

PROPOSITION 63 and CROSSINGS TV



where cultures meet

Providing mental health services to un- and under-served communities is one of the most important aspects of Proposition 63, the Mental Health Services Act. Reaching those communities can be challenging because of the differences in language and culture, particularly when stigma often prevents someone from seeking services.

Crossings TV reaches some of those un- and under-served populations by providing entertainment and information to Asian American communities through locally-oriented, produced and marketed television programming. The core viewership of Crossings TV are Chinese (Mandarin, Cantonese), Filipino (Tagalog), Hmong, South Asian (Hindi, Punjabi), Russian, and Vietnamese populations.

Proposition 63 funds Public Service Announcements (PSAs) that air on Crossings TV in all of those Asian American languages. The PSAs address stigma and encourage people to seek mental health treatment. In addition, funding from Prop 63 supports a half hour program that airs throughout the year; it focuses on mental illness and features psychiatrist Dr. Henry Ton, whose primary interest is in cross-cultural psychiatry and working with underserved patient communities, especially Southeast Asian refugees. The PSAs and the show receive more than 1.5 million impressions from viewers every month.



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