

WE RISE 2021



WIE
RISE
WERISE.LA

2021 INTRODUCTION



WE RISE 2021 was the most expansive and collaborative yet, reaching residents all across Los Angeles County and engaging hundreds of partners who, together, affirmed mental health as a community priority.

The Los Angeles County Board of Supervisors unanimously declared May 2021 the “most important ever” Mental Health Awareness Month as County residents continued to experience collective mental health trauma resulting from the COVID-19 pandemic, worsening racial injustice and other social stressors.

“The annual WE RISE campaign plays an important role in the County’s effort to raise awareness of mental health needs throughout our communities. It is my hope that the programs and conversations sparked by the WE RISE campaign will reduce stigma around mental health and that those in need of care will be supported to seek the help they deserve.”

— KATHRYN BARGER, LOS ANGELES COUNTY BOARD OF SUPERVISORS, 5TH DISTRICT

WE RISE BY THE NUMBERS



4

COUNTY PARTNER DEPARTMENTS

500+

COMMUNITY-BASED PARTNERS

21+

ART INSTALLATIONS

1.6M

SOCIAL MEDIA IMPRESSIONS

2K

QR CODE SCANS

30K+

ATTENDEES

300+

LA COUNTY ARTISTS

24+

DIGITAL EXPERIENCES

72K

WEBSITE VIEWS

275+

PIECES OF MEDIA COVERAGE

626M+

REACHED FROM MEDIA COVERAGE

127+

COMMUNITY PROGRAMS

1K+

"LOVE LETTERS IN LIGHT" SUBMISSIONS

1.6K

YOUTUBE VIEWS

6

CORPORATE SPONSORS

5 ELEMENTS OF WE RISE



WE RISE 2021 was comprised of five distinct elements that, collectively, offered a broad range of ways for LA County residents to experience WE RISE, engage with their communities, connect to resources and find opportunities for creative expression. This diversity of choices offered something for everyone, and ensured WE RISE 2021 remained COVID-safe while still fostering community connection and collective healing.

COMMUNITY POP-UPS

Community Pop-Ups were hyper-local activities that took place across Los Angeles County neighborhoods, in partnership with over 50 community groups, artists, grassroots leaders, healers and other LA County Departments.

ART RISE

Art Rise was a series of 21 art experiences across five Los Angeles County neighborhoods, created in collaboration with museums, cultural institutions and artists to use the power of art toward collective wellbeing, health and connectedness.

THE DIGITAL EXPERIENCE

The Digital Experience featured a full month of virtual programs that fostered connection, healing and wellbeing through a range of activities, including poetry, yoga, dance and workshops.

LOVE LETTERS IN LIGHT

Love Letters In Light featured scrolling LED signs installed on the exterior of 10 library buildings throughout the County. The project conveyed over 300 messages of hope and resilience as a means to move through the collective struggles of the last year.

RISING WITH CHALK

Rising With Chalk was a children's art program led by world class chalk artists, in which children created colorful designs at 55+ local parks around Los Angeles County.

“ It’s really driven by communities themselves. A lot of it’s on arts and social justice issues, and how arts and culture are really an essential part of building and transforming the world we want.”

— ANU YADAV, CO-DIRECTOR, WE RISE COMMUNITY POP-UPS

COMMUNITY POP-UPS



Arts and culture projects by the community, for the community

Community Pop-Ups were hyperlocal activities that took place across Los Angeles County neighborhoods, in partnership with over 50 community groups, artists, grassroots leaders, healers and other LA County Departments. Collectively, the Pop-Ups celebrated the remarkable resources and communities of LA County and used arts-based strategies for healing and wellbeing.

144
EVENTS

281
ARTISTS

392
HOURS OF PROGRAMMING

17,054
COMMUNITY MEMBERS ENGAGED

157
PARTICIPATING ORGANIZATIONS

COMMUNITY POP-UPS



Participating organizations included:

18th Street Arts Center

Arts Council for Long Beach

Black Lives Matter LA and
Frontline Wellness Network

CicLAvia

Community Coalition

Garment Worker Center

Instituto de Educación Popular
del Sur de California (IDEPSCA)

LA Baby Cooperative

Levitt Pavilion Los Angeles

Los Angeles Co-op Lab

Los Angeles Community
Action Network

Mapache City Projects and
LA Rooted

Meztli Projects

Mujeres de Maíz

Northeast Los Angeles

Community Alternatives to 911
(NELA CAT-911) & Acción Comunitaria

Paving the Way Foundation

ProjectQ Salon & Community Center

Tía Chucha's Centro Cultural & Bookstore

Unión de Vecinos

Valle Vida & Alliance United



“ Even though the pandemic has been very difficult for us, it is a moment of opportunity. And that opportunity is to recognize that we have creative power and that our creative power is our greatest resource. I think that’s really embodied in WE RISE.”

— KAREN MACK, EXECUTIVE DIRECTOR, LA COMMONS

ART RISE



Art experiences that brought renowned institutions and artists to the people

Art Rise was a series of 21 art experiences across five Los Angeles County neighborhoods, created in collaboration with museums, cultural institutions and artists that used the power of art toward collective wellbeing, health and connectedness.

21
INSTALLATIONS

190,500+
ATTENDEES

20+
INSTITUTIONS

90+
ARTISTS

2.5K
QR CODE SCANS

ART RISE



Art Rise partners included:

Clockshop

La Plaza de la Cultura y Arte

The Music Center/Grand Park

Gyopo

LA Commons

REDCAT

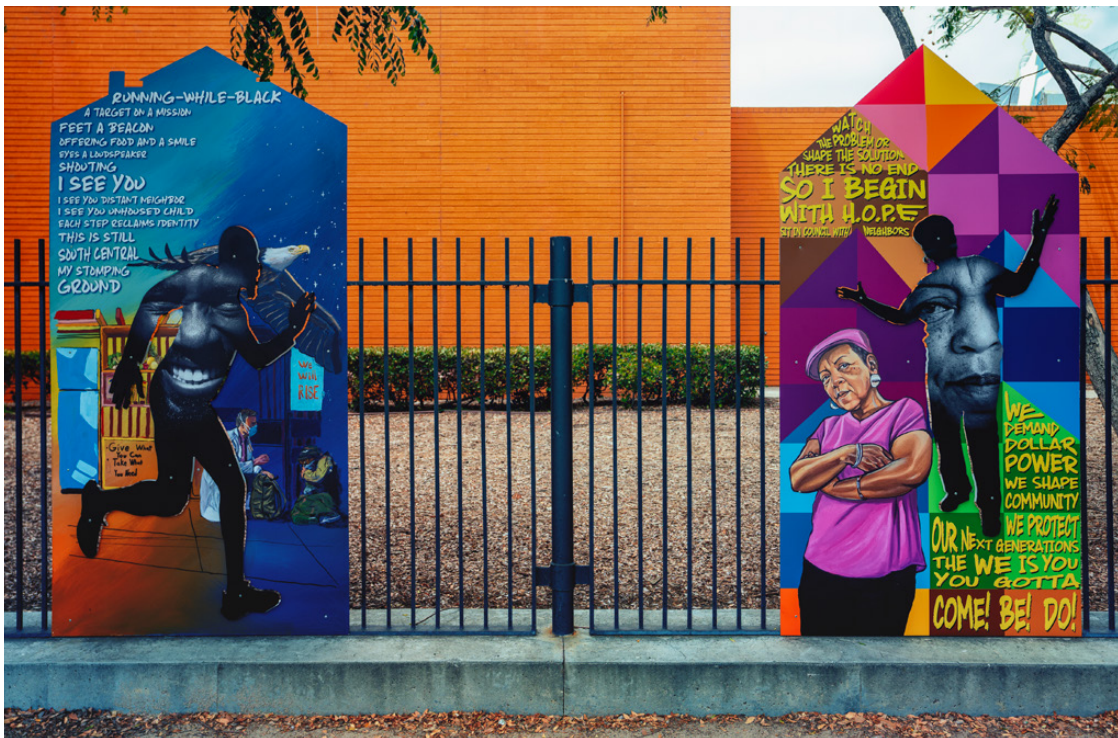
LACMA

The Mistake Room

Self-Help Graphics & Art

LAND/ICA LA

MOCA



**“ Thank you for raising awareness
on such an important cause!”**

– DIGITAL EXPERIENCE PARTICIPANT

DIGITAL EXPERIENCE



Programs that met County residents where they were

The Digital Experience featured a full month of virtual programs that fostered connection, healing and wellbeing through a range of activities, including poetry, yoga, dance and workshops.

24

VIRTUAL EVENTS

690.7M

DIGITAL IMPRESSIONS

2M

SOCIAL MEDIA IMPRESSIONS

64M

SOCIAL MEDIA PARTNER IMPRESSIONS

72K

WEBSITE VIEWS

1.6K

YOUTUBE VIDEO VIEWS

23,875

TOTAL SOCIAL MEDIA FOLLOWERS

308

INSTAGRAM POSTS & STORIES

134

FACEBOOK POSTS

166

TWEETS

DIGITAL EXPERIENCE



Programs and partners included:

Asking for Help & Healing

Drag Queen Story Hour

Drumming for Your Life Institute

Get Lit

Heal & Triumph:

Releasing Generational Trauma

Memorial Day Panel with Veterans

Mental Health & the AAPI Community

NAMI Greater Los Angeles Area

Opening Night Event

Performance and Deep Dive
Conversation With Elohim

Poetry Celebration

Self Care Sunday Yoga

Student Leadership:
Creating A Mental Health Revolution

Suicide & The Semicolon

Tangible Movement

Transcendiendo el Stigma

Transcending Stigma

Veteran Peer Access Network (VPAN)

We Rise, We Roll



Why We Rise
Thu 5/13/2021 2:35 pm PDT

A great ABC7 feature on WE RISE and LA Plaza de Cultura y Artes' "Only Light Can Do That" neon mural installation in...

New large-scale neon mural in d...

Engagement Rate (per Impr...	47.2%
Impressions	142
Engagements	67

“ The Love Letters in Light LED display at Rosemead Library made me reflect on the ways that I deal with pain in my life. With pain comes healing, both are essential.”

– KYRA SALDAÑA, STUDENT PHOTOGRAPHER, LAS FOTOS PROJECT

LOVE LETTERS IN LIGHT



A public art project offering messages of hope, heartbreak, resilience and love

Love Letters In Light featured scrolling LED signs installed on the exterior of 10 library buildings throughout the County. Using the power of the written word and the literary talent of LA County, the project conveyed over 300 messages of hope and resilience as a means to move through the collective struggles of the last year. Love Letters In Light was produced by artist and curator Leila Hamidi in partnership with the LA County Library.

1K+
PUBLIC SUBMISSIONS

310
MESSAGES OF HEALING

38,945
LIBRARY CUSTOMER VIEWS

LOVE LETTERS IN LIGHT



10 participating libraries:

Carson Library

Lancaster Library

San Fernando Library

Compton Library

Manhattan Beach Library

Topanga Library

East LA Library

Norwalk Library

La Crescenta Library

Rosemead Library



Even after this, i'm
still unafraid to be
the one that loves
the most

Sabrina Isabel Molina

lovelettersinlight.la

Especially in this
breeze, I forgive you.

Nicole Callihan

lovelettersinlight.la

“ Working with the WE RISE team on developing creativity in children was an incredible experience – the laughter, smiles and excitement that was shared with us is something we will never forget and will never leave our hearts. These children have reignited my passion for art and devotion to inspire. I love that we have made a positive impact on these young and truly remarkable artists.”

– JOEL RUIZ, ARTIST, WE RISE RISING WITH CHALK

RISING WITH CHALK



A program to inspire creativity in children

Rising With Chalk was a children's art program led by world class chalk artists, in which children created colorful designs at 55+ local parks around Los Angeles County. For two hours after school, 55 parks featured a team of artists who created amazing images, handed out free chalk supplies and guided children, ages 6-12, through various chalk art experiences.

55+

LOCATIONS AT LOS ANGELES
COUNTY PARKS

900

ATTENDEES

12

CHALK ARTISTS

RISING WITH CHALK



55 participating parks:

- Adventure Park
- Allen J. Martin Park
- Alondra Community Regional Park
- Amelia Mayberry Park
- Amigo Park
- Arcadia Community Regional Park
- Athens Park
- Belvedere Community Regional Park
- Bodger Park
- Carolyn Rosas Park
- Castaic Regional Sports Complex
- Charter Oak Park
- City Terrace Park
- Col. Leon H. Washington Park
- Crescenta Valley Community Regional Park
- Dalton Park
- Del Aire Park
- Don Knabe Community Regional Park
- Dr. Richard H. Rioux Memorial Park
- Earvin "Magic" Johnson Recreation Area
- East Rancho Dominguez Park
- El Cariso Community Regional Park
- Enterprise Park
- Eugene A. Obregon Park
- Franklin D. Roosevelt Park
- George Lane Park
- George Washington Carver Park
- Hacienda Heights Community and Rec Center
- Helen Keller Park
- Jackie Robinson Park
- Jesse Owens Community Regional Park
- Ladera Park
- Lennox Park
- Loma Alta Park
- Manzanita Park
- Mary M. Bethune Park
- Mona Park
- Pamela County Park
- Pathfinder Community Regional Park
- Pearblossom County Park
- Rimgrove Park
- Rowland Heights Park
- Roy Campanella Park
- Ruben F. Salazar Park
- San Angelo Park
- Saybrook Park
- Sorensen Park
- Stephen Sorensen Park
- Sunshine Park
- Ted Watkins Memorial Park
- Val Verde Community Regional Park
- Valleydale Park
- Victoria Community Regional Park
- Walnut Nature Park
- William Steinmetz Park



“ Connectedness is vital to mental health and wellbeing, more so now than ever as we begin recovering from the multiple collective traumas experienced across our County this past year. Our WE RISE campaign, in its fourth year this May, is designed as a heart-forward opportunity and movement built to empower our diverse communities to come together for strength and healing.”

— JONATHAN E. SHERIN, M.D., PH.D., DIRECTOR, LACDMH

IMPACT



Visibility matters — now more than ever

Through a combination of earned media coverage and strategically placed media buys, WE RISE 2021 made headline news throughout the month of May and blanketed the County with visible messages of hope and help. Together, these efforts connected LA County residents to vital resources.

275+

TOTAL PIECES OF MEDIA COVERAGE

626M+

TOTAL EARNED MEDIA REACH

8

NATIONAL MEDIA STORIES

90+

LOCAL MEDIA STORIES

8

INTERNATIONAL MEDIA STORIES

IMPACT



WE RISE was featured in:

LA WEEKLY

Los Angeles
MAGAZINE

89.3 **KPCC**



LONG BEACH POST

Los Angeles Daily News

Los Angeles Times

The New York Times



**SPECTRUM
NEWS**

La Opinión



IMPACT



OOH Campaign

WE RISE 2021's Out-Of-Home media buy campaign targeted underserved and ethnically diverse communities, and reached an unprecedented audience of people who need resources.

5

LANGUAGES: ENGLISH, SPANISH,
CHINESE, KOREAN, ARMENIAN

52.9M+

TOTAL ESTIMATED IMPRESSIONS

Platform	Total Estimated Impressions	Languages
Reef Digital Building	34,748,336	English, Spanish, Chinese
Digital Bulletins	4,864,367	English, Spanish, Chinese
Digital Kiosks	953,022	English, Spanish, Chinese
Mobile Truck	1,120,000	English, Spanish, Chinese
Wild Posting Posters	11,200,000	English, Spanish, Chinese, Korean
Total Estimated Impressions	52,885,725	



Thank you to our County Partners:



Thank you to our Sponsors:



“ Having an opportunity for artists to provide little moments in which people can see themselves, see their own experiences, and know that it’s not just something that they’re experiencing alone, is the beginning of a healing process for everybody.”

– CESAR GARCIA, CURATOR, THE MISTAKE ROOM