



## CRDP Webinar Series

Webinar #9: Media Training with Joaquin Alvarado  
September 18, 2020

### Questions & Answers

1. Sometimes when I talk about our CDEP, people in media or policymaking don't seem to understand the connection between culture and mental health - how can I make the connection more clear or understandable to people outside of our work? –*CRDP Community Member*

**The impact of institutional racism, xenophobia, and homophobia has a deep and complex history in our state and for our communities. The recent resurgence of the movement for racial justice is an expression of this. The CRDP is a unique pilot program which seeks to address the well-being of our people by centering their experience in the design and delivery of mental health services and solutions. This program is about better care that can scale to meet the needs of California's BIPOC and LGBTQ+ communities.**

(Answered by Joaquin Alvarado)

2. What is the best way to prepare our CDEP participants to engage in this work with us? -*CRDP Community Member*

**The most important asset we have to share and support the story of the CRDP are the people who do the work of the CRDP. The IPPs are the core of this, therefore we must listen and guide their stories as the tent pole for our wider media engagement strategy. This includes framing their histories and insights relative to the core features and focus of the CRDP. It also means equipping them with the technologies and relationships to represent themselves powerfully with media outlets and reporters.**

(Answered by Joaquin Alvarado)



3. One of our big fears is being misrepresented by media - our communities have historically been stereotyped and our data has been used in ways we don't support - how do we prevent this from happening when we share our stories and data with the media? - *CRDP Community Member*

**We should always start by understanding the publication and the journalist you are engaging with. Asking questions is a first step-to set the parameters for the questions they will be asking and clarifying any questions you may have. It is always acceptable to set context and background for reporters when you are speaking with them. You can also point out when issues and communities have been misrepresented in the past and foreground your concern for accuracy and rigor in coverage. Finally, you can insist of reviewing any quotes they intend to use for publication to verify accuracy.**

(Answered by Joaquin Alvarado)