



# CALIFORNIA HOPE

## HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



**CalHOPE**

**February 2022**



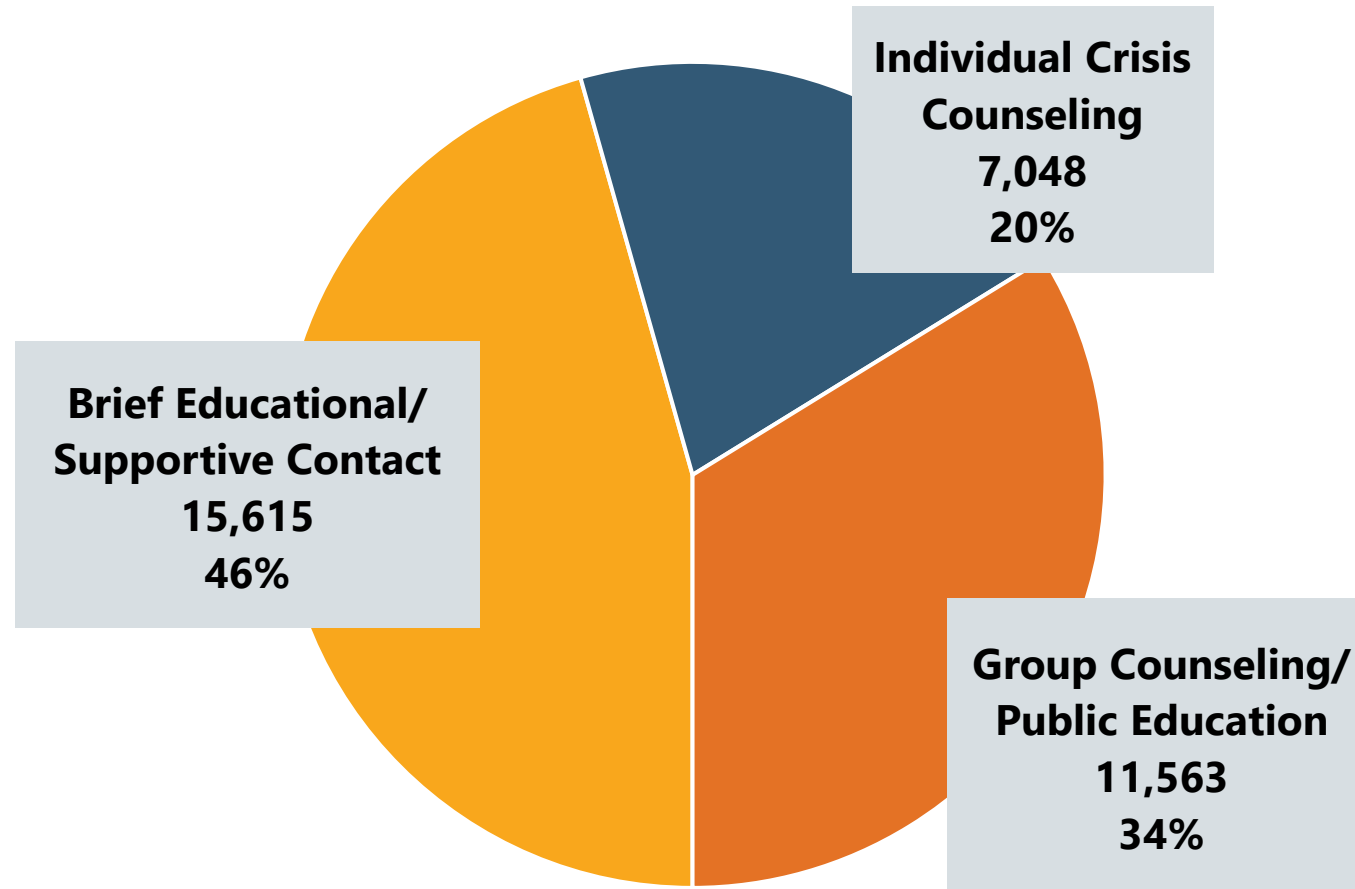
# Overview



## 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.

# Disaster Outreach Services: Primary Services

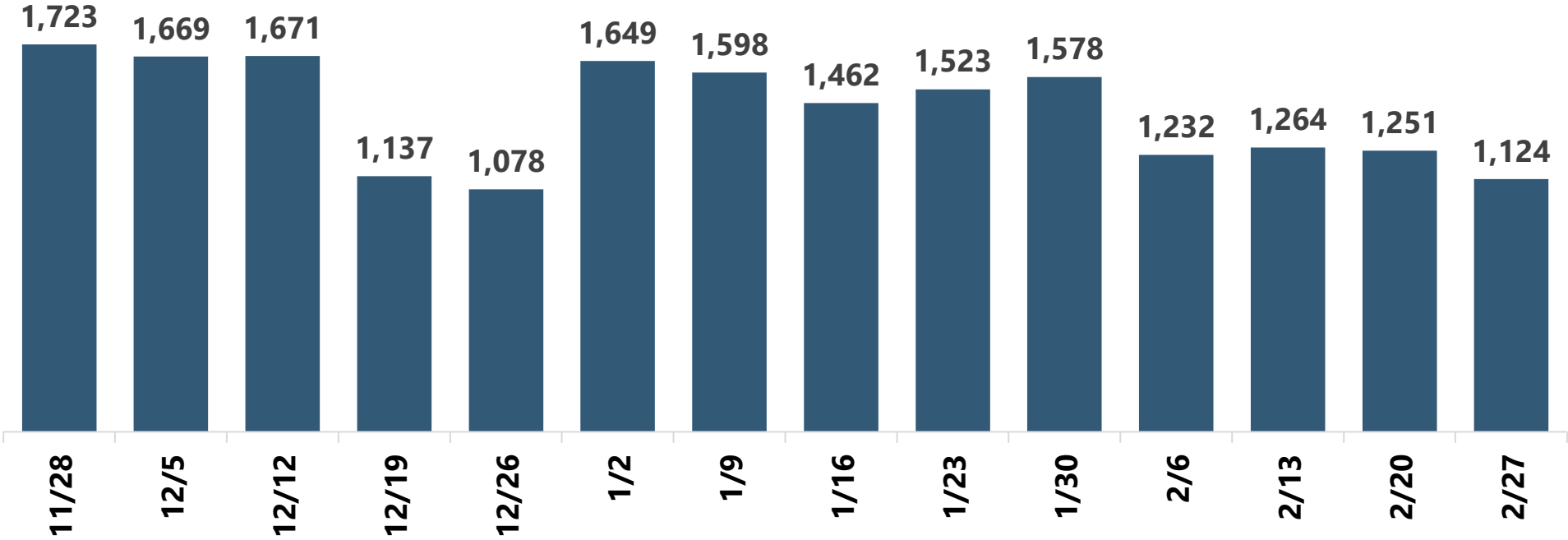


# Trends in Demand for Primary Services

- » Compared to January, demand for CalHOPE services has remained steady:
  - The number of Individual Crisis Counselling units **decreased** by 1,083
  - The number of Group Counseling/Public Education units **increased** by 1,594
  - The number of Brief Educational/Supportive Contact units **decreased** by 8,549

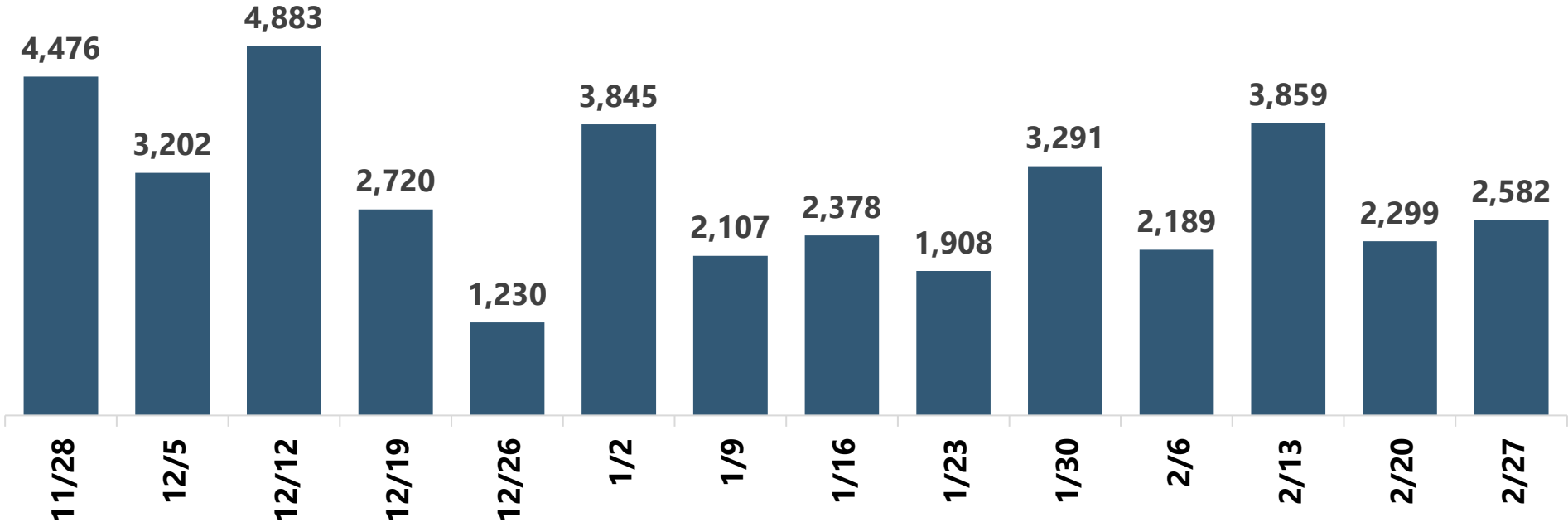
# Trends in Demand for Individual Crisis Counseling

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

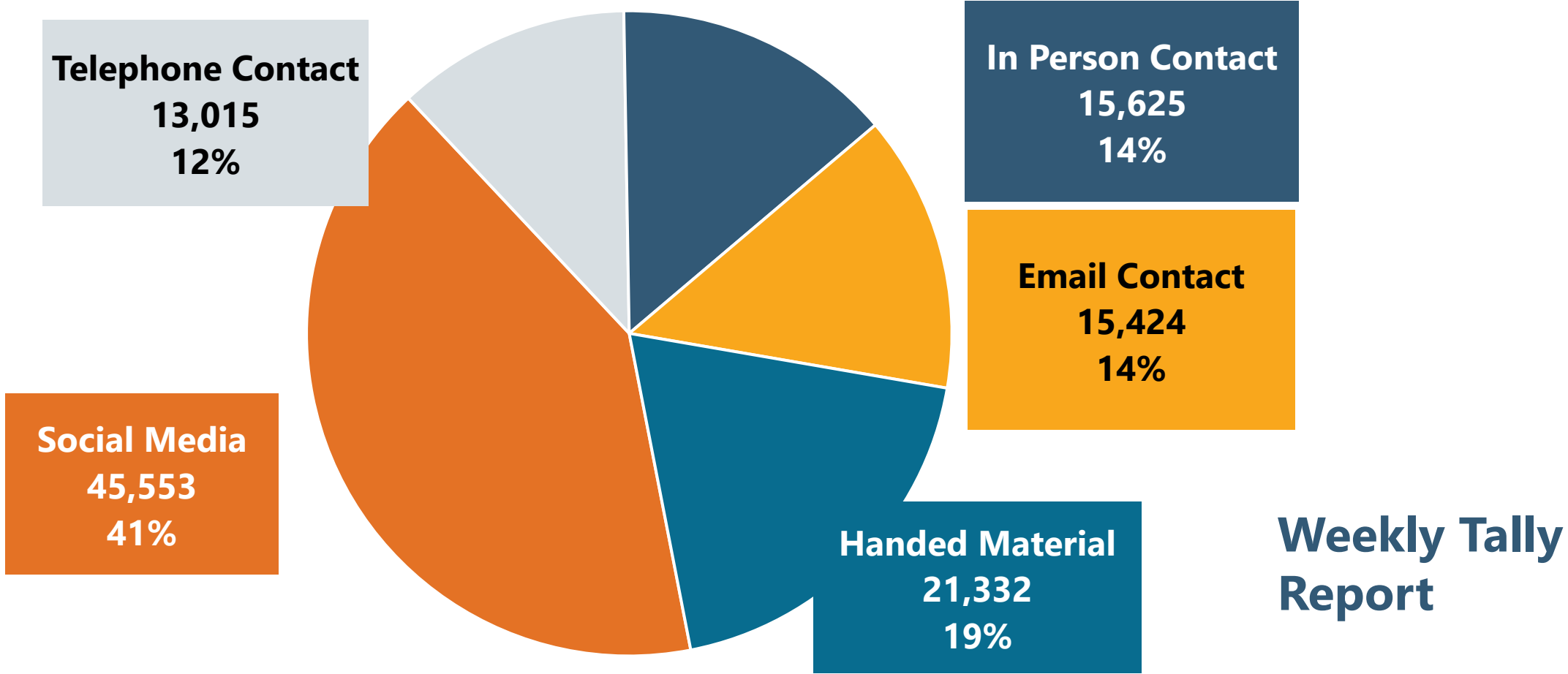


# Trends in Demand for Group Crisis Counseling

» 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



# Trends in Outreach Efforts & Strategies

- » In February, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to January
  - Social media connections **decreased** by 6,622 units
  - In-person contacts **decreased** by 8,567 units
  - Handed materials **decreased** by 6,692 units
  - Telephone contacts **decreased** by 5,400 units
  - Email contacts **decreased** by 9,009 units



## Real Stories

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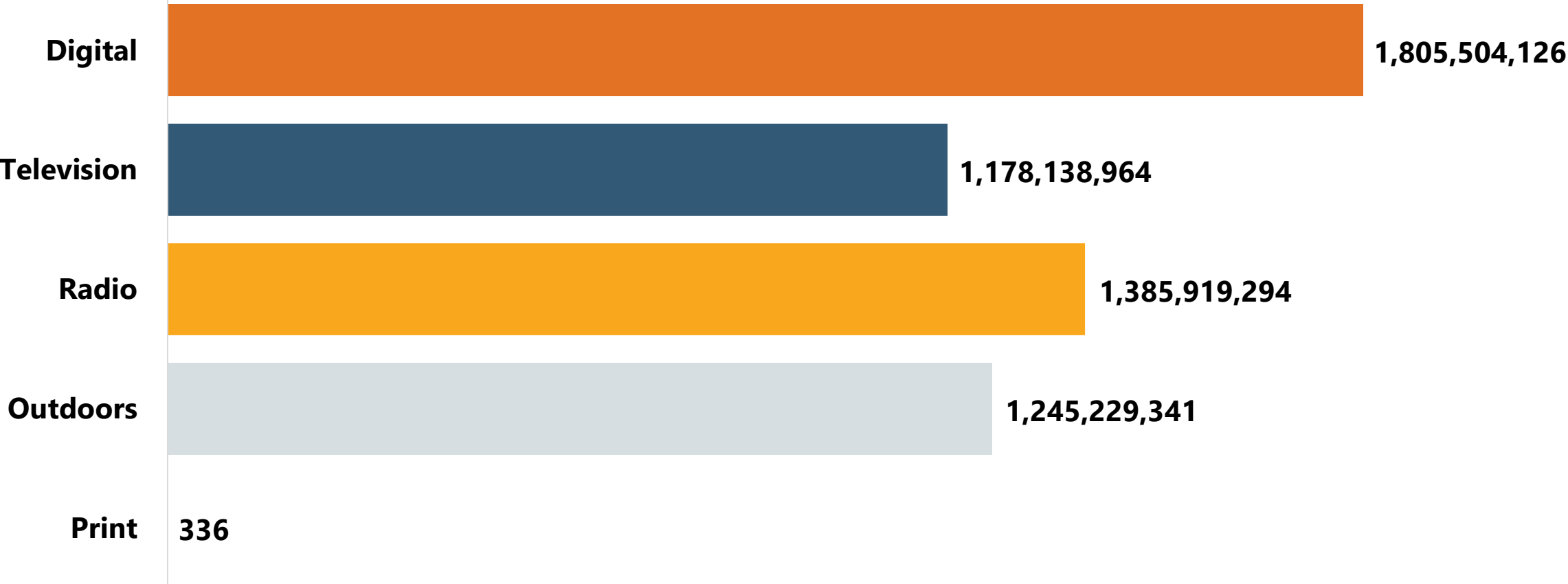
*This is from an experience of doing outreach at Placita Olvera in downtown Los Angeles. We distributed the flyers to the different women that work in these small stores and we had a long conversation with one of them regarding the current health crisis. I believe this is a success story because we had the chance to connect with someone and bring some hope to these women.*

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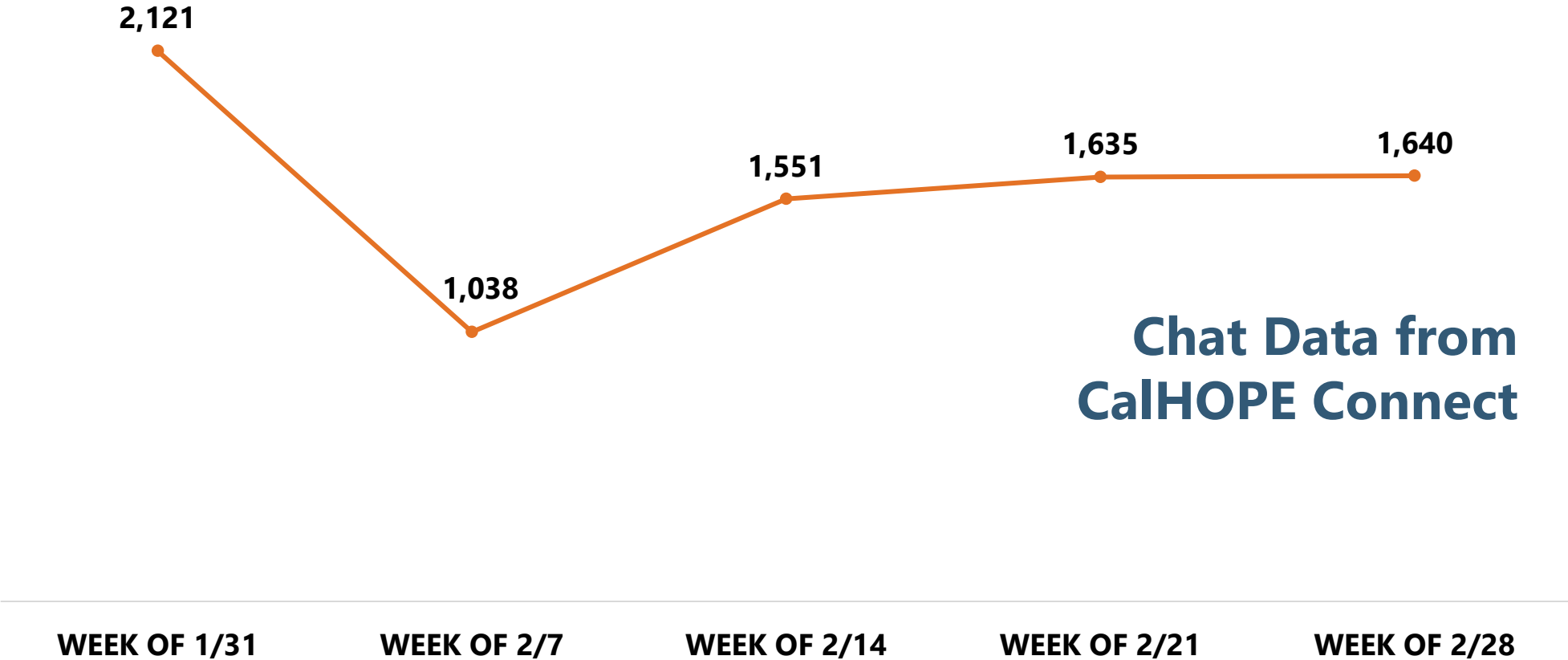
# Media Campaign

- » CalHOPE was promoted throughout California on Public Service Programming provided by iHeart. Via in-depth, long form radio interviews, partner organizations shared CalHOPE resources on iHeart stations in Bakersfield, Fresno, Monterey, San Francisco, and Los Angeles.
- » Dr. Jim Kooler went on KXTV's Your California Life and KTXL's Studio 40 LIVE to promote the launch of the [CalHOPE Courage Award](#). This new award program recognizes inspiring student-athletes at California colleges and universities who have demonstrated courage in the face of adversity.
- » Gigi Crowder, Executive Director of NAMI Contra Costa, promoted CalHOPE in an interview on the Bay Area-based California Music Channel.
- » The Comcast X1 Voice Remote CalHOPE portal was updated with new video resources sharing updated pandemic guidance on small gatherings, big events, and travel.
- » UCLA Athletics produced a CalHOPE PSA starring the school's mascots and posted it on social media.

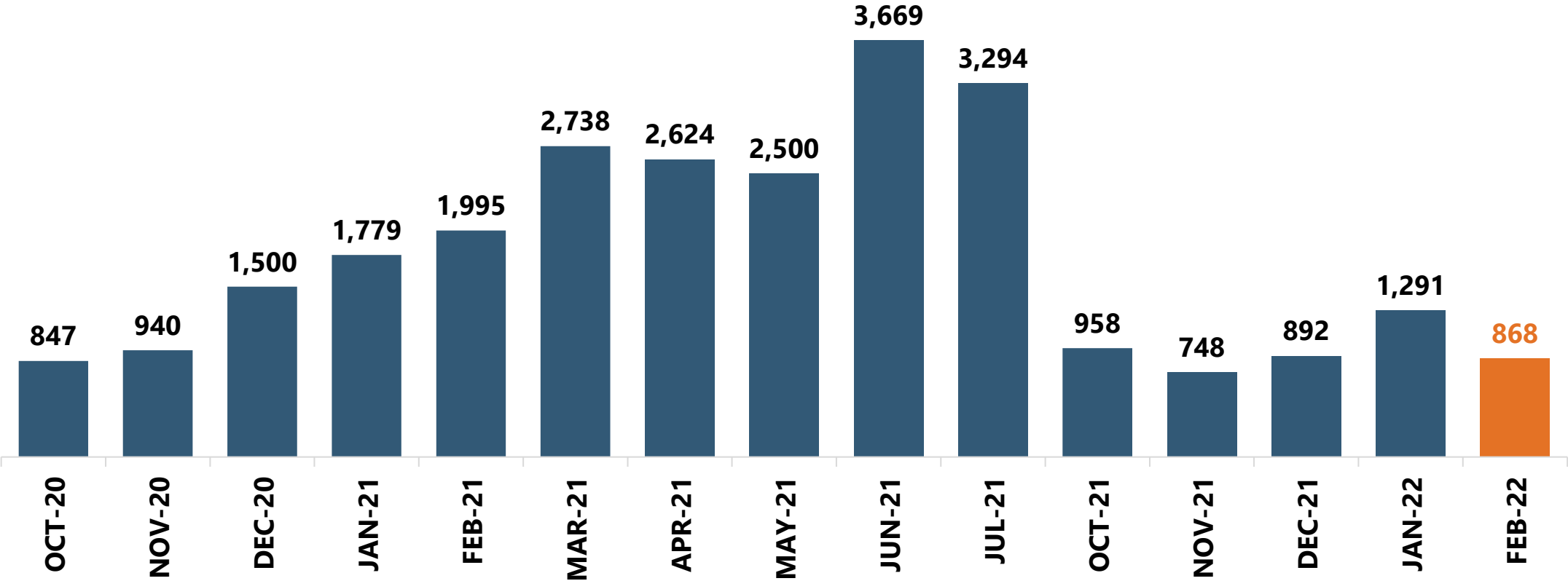
# Estimated Media Delivered June 2020 – February 2022



# CalHOPE Connect



# Warm Line Call Volume



# CalHOPE RedLine

- » The CCUIH team made a total of **2,238** outreach contacts, focusing mostly on **in-person connections** and **handed materials**. As the omicron surge waned, this provided more opportunities to attend in-person events across the state.
- » The CCUIH team made a total of **3,148** primary service encounters, with the majority of services categorized as **group encounters** and **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 February, the meeting focused on County Office of Education readiness, goal setting, and school selection. This meeting was attended by **116 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 February, the website had **27,045 users** and **24,371 new users**. Most users were directed to the site via display and social media.
- » The team worked to develop and finalize content for the Arabic version of the Together for Wellness website.
- » This month, the team continued to spread the word about the online resources through interviews, public service announcements, and presentations.



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

