



# CALIFORNIA HOPE

## HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



June 2021



# Overview



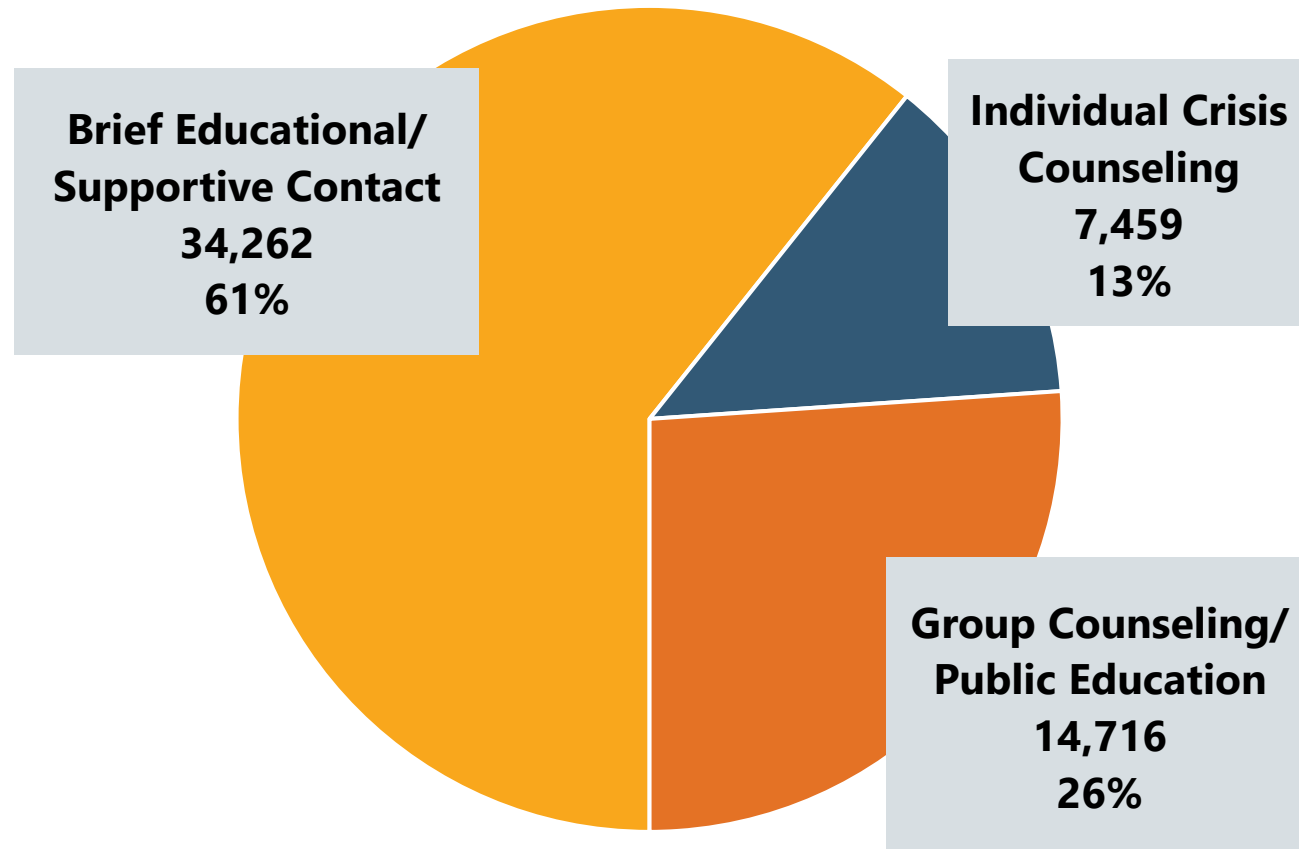
## CalHOPE Layers of Intervention and Support

CalHOPE addresses the stress and anxiety that people may feel due to isolation, health challenges, economic uncertainty, food insecurity and other negative consequences of the COVID-19 pandemic.

# Major Highlights from June 2021

- » **6-Month Extension Request.** On June 9, California submitted a 6-month extension request to FEMA and SAMHSA for consideration. As of the end of the month, the extension request is still pending approval.
  - This extension is necessary to account for the delayed start-up of the program due to contracting challenges, and to continue meeting the demand for services. Since March, the demand for CalHOPE services has been exponential.
  - June also marked the re-opening of California, bringing more opportunities for in-person outreach, but also contributing to greater stress and anxiety around fears that the transition to “normal life” is happening too rapidly.

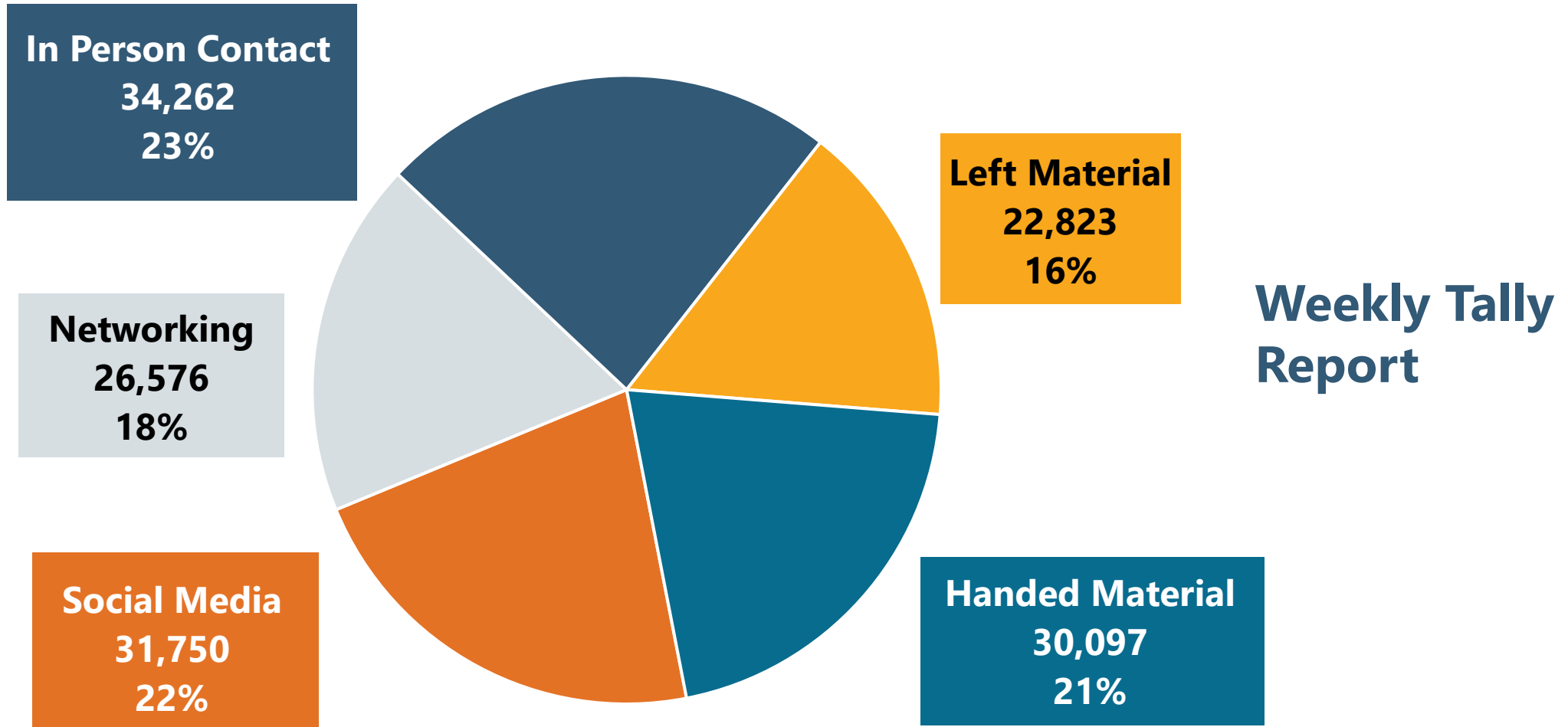
# Disaster Outreach Services: Primary Services



# Trends in Demand for Primary Services

- » Since May, demand for CalHOPE services continue to be on the rise:
  - The number of Individual Crisis Counselling units **increased** by 1,719
  - The number of Group Counseling/Public Education units **increased** by 3,052
  - The number of Brief Educational/Supportive Contact units **increased** by 260

# Top 5 Outreach Efforts & Strategies



# Trends in Outreach Efforts & Strategies

- » In June, as many COVID-related restrictions were lifted across California, we saw a significant shift in outreach efforts towards more **in-person** connections.
- » While **social media, networking,** and **handed materials** remained consistent, we also saw a significant jump in **left materials** as staff continued to spread the message of CalHOPE across their communities.

# CalHOPE in the News

- » CalHOPE was featured by KPBS highlighting local implementation efforts in San Diego to target immigrant communities.
- » Read the article and watch the interview [here](#).



*We know that the pandemic was hard on everybody, things like increased anxiety around constant health monitoring, loss of jobs, the physical isolation from support systems in communities. We know that this impacts the immigrant community greater than other communities.*

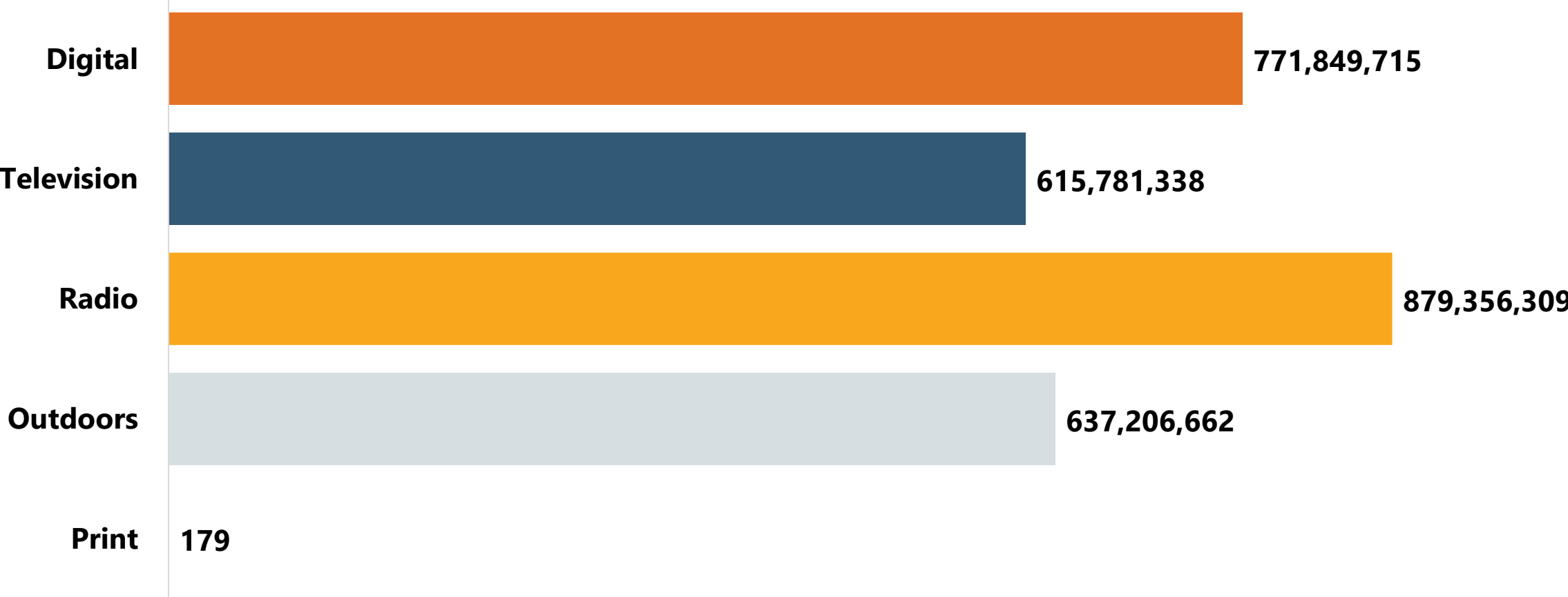




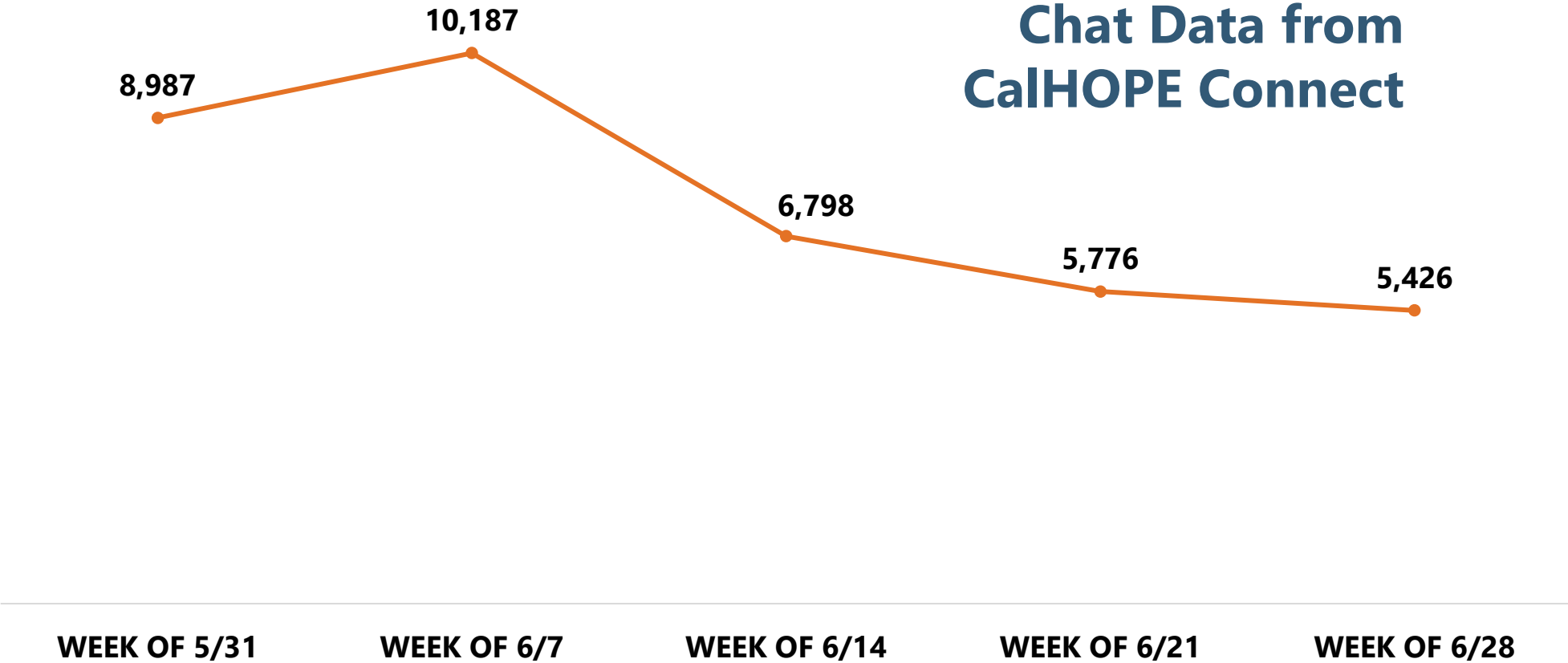
# Media Campaign

- » Partnered with the San Francisco Giants to include the CalHOPE logo around the stadium visible for TV viewers and [radio spots](#) running in English and Spanish.
- » As more Californians get vaccinated, English, Spanish, Cantonese, Mandarin, and Vietnamese [TV spots](#) were updated to include more footage of people proudly showing their vaccine cards.
- » [Click here](#) to see San Francisco 49er Raheem Mostert discuss his mental health.
- » [Click here](#) to watch Chaplain Earl Smith on Your California Life.

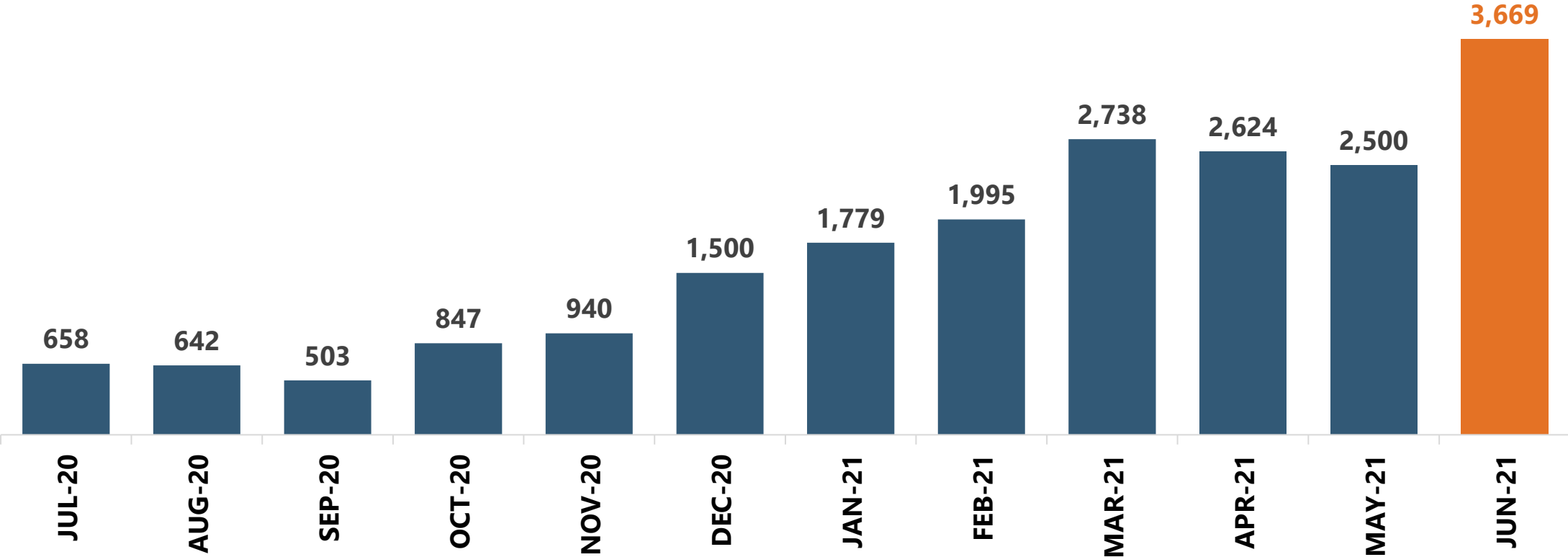
# Estimated Media Delivered June 2020 – June 2021



# CalHOPE Connect



# CalHOPE Warm Line Call Volume



# CalHOPE RedLine

- » In June, CCUIH partnered with Media Solutions to [promote the CalHOPE RedLine](#) to support the American Indian community.
- » The CCUIH team made a total of **207** outreach contacts, focusing mostly on **social media** connections and **networking**.
- » The CCUIH team made a total of **2,275** primary service encounters, with 98% of services categorized as **group encounters**.
- » CCUIH also hosted its first virtual community talking circle with plans to host these events at least monthly moving forward.

# CalHOPE Student Support

- » Each County Office of Education attends monthly Statewide Social and Emotional Learning Community of Practice meetings to build capacity and a common language.
- » In June, the meeting focused on teaching for social, emotional, and academic development and was attended by 110+ people.

# Together for Wellness and Juntos por Nuestro Bienestar

- » [Together for Wellness](#) & [Juntos por Nuestro Bienestar](#) are websites that offer a curated list of free digital resources to support well-being.
- » In June, the website had **1,416 users** and **1,310 new users**, which was a slight decrease in volume from May. Most users were directed to the site via referrals, but more users are finding the site directly thanks to enhanced outreach efforts.
- » On average, users spent 1 minute and 57 seconds on the website.
- » The team is also preparing to make resources available in the following languages: Mandarin, Cantonese, Vietnamese, Korean, Tagalog, Farsi, Armenian, Arabic, and two variations of Mixteco.

**Visit [CalHOPE.org](https://CalHOPE.org) for  
more information & updates**

