



ABOUT LA CLAVE

LA CLAVE is a pilot mental health outreach campaign managed by the University of Southern California (USC) to help Latinos living in San Fernando, Sylmar, Pacoima, Sun Valley, North Hills and Panorama City identify the signs of serious mental illness and promptly seek professional care for their loved ones.

The overall goal of LA CLAVE is to reduce the time it takes Latinos with serious mental illness to seek treatment. Persons with their first episode of serious mental illness take between one to two years before obtaining appropriate treatment. Having access to mental health services is a critical component of the campaign, which is why LA CLAVE has partnered with the San Fernando Mental Health Center, which provides low-cost services to residents of Los Angeles County.

The campaign, implemented in Spanish and English, encourages people seeking help to visit www.UseLaClave.com or call the San Fernando Mental Health Center at 1 (800) 448-7097 for mental health services.

LA CLAVE is a mnemonic device in Spanish to aid the retention on how to detect the following symptoms of psychosis:

- C False beliefs or delusions/Creencias falsas o ideas delirantes
- L Disorganized speech/Lenguaje desorganizado
- A Hallucinations/Alucinaciones Two examples of hallucinations are the following:
- V Seeing things that others do not see/Ver cosas que otros no ven
- E Hearing sounds or voices that others do not hear/Escuchar sonidos o voces que otros no escuchan

The LA CLAVE campaign has a team of bilingual outreach coordinators who make presentations and distribute information at local events and engage directly with the community. The current focus is to establish partnerships with local organizations and train their staff to help carry out the outreach. Doing so will broaden the campaign's reach.

Launched in 2015, results from the LA CLAVE pilot project will serve as a model for future mental health outreach campaigns targeting Latinos. The project will run through the end of 2018 with results to be publicly shared to maximize the opportunities for public, community-based, and private-sector organizations to obtain and use.

LA CLAVE AWARD WINNING SHORT FILM

To help further explain the symptoms of serious mental illness and motivate a conversation, LA CLAVE produced an award winning 17-minute film in English and Spanish. The dramatic short film was taped in San Fernando, in both English and Spanish.

For more information about the LA CLAVE campaign visit www.UseLaClave.com