



# **PRACTICAL WAYS TO DISTRIBUTE MENTAL HEALTH RESOURCES AND INFORMATION TO DIVERSE POPULATIONS THROUGH VIDEO AND SOCIAL MEDIA AND OTHER DIGITAL PLATFORMS.**

**Presenter: Ernesto Segismundo Jr. LMFT MFC  
#49840**

**Adjunct Professor at Hope International University and  
The Chicago School of Professional Psychology  
Owner of [FYLMIT.com](http://FYLMIT.com) and [CAV Family Therapy Inc.](http://CAV Family Therapy Inc.)  
Email: [ernesto@cavfamilytherapy.com](mailto:ernesto@cavfamilytherapy.com)**

## **Course description:**

This course will explore practical ways of distributing mental health resources to diverse populations which are typically underserved and often marginalized. These populations of interest include youth, the LGBTQ and Trans community, veterans, the homeless, victims of violence and of domestic and sexual abuse, recent and culturally isolated immigrants, individuals and families with both limited resources and access to mental health services, cultural groups within which utilization of mental health services is highly stigmatized, Native Americans and other people of color with limited access to services, non-English speakers, prison and jail populations, rural residents, and other populations and individuals who are "otherized" and may not feel safe or comfortable accessing mental health services through traditional channels. Cutting across these groups is a trending, equalizing phenomenon of digital access by these populations; this self-empowered access will be investigated with respect to utilization of social media platforms and other means of online access for locating and connecting with providers, resources, and specialized services offering mental, emotional and relational support.

## **Course objective:**

Attendees of this course will:

- 1) Understand the pervasiveness and Influence that social media and the internet have on tweens' and teens' emotional, psychological, and social development.
- 2) Be equipped and knowledgeable in utilizing video and social media for delivering psycho-educational resources in this preferred, online medium, for the purpose of promoting emotional, psychological and relational wellness to tweens and teens, as well as to families and other diverse groups that increasingly turn to the internet for meaningful contact, information, and entertainment.
- 3) Identify the ethics relating to clinical use of digital materials, and to online communication and therapeutic interaction with client populations.

- 4) Be able to implement the following: a) ensure online safety, b) preserve the best interests of these communities when viewed through a digital lens, c) determine how to provide an equivalent standard of ethically based, quality mental health care and support through online mechanisms.
- 5) Explore ethical and legal guidelines pertaining to passive distribution of mental health content, and also, pertaining to types of interactive online communication, counseling and therapy -- as for example through consultation, psychoeducation, and elemental health interactions--, with special emphasis on these diverse, underserved populations of interest.

**Seminar/Course outline:**

- I. Emotional, psychological effects of social media and digital communication on human development.
  - a. Explore Erickson developmental stages as it relates to human development and applying it to a generation reliant on digital communication.
  - b. Discuss new social media trends and the emotional affect it has on tweens, teens and millennials' emotional health.
  - c. Explore the connection between depression and anxiety and social media with tweens, teens, millennials and other culturally diverse groups.
- II. Exploration of how technology and social media are influencing the emotional and psychological health of diverse population (i.e. tweens, teens, millennials, and other groups who otherwise are not able to access mental health through traditional means).
  - a. Discuss the role of social media platforms and how to provide access to mental health resource/information to diverse populations that are unable to access mental health services through traditional means.
  - b. Learn how to distribute mental health information and content to diverse and underserved populations through social media, YouTube and other video platforms.
  - c. Learn how to use video and social media to empower/support groups such as, but not limited to, the LGBTQ-Trans, immigrant communities, and individuals and families that are unable to financially afford mental health services.
  - d. Learn how to use video and social media to inform and educate diverse communities about suicide prevention, depression, anxiety and other mental health/relationship topics.
- III. Sexting, Cyber-bullying, and other cyber-abuse.
  - a. Exploration of current laws pertaining to sexting, cyber-bullying and other cyber-abuse.
  - b. Discuss current litigation pertaining to cyber-safety to individuals and families who have access to the internet.
  - c. When to report child abuse and cyber-bullying.
  - d. How to inform and educated the community about cyber-bullying and other cyber-abuse.
- IV. Legal and Ethical considerations for mental health professionals.
  - a. Pros and cons about using video and social media to distribute mental health content and resources.

- b. Informing clients about your social media policy.
  - i. Protecting your clients' confidentiality and health information.
  - ii. Discussing with your clients the benefits of keeping the therapeutic relationship away from social media.
- c. Platforms that are HIPPA approved to do digital forms of communication and telehealth mental health services.
- d. Using important disclaimers on your websites, social media platforms and videos to protect you mental health reputation, business and the community.

Recommended Resources and Text:

CAMFT advertising guidelines for therapist:

[http://www.camft.org/ScriptContent/CAMFTarticles/Advertising/Advertising\\_Guidelines2.htm](http://www.camft.org/ScriptContent/CAMFTarticles/Advertising/Advertising_Guidelines2.htm)

Mary Lou Roberts, Debra Zahay., (2012). Internet Marketing Integrating Online and Offline Strategies (3rd edition). Cengage South-Western.

The Impact of Social Media on Children, Adolescents, and Families . Schurgin O'Keeffe, Kathleen Clarke-Pearson, Council on Communications and Media

<http://pediatrics.aappublications.org/content/127/4/800.full>

Gerald C. Kane [2013]. Psychosocial Stages Of Symbolic Action In Social Media

<https://pdfs.semanticscholar.org/7afd/4e6a10850f1d012e783db73791d1bcbccd06.pdf>

A conceptual framework for examining adolescent identity, media influence, and social development. Lloyd, Blake Te'Neil Review of General Psychology, Vol 6(1), Mar 2002, 73-91. <http://dx.doi.org/10.1037/1089-2680.6.1.73>