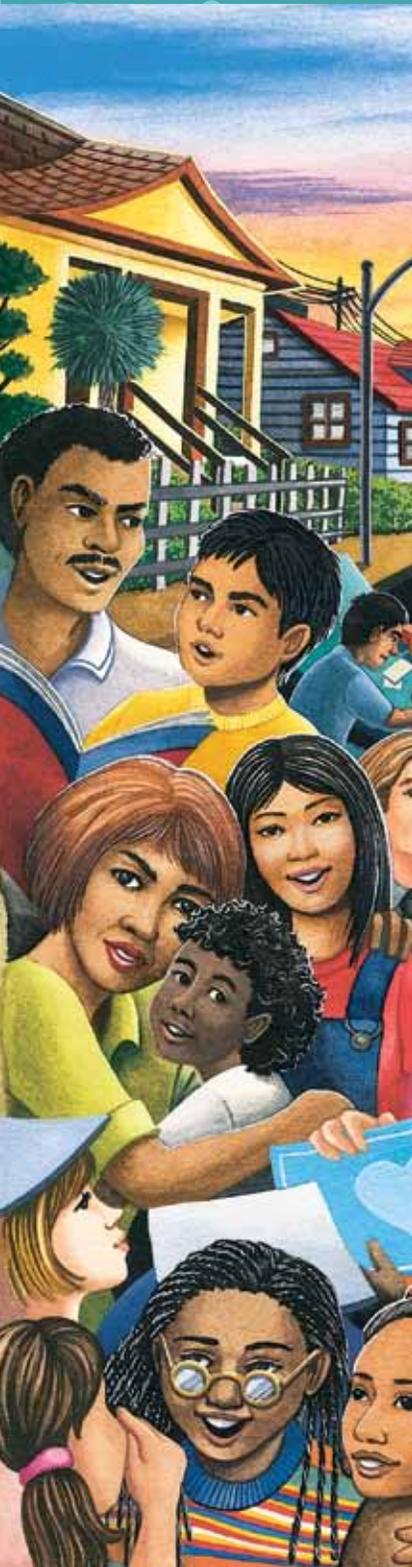




# in touch



## Integrated Care

### Joining “Mind, Body, and Heart” for Community Health

Diabetes is devastating the health of residents in South and Central Los Angeles, especially Latinos suffering disproportionate rates for this disease.

“We know that up to 30% of diabetic Latinos also suffer from depression which often is undiagnosed and untreated. Depression can negatively affect the ability to manage your diabetes. In turn, patients are placed at much higher risk for poor health outcomes including hospitalization,” says Clinic President and CEO Elizabeth “Betsy” Pfromm, M.S., MPA. “We believe there’s never been a better time or place for integrated mental health and primary care services.”

To combat this growing health disparity, the Clinic has launched “*Mente, Cuerpo, y Corazón*,” an innovative partnership that heals “Mind, Body, and Heart” by bringing mental health services onsite to South Central Family Health Center (SCFHC).

Through a team approach, health center physicians and nurses work closely with the Clinic’s mental health staff to facilitate mental health assessments, individual and group therapy, psychiatric services, and targeted case management — all in Spanish, and available to low-income residents, including the uninsured.

“Our office location within the health

center’s main clinic allows their doctors to introduce our therapists as soon as they see a patient

in need,” says Betty Mendoza, LCSW, the Clinic’s program coordinator. Such one-to-one introductions build trust in a community where stigma often discourages mental health services.

Funded by the Los Angeles County Department of Mental Health as a pilot innovation, the project also provides substance abuse services through Behavioral Health Services and additional adult mental health services through Barbour & Floyd Medical Associates.

As the County pilots similar programs to meet the needs of local African American and Asian Pacific Islander communities, the Clinic’s collaboration with SCFHC is located in the heart of one of the county’s highest concentrations of Latinos.

“Our partnership marries culturally expert medical and mental health services, creating a highly effective strategy for chronic conditions that disproportionately harm immigrant Latino community health,” says Richard Veloz, MPH, JD, CEO of SCFHC. “We’re leveraging our respective areas of expertise in an innovative way.”



Betty Mendoza, LCSW



**BOARD OF DIRECTORS**

**Officers**

Shelly Holmes  
Chairperson  
Finn Partners

Wayne Moore  
Chairperson-Elect and Treasurer  
Southern California Association  
of Governments

Martha C. de la Torre  
Vice Chairperson and Secretary  
*El Clasificado*

Carlos Perez  
Immediate Past Chairperson  
Deloitte & Touche, LLP, rtd.

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

**Directors**

Scott Bice, Esq.  
Nominating Committee Chairperson  
USC Gould School of Law

Robert S. Brachman  
Wilshire Insurance Agency

Eugene Friedlander  
Ken Ruby Construction Company

David L. Hirsch, Esq.  
Advancement Committee Chairperson  
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.

Robert J. Neary  
Clinical Operations &  
Technology Committee Chairperson  
TechGnosis, Inc.

Peter Nylund  
TelePacific Communications

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

Gary Williams  
Audit Committee Chairperson  
Loyola Law School

Virginia M. Wilson  
TIAA-CREF

**Message from the  
Clinic's President**

Welcome to *In Touch*. With the seasons turning, change is upon us at the Clinic. You will read in this issue about wonderful program developments and the people behind them—from our integrated primary care project to our trauma-informed learning community to our Family Resource Center. Each is grounded in our Standards of Effective Care.

I'm delighted to introduce you to our new board chairperson, Shelly Holmes. As a senior partner in the leading public relations firm Rogers Finn Partners, Shelly brings more than 25 years' experience working with Fortune 500 companies, government agencies, and non-profit organizations. She has played a key role in growing our Advancement Office, which oversees communication and outreach, as well as in developing strategic partnerships and philanthropic and public support.

I also would like to note Dr. Elena Judd's departure after 15 years of dedicated service to the Clinic and our high-needs communities of Central and South Los Angeles, most recently as Vice President of Programs. Dr. Judd leaves us for other opportunities, and we will greatly miss her.

Our new Vice President of Programs is Tiffany T. Rodriguez, LMFT. She served as Clinical Director at two agencies that contract with the County. One office she oversaw was in Compton, part of our primary services area. Ms. Rodriguez has directed programs for transition-age youth, CalWORKs, Wraparound family services and the persistently mentally ill, and has experience in mental health/substance abuse issues and evidence-based practices. We are fortunate to have attained a highly qualified candidate for the Clinic's top clinical position.

This year will see a significant expansion of our services. We have received new Department of Mental Health funding for First Steps, our award-winning secondary prevention program; integration of school-based mental health services at Manual Arts High School in concert with an on-site health center; and the Integrated Services Project for Latinos in partnership with South Central Family Health Center.

Thank you for your continued support.

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



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



*Tiffany T. Rodriguez,  
LMFT, VP of  
Programs*



*Shelly Holmes,  
Board Chairperson*



*L to R: West Walker and Michaela Davis*

**15th Annual FunFest**

More than 800 children and parents flocked this year to the Clinic's Family FunFest, our annual mental health outreach event hosted at our Exposition Park site. For 15 years, FunFest has drawn local families with fun, food, face painting and pony rides--and in doing so provides access to mental health screenings, diabetes and dental exams, and benefit enrollment for Medi-Cal and Healthy Families.

## First 5 LA Invests in Early Intervention for Children Ages 0 to 5

First 5 LA was established in 1998 with a mission to increase the number of Los Angeles County children ages 0 to 5 who are physically and emotionally healthy, ready to learn, and safe from harm. Its mission dovetails perfectly with that of the Clinic, which dedicates a significant portion of its services to treating children 0-5 through the Early Intervention and Community Wellness Division.

This spring, First 5 LA awarded the Clinic a “dollar for dollar” matching grant of \$43,000 to support expansion of the Family Resource Center (FRC), located at the Clinic’s University Park Office at 3031 S. Vermont Ave. FRC services are open to the community at large.

Together with matched funds from the Ralph M. Parsons Foundation and the Angell Foundation, the First 5 LA grant will allow the Clinic to expand the FRC staff, the number workshops and of families served, and outreach efforts.



## Special Thanks to Our Supporters!

With the arrival of Fall, we would like to take the time to thank our friends and donors. The Clinic truly appreciates the following for their generosity and investment in the Clinic’s programs and the community we serve:

Ralph M. Parsons Foundation  
The Rose Hills Foundation  
Angell Foundation  
Sidney Stern Memorial Trust  
First 5 LA  
Kaiser Foundation Hospitals

### To donate to the Clinic:

**Online** (via PayPal): [www.lacgc.org](http://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

*Greater Los Angeles Combined Federal Campaign (CFC) ID: 88064*

...continued from page 1 - *Mind, Body, and Heart*

Part of what sets *Mind, Body, and Heart* apart is its outreach effort, led by Julio Campos and Martha Navarro of the SCFHC. Beyond ensuring that waiting room patients learn about the program, staff is targeting swap meets, churches, fitness outlets, health fairs, local schools, and markets.

Weekly *platicas* or workshops led by the outreach team focus on such topics as self-esteem, communication, depression, substance abuse, and domestic violence.

“We are trying to start a conversation,” says Mendoza of the *platicas*. “We hope to build trust and reassure clients who have previously declined therapy that they can get the services they need, when they’re ready.”

With a county mandate to innovate beyond traditional service delivery, leverage community strengths, and create new partnerships, the project will link to “non-traditional” supports specific to the Latino community – from *curanderos* or folk healers to faith-based services to zumba classes.

“Building well-being and mental health in the Latino community is about much more than speaking Spanish,” says Mendoza. “It’s about engaging church and family—and of course, music and dance!”



[www.lachild.org](http://www.lachild.org)



## Spotlight: Family Resource Center

# Expanding Vital Support to the Community



A mother of three living in a domestic abuse shelter comes to the Family Resource Center (FRC) at the Clinic for help in locating permanent housing. Not only does she find a home, she identifies food banks, recreation and counseling resources to improve the lives of her children.

During Family Night in the FRC, a father listens to a workshop on positive ways to communicate with his children. Afterward, during a communal dinner with other parents, he hugs his son.

The FRC—one of the Early Intervention and Community Wellness Division programs for children ages 0-5—provides such family-focused services as education, case management, housing and employment searches, referrals, and child care. The Center is open to the community.

At its core is the belief that local families often raise their children against a backdrop of multiple community stressors and that assisting parents to connect with needed resources supports social and emotional well-being.

In May, the Clinic received a First 5 LA matching grant to double FRC staffing and increase access to parent workshops on such topics as healthy communication and discipline, healthy eating, and the importance of reading and exercise. The Ralph M. Parsons Foundation and the Angell Foundation generously provided the match.

“The expansion will enable us to welcome more parents and children to Family Nights and to spread the word about the Family Resource Center,” says Jenna Haeflinger, LMFT, Early Intervention Services Coordinator.

## Did You Know?

The Family Resource Center (FRC) is housed in the Clinic’s University Park office at 3031 S. Vermont Avenue, Los Angeles. It is part of the Clinic’s innovative Early Intervention and Wellness Division, serving families with children ages 0-5 years old.

### Among the highlights:

- The FRC is open to anyone in the community, not only Clinic clients.
- Child care is provided for parents while they’re receiving mental health services in the Clinic or attending FRC programs.
- Family Nights include helpful workshops offered in Spanish and English on such topics as nutrition, reading, healthy discipline, communication and exercise.
- The FRC houses a resource library, designed to assist parents in job hunting, as well as in finding shelter and housing, medical services, food banks, and more.
- Parents can access the FRC’s computers—and staff guidance—in conducting employment or housing searches.
- FRC staff also help guide parents through the maze of other government and community agencies that may have additional resources.
- The FRC accepts donations of gently worn clothing and accessories for its clothing closet, which helps children and parents rebuild their resources.

To donate to the FRC’s clothing closet, or find out more about how you can help, contact Quinn Urich at (323) 373-2400 x 3205.



Andrew Kurtz, LMFT

## Nationwide Initiative **Clinic Addresses Impact of Trauma**

Trauma in many forms seeps into the lives of children and families who live in South and Central Los Angeles. Local neighborhoods suffer higher rates of gang violence, violence at home, and child removal from the home than any other area in Los Angeles.

Research correlates early trauma exposure with mental illness, substance abuse disorders, and physical illness.

To maintain excellence in trauma services, the Clinic recently won a competitive bid to participate in the National Council for Community Behavioral Healthcare's year-long Trauma-Informed Learning Community.

"Our providers are incredibly aware of the trauma our clients experience," says Andrew Kurtz, LMFT, Clinic Intensive Services Program Coordinator and project lead. "The Learning Community will give us more tools to address these issues and increase awareness."

The program will bring the Clinic continuous support in the form of webinars and other training, guidance from the National Council, and participation in idea exchanges with peer agencies. The initiative was launched with funding from the federal Substance Abuse and Mental Health Services Administration.

Los Angeles City Councilmember Jan Perry; Jose Luis Leyva, Case Manager at Alafia Mental Health Institute; César Portillo, Vice President of Clinic Advancement; Martha de la Torre, CEO, El Clasificado; Councilmember Bernard Parks

## Children's Mental Health Awareness Day **New Collaboration With *El Clasificado* Reaches Out to 1.5 Million Readers**

Children's Mental Health Awareness Day on May 9 received widespread attention in Los Angeles thanks to a new collaboration between the Clinic and *El Clasificado*, a free Spanish-language publication with more than 1.5 million weekly readers.

Staff from the Clinic and *El Clasificado* collaborated on an interactive promotion, designed to encourage adults to regularly take time to praise children. A word search contest in the newspaper in May spotlighted positive phrases adults can use with children. Readers submitted completed puzzles for prizes designed to promote family interaction, including bilingual refrigerator magnets provided by the Clinic that suggest "100 Ways to Praise a Child."

"We are happy to partner with the Clinic to inform, educate, and enlighten our community on how to support social and emotional well-being in children," said *El Clasificado* CEO Martha de la Torre, also Vice Chairperson of the Clinic's Board of Directors.

This year's focus on outreach to Spanish speaking residents aligns with launch of the Clinic's *Mente Cuerpo y Corazon* project, which creates access to integrated primary care and mental health services for Latino residents in need.

The Clinic's bilingual Praise a Child refrigerator magnets are available free on its website, [www.lachild.org](http://www.lachild.org).





**Los Angeles  
Child Guidance  
Clinic**

3031 South Vermont Avenue  
Los Angeles, CA 90007

NON PROFIT  
U.S. POSTAGE  
PAID  
PERMIT NO. 14954  
LOS ANGELES, CA

Visit our Website [www.lacgc.org](http://www.lacgc.org)  
to learn more about Clinic programs and activities.

## Honors

# USC Honors Clinic President/CEO With Community Service Award

Clinic President and CEO Elizabeth “Betsy” Pfromm, M.S., MPA, received a Community Service Award from the University of Southern California (USC) in June.

The honor recognizes a member of the University neighborhood who has contributed to civic engagement efforts, enhanced the quality of life for the local communities, and has been a friend and partner to the University.

Craig Keys, Associate Senior Vice President for Civic Engagement at USC, presented Pfromm with her award. “We are pleased to honor Betsy for her leadership of the Los Angeles Child Guidance Clinic, which is an important resource in our neighborhoods, serving nearly 3,400 families each year,” Keys said. “She has assisted many of our schools and departments and created opportunities for our students, which is an incredible resource that our colleagues here on campus value tremendously.”

“I am deeply honored by USC,” says Pfromm. “The Clinic has been the beneficiary of multiple USC resources centered on providing high-level technical assistance to nonprofits. We are grateful for our mutually beneficial relationships.”

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](http://www.facebook.com/LAChildGuidance)
- [www.twitter.com/LAChildGuidance](http://www.twitter.com/LAChildGuidance)

### in touch

Candace Pearson, Lead Writer  
César Portillo, Editor  
Ellie Afshar, Editorial Assistant  
HUTdogs / Emjay Creative Inc., Design