

CDPH, OHE's CYBHI Local-Level Public Education and Change Campaigns

Congratulations to the New CYBHI Grantees!

Please join us in congratulating the 28 new awardees of CDPH, OHE's CYBHI Local-Level Public Education and Change Campaigns grants. With these grants, a total of \$25 Million dollars has been awarded across 28 community organizations in California.

The proposals from these 28 community organizations stood out for their emphasis on reducing stigma, raising awareness, and promoting help-seeking behavior—all while centering the voices and needs of children and youth in marginalized communities. Together, along with the efforts of other CYBHI projects, they have the potential to make a significant and lasting impact on the lives of children, youth, families, and communities across the state.

Listed below are the names of the 28 organizations selected to receive grants along with project title, a summary of their proposed local campaign projects and CYBHI priority populations.

African Communities Public Health Coalition	\$973,000.00
Project Title: Let's Do IT	
Local Campaign Project Summary: ACPHC's "Let's Do It" initiative will be crafted for and with the input of families and youth. Our engagement will be directly in the spaces they frequent most, such as schools, and various educational settings, including churches and mosques working hand-in-hand with a diverse array of partners and organizations to provide essential mental health and substance abuse education and support. The input from numerous stakeholders will be pivotal in shaping the campaign and steering CYBHI's trajectory. Embracing ads that resonate culturally and linguistically, the initiative aims to dismantle stigma and heighten consciousness around emotional, mental, and behavioral health matters.	
CYBHI Priority Populations: African American/Black, Latino/Hispanic, Transitional Age Youth, Foster, LGBTQ+, Justice, Disabilities	



Centro de Salud de la Comunidad de San Ysidro, Inc. DBA San Ysidro Health \$ 965,782.00

Project Title: San Ysidro Health Youth Campaign Board (YCB) Project

Local Campaign Project Summary:

San Ysidro Health (SYHealth) proposes to partner with youth ages 16-24 in the South Bay region of San Diego County to ideate, develop, and implement a targeted, culturally, linguistically, and age-appropriate local-level campaign aimed at reducing stigma and discrimination around emerging and existing mental, emotional, and behavioral challenges, including substance use disorders and wellness. The project will prioritize subpopulations of youth in the catchment area experiencing the highest rates of stigma, discrimination, and health disparities, including Black/African Americans, Asian and Pacific Islanders, Hispanic/Latinx, and LGBTQIA+ individuals. Youth will ultimately increase awareness of behavioral health challenges, help-seeking behavior, and wellness support.

CYBHI Priority Populations:

African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Transitional Age Youth, LGBTQ+

Community Action Partnership of San Luis Obispo County, Inc. \$ 966,395.00

Project Title: CAPSLO Youth Mental Health Ambassadors

Local Campaign Project Summary:

Community Action Partnership of San Luis Obispo County, Inc. (CAPSLO) will recruit youth to participate in the Youth Mental Health Ambassadors Outreach Team that will design and develop a local-level media campaign targeting Latinx and LGBTQ+ youth in Northern Santa Barbara (SB) and San Luis Obispo (SLO) Counties. The project will increase behavioral health literacy among youth, caregivers, educators, health providers, and community members; improve youth access to mental health treatment resources by fostering collaboration with local healthcare providers, support services, and community organizations; and increase awareness of youth rights to accessing confidential services.

CYBHI Priority Populations:

Latino/Hispanic, Transitional Age Youth, LGBTQ+, Rural



CORE Community Organized Relief Effort**\$ 973,000.00****Project Title:** THRIVE CA - Transformative Help for Reducing Inequalities and Valuing Emotions, California**Local Campaign Project Summary:**

THRIVE CA is a change campaign led by CORE and West Valley Counseling Center to reach some of the most vulnerable populations in Los Angeles County to reduce stigma, provide critical resource information, and enhance help-seeking behaviors. Within the neighborhoods of San Gabriel Valley, San Fernando Valley, East L.A. and South L.A., THRIVE CA will be a youth-led, straightforward campaign that highlights what mental health is from an easy-to-understand fact-based perspective, like how the nervous system impacts our critical thinking and compels us to act, and what we can do to build resilience and seek help in a healthy way.

CYBHI Priority Populations:

African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Transitional Age Youth, LGBTQ+

Divine Truth Unity Fellowship Church dba Rainbow Pride Youth Alliance**\$ 973,000.00****Project Title:** "Say It Out Loud" (SIOL) campaign**Local Campaign Project Summary:**

The "Say It Out Loud" (SIOL) campaign is a youth-led and caregiver-co-designed public education and change campaign designed to reduce stigma, increase awareness, and increase help-seeking behavior among Two-Spirit, Transgender, Lesbian, and Bisexual Queer youth in Riverside/San Bernardino Counties. This initiative centers the voices of Queer & Trans youth to co-create conversations and messages that challenge negative narratives around their identity development while advancing equity. The SIOL campaign consists of advocacy events, capacity-building sessions, a digital media lab, and connection opportunities, with decision-makers, parents, caregivers, and 2/SLGBTIQ young persons to engage, build capacity, network, and share their experiences.

CYBHI Priority Populations:

African American/Black, Asian American and Pacific Islander, Middle Eastern/North African, Latino/Hispanic, Native American, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural



El Sol Neighborhood Educational Center**\$ 973,000.00****Project Title:** Cultural Connect: Inland Intercultural Youth Wellness Initiative**Local Campaign Project Summary:**

The "Cultural Connect: Inland Intercultural Youth Wellness Initiative" is a youth-led campaign to improve mental, emotional, and behavioral health, in diverse youth in the Inland Empire. The campaign fosters cultural competence and addresses stigma reduction through linguistically and culturally responsive methodologies. The initiative includes trauma-informed practices to ensure equity in mental health education and support. Key strategies include digital and media engagements, dialogue education and technology of participation for youth ambassador training, and systems change. The initiative actively involves the community in co-designing and implementation ensuring that the solutions developed are truly reflective of the community's unique needs and values.

CYBHI Priority Populations:

African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural

Healing Early Adverse Relationships, Transforming Systems**\$ 967,144.00****Project Title:** Empowering Latino Youth and Families Through Media Arts**Local Campaign Project Summary:**

This campaign will focus on the nearly 5 million Latinos living in Los Angeles County, particularly Latino adolescents and Transitional-Age Youth, by empowering them as the experts in developing innovative strategies using media arts to reach other Latino youth throughout L.A. County, to provide education about the importance of mental health care, destigmatize mental health issues amongst Latino youth, and their families, and develop culturally sensitive resources/tools. Latino adolescents and TAY will create short mental health stories of resilience and recovery to use as part of a social media campaign

CYBHI Priority Populations:

Latino/Hispanic, Transitional Age Youth, Foster, LGBTQ+



Hlub Hmong Center, Ci4Ci

\$ 971,408.20

Project Title: Many Hands for Behavioral Health Wellness

Local Campaign Project Summary:

Many Hands for Behavioral Health and Wellness (BHW) builds on Hlub Hmong Center’s public campaign to prevent Hmong hate crimes in Merced. CYBHI is a rare opportunity to embed BHW into cultural practices for the survival of Hmong people and culture. Hmong Youth and Parent Clubs will work with mainstream (e.g., schools, entertainment influencers) and Hmong (e.g., ethnic businesses, faith leaders) channels. Traditional Hmong storytelling and arts will shape culturally- and linguistically-tailored media to raise BHW awareness and use by Hmong youth and families. Campaign lessons will advance BHW for Southeast Asian and refugee communities throughout the state.

CYBHI Priority Populations:

Asian American and Pacific Islander, Transitional Age Youth, LGBTQ+, Disabled, Rural

Hmong Cultural Center of Butte County

\$ 891,910.73

Project Title: Butte County’s Empower Youth Wellness Campaign: Cultivating Mental Health Awareness and Resilience Among Asian Youth

Local Campaign Project Summary:

Butte County is a rural community with increasing depression and suicide rates far above the State’s average. Butte County is home to a growing Asian population. In 2022-2023, 4,542 Asian residents in Butte County were eligible for county mental health services; however, only 107 received services. In 2023, three Asian youths committed suicide. The goal of this proposed project is to develop a youth-driven local campaign to decrease mental health stigma and increase community awareness of behavioral health services and the rights of the community in accessing culturally and linguistically diverse mental health providers for straight and LGBTQIA Asian youth

CYBHI Priority Populations:

Asian American and Pacific Islander, Transitional Age Youth, LGBTQ+, Disabled, Justice, Rural



Indian Health Council, Inc.

\$ 956,224.00

Project Title: Generation Indigenous: Youth-Driven Campaign

Local Campaign Project Summary:

Southern California Indian youth inhabit challenging environments in which they often do not feel heard. Indian Health Council (IHC) proposes to leverage extensive experience and build the infrastructure to support youth in creating high-quality strength-based mental, emotional, and behavioral health messaging aimed at encouraging peers to express themselves and seek culturally appropriate assistance. Using structured messaging development and refinement sessions with the youth, guided by top-tier technical support, IHC's youth-driven campaigns will bring local American Indian inspirational and professional communication leaders along with local marketing and advertising experts to mentor local youth in campaign and media development

CYBHI Priority Populations:

Native American, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural

Institute for Public Strategies

\$ 973,000.00

Project Title: (en)Visionary Minds: Nurturing Youth Mental Health

Local Campaign Project Summary:

(en)Visionary Minds aims to enhance behavioral health literacy, reduce stigma, and promote help-seeking behavior in the Latine community of San Diego County's Border Region. Rooted in Social Justice Youth Development and Youth Participatory Action Research, our approach centers on the co-creation of a digital mental health platform and a #SanDiegoVibes campaign for youth by youth. Integrating youth-crafted mental health content—visuals, storytelling, music, and creative arts—establishes a culturally resonant and scalable online community for Latine youth. Emphasizing cultural relevance ensures adaptability for broader communities, positioning (en)Visionary Minds as a blueprint for positive change in mental health education and support

CYBHI Priority Populations:

Latino/Hispanic, Transitional Age Youth



Latino Service Providers**\$ 716,134.92****Project Title:** Corazón y Mente: Fostering Healthy Mental, Emotional, and Behavioral Habits in Youth Promotores through MEB Campaigns**Local Campaign Project Summary:**

Latino Service Providers (LSP), a non-profit with 35 years of community engagement, aims to enhance Mental, Emotional, and Behavioral (MEB) health literacy within Sonoma County's Latino/a/x community. Building on their successful Youth Promotor Internship Program, LSP proposes a modified initiative empowering youth through an "Action Planning" process. The project targets stigma reduction, increased MEB health utilization, and career pathway awareness. LSP, led by an experienced team, seeks to leverage funds to actively involve Youth Promotores, fostering community resilience and dismantling barriers to MEB health services. The initiative envisions a thriving, empowered community with access to culturally sensitive MEB health resources

CYBHI Priority Populations:

Latino/Hispanic, Native American, Transitional Age Youth, LGBTQ+, Rural

LGBTQ+ Collaborative**\$ 971,711.00****Project Title:** Queer Youth Health Literacy Project**Local Campaign Project Summary:**

The Queer Youth Health Literacy Project hopes for an understanding of health literacy that is appropriate to regional, Queer and other youth. The project will build community health literacy, which includes the total health literacy related assets in a community where strong social networks are a powerful means for disseminating, reflecting on and, where necessary, adapting health information. A community where local, regional, and state authorities will participate in active dialogue with communities to understand their health literacy strengths, needs and preferences.

CYBHI Priority Populations:

African America/Black, Asian American and Pacific Islander, Middle Eastern/North African, Latino/Hispanic, Native American, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural



LTSC Community Development Corporation (Little Tokyo Service Center)	\$ 972,402.00
Project Title: Little Tokyo Service Center's Project Connect	
Local Campaign Project Summary: <p>LTSC will launch Project Connect to: (1) integrate positive youth development practices across the agency; (2) launch a mental health outreach/media campaign and service learning program reaching the 82,000 Japanese-speaking households in the Southland; and (3) expand LTSC's Changing Tides youth-led AAPI outreach program to reach 10,000 AAPI youth in LA County. LTSC's Project Connect seeks to increase the number of AAPI youth receiving behavioral health services and decrease stigma around mental health in the community. This will address the growing mental health crisis in LA County where AAPI youth are not receiving treatment until a crisis.</p>	
CYBHI Priority Populations: <p>Asian American and Pacific Islander, Transitional Age Youth</p>	

RYSE, INC	\$ 970,491.00
Project Title: Naming and Claiming Youth-led Healing Justice in Contra Costa County	
Local Campaign Project Summary: <p>RYSE is activating our new Health Justice Center (HJC) for BIPOC youth and TAY. Beginning 2024, a Youth Advisory Board, youth participatory researchers, and a Table of local health partners will inform structure and services for the HJC. As a community health organization that nurtures BIPOC youth-led media and narrative, RYSE will conduct participatory research and develop a multimedia (healing circles, podcast, social media, performance) County-wide campaign to amplify young people's vision for the HJC and learnings about what healing justice looks like in practice, centering TAY with lived experiences with disabilities, systems impacts, substance use, gun violence, housing insecurity.</p>	
CYBHI Priority Populations: <p>African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural</p>	



SAC Connect	\$ 662,326.73
Project Title: SPACE Campaign, which is an acronym for Substance Prevention, Awareness, Community Engagement	
Local Campaign Project Summary: The SPACE Campaign is a community outreach and social media campaign targeting communities of color, particularly the Black Community and transitional aged/foster and justice-involved youth, striving to improve outcomes in Black and Brown communities by enhancing behavioral health literacy and delivering services and education that is responsive and culturally sensitive.	
CYBHI Priority Populations: African American/Black, Latino/Hispanic, Transitional Age Youth, Foster, Justice	

Sacramento LGBT Community Center	\$ 973,000.00
Project Title: Hope and Safety: Empowering Queer Youth to Pursue Wellness	
Local Campaign Project Summary: The purpose of our project is to implement an LGBTQ+ youth-driven, social marketing campaign across Sacramento and three adjacent counties that aims to raise awareness about mental health, how to access affirming resources, and uses messaging that destigmatizes mental health and help-seeking and amplifies hope and wellness, resulting in increased service uptake among LGBTQ+ youth. We will provide paid internships and mentoring to LGBTQ+ youth with diverse backgrounds, create and execute a social marketing campaign in two languages (English, Spanish) that resonates with LGBTQ+ youth and reaches 20,000+ people, and conduct a community survey to evaluate behavior change	
CYBHI Priority Populations: African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Native American, Transitional Age Youth, LGBTQ+, Rural	



Sacramento Native American Health Center	\$155,563.55
Project Title: SPARK	
Local Campaign Project Summary: The purpose of this project is to continue supporting SNAHC's SPARK program, a social marketing program where AI/AN youth are mentored by communication professionals. Social marketing programs that our youth will continue to engage in, taught, and create with the help of this funding will be behavior change marketing campaigns as a way to spark change in their community. These campaigns will have a focus on mental health stigma reduction, suicide prevention, and substance abuse.	
CYBHI Priority Populations: Native American, Latino/Hispanic, LGBTQ+	

Safe Passages	\$877,862.22
Project Title: Safe Passages Mindfulness for Future Campaign	
Local Campaign Project Summary: The proposed project is a multipronged, youth-led effort to reduce MEB stigma, increase behavioral health literacy, and encourage youth socioemotional development and advocacy leadership. The proposed program aims to engage 2,000 African American and Latinx youth, ages 7-25, in the co-design of a local campaign focused on reducing stigma and enhancing help-seeking behaviors related to MEB health. Program components are developed by participants, designed to reduce MEB stigma and enhance behavioral health literacy. The primary goal of the campaign is to create positive changes in the behavioral health landscape of participant communities in Oakland through youth-led MEB advocacy and services.	
CYBHI Priority Populations: African American/Black, Latino/Hispanic, Transitional Age Youth, LGBTQ+	



San Joaquin Pride Center	\$ 915,804.63
Project Title: Cultivating Acceptance Program	
Local Campaign Project Summary: The San Joaquin Pride Center provides a diversity of services to the LGBTQ+ community of San Joaquin County, including community building, advocacy support, and clinical supports. For the past decade, our organizations has supported and provided resources for LGBTQ+ youth. We seek to expand these services within our current areas, as well as engaging hard to reach population in rural and small towns through San Joaquin County.	
CYBHI Priority Populations: African American/Black, Asian American and Pacific Islander, Middle Eastern/North African, Latino/Hispanic, Native American, LGBTQ+, Rural	

Special Service for Groups, Inc.	\$ 973,000.00
Program Title: API Youth VELOCITY Project (Voices Educating the Local City)	
Local Campaign Project Summary: The project will mobilize API high school youth in Riverside County to spearhead a culturally and linguistically relevant local-level campaign that aims to reduce stigmas, enhance behavioral health literacy, and increase help-seeking behavior for API children, youth, and families. The program will recruit youth to participate in a leadership training program and engage youth at every stage to select the campaign focus and strategy and lead the planning and implementation of the campaign. SSG/APCTC will leverage partnerships with schools and API community stakeholders to expand the project reach and to sustain project activities in the long-term.	
CYBHI Priority Populations: Asian American and Pacific Islander, Transitional Age Youth	



The Alliance for Community Wellness dba La Familia	\$ 973,000.00
Project Title: With Us Project	
Local Campaign Project Summary: La Familia's With Us Project will implement a diverse set of scalable strategies to increase the behavioral health literacy among vulnerable community members across different neighborhoods and cities. The With Us Project will integrate La Familia's comprehensive 4 Corners Framework which includes prevention and education, youth advocacy and leadership development, collaboration and partnership, and resource navigation. Through various community engagement activities, this project will promote mental, emotional and behavioral health, and increase help-seeking behaviors focusing on creating a sense of belonging through meaningful interactions that break down shame, fear and stigma and reduce the likelihood of behavioral health challenges.	
CYBHI Priority Populations: African American/Black, Asian American and Pacific Islander, Latino/Hispanic, Transitional Age Youth, LGBTQ+, Disabled, Justice	

The AMAAD Institute	\$ 973,000.00
Project Title: Fierce, Fabulous and Free Campaign	
Local Campaign Project Summary: AMAAD will utilize a Community-Based Participatory Research (CBPR) framework to identify and recruit partnering youth community members and stakeholders from throughout Metro/South Los Angeles and the House & Ball Community (H&BC) to bring fresh perspectives and creative thinking to contribute to a campaign related to the solutions for prevention, treatment, and recovery support access in a manner that prioritizes African American / Black LGBTQ+ transitional aged youth (age 18-25).	
CYBHI Priority Populations: African American/Black, Transitional Age Youth, LGBTQ+	



The Los Angeles Trust for Children's Health (The L.A. Trust)	\$ 973,000.00
Project Title: Los Angeles County Youth-led Mental, Emotional, and Behavioral (MEB) Health Campaigns	
Local Campaign Project Summary: The L.A. Trust proposes youth-led mental, emotional, and behavioral (MEB) health campaigns in Los Angeles County that mobilize low-income Black and Latino youth as powerful advocates for MEB health awareness, increase help-seeking behaviors, and improve access to resources. We will facilitate campaigns through our existing Student Advisory Boards (SABs) at Belmont High School, Elizabeth Learning Center, Jordan High School, Maywood Center for Enriched Studies, Mendez High School, and Washington Preparatory High School. Through these local-level campaigns, we aspire to make a positive and sustainable impact on youth, MEB health systems, and our communities.	
CYBHI Priority Populations: African American/Black, Latino/Hispanic	

The Spahr Center	\$ 969,860.04
Project Title: LGBTQ+ Youth Mental Health Support	
Local Campaign Project Summary: This project will tap into community youth's insight to inform local media campaigns to improve the experience of LGBTQ+ youth and young adults in Marin County to reach a future where everyone can thrive.	
CYBHI Priority Populations: Latino/Hispanic, Transitional Age Youth, LGBTQ+	

The Village Project, Inc.	\$ 964,760.98
Project Title: Mind Shift Youth Initiative	
Local Campaign Project Summary: This project will increase the behavioral health literacy of BIPOC and LGBTQ+ youth and TAY in Monterey and Santa Cruz County through a youth-led educational campaign aimed at reducing mental health stigma within their communities and schools. Through the campaign, we aim to impact systems that have historically negatively impacted BIPOC and LGBTQ+ youth and TAY.	
CYBHI Priority Populations: African American/Black, Asian American and Pacific Islander, Middle Eastern/North African, Latino/Hispanic, Native American, Transitional Age Youth, Foster, LGBTQ+, Disabled, Justice, Rural	



United Women of East Africa Support Team	\$ 908,770.00
Project Title: San Diego African, Middle Eastern and Asian (AMEA) Youth United for Health Campaign	
Local Campaign Project Summary: The San Diego African, Middle Eastern and Asian (AMEA) Youth United for Health Campaign will engage youth and their families from refugee communities who have lived experience of grief, loss, violence, trauma, and discrimination resulting in elevated risk for depression, anxiety, and substance abuse in co-designing and implementing a culturally and linguistically accessible public education campaign. The campaign will focus on enhancing behavioral health literacy skills with the long-term goals of reducing stigma and supporting optimal emotional wellbeing of youth whose family country of origin includes Afghanistan, Burma, DR Congo, Ethiopia, Eritrea, Iraq, Palestine, Somalia, South Sudan and Syria.	
CYBHI Priority Populations: African American/Black, Asian American and Pacific Islander, Middle Eastern/North African, Transitional Age Youth, Justice	

Youth Transforming Justice (FTB of Opening the World)	\$ 465,449.00
Project Title: Campaign to Reduce the Impact of Trauma	
Local Campaign Project Summary: Opening the World and Youth Transforming Justice will work with youth from focus populations who are at high risk for, or experiencing, mental health and substance use issues to develop a campaign that reaches their peers. The campaign will reduce stigma and promote help seeking behavior by being designed and implemented by trusted peers. OTW and YTJ primarily work with youth who have experienced significant trauma and are best reached through in-person contact, so we expect to incorporate peer education, as well as other strategies. We will also have youth give feedback on existing countywide campaigns to improve them.	
CYBHI Priority Populations: African American/Black, Latino/Hispanic, Transitional Age Youth, Foster, LGBTQ+, Justice	

