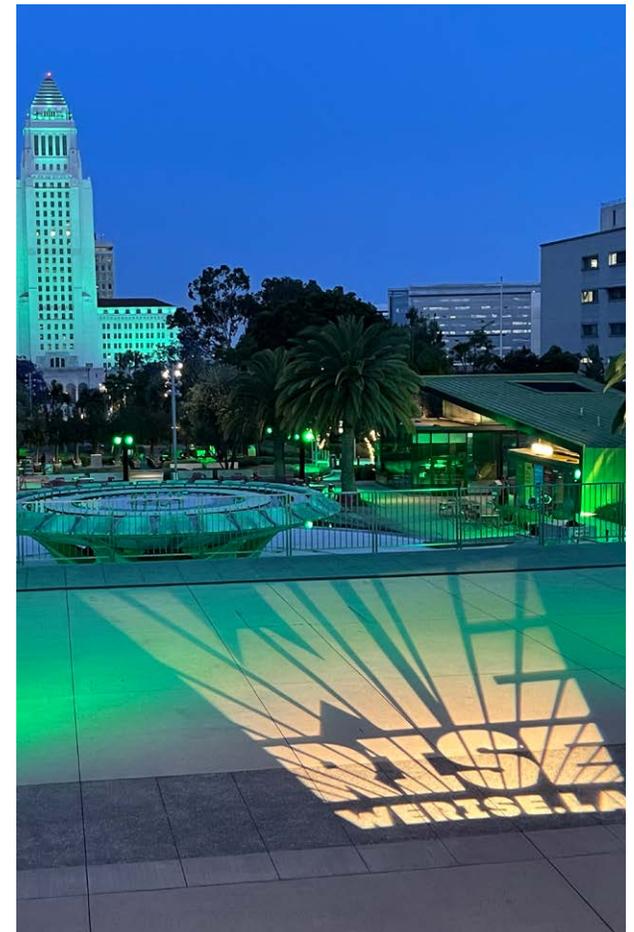
WE RISE tied together the varied community-based organizations, bringing County departments and other partners into a shared vision to advance wellbeing and connect residents to resources in Los Angeles County, recognizing that mental health IS health.

# INTRODUCTION

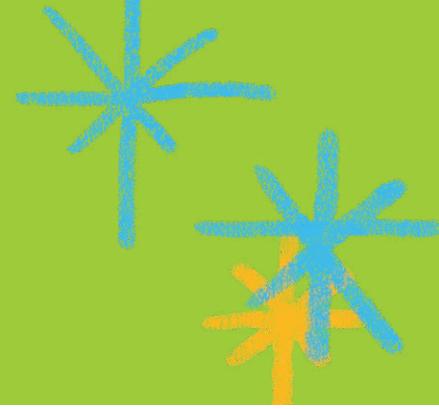
## Across the County, programming with a purpose

From Lancaster to Long Beach, Pacoima to Pomona and Skid Row to San Gabriel Valley, WE RISE 2022 took collaboration and connection to new levels of impact at a time when mental health mattered more than ever.

Communities know their own needs best, and WE RISE 2022 took a “nothing about us, without us” approach to drive programming with a purpose. More than 26 community and 6 LA County partners representing all five supervisorial districts connected more than 80,000 Los Angeles County residents to 200+ healing-centered events, programs and resources through festivals, art installations, music and cultural experiences to support our collective health and wellbeing.



# INTRODUCTION



## Impact with depth and breadth

**6**

LA COUNTY PARTNERS

**80K**

PARTICIPANTS

**26**

COMMUNITY-BASED PARTNERS

**200+**

COMMUNITY PROGRAMS

**111M+**

EARNED MEDIA REACH

**185M+**

PAID MEDIA IMPRESSIONS

**92K**

WEBSITE VIEWS

**3**

CORPORATE SPONSORS

**400+**

LA COUNTY ARTISTS

**117**

POETRY CONTEST SUBMISSIONS

**2M+**

SOCIAL MEDIA IMPRESSIONS

**24K+**

SOCIAL MEDIA FOLLOWERS

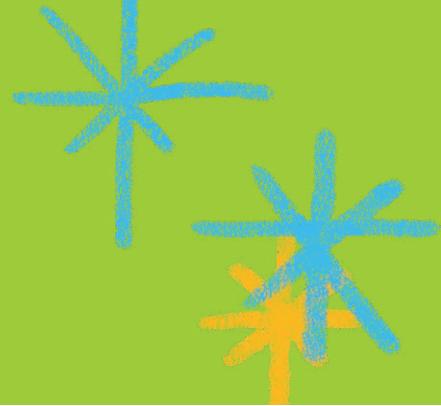
**100**

PIECES OF MEDIA COVERAGE

**1M+**

SOCIAL MEDIA ACCOUNTS ENGAGED

# INTRODUCTION



## **An innovative, holistic approach**

WE RISE 2022 emphasized positive community-led programming that connected youth and those who love them.

Partnerships with multiple County departments – and public and private funders – strengthened this work. This collaborative, community-driven model fostered a timely, trusted and authentic response to urgent needs that supported overall wellbeing.

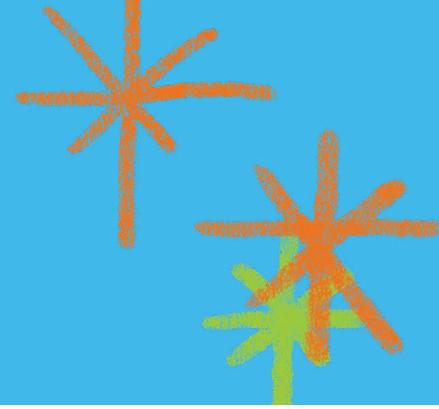
WE RISE also connected these 26 organizations with each other and supported their capacity building to create a stronger network of like-minded organizations that provide community-based services. Building community capacity increases their ability to provide supports for themselves through increased growth within the community, rather than leaning on outside agencies.



“ When we bring music to places where social services are being offered ... it helps to remove the stigma of receiving assistance for things like food insecurity.”

— ALLISON KEATING, EXECUTIVE DIRECTOR, LEVITT PAVILION  
LOS ANGELES

# COMMUNITY PARTNERS



## **Community-based solutions driven by community-based leadership**

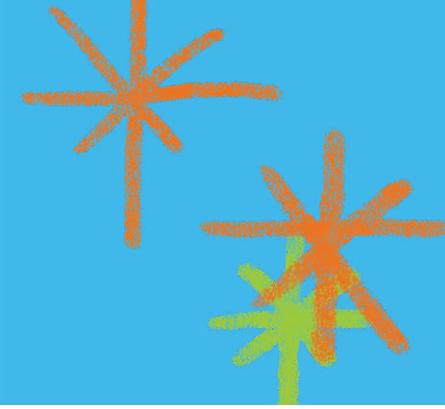
Issues such as poverty, community wellbeing and mental health are complex and interconnected. No public agency can adapt quickly enough to meet these changing community needs alone. WE RISE facilitated a network of peer-to-peer relationships and gave communities the power to put forward their own solutions to advance healing and wellbeing.

More than 22 community-based organizations served as lead partners for WE RISE 2022, representing all five supervisorial districts and the breadth of diverse communities that call this County home.

In embracing diversity, projects for WE RISE this year varied from a community book fair and wellness conference to professional concerts and diaper distribution events, all successful and grounded in their communities.

This range of activity, scale and style of WE RISE programming created multiple points of access, thus furthering the goals of inclusion, particularly for hard-to-reach populations.

# COMMUNITY PARTNERS



## Community partners included:

Art Time Out

Arts Council for Long Beach

Community Coalition

Dignity and Power Now

El Nido-Best Start & Alliance United

Esperanza Community Housing

Gente Organizada

Instituto de Educación Popular  
del Sur de California (IDEPSCA)

LA Baby Cooperative

Los Angeles Community  
Action Network (LACAN)

LA Commons

Levitt Pavilion Los Angeles

Mapache City Projects & LA Rooted

Meztli Projects

Mujeres de Maiz

Paving the Way Foundation

SBCC Thrive

Self Help Graphics & Art

Tía Chuchas Centro Cultural

Union de Vecinos

Youth Justice Coalition

18th Street Arts Center

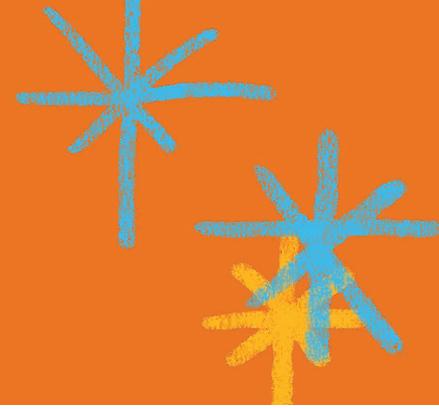




“ Grand Park has linked arms with WE RISE over the last three years to combat mental health stigma. This critical initiative has brought Grand Park into new or deeper dialogue and partnership with departments and entities across the County, supporting the park’s mission to be LA’s Park for Everyone.”

— JULIA DIAMOND, DIRECTOR, GRAND PARK

# COUNTY PARTNERS



## Collaboration that brought the County together

WE RISE 2022 program partners included five LA County Departments – Office of Education (LACOE), Parks & Recreation, Mental Health (DMH), County Library and Grand Park – to reinforce the intersectionality of mental health and host welling activities for youth, families and adults throughout May. Additionally, WE RISE 2022 would not have been possible without the support from other departments, including Arts and Culture.



Los Angeles County  
Office of Education

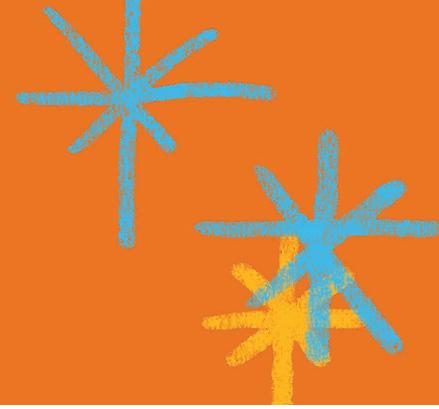
LOS ANGELES COUNTY  
DEPARTMENT OF  
MENTAL HEALTH  
hope. recovery. wellbeing.



GRAND  
PARK



# COUNTY PARTNERS



## **Opportunities for connection and healing**

Throughout May for Mental Health Awareness Month, the Department of Mental Health hosted celebratory events at its Peer Resource Center; the County Library hosted teens and taught them to cultivate mindfulness practices; the County Office of Education encouraged self-expression through poetry and performance; and Parks & Recreation hosted its family-friendly “Parks at Sunset” series, providing opportunities for play, movement and social connection in green spaces.

Grand Park hosted a temporary oak tree grove that invited visitors to connect with nature. Every evening in May the entire Park was bathed in green lighting (green is the international color for mental health) as a visual beacon for healing.



WERISE.LA  
MAY 1-31

GRAND  
PARK

30 N. GRAND

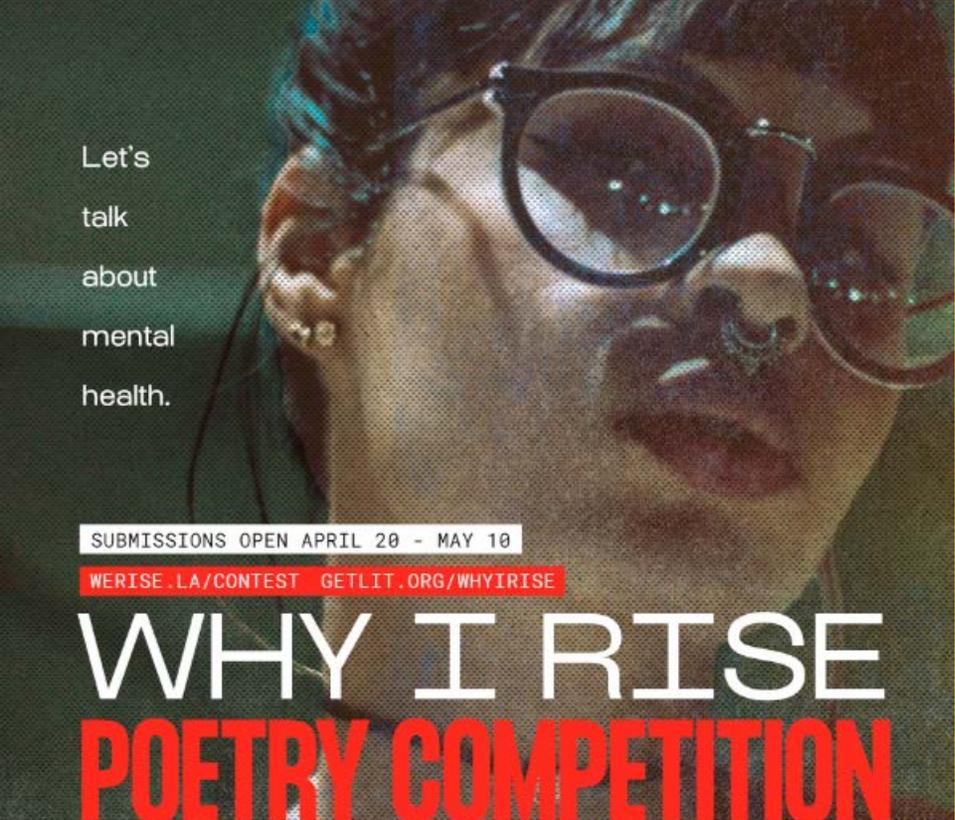
PALEOTROPICAL

WERISE  
LA  
MAY 1-31

CREATING OUR NEXT

WERISE  
LA  
MAY 1-31

WERISE.LA  
MAY 1-31

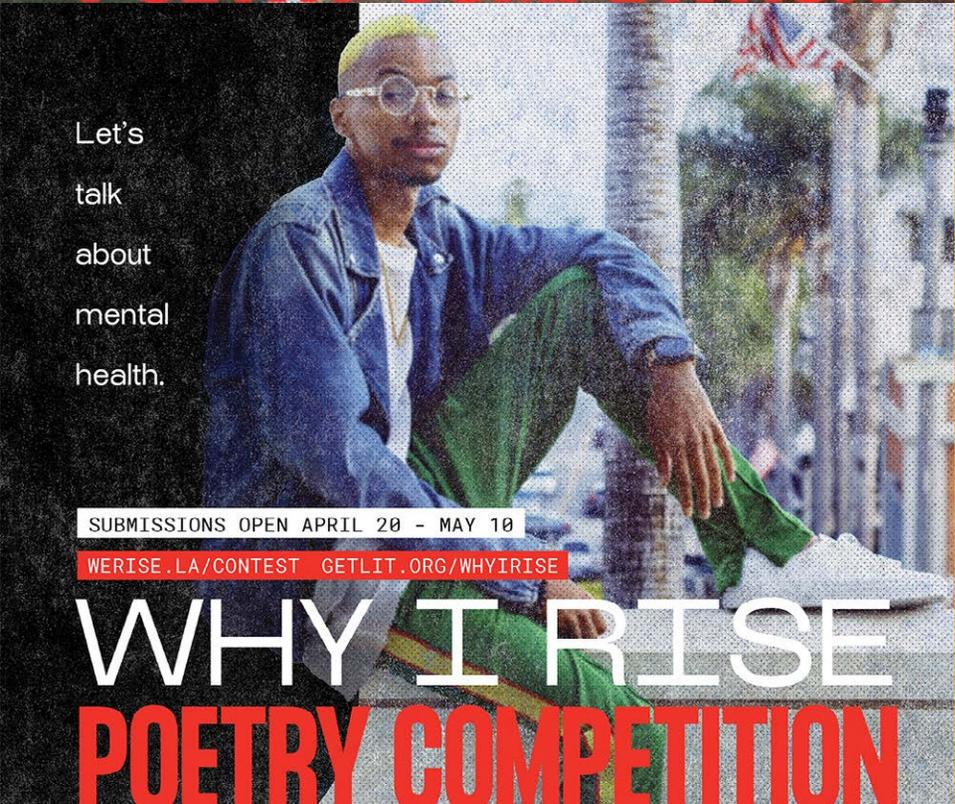


Let's  
talk  
about  
mental  
health.

SUBMISSIONS OPEN APRIL 20 - MAY 10

[WERISE.LA/CONTEST](http://WERISE.LA/CONTEST) [GETLIT.ORG/WHYIRISE](http://GETLIT.ORG/WHYIRISE)

# WHY I RISE POETRY COMPETITION



Let's  
talk  
about  
mental  
health.

SUBMISSIONS OPEN APRIL 20 - MAY 10

[WERISE.LA/CONTEST](http://WERISE.LA/CONTEST) [GETLIT.ORG/WHYIRISE](http://GETLIT.ORG/WHYIRISE)

# WHY I RISE POETRY COMPETITION

“ Being part of the WE RISE initiative is such an incredible way to highlight the connection between creativity and wellbeing. Together, we’re showing youth that their voice matters and giving them a platform to lift each other up as they rise themselves.”

— DIANE LUBY LANE, FOUNDER AND EXECUTIVE DIRECTOR, GET LIT

# ADDITIONAL PARTNERS

## An expanded network that strengthened inclusion and reach

In addition to the 22 community-based organizations and five County departments, WE RISE advanced impact this year by supporting existing partner organization events and projects. This widened the reach of WE RISE's impact further across the geography of LA County.

With projects ranging from spoken word poetry and visual art to rallies and block parties, these partners drew on the connections between wellbeing and self-expression, personal identity, anti-hate activism and cultural heritage and pride.



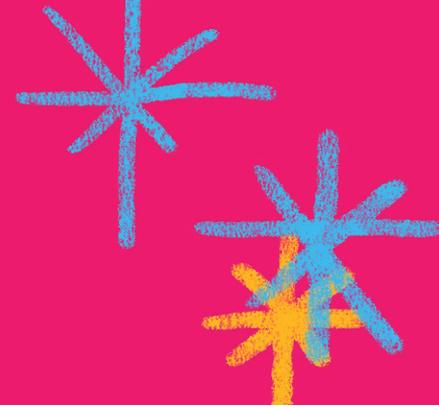




**“ The partnerships are one of the biggest things that came out of WE RISE for us. Partnerships with so many other community organizations are often not included in this type of work.”**

**— ANGELICA ROMERO, EVENT PRODUCER,  
ESPERANZA COMMUNITY HOUSING**

# CAPACITY BUILDING



## **An emphasis on connection and sustainability**

WE RISE 2022 supported community-based organizations with the knowledge and tools to take their impact to the next level. Partner organizations deepened their own capacity and networks by connecting with each other. They also had access to a wide range of resources, skill-building workshops and supporting materials to further strengthen their efforts. This included a Digital Toolkit that was language-inclusive for the communities served by the partner organizations all across LA County.

# CAPACITY BUILDING

## Community-centered resources included:

Our Digital Toolkit served as a communications resource with readily shareable information and assets, allowing County and community partners to easily reach their audiences in seven key languages.

**423**

TOTAL USERS OF OUR DIGITAL TOOLKIT

**7**

KEY LANGUAGES

**314**

ASSET DOWNLOADS



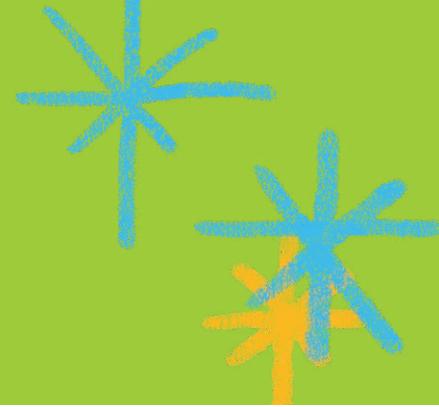




**“ Growing up in a culture where mental health is often stigmatized or ignored, WE RISE is awesome because it brings awareness to these topics and offers actual help. What is really genuine is that WE RISE teams up with community and community members to see what is most needed. This type of respect and love makes people feel seen, valued. [Communities] were provided free tools – powerful tools, that they will take on and keep using. Our communities need more of this!”**

**– ASHLEY MARIE GARCIA, WR ADVOCATE 2022**

# IMPACT



## A multifaceted campaign to amplify visibility

A dynamic, language-inclusive marketing communications campaign unified 200+ community and County partner events and programs under the WE RISE banner, reaching residents across the County in eight languages and connecting them with community-based healing resources. The campaign amplified visibility of events and programming. The integrated marketing campaign reached residents where they were through trusted local media outlets, including ethnic media, digital advertising, Out-of-Home placements, e-mail marketing and social media.

**8**

DIFFERENT LANGUAGES REACHED  
THROUGH ETHNIC MEDIA

**111M+**

EARNED MEDIA REACH

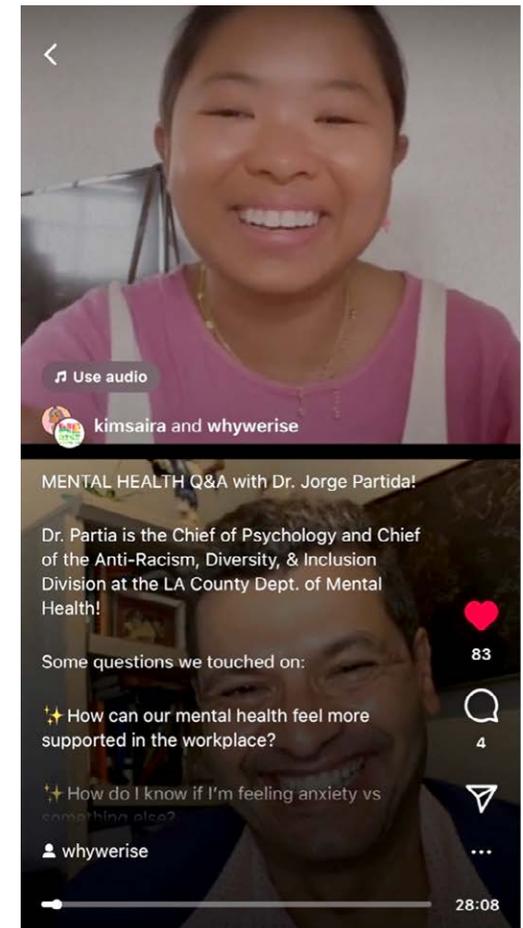
**185M+**

PAID MEDIA IMPRESSIONS

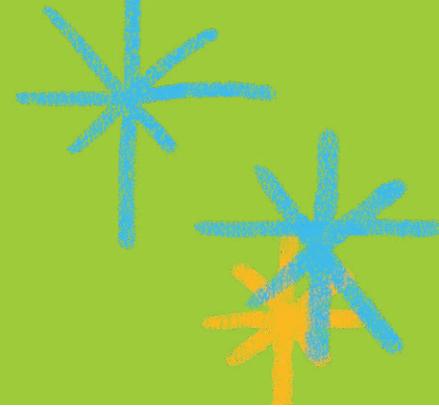
# IMPACT

## Digital experiences that meet youth where they are

Recognizing that many young people access information on social media, WE RISE used these platforms to connect County youth with WE RISE events and community resources. As part of this strategy, WE RISE hosted an engaging Q & A discussion on Instagram Live with a youth advocate and Dr. Partida del Toro, Psy.D., Chief of Psychology and the Anti-Racism, Diversity and Inclusion Division at the Los Angeles County Department of Mental Health.



# IMPACT



## Advocates who embodied WE RISE’s “by us, for us” approach

WE RISE social media featured the powerful, authentic voices of community advocates, young people with deep community ties and a passion for reducing mental health stigma. Through this collaboration, advocates leveraged their platforms to share a series of posts and videos that centered personal healing, art and community connection. The diverse group of WE RISE advocates reside in LA County, from Santa Monica to Pacoima, and helped connect youth audiences to WE RISE events and resources. The relatable content inspired open dialogue, support and reflection on mental health and healing.

**118K**

VIDEO VIEWS AND ENGAGEMENTS  
ON WE RISE ADVOCATE POSTS

**6**

WE RISE ADVOCATES

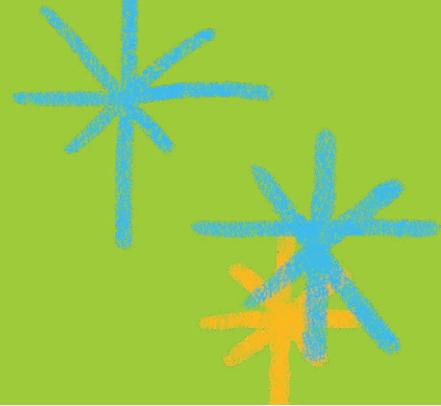


GOOD  
DAY  
LA  
9:39

MENTAL HEALTH AWARENESS MONTH



# IMPACT

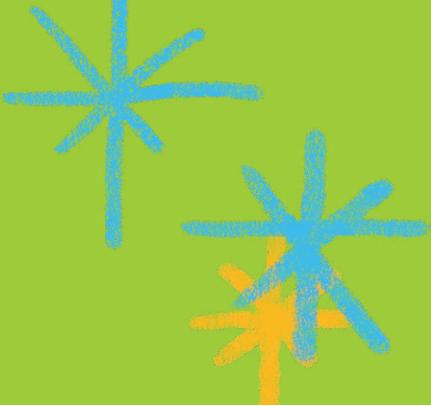


## **An evolution that's focused on the future**

Originally incubated at the Los Angeles County Department of Mental Health and now five years strong, WE RISE 2022 is continuing its evolution into an independent, grassroots, community-driven initiative that enjoys widespread support from public and private funding partners.

This collaborative, community-centered model is the future of WE RISE and is the key to unlocking even greater impact. A continued commitment to this approach means that mental health – both destigmatizing and resourcing/support – becomes integrated into the ongoing work of organizations in the community. And what was once a “campaign” becomes embedded, embraced and sustainable.

# IMPACT



## **An investment in transformative change**

A continued commitment to WE RISE that embraces community-driven mental health solutions is critical to further extend healing across the County.

“Moving at the speed of trust” means that deep, sustained collaborations are dependent on trusted leaders, a history of practice and ongoing relationships. These efforts have the potential to create fundamental, system-wide change to improve community health and wellbeing.

Community-led design for programming that supports wellbeing and connects residents to public resources requires thoughtful time for planning. A multiyear commitment to WE RISE moving forward will provide the consistency and stability needed for these public-private partnerships to realize their full potential for long-term, transformative change in Los Angeles County.

# Thank you to our sponsors



WE RISE 2022 was facilitated by Cause Communications.

**“ We are inspired every day by how communities are finding solutions and envisioning the world we so justly deserve. By fully supporting the extraordinary brilliance and creativity of community-driven leadership, we can transform communities throughout Los Angeles County as part of a larger national and global movement of healing, wellness and equity.”**

**— ROBIN GARCIA AND ANU YADAV, CO-DIRECTORS,  
COMMUNITY FORWARD PROGRAMMING**