

CAV Family Therapy Academy
In Cooperation with
The Listening Perspectives Study Center
Presents a Video and Social Media Workshop

**PRACTICAL WAYS TO DISTRIBUTE MENTAL HEALTH RESOURCES AND
INFORMATION TO YOUR COMMUNITY AND TO DIVERSE
POPULATIONS THROUGH VIDEO, SOCIAL MEDIA AND OTHER
DIGITAL PLATFORMS**

August 19, 2017, 9:00-4:00

5011 Argosy Avenue, Suite #9 Huntington Beach, CA

Fee: Licensed Therapists \$115; Prelicensed \$75--Lunch Provided

6 hours of Continuing Education credit

Beginning, Intermediate, and Advanced Levels

Instructor: Ernesto Segismundo Jr. LMFT

Course Description:

This course will explore practical ways of distributing your mental health information and resources to people in your community and to diverse populations in your area that may be isolated, underserved and/or marginalized. These populations of interest include young families and workers with health insurance who use digital media all the time but do not know how to access mental health services. Other target and often underserved populations include the LGBTQ community, veterans, victims of violence, domestic and sexual abuse, and other culturally isolated groups as well as individuals and families with limited awareness and access to mental health services.

Cutting across all of these diverse community groups is the expanding equalizing phenomenon of digital access. All of the new self-empowered 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 will be explored



Ernesto Segismundo Jr. M.S. LMFT MFC #49640 Licensed Marriage and Family Therapist Ernesto received his undergraduate degree in psychology from Biola University and received his Masters of Science degree in Clinical Psychology from Vanguard University. Along with Ernesto's counseling experience, he has conducted various classes and seminars concerning relationships and mental health related topics such as parenting, substance abuse, maintaining healthy marriages, private practice social media and video marketing and managed care practices.

PRACTICAL WAYS TO DISTRIBUTE MENTAL HEALTH RESOURCES AND INFORMATION TO YOUR COMMUNITY AND TO DIVERSE POPULATIONS THROUGH VIDEO, SOCIAL MEDIA AND OTHER DIGITAL PLATFORMS

Course Objectives: At the conclusion of this course participants will be able to:

- Speak to the pervasiveness and influence that social media and the internet have on tweens', teens' and young adult's emotional, psychological, and social development.
- Discuss how to utilize video and social media for delivering psycho-educational resources using preferred online media for the purpose of promoting emotional, psychological and relational wellness to diverse groups as well as to families and young parents and workers who increasingly turn to the internet for meaningful contact, information, and entertainment.
- State the laws and ethics relating to clinical use of digital materials, and to online communication and therapeutic interaction with client populations.
- Be able to do the following: a) ensure online safety, b) preserve the best interests of individuals in 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.
- State ethical and legal guidelines pertaining to people locating your information while searching the net as well as to types of interactive online communication, counseling and therapy you can safely provide--as for example through consultation, psychoeducation and elemental health interactions.

The Listening Perspectives Study Center is approved to provide Continuing Education Credits for Psychologists, Marriage and Family Therapists, Social Workers, and Nurses. The exact number of credits awarded is equal to the number of contact hours for each event and is specified on the Syllabus.

The Listening Perspective Study Center is approved by the American Psychological Association to sponsor continuing education for psychologists. The Listening Perspectives Study Center maintains responsibility for the program and its content.

The California Board of Behavior Science recognizes Continuing Education Credits awarded by providers approved by the American Psychological Association to Marriage & Family Therapists and Licensed Clinical Social Workers

California Board of Registered Nursing Provider Number: CEP12038

To register call Monica at (714) 633-3933

Course Outline:

I. Consider the emotional, psychological effects of social media and digital communication on human development.

- A. Explore Erickson developmental stages as they relate to human development and apply them to a generation reliant on digital communication.
- B. Discuss new social media trends and the emotional effects they have on tweens', teens', millennials' and young adults' emotional and relational health.
- C. Explore the connection between depression, anxiety, and addictions and the various social media with tweens, teens, millennials and other young adults and culturally diverse groups.

II. Consider how technology and social media are influencing the emotional and psychological health of diverse populations and other groups who are otherwise not able to access mental health through traditional means.

- A. Discuss the role of social media platforms in providing access to mental health resources and information.
- B. Learn how to distribute your mental health information effectively through social media such as Facebook, YouTube, LinkedIn, Twitter and your own website.
- C. Learn how to use video and social media to empower/support groups such as, but not limited to, the LGBTQ and immigrant communities, as well as to individuals and families that may be insured but otherwise 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, addictions and other mental health/relationship issues.

III. Help prevent sexting, cyber-bullying, and other cyber-abuse.

- A. Explore current laws pertaining to sexting, cyber-bullying and other cyber-abuse.
- B. Discuss current litigation pertaining to cyber-safety for individuals and families who have access to the internet.
- C. Learn when to report media child abuse and cyber-bullying.
- D. Learn how to inform and educate the community about cyber-bullying and other cyber-abuse.

IV. Discuss legal and ethical cyber-considerations for mental health professionals.

- A. Consider the pros and cons of using video and social media to distribute mental health services, content and resources.
- B. Set up appropriate informed consents on your website pertaining to the use of technology and social media.
- C. Inform clients about your digital and social media policies.

V. HIPPA-approved digital forms of communication.

- A. Use platforms that are HIPPA-approved to do digital forms of communication and telehealth mental health services.
- B. Use important disclaimers on your websites, social media platforms and videos to protect your mental health reputation, business and the professional community.

VI. Effectively format a therapy website that will host videos, articles, blogs and other resources promoting your practice as well as community mental health and wellness.

- A. Learn how to create mental health videos that are ethically and legally appropriate and embed them on your therapy website.
- B. Create easily accessible mental health and wellness information and resources and links on your website.
- C. Create videos that promote suicide prevention and other kinds of community awareness and embed those videos on your website.
- D. Utilize calls-to-action that encourage diverse communities to seek counseling and mental health support when needed.

VII. Promote cyber-integrity, professionalism and innovation within the mental health community.

- A. Explore and discuss ways to promote enhanced relationships between mental health professionals and their respective communities.
- B. Collaborate on ways to spark innovation and creativity within the mental health community.
- C. Promote increased awareness and enhanced respect for the work of the mental health professions.

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