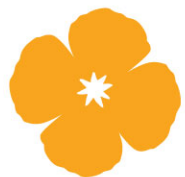




CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

August 2021



Overview



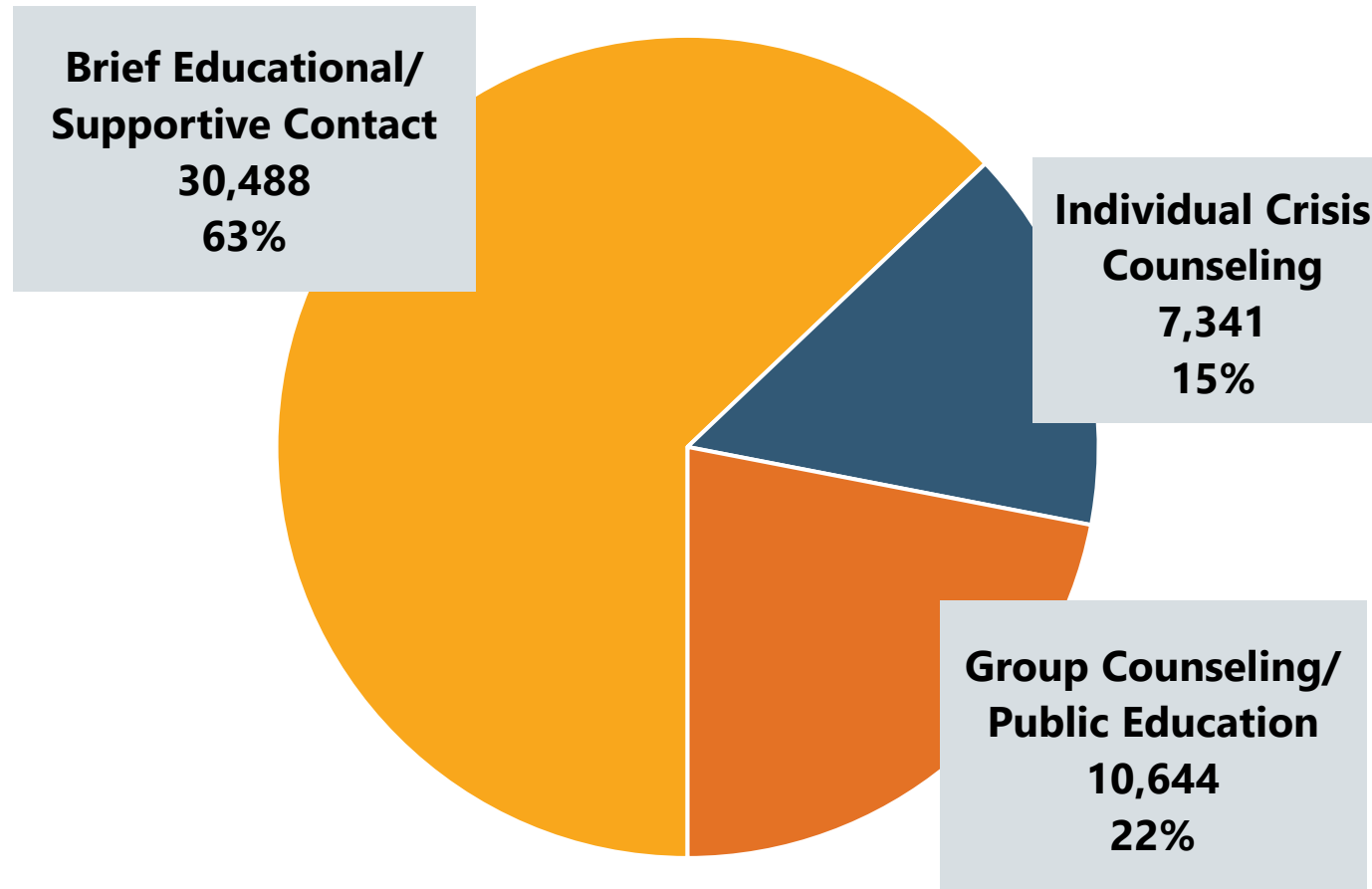
CalHOPE Layers of Intervention and Support

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.

6-Month Extension Request

- » The CalHOPE project was originally scheduled to end on August 8, 2021.
- » Given the ongoing impact of COVID paired with the steady demand for CalHOPE services, California applied for a 6-month extension request.
- » The 6-month extension request was submitted in June, and at the end of August, a 30-day extension was granted, but the longer-term extension request was still pending.
- » While the future of CalHOPE remained unclear, our project partners continued to serve their communities, but faced many challenges given uncertainty about the future of the program.

Disaster Outreach Services: Primary Services

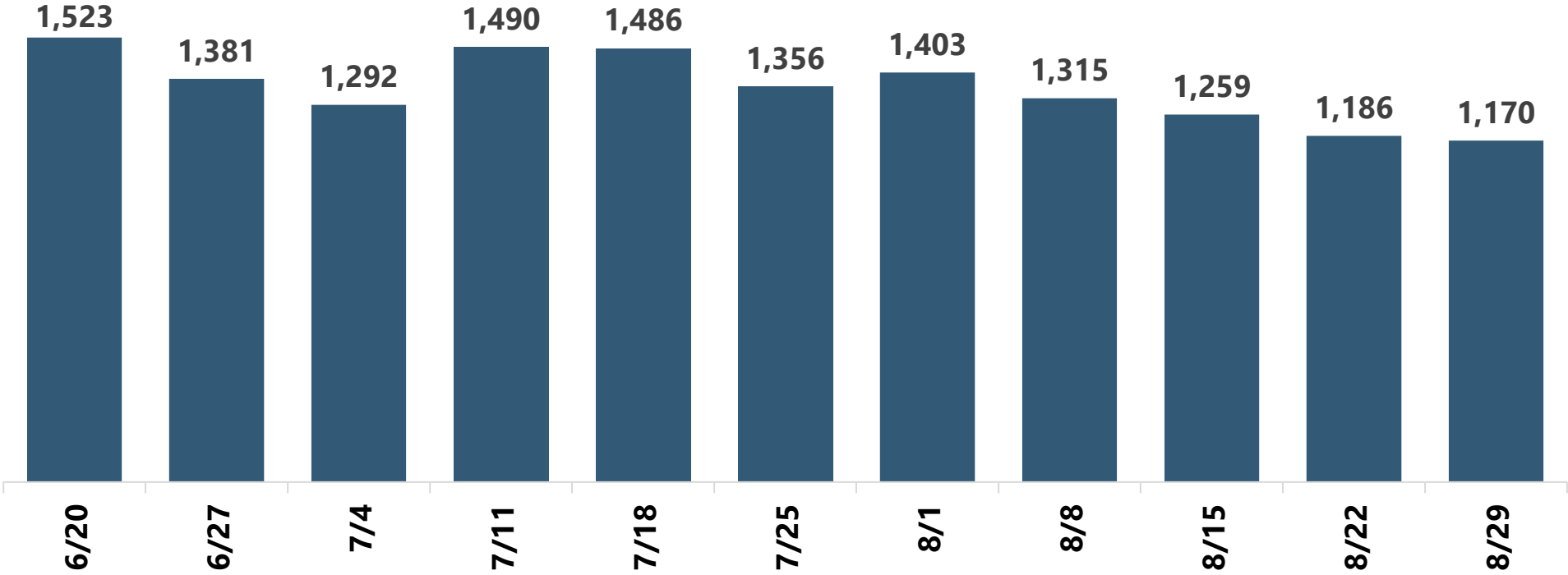


Trends in Demand for Primary Services

- » Since July, demand for CalHOPE services remained steady:
 - The number of Individual Crisis Counselling units **decreased** by 391
 - The number of Group Counseling/Public Education units **remained steady** (10,529 units in July vs. 10,644 units in August)
 - The number of Brief Educational/Supportive Contact units **increased** by 9,202

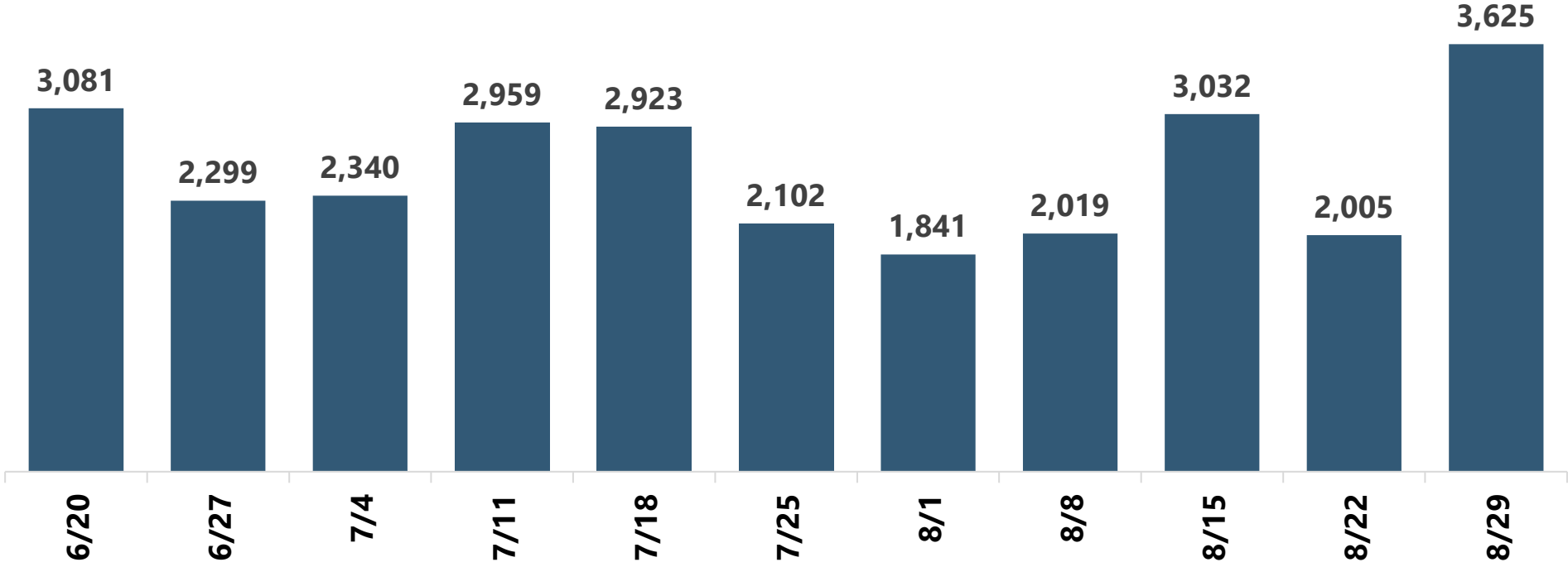
Trends in Demand for Individual Crisis Counseling

» Individual crisis counseling services represent encounters that are at least 15 minutes between CalHOPE staff and people in need of services.



Trends in Demand for Group Crisis Counseling

» Group counseling occurs when community members are brought together to meet for more than 15 minutes and is lead by a trained crisis counselor.



Top 5 Outreach Efforts & Strategies

Email Contact
20,522
12%

In Person Contact
30,493
18%

Weekly Tally Report



Left Materials
20,015
12%

Social Media
57,858
35%

Handed Material
37,865
23%

Trends in Outreach Efforts & Strategies

- » In August, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies regardless of the uncertainty surrounding the extension request.
- » Compared to July
 - Social media connections **increased** by 7,644 units
 - In-person contacts **increased** by 9,072 units
 - Handed materials **increased** by 3,770 units
 - Email contacts and left materials replaced mass media and networking efforts to round out the top five outreach strategies in August

Lolita's Story | CalHOPE & La Familia

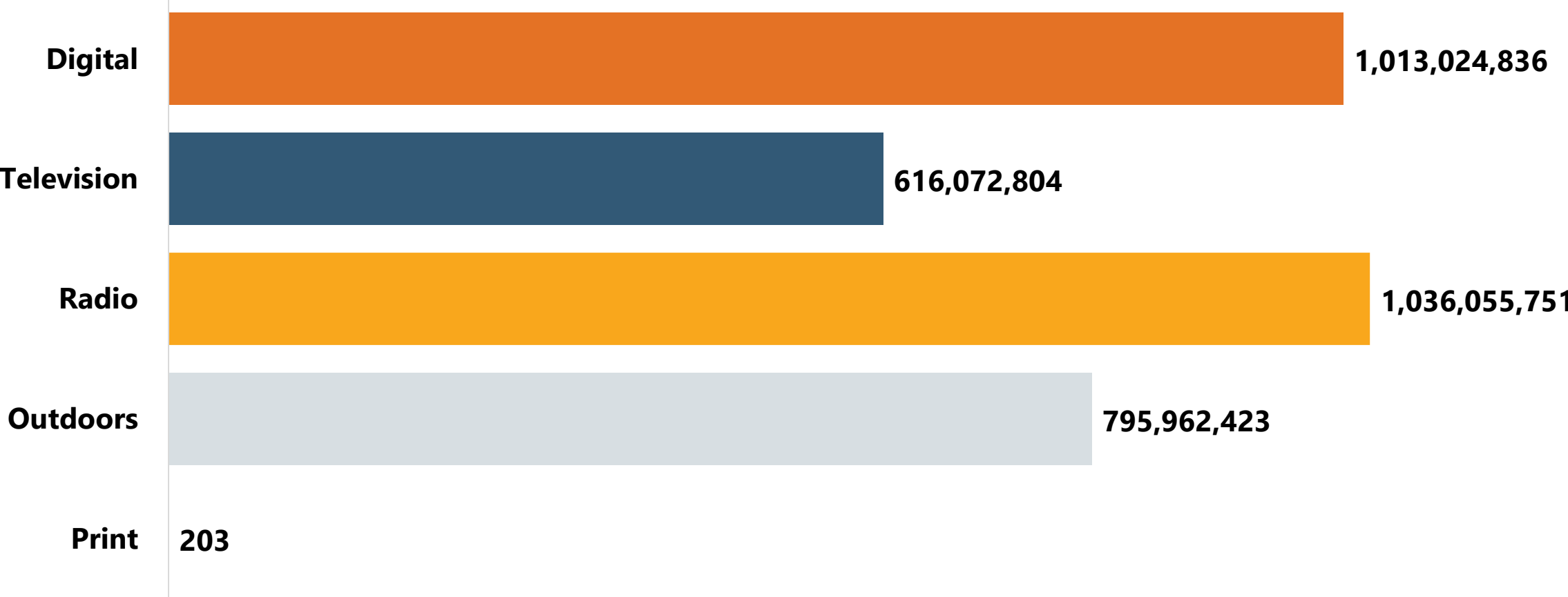


- » Through CalHOPE, Lolita was able to get the assistance she needed, helping her navigate the emotional and complex effects brought on by COVID-19.
- » Learn more about her story on [YouTube](#).

Media Campaign

- » As children returned to in-person learning, new digital advertisements and social media posts highlighted the [Together for Wellness](#) website and the repository of resources designed to help people through challenging times.
- » The CEO of NAMI California, Jessica Cruz, spoke about CalHOPE during an [interview](#) with Fox Studio 40.
- » The Executive Director of NAMI Contra Costa, Gigi Crowder, discussed COVID's unique impact on the African American community during an [interview](#) with Salem faith-based radio.
- » CalHOPE's message was spread to the LGBTQ+ community via an editorial by Paulina Angel which ran in multiple LGBTQ+ publications.

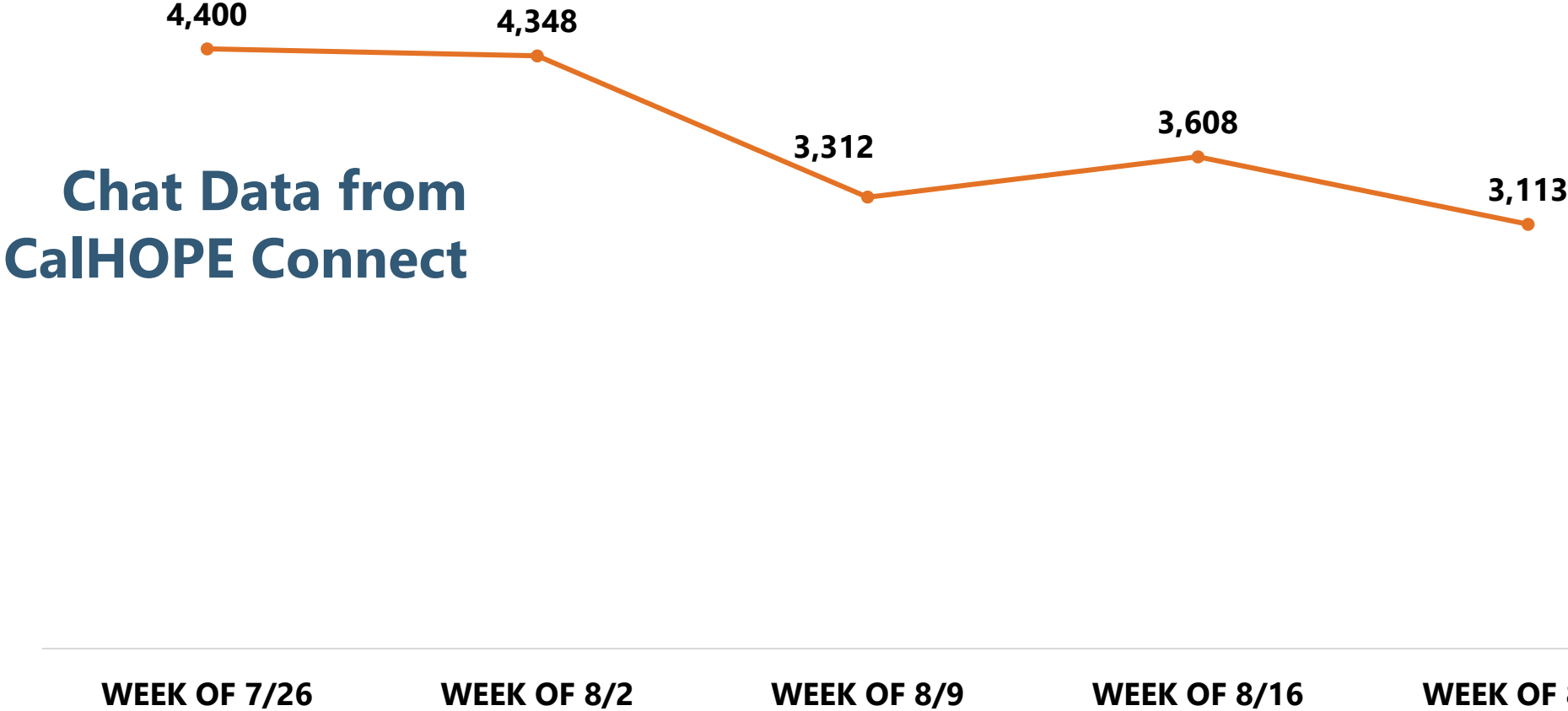
Estimated Media Delivered June 2020 – August 2021



Major Milestones from CalHOPE Connect

- » Since March 2021, the California Mental Health Services Authority (CalMHSA) has partnered with 29 community-based organizations to launch [CalHOPE Connect](#) offering safe, secure, and culturally sensitive emotional support to all Californian's.
- » Nearly 6-months after implementation of CalHOPE Connect, the crisis counseling team has accomplished some major milestones:
 - 25,826 = Recipients of individual crisis counseling services
 - 57,434 = Recipients of group crisis counseling services
 - 132,568 = Recipients of in-person educational or supportive contacts
 - 115,155 = Recipients of community networking or educational contacts
 - 38,092 = Recipients helped by calling local CalHOPE supported hotlines

CalHOPE Connect



Warm Line Call Volume

- » Due to uncertainty regarding the extension request, individuals calling the CalHOPE Warm Line were redirected to the Peer Run Warm Line during the month of August.
- » Although the CalHOPE Warm Line had to temporarily suspend operations, demand remained high and needs were addressed by counselors staffing the Peer Run Warm Line.
- » The CalHOPE Warm Line will resume 24/7 operations once the extension request is approved (anticipated September 2021).

CalHOPE RedLine

- » The CCUIH team made a total of **2,305** outreach contacts, focusing mostly on **in-person connections**.
- » The CCUIH team made a total of **3,691** primary service encounters, with 50% of services categorized as **group encounters** and 49% of services categorized as **brief educational & supportive contacts**.

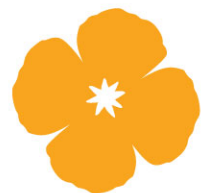
CalHOPE Student Support

- » Each County Office of Education attends monthly Statewide Social and Emotional Learning Community of Practice meetings to build capacity and a common language.
- » In August, the meeting focused on leading for whole child education: policies, competencies, conditions, and resources. This meeting was attended by 109 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 August, the website had **7,482 users** and **7,362 new users**, which is a significant increase in website traffic compared to prior months. Most users were directed to the site via social media.
- » On average, users spent over one minute on the website.
- » This month, the team published new [“Back-in-School” resources](#) to support different audiences including teachers, parents and caregivers, kids and teens, LGBTQ+ youth, and foster families.

**Visit CalHOPE.org for
more information & updates**



CalHOPE