WE RISE: By Us, For Us

Building a Mental Health Movement





Opportunity

Confronting persistent inequities in mental health access, the Los Angeles County Department of Mental Health (LACDMH) engaged Cause Communications from 2018-2022 to create an unconventional, youth-focused multimedia, public education, and advocacy campaign with an emphasis on mental health and wellbeing. The campaign set out to strengthen community engagement with mental health topics and create a community-driven movement to treat mental health as a right.

Strategy

The WE RISE campaign united art, culture, and advocacy to destigmatize mental health and amplify community voices. Assembling a constellation of partnerships across Los Angeles County, Cause used dynamic and creative programming to build community capacity and advance community connection and individual wellbeing. Community leadership was centered with local, community-based organizations designing and delivering the programming that was promoted under the WE RISE banner during May for Mental Health Awareness Month.

Outcomes and Impact

WE RISE took collaboration and connection to new levels of impact at a time when mental health mattered more than ever. The campaign effectively connected County residents to campaign messages, events, critical resources, and even to each other. Over the course of five years, the WE RISE initiative redefined how governments, nonprofits, and communities collaborate to address systemic health inequities at scale. Specific outcomes for the 2022 installment of the campaign included:

- 80K community participants across Los Angeles County
- 26 community-based partners
- 200+ community programs
- 111M+ earned media reach
- 185M+ paid media impressions
- 117 youth poetry competition submissions
- 400+ local artists engaged

"Thanks to Cause Communications' unique ability to combine best-in-class project management with unbridled creativity and a keen sense for what resonates with audiences, WE RISE has helped launch a mental health movement."

– Dr. Jonathan Sherin, Former Director, LACDMH

Links

WE RISE website
WE RISE video recap
WE RISE case study in NPQ