



Los Angeles
Child Guidance
Clinic

in touch

California Advocate:

Clinic CEO Named President-Elect of State Association

As one of the mental health advocates at the table when 2004's Proposition 63 was conceptualized, Clinic President and CEO Betsy Pfromm is a strong believer in effective public advocacy. "Californians agreed that a small tax on millionaires made sense if those funds increased mental health services for all," says Ms. Pfromm. "Because of great work by advocates, millions of state residents today enjoy better mental health for themselves, their children, their neighbors and friends."

In fact, Prop 63 – now known as California's Mental Health Services Act – annually generates over \$1 billion in state-funded mental health services.

But with Sacramento considering diversion of over \$850 million in these funds to fill gaping holes in the state budget, effective advocacy remains just as important today as it was seven years ago.

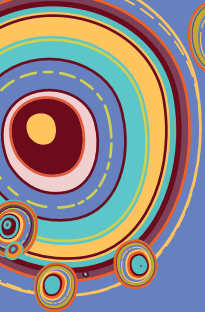
Meeting that challenge is Mental Health Association in California (MHAC) – the community's voice in Sacramento working to ensure that everyone who needs mental health care has access. The Clinic is proud to be part of that effort, and to announce that Ms. Pfromm and her fellow advocate, Karen Hart, were recently named MHAC board president-elect and board president, respectively. "We are fortunate to have Betsy step forward to help lead our effort,"



says Rusty Selix, executive director and legislative advocate of MHAC and the California Council of Community Mental Health Agencies.

"As bad as the last few years of severe recession have been, we are sadly nowhere near the end of the crisis," says Ms. Pfromm. "Tax receipts will rebound some day, but not yet. Meanwhile, policy makers in Sacramento have to make hard decisions. Karen, Rusty and I are working to make sure their decisions keep critical services available for as many families, adults and children as possible."

And once again, effective advocacy means looking to the long term -- this time with California's implementation of federal health reform taking shape. "How Sacramento and our 58 counties address health reform will have a huge impact for generations," says Ms. Pfromm. "It's an exciting time of hope beyond the current crisis, and a great time to be part of MHAC's efforts."



BOARD OF DIRECTORS

Officers

Carlos Perez
Chairperson
Deloitte & Touche, LLP, rtd.

Shelly Holmes
Chairperson Elect
The Rogers Group

Martha C. de la Torre
Vice Chairperson
El Clasificado

Gary Williams
Secretary
Loyola Law School

Wayne Moore
Treasurer
Southern California Association of
Governments

John R. Liebman, Esq.
Nominating Committee Chairperson
McKenna Long & Aldridge

Robert J. Neary
Immediate Past Chairperson
TechGnosis, Inc.

Elizabeth W. Pfromm, M.S., MPA
President/CEO
Los Angeles Child Guidance Clinic

Directors

Scott Bice, Esq.
USC Gould School of Law

Robert S. Brachman
Wilshire Insurance Agency

Eugene Friedlander
Ken Ruby Construction Company

David L. Hirsch, Esq.
MASCO Corporation, rtd.

Quinton C. James, M.D.
Los Angeles Unified School District, rtd.

Sonia M. Mercado, Esq.
Sonia Mercado & Associates

Robin Moody
Tom Moody, Inc.

Alexander Moradi
ICO Development

Peter Nylund
Telepacific Communications

Michael W. Stoddard

Thomas F. Trott, M.D., Ph.D.
A Medical Corporation

Virginia M. Wilson
TIAA-CREF

Message from the Clinic's Chairperson



Carlos Perez, Chairperson

Welcome to our Spring Edition of In Touch. "Policy Leadership" is one of our Strategic Direction Setting Plan goals. The plan – developed and monitored by our Board of Directors – guides the Clinic's business and program operations. This issue highlights our active efforts to both advance sound policies and to educate the public.

At the state level, we are proud to have our President and CEO Betsy Pfromm named president-elect of the statewide association of mental health advocates. With unprecedented state budget cuts on the horizon, the Clinic is at the table and active in advocating on behalf of all in need.

Here in Los Angeles County's 2nd Supervisorial District, our Director of Exposition Park Outpatient Services Paco Retana's presentation at January's 19th Annual Empowerment Congress Summit also reflects our commitment to lead. It's one of several efforts Mr. Retana makes year-round to inform policy makers on the importance of cultural competency and access.

Our upcoming Family FunFest and our collaboration to honor LA Lakers' Ron Artest also touch on our efforts to engage the public through outreach and media efforts with our key message: Access and early intervention are key to preventing intractable and persistent mental health-related problems.

We hope you enjoy In Touch, and thank you for your support.

Sincerely,
Carlos Perez, Chairperson



Save the Date:
Saturday, May 14th,
2011 Family FunFest



Family FunFest



Mark your calendars for the Clinic's annual Family FunFest, an exciting mental health community outreach and awareness fair open to the community. The event begins at 11 AM and ends at 3 PM, and will offer food, games and live entertainment for families. Local organizations will be present to provide information on mental health services and other valuable community resources, such as enrollment services for Medi-Cal and Healthy Families.

Want to help out?

The Clinic is currently seeking volunteers for the 2011 Funfest. Contact Ruby at (323) 373-2400 x 3358 or schevreuil@lacgc.org for more information.



Special Thanks

On behalf of the children and families we serve, the Los Angeles Child Guidance Clinic wishes to acknowledge the generous donors who support our programs.

Ahmanson Foundation, \$50,000
Atlas Family Foundation, \$52,500
Catholic Healthcare West, \$17,000
Carrie Estelle Doheny Foundation, \$6,000
Lon V. Smith Foundation, \$5,000
Sidney Stern Memorial Trust, \$2,500
S. Mark Taper Foundation, \$70,000
Weingart Foundation, \$50,000

To donate to the Clinic:

Online (via PayPal): www.lacgc.org

By phone: Please call the Advancement Office at (323) 766-2360, ext. 3360

By mail: Los Angeles Child Guidance Clinic
3031 S. Vermont Avenue, Los Angeles, CA 90007



**“If your actions
inspire others to
dream more, learn
more, do more and
become more, you
are a leader.”**

– John Quincy Adams



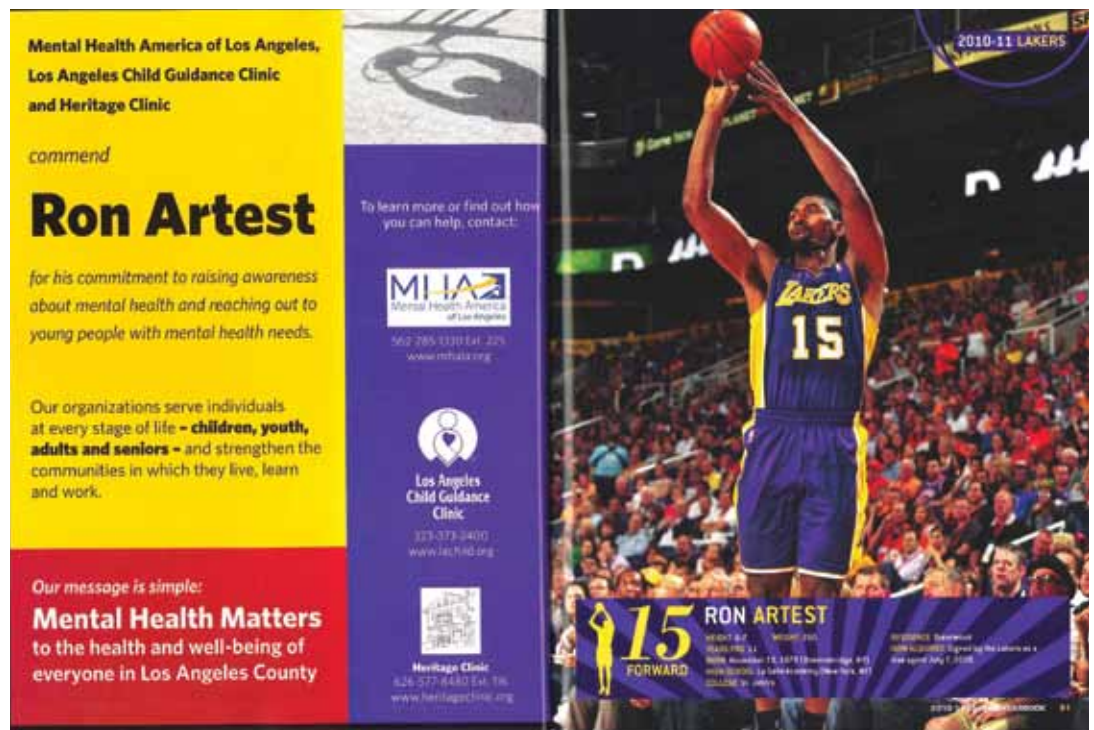
Honoring a Champion’s Fight Against Stigma

Los Angeles Lakers star Ron Artest is speaking out for mental health, and the Clinic is lauding his efforts on behalf of children and youth.

Artest launched his public battle against stigma associated with mental illness during a television interview immediately following the Lakers’ game 7 victory last year. In the thrilling moments just after the game, with perhaps the biggest audience of the basketball season watching, Artest consciously and emphatically thanked

his psychologist for enabling him to succeed. Since then, he has launched a public service announcement for LA County Department of Mental Health and raffled off his championship ring to benefit mental health services.

In honor of his “stigma-busting” efforts, the Clinic – together with Mental Health America of Los Angeles and Heritage Clinic – placed a full page ad in the Lakers Yearbook directly across from Ron’s tribute page. A benefit for the three organizations at one of the Lakers’ games is in development. To join us, contact Carolyn at (323)373-2400 x3360 or cwang@lacgc.org.



Healing Therapy for Trauma

Evidence Based Practice

For child victims of trauma such as domestic violence or abuse, healing is a difficult journey for many families to navigate. Understandably, parents tiptoe around the issue, afraid of bringing back painful memories. Shame or fear of upsetting loved ones typically leaves children unable to talk about their trauma – and unable to heal.



Angela Perez

“That’s where Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) comes in,” explains Angela Perez, Licensed Marriage and Family Therapist at the Clinic. “TF-CBT is a treatment model that addresses the individual needs of each child and family, ensuring that they talk about what happened so that they can begin to understand and heal.”

TF-CBT is a newly implemented model at the Clinic that draws from cognitive-behavioral, family therapy, humanistic, empowerment and attachment models. Evidence demonstrates that this model is very effective in dealing with symptoms of trauma in children and their parents – something Ms. Perez is seeing first-hand in her work with families in post-traumatic situations. “For example, we have numerous families who were reluctant to talk about the trauma,” recalls Ms. Perez, “When they participated in TF-CBT, however, they found out that they were able to build up their comfort levels to the point where they could openly discuss what had happened.”

Ms. Perez explains that TF-CBT is a shorter-term, highly focused intervention. TF-CBT courses are usually completed in 24 sessions, with each session structured to prepare the client for what the next meeting will bring. “This helps the process run smoothly,” says Ms. Perez, “Clients work towards talking about their traumatic experience – they don’t feel ambushed or forced into the topic.” TF-CBT is one of several evidence-based practices now funded through Los Angeles County’s Prevention and Early Intervention (PEI) plan. Funding for PEI comes from California’s “millionaire tax,” via Prop 63, the Mental Health Services Act. In the short time since its implementation at the Clinic, it has already proved rewarding. “TF-CBT brings the difficult issues to the table right from the start,” explains Ms. Perez, “Clients are able to learn to cope with their traumatic experiences in a shorter amount of time. The therapists do all they can to make the sessions less painful for clients – we usually end with a review of coping strategies and then a game. This way, clients go back to their homes on a high note, and with the confidence that they can handle things on their own.”



Did You Know?

Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) places a heavy emphasis on the cultural competency – interpersonal and relational sensitivity and skills – of therapists.

TF-CBT ensures effective treatment by:

- using a highly collaborative approach that incorporates parents’ input
- actively engaging parents in making decisions regarding the next steps of therapy

TF-CBT reflects the Clinic’s commitment to culturally competent services by:

- appreciating the importance of understanding a family’s cultural background and how their beliefs could influence a family’s decisions and actions
- considering parents as experts and valuing their opinions and suggestions

Clinic Chosen to Present at National Conference

“Three R’s” is Model School-Based Program

The Clinic and its partners at Norwood Elementary School will be presenting our innovative “3 R’s Project: Building Relationships, Resiliency, and Recovery in Students” at the 41st National Council Mental Health and Addictions Conference. Eric Inouye—Coordinator of School-Based Services at the Clinic—served as project director, which was funded through



Norwood Elementary parents and staff celebrate “Three R’s” success with Clinic staff.

the Robert Wood Johnson Foundation’s national Caring Across Communities initiative. He will present alongside Diana Ruiz, Healthy Start Coordinator at Norwood. Held this year in San Diego from May 2 to 4, the National Council Conference is attended by behavioral healthcare providers, county groups and government officials from across the country.

The “3 R’s Project” is a national model for culturally competent, trauma informed, school-based services for uninsured immigrant students and their families. Clinic staff worked closely with school staff and community partners to identify the needs of the community, as well as the most effective ways of dealing with barriers to mental health.

Upon completion in 2010, the success of the “3 R’s Project” was clear: aside from increased awareness of and parental participation in mental health issues, project-end data showed that from intake to discharge, students who received “3 R’s” services demonstrated substantial improvement in school performance, emotional and behavioral measures, and self-esteem.

Dr. Ezra Receives State’s Highest Endorsement



Nancy Ezra, Ph.D., Director of our Early Intervention and Community Wellness Services, has become one of only a handful of professionals who have earned the state’s highest recognition in the field of mental health services. Dr. Ezra’s endorsement as an Infant-Family and Early Childhood Mental Health Specialist Reflective Practice Facilitator III/Mentor was awarded by the California Center for Infant-Family and Early Childhood Mental Health. Dr. Ezra considers the honor not only a personal achievement, but a reflection of the Clinic’s commitment to the highest quality of services.

“The state of California recently developed their set of core competencies to determine the level of service provision for which mental health professionals are qualified,” explains Dr. Ezra, who is also Training Director of the Clinic’s Early Intervention Training Institute. “This endorsement recognizes that the Clinic and its staff are fully committed to providing the best possible mental health care.”



3031 South Vermont Avenue
Los Angeles, CA 90007

NON-PROFIT ORG.
U.S. POSTAGE
PAID
LOS ANGELES, CA
PERMIT NO. 2450



Visit our Website www.lacgc.org
to learn more about Clinic programs and activities.

Empowerment Congress Summit Clinic Continues Leadership in District 2

The Empowerment Congress Annual Summit brought together 1,500 local leaders and community members over the Martin Luther King, Jr. holiday weekend to join L.A. County Supervisor Mark Ridley-Thomas in mobilizing community action. The Congress' Mental Health Committee – chaired by Clinic President and CEO Betsy Pfromm – assembled a distinguished panel of local leaders in mental health advocacy. Organized by committee co-chair Jack Barbour, MD, the panel included the Clinic's own Paco Retana. Mr. Retana drew upon his personal experiences as an at-risk youth to get the message across. In his presentation, Mr. Retana emphasized the importance of environmental factors in the upbringing of any youth, let alone one coping with mental illness. "It takes a village to raise a child," quotes Mr. Retana, "and in Los Angeles, it takes a community to support a family." Mr. Retana lists four community entities that play a necessary part in keeping at-risk youth on the right track in South Los Angeles: parks and recreation, law enforcement and probation, education and faith-based organizations. These community resources can keep children involved in something productive. "Every child needs someone who is interested in him and in his well-being," says Mr. Retana, "For me, it was a baseball coach who encouraged me to get involved in sports and stay out of trouble. The whole community needs to be held accountable for at-risk children, to give them a sense of hope, pride, and resilience so that they can overcome obstacles and succeed in life." When the community is involved with and interested in a child's welfare, then mental health issues that may arise can be flagged early – and the journey to recovery can begin that much sooner.



Left to Right: Dr. Jack Barbour, Keris Myrick, Paco Retana, Betsy Pfromm, and Kathleen Austria.

Los Angeles Child Guidance Clinic
Established 1924

- Affiliate of USC Keck School of Medicine, Division of Child and Adolescent Psychiatry
- Accredited by CARF - The Rehabilitation Accreditation Commission for Job Development and Placement Services
- A Short-Doyle Contractor of the County of Los Angeles

Los Angeles Child Guidance Clinic empowers South and Central L.A.'s children and young adults to get on track to success – to reach goals in school, build healthy relationships, and enjoy emotional well-being. Our team of compassionate professionals offers behavioral counseling and support to individuals and families.

University Park Office
Child and Youth Development Center and
Administrative Offices
3031 South Vermont Avenue
Los Angeles, CA 90007
(323) 373-2400

Exposition Park Office
The Harriet and Charles Luckman Building
3787 South Vermont Avenue
Los Angeles, CA 90007
(323) 766-2345

Leimert Park Office
4401 Crenshaw Boulevard, Suite 300
Los Angeles, CA 90043
(323) 290-8360

President/CEO
Elizabeth W. Pfromm, M.S., MPA

stay connected:

- www.facebook.com/LAChildGuidance
- www.twitter.com/LAChildGuidance

in touch

Carolyn Wang, Lead Writer & Editorial Assistant
César Portillo, Editor
Emjay Creative Inc., Design