



WE RISE 2022: By Us, For Us

Amplifying community power to strengthen health and wellbeing

ISSUE Mental health continues to lack parity with other aspects of the healthcare system, including limited access and availability of services, cultural acceptance, and support in both community and policy arenas, presenting significant barriers to health equity.

OPPORTUNITY Based on the premise that everyone deserves to be well, the Los Angeles County Department of Mental Health (LACDMH), in partnership with CalMHSA, engaged Cause Communications to create an unconventional, youth-focused multimedia, public education, and advocacy campaign with an emphasis on mental health and wellbeing. Now in its fifth year, the campaign set out to promote community engagement with mental health topics and create a movement to address barriers to mental health access.

STRATEGY To destigmatize mental health and meet communities where they are, WE RISE assembled a constellation of partnerships across Los Angeles County that 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. With a focus on youth, community programs engaged young people and those who love them.

OUTCOMES & IMPACT WE RISE 2022 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. As a result, WE RISE 2022 served as a catalyst for strengthening health, social connection, and community. Additional outcomes 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

TACTICS

- Communications strategy and implementation
- Partner management with community-based organizations
- Branding and creative direction
- Message development
- Website and digital management
- Social media
- Earned media
- Paid media (digital, social, out of home)
- Materials development and transcreation (language accessibility)

LINKS

- [WE RISE website](#)
- [WE RISE video recap](#)



Digital Banner

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. Jonthan Sherin, Former Director, LACDMH



Interactive Transit Kiosk



Convenience Store Poster



Bus Stop Banner