

OUT, PROUD AND WELL: **UCLA HEALTH** SHOWCASES COMMITMENT TO LGBTQ+ COMMUNITY IN POWERFUL :30S PSA

To celebrate Pride Month, UCLA Health partnered with the LA Dodgers to produce a 30-second PSA emphasizing equity and inclusiveness in health care settings; reaffirming UCLA Health's commitment to protecting the LGBTQ+ community.

PROBLEM

Data revealed that LGBTQ+ patients often achieved less than ideal health outcomes due to biases within health care. Patients often felt unsafe to share their fullest story with a physician, citing fears surrounding stigmas, stereotypes and trust.

INSIGHT

To help its LGBTQ+ community feel valued, cared for and understood, UCLA Health would need to tell a powerful, intimate and vulnerable story about the steps we take to make our patients feel welcome.





SOLUTION

UCLA Health's in-house Brand & Creative Studio scripted and produced a :30s spot, "Who You Are Is Who We Serve," to tell an intimate, vibrant and powerful story designed to help LGBTQ+ patients feel profoundly welcomed at UCLA Health's four hospitals and 200+ clinics. By casting diverse LGBTQ+ actors to tell confessional-style stories directly to camera, UCLA Health powerfully captured the moment when a patient tells their physician their true story for the first time. By celebrating and elevating a critical first moment of safety, UCLA Health positioned its hospitals and clinics as a resource Southern California's LGBTQ+ community could trust and turn to. Through partnership with the Los Angeles Dodgers, UCLA Health broadcast the powerful PSA at Dodger home games throughout the month of June, reaching hundreds of thousands of fans. Simultaneously, through a digital ad campaign, the #WhoYouAreIsWhoWeServe PSA reached thousands of viewers across Instagram, Facebook, Twitter, LinkedIn and YouTube. Through branded #PrideMonth Zoom backgrounds and engaging AR social media filters, we created opportunities for internal and external audiences to demonstrate allyship and support, and reinforce the inclusive messaging communicated in the video.

METRICS

By scripting video in-house and using a boutique production company, UCLA Health **cut the cost of video production by 67%** and successfully **reached hundreds of thousands** of viewers at Dodger Stadium and on social media.

