



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



May 2021



Overview



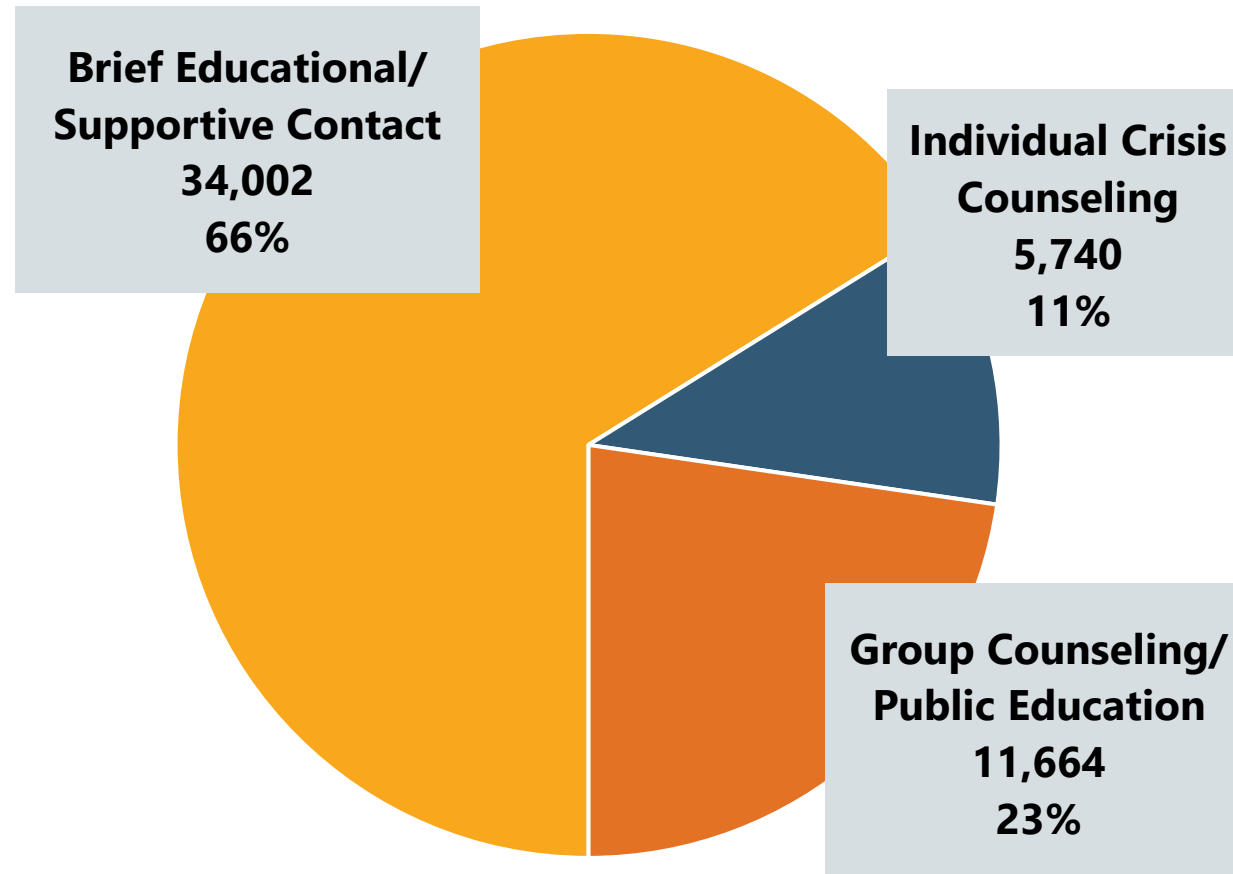
CalHOPE Layers of Intervention and Support

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 May 2021

- » **Concerts for Hope Series.** California hosted a virtual concert series from May 25-27 to raise awareness about CalHOPE.
 - May 25th was Mixed Genre Night and featured performances by Miguel, Devin Dawson, and Scary Pool Party.
 - May 26th was Latin Night where most of the performances were in Spanish with appearances by Chiquis, Los Lobos, and Jacki Cruz.
 - May 27th was Women's Night where all the artists and host were female. There were performances by Ava Max, Sofia Carson, and Krewella.
- » **Virtual Site Visit.** DHCS and all the CalHOPE partners hosted FEMA and SAMHSA during a virtual site visit to share program successes and challenges.

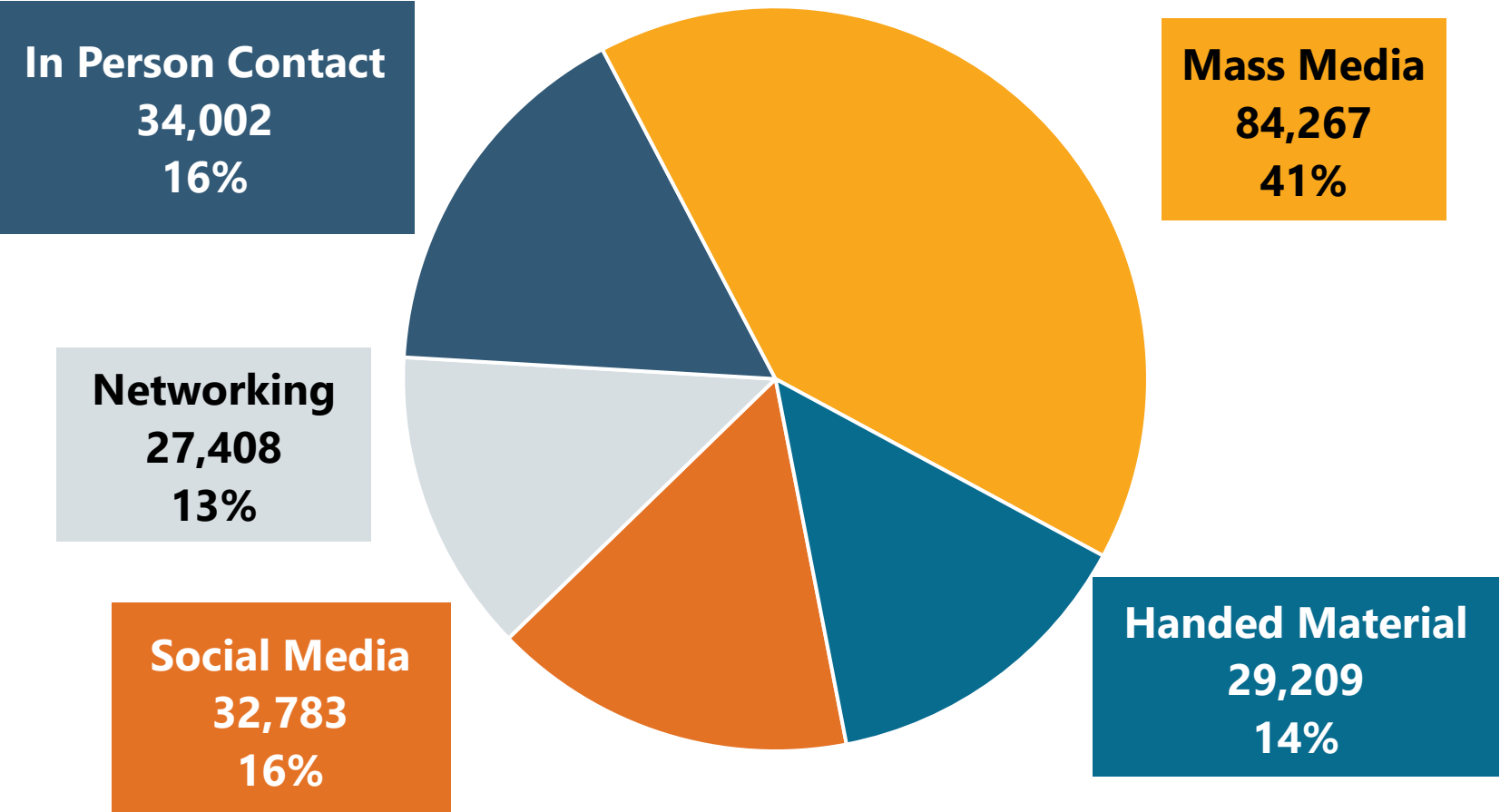
Disaster Outreach Services: Primary Services



Trends in Demand for Primary Services

- » Since April, demand for CalHOPE services continue to be on the rise:
 - The number of Individual Crisis Counselling units **increased** by 1,862
 - The number of Group Counseling/Public Education units **increased** by 5,007
 - The number of Brief Educational/Supportive Contact units **increased** by 23,638

Top 5 Outreach Efforts & Strategies



Weekly Tally Report

Trends in Outreach Efforts & Strategies

- » In May, mass media efforts to promote CalHOPE dominated the outreach strategy, but we also saw significant growth in the following:
 - Social media **increased** by 17,604 units
 - In-person connections **increased** by 23,638
 - Handed materials **increased** by 13,165 units
 - Networking **increased** by 13,418 units

Real Stories



I was reaching out to your program today and received excellent service. I am begging you not to discontinue this service. Many people need actual counseling vs. medication. Your service is critical to many people and was extremely helpful to me. Please keep this service going. Thank you.



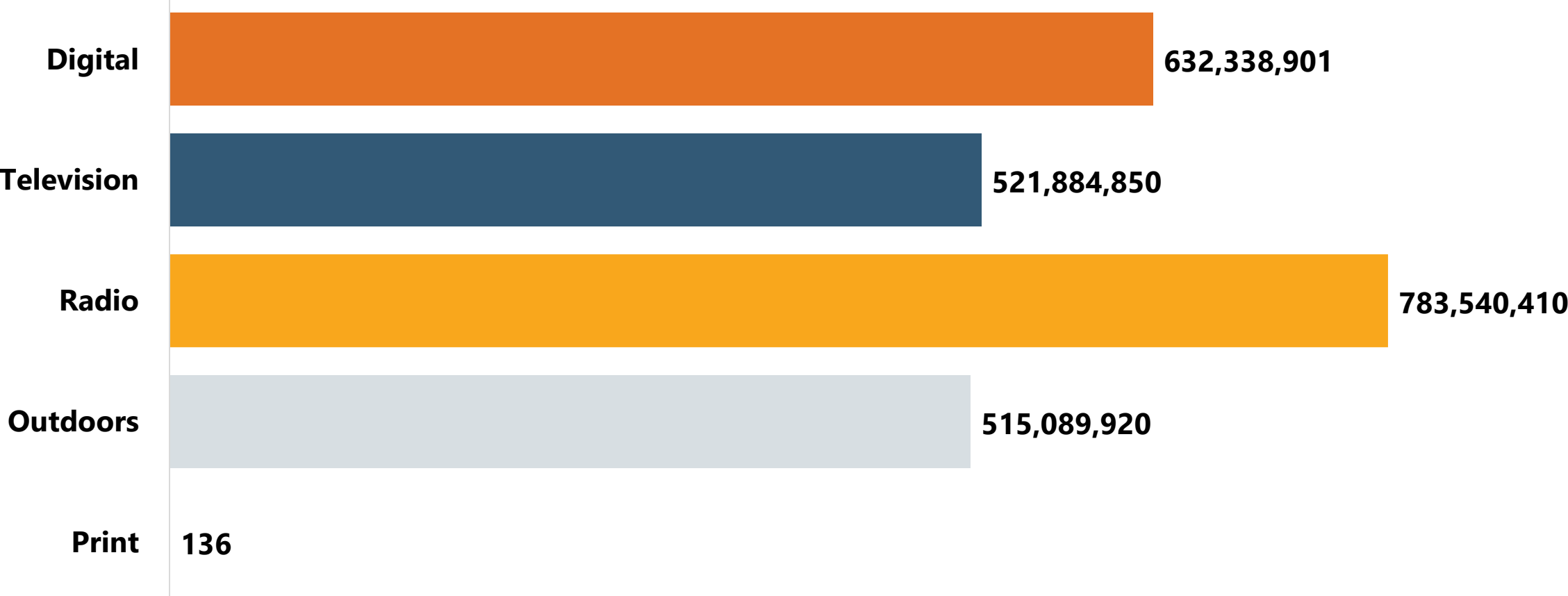
Thank you so much, you've gone above and beyond!



Media Campaign

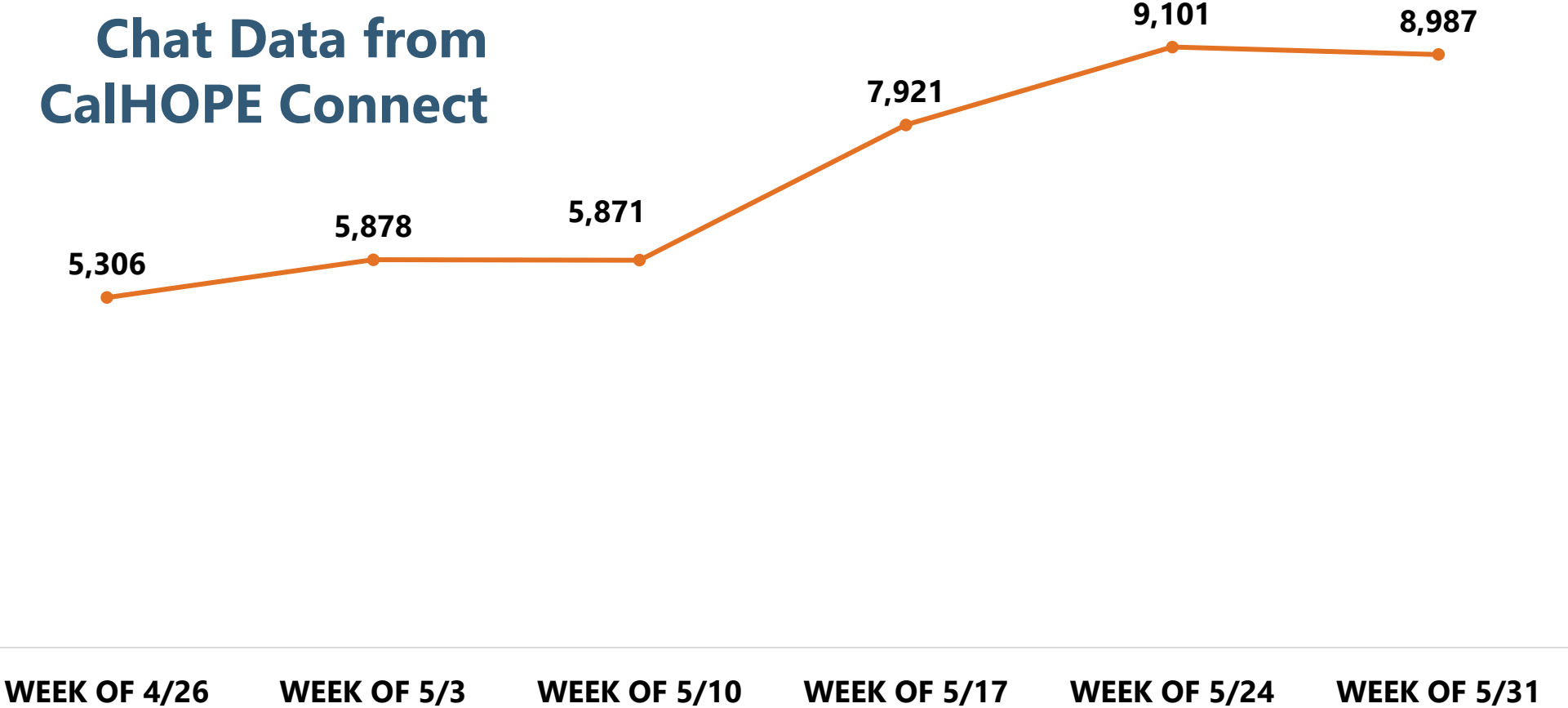
- » Leveraging May as mental health awareness month, California continued to raise awareness about CalHOPE:
 - Hosted two virtual events with the Sacramento Kings, including a [youth mental health discussion](#).
 - Hosted an event with the San Francisco 49ers human resources administration to provide the Game Plan to Manage Stress.
 - Updated print ads to include the [new CalHOPE logo](#) that includes mental health awareness.
- » Hosted CalHOPE Concerts for Hope, a three-night virtual concert series. Each night had a different theme to engage the diverse residents of California to help spread the message of CalHOPE.

Estimated Media Delivered June 2020 – May 2021

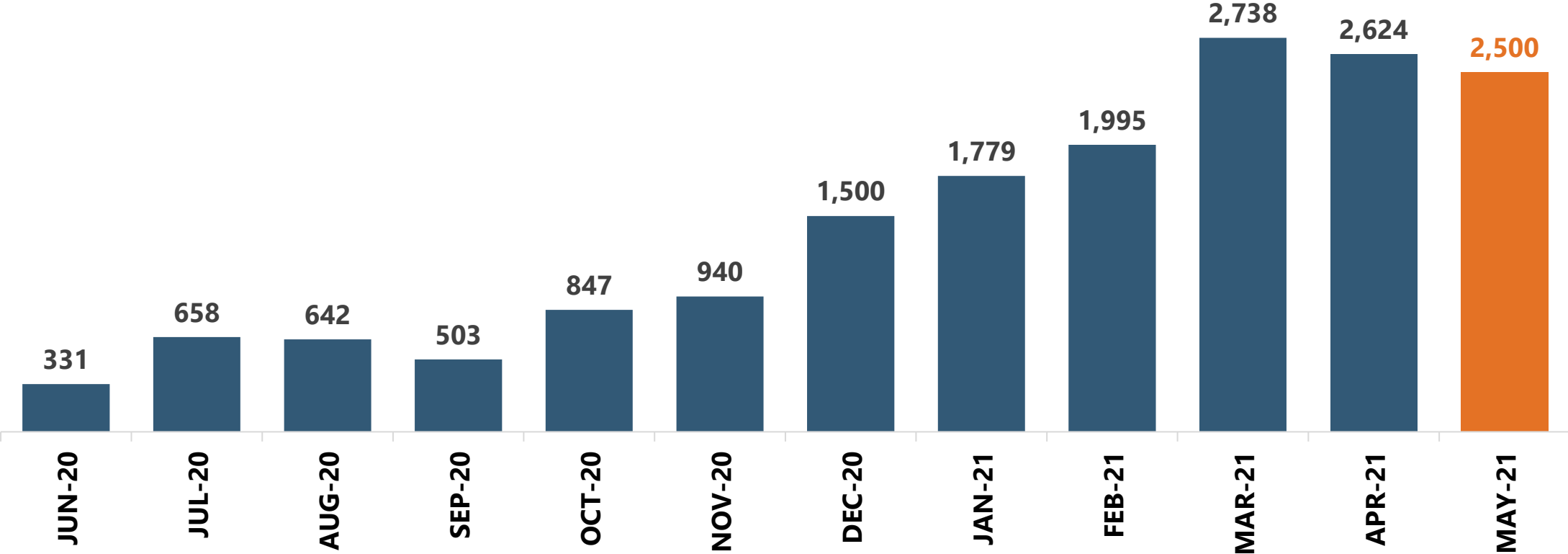


CalHOPE Connect

Chat Data from CalHOPE Connect



CalHOPE Warm Line Call Volume



CalHOPE RedLine

- » With the launch of the [CalHOPE RedLine](#) in April, the CCUIH team focused on outreach efforts to promote the service.
- » The CCUIH team made a total of **3,046** outreach contacts, focusing mostly on **in-person** connections and handing out **printed** materials.
- » The CCUIH team made a total of **2,451** primary service encounters, with 99% of services categorized as **brief educational / supportive contacts**.

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 May, the meeting focused on committing to racial equality and cultural responsiveness and was attended by 130+ 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 May, the website had **1,569 users** and **1,515 new users**, which was an increase in volume from April. 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 2 minutes and 29 seconds on the website.

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more information & updates**

