

Hollywood 4WRD and
L.A. County Department of Mental Health (LACDMH) presents:

HOLLYWOOD 2.0

Community Launch

**MONDAY, JULY 11, 2022
3 - 4 PM**

SPECIAL GUEST SPEAKERS:

Dr. Lisa Wong, Acting Director, LACDMH
Dr. Curley Bonds, Chief Medical Officer, LACDMH
Brittney Weissman, Hollywood 4WRD

Join us via Zoom for updates and
learn how to plug in to Hollywood 2.0!
bit.ly/H2O_Launch_7112022



Contact us for more information:
@Hollywood4WRD
H2O@Hollywood4WRD.org
Hollywood4WRD.org

Agenda

- Overview and Introductions
- Dr. Lisa Wong – Mission & Vision
- Dr. Curley Bonds – Background and Structure
- Brittney Weisman – Hollywood 4WRD Contribution
 - Q&A



Hollywood 2.0

Curley L. Bonds, MD

Chief Medical Officer

Los Angeles County Department of Mental Health

Timeline



Background



What is Hollywood 2.0?

A new comprehensive approach to serve people with Serious and Persistent Mental Illness, including those experiencing homelessness (+/- substance use disorders)

MHSA INN Project (“Trieste”) first approved in May 2019 - then modified in aftermath of pandemic

Designed to foster full recovery of individuals in the Hollywood area

5 – Year Innovations Project (\$116 M) – funded by the Mental Health Services Act (MHSA)

Key Characteristics of Hollywood 2.0

Holistic

Human
Centered

Hospitality-
oriented

Care in
community

Key Components

Full Service
Partnership

H.O.M.E. Team

Intensive
Outpatient Services

- Team Based

Peer Resource
Center/Clubhouse

Alternative Crisis
Response

Housing (including
treatment beds)

Housing



INTERIM



PERMANENT
SUPPORTIVE



CONGREGATE



ENHANCED
RESIDENTIAL (B&C)

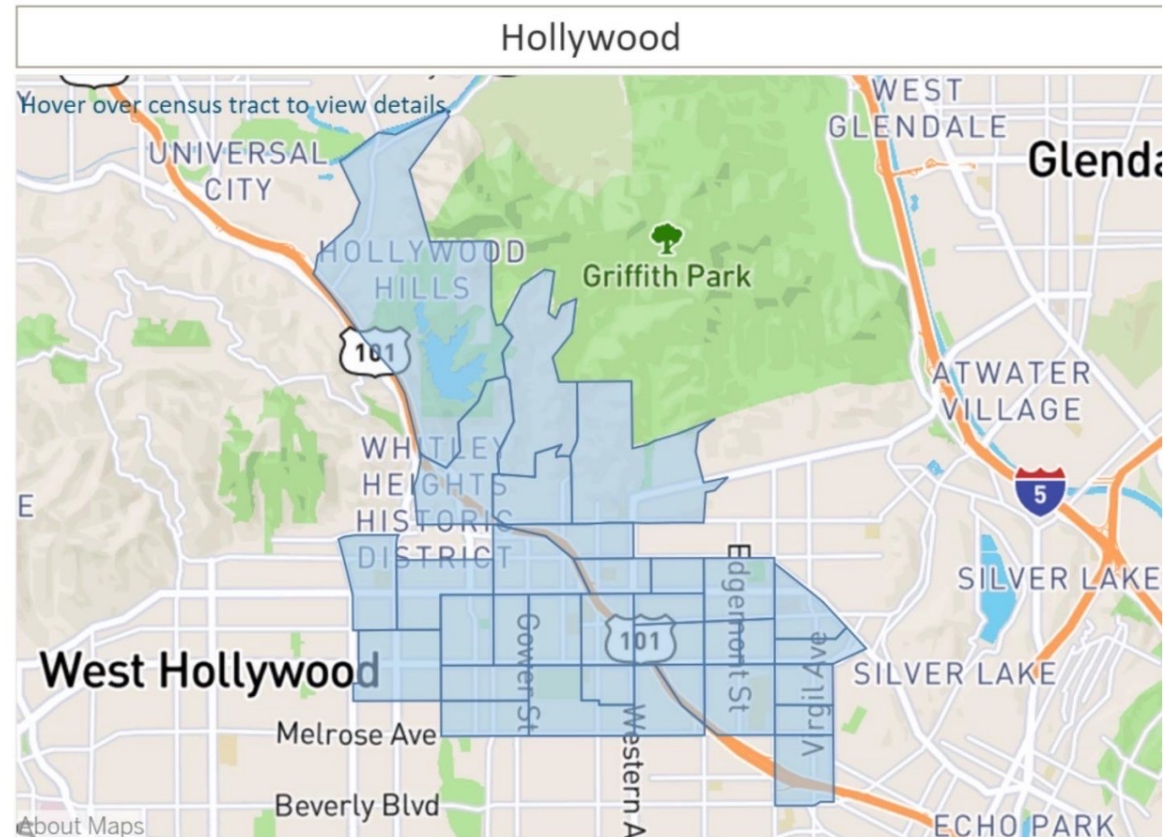
Why Hollywood?

Large concentration of unhoused individuals suffering from serious brain illnesses

Strong coalition of local neighborhood business and faith leaders, government and health care providers and law enforcement (i.e. Hollywood 4WRD)

Scope

3,500-4,500 Individuals in the Hollywood Area



The total population for these 28 census tracts is approximately 103,625 (2016 data). A map outlining these census tracts appears above.

Outcomes

- Metrics will be developed during planning phase
- Anticipated Improvements:
 - Homelessness
 - Incarceration
 - Hospitalizations
 - Employment
 - Relationships
 - Overall client satisfaction
 - Community Involvement & Support

Hollywood 2.0

Community Workgroups

Los Angeles County and Hollywood 4WRD are looking to partner with the Hollywood community to serve those in Hollywood who may benefit from mental health support and services

Hollywood 4WRD is facilitating three working groups in support of this enormous mission to gather community input and harness it into recommendations and solutions.

DMH Resources

LACDMH Help Line

(800) 854-7771

More info about Hollywood 2.0:

[Dmh.lacounty.gov/Hollywood-2-0/](https://dmh.lacounty.gov/Hollywood-2-0/)

The background features a large black rectangle with a thin white border. On the left side of this rectangle, there is a light green circle. The top-left corner of the overall image shows a light orange semi-circle and two white zigzag lines. The bottom-right corner shows a light green semi-circle.

Hollywood 4WRD

Brittney Weisman
Executive Director

Hollywood 4WRD (4 Walls, a Roof and a Door)

- Established in 2008
- Grassroots public-private coalition of faith + business leaders, service providers and neighbors collaborating respectfully to end homelessness in Hollywood
- No tolerance for siloed thinking or approaches
- Huge, unrelenting passion and broad reach
- Profound urgency around providing everyone in our community a safe, respectful, and reliable place to live



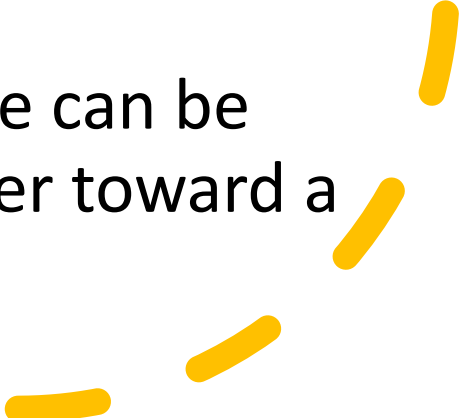
Hollywood 4WRD Values

INCLUSIVITY | systemic change is achieved by including all stakeholders in the process and leveraging our collective experiences

LEADERSHIP | visionary and proactive leadership is a catalyst for systemic change

COMMUNICATION | consistent communication, education, and community engagement are essential to systemic change

COLLABORATION | systemic change can be achieved when we all work together toward a unified vision





Hollywood 4WRD + DMH Partnership

- 2017: Former Hollywood BID Ex Dir focused attention on Trieste
- 2019: Campaigned to support “TRIESTE” proposal for MHSOAC
- 2022: Ready to support program design + implementation
- Providing DMH with community engagement leadership
 - Collecting and synthesizing community input + resources for DMH consideration
 - Reporting alongside DMH on program status
 - Sharing information
 - Supporting the creation of an independently run Clubhouse
 - Providing DMH with deep connection to Greater Hollywood

Community Workgroups (focus on 3 Ps)

Supportive Housing

Supportive Employment/Mentorship

Program Design

Virtual monthly meetings

First meetings in early August



Supportive Housing

- What housing options exist?
- How do housing resources integrate with resources and systems?
- What additional types of housing models and services do we need?
- Are there potential sites ready for sale or development?
- How can we mobilize the community in support of housing for people with mental health issues and who may also be homeless?
- What relationships, assets (properties) and resources can Hollywood 4WRD and other community members contribute?

Suggested Participants: Housing Providers, owners and staff at Board and Cares, Landlords, Housing Developers, and other entities that specialize in workforce development, training, and employment pathways for vulnerable populations.

Supportive Employment + Mentorship

- How can we support people without work experience to enter the field?
- What supportive employment options exist and which must we create?
- Are there potential employers that already employ community members from this population?
- How can we mobilize the business community in support of employment and mentorship for people with mental health issues and who may also be experiencing homelessness?
- What assets and resources can Hollywood 4WRD contribute in partnership with community members and employers to this topic?

Suggested Participants: Job Development Agencies, Labor partners with an emphasis in Hospitality, Hotel, and Food Service training, Local small/medium/large business owners, Unions, Non-profits, Foundations, Community Colleges, Public Entities, Business Improvement Districts, and Chambers of Commerce.



Program Design

- What additional partners could be useful in the development of Hollywood 2.0?
- Does this fit with Hollywood's vision/culture to support people with serious mental illness or who are experiencing homelessness?
- What resources, assets, and services – for people who are already housed and those who need housing - can Hollywood 4WRD and other community members contribute to this pilot?

Suggested Participants: Service providers, Mental Health Providers, Healthcare Providers, People with lived experience, Non-profits, Foundations, and Public Partners.

Next Steps



Stay Tuned for:

Hiring

Staff Development

Locating Properties

Creating Community
Partnerships

Identifying Project Evaluation
Partner

Stay
informed +
weigh in . . .

Email H2O@Hollywood4WRD.org

- to sign up for a workgroup
- to stay up to date on Hollywood 2.0 through Hollywood 4WRD

Check Hollywood4WRD.org for Hollywood 2.0 updates



Questions?

