

CSAC CHALLENGE AWARD EXECUTIVE SUMMARY
Submitted by L.A. County
CEO/Countywide Communications and DHS/Correctional Health Services

“MISSION POSSIBLE” <https://missionpossible.lacounty.gov/> (CD of videos included)

OVERVIEW: A mission-driven transformation of healthcare inside L.A. County’s massive jail system sparked a unique campaign to attract idealistic medical professionals to the cause.

CHALLENGE: A bold new vision for compassionate, high-quality care for inmates inside the nation’s largest county-run jail system is underway, but there is an acute shortage of the medical professionals needed to carry it out. Our challenge was to grab the attention of socially-conscious doctors, many of them millennials, as they completed their residencies and decided their next career steps. We knew it would take ingenuity, innovation and authenticity to reach them—especially since a medical practice inside the county lockup was unlikely to be on anyone’s professional radar. At the same time, we wanted to showcase for the wider public some of the inspiring professionals already changing lives within our jails. This project was doubly sensitive because it involved people in jail with medical conditions including HIV.

INNOVATIVE SOLUTION: For us, best practices means communicating real stories about the real people who provide and benefit from L.A. County services. So for this project, we set out to develop a compelling documentary-style video set behind bars, in locations most viewers will never see. We secured unparalleled access thanks to our trusting partnerships with other county departments, including the Sheriff, County Counsel, Human Resources and Health Services. The resulting 13-minute documentary introduced inspiring characters performing works of unsung heroism for patients many have written off or forgotten. The video is at the heart of the outreach campaign, developed in just four months, that also includes a vibrant

website (MissionPossible.LACounty.gov) seven short social media videos, a brochure and a social media toolkit.

ORIGINALITY: We pushed the creative boundaries of what a government communications campaign can be with visual storytelling that aims to touch the heart even as it sheds light on important social issues. To reach our target audience and encourage viewers to share our content, we placed a premium on high-quality videography, web design, photography and text, with non-bureaucratic, shareable catchphrases like “Doctors without boredom” and “We don’t ask what they did—we ask what they need.”

COST EFFECTIVENESS: The project was conceived and executed in-house, from web design and photography to social media messaging and graphics. We had a \$56,800 budget to hire contract videographers to shoot and edit all video components under our direct supervision. This relatively modest investment will pay off in future savings by attracting high-quality medical providers whose skillful care will enable us to prevent more serious and costlier-to-treat illnesses, reduce litigation costs, and benefit families and communities of inmates who return to society healthier than they went in.

RESULTS: The outreach is still underway, but already our work has reached hundreds of potential new hires at more than 60 residency programs. More than thirty have applied to join our team. The website and videos have been viewed thousands of times. And the message has been amplified by local and national media including the Washington Post, Kaiser Health News, Southern California Public Radio, the L.A. Daily News and KTLA Channel 5.

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