



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

January 2022



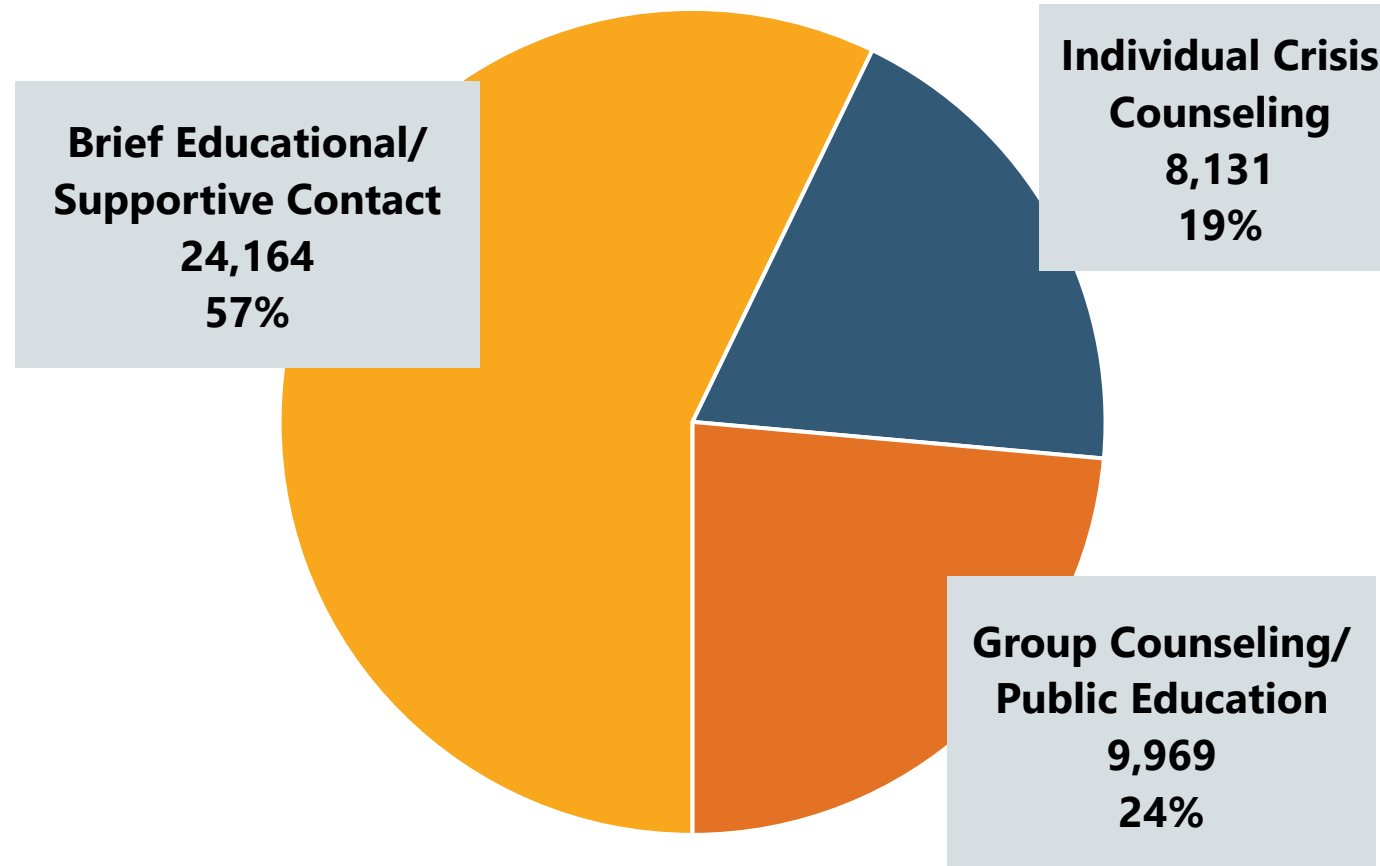
Overview



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

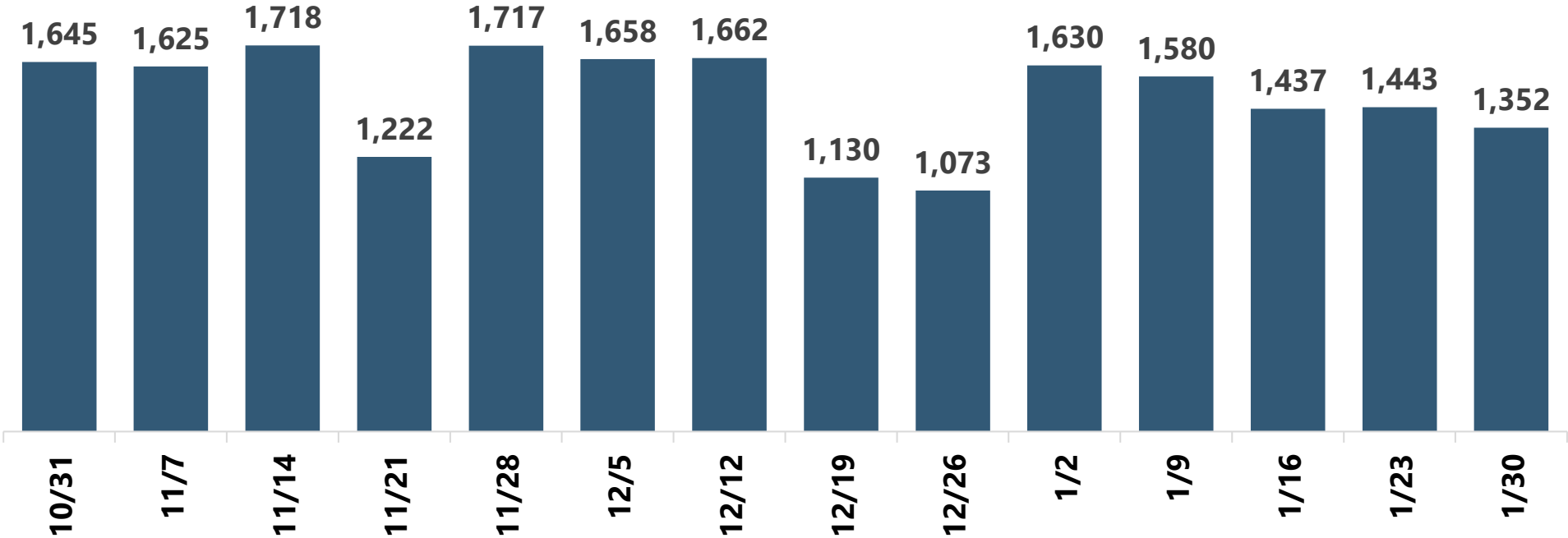


Trends in Demand for Primary Services

- » Compared to December, demand for CalHOPE services has remained steady:
 - The number of Individual Crisis Counselling units **increased** by 40
 - The number of Group Counseling/Public Education units **decreased** by 5,136
 - The number of Brief Educational/Supportive Contact units **decreased** by 3,199

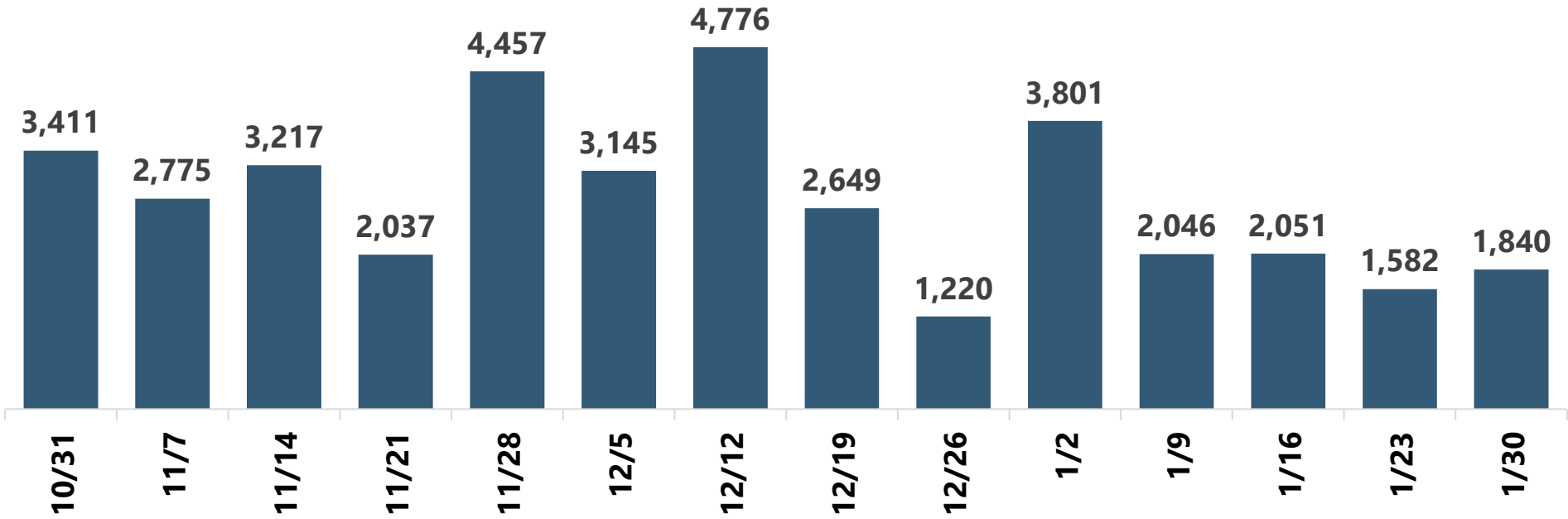
Trends in Demand for Individual Crisis Counseling

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

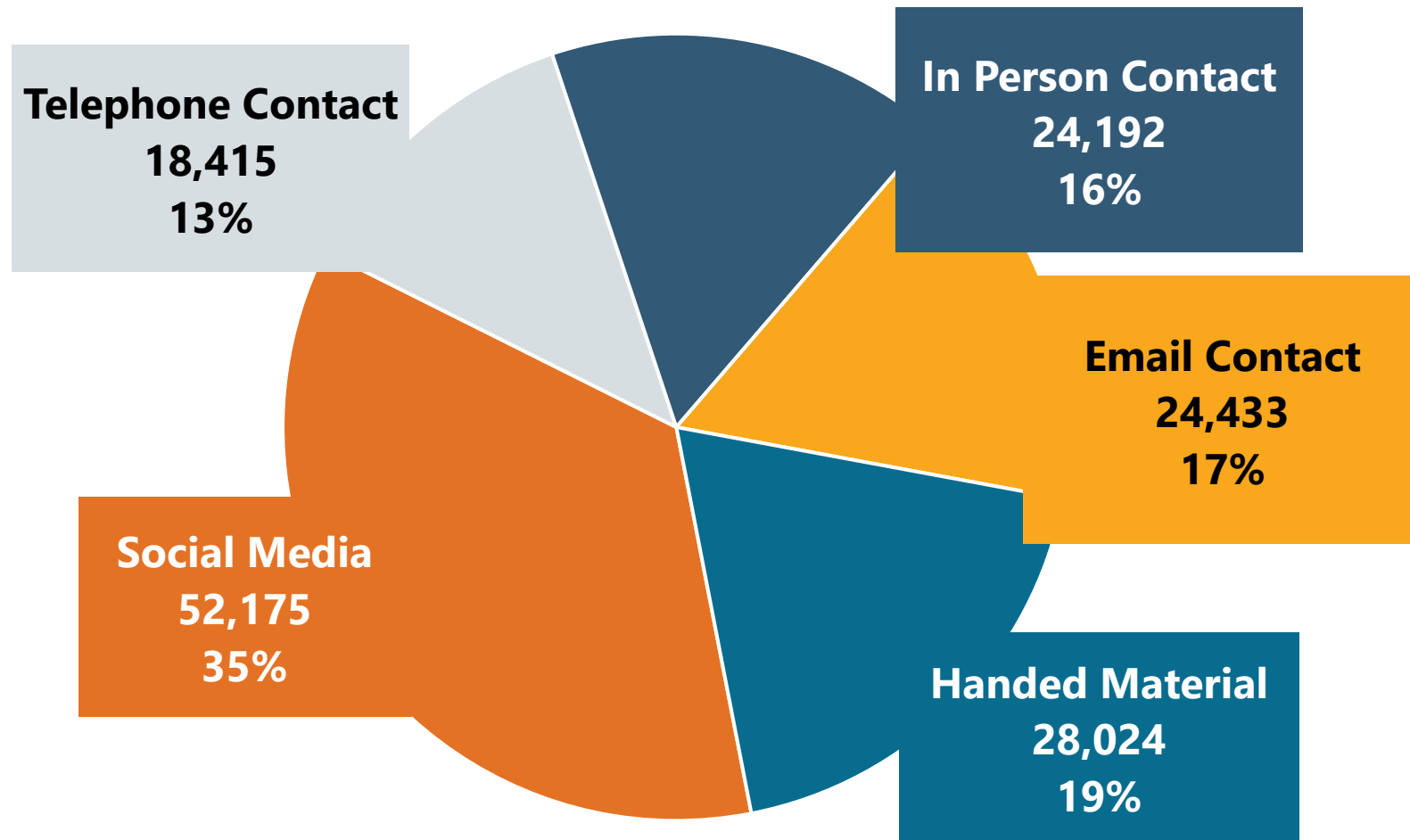


Trends in Demand for Group Crisis Counseling

» 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



Weekly Tally Report

Trends in Outreach Efforts & Strategies

- » In January, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to December
 - Social media connections **decreased** by 1,517 units
 - In-person contacts **decreased** by 3,178 units
 - Handed materials **increased** by 3,564 units
 - Telephone contacts **increased** by 6,051 units
 - Email contacts replaced networking and coalition building to round out the top five outreach strategies in January

Real Stories



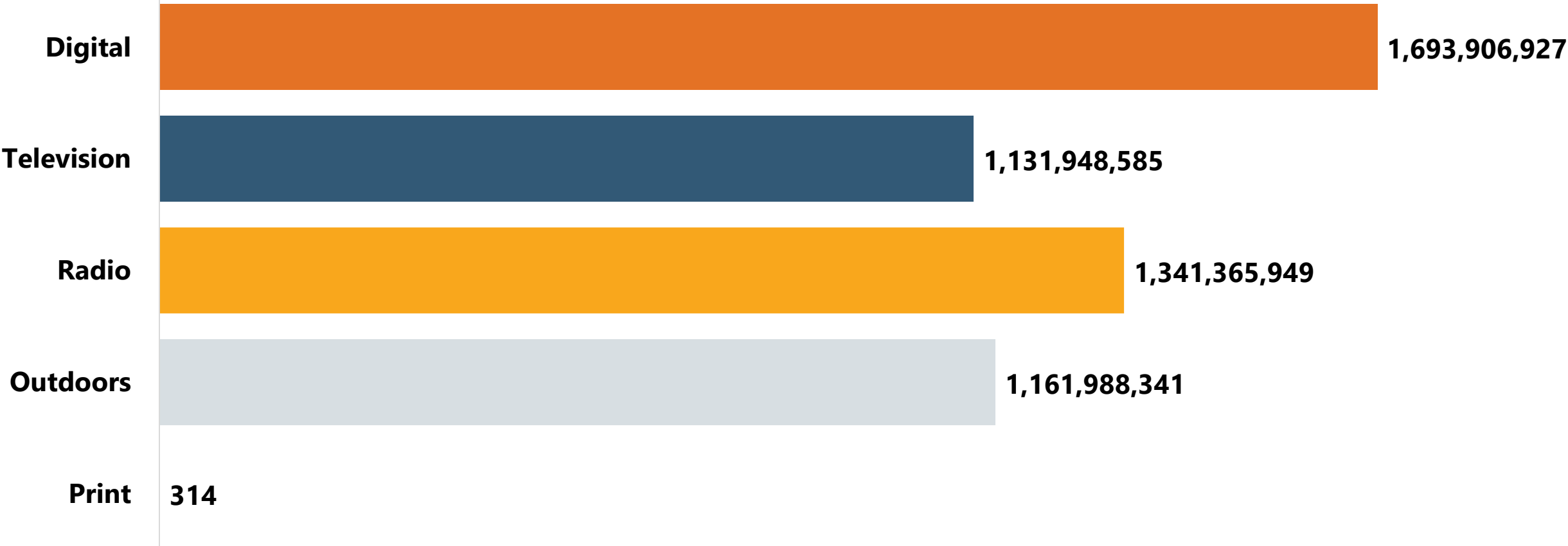
Due to COVID, one family struggled to find mental health resources for their child. This child was a teen that struggled with drug use and mental health related issues and needed in-person services that could be covered under medical insurance – the family could not afford to pay for these services out of pocket. CalHOPE counselors were able to link the child with therapy and in-person substance abuse programs. Recently, the family reached out to thank us. The child has seen improved behavior and has been attending therapy for 3 weeks now.



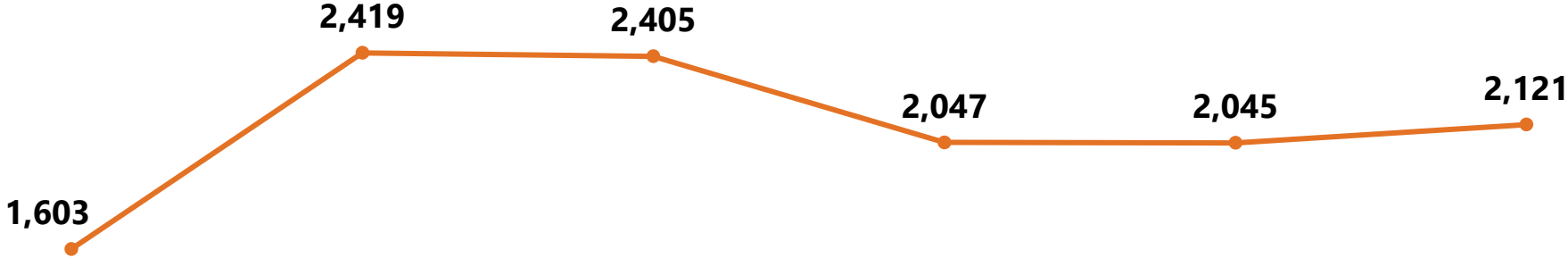
Media Campaign

- » In January, the [CalHOPE Courage Award](#) was launched. Recognizing inspiring stories of California collegiate student-athletes overcoming stress and anxiety from personal hardships and injuries, this award spreads the CalHOPE mission of wellness via a new website, social media, and videos featuring ambassador Ronnie Lott.
- » CalHOPE was the main event at the Sacramento Kings' Mental Health Spotlight Night on January 10. The arena was full of CalHOPE signage and included special events and live interviews to spread awareness of CalHOPE.
- » Carolina Peralta-Ventura, Associate Director of Field Education and Telehealth at USC, was interviewed on Audacy's LA radio stations to educate listeners about CalHOPE's message and services.
- » Indieflix launched *A Trusted Space* in partnership with CalHOPE, a film-based program for training educators on mitigating the effects of emotional stress on students and families.

Estimated Media Delivered June 2020 – January 2022



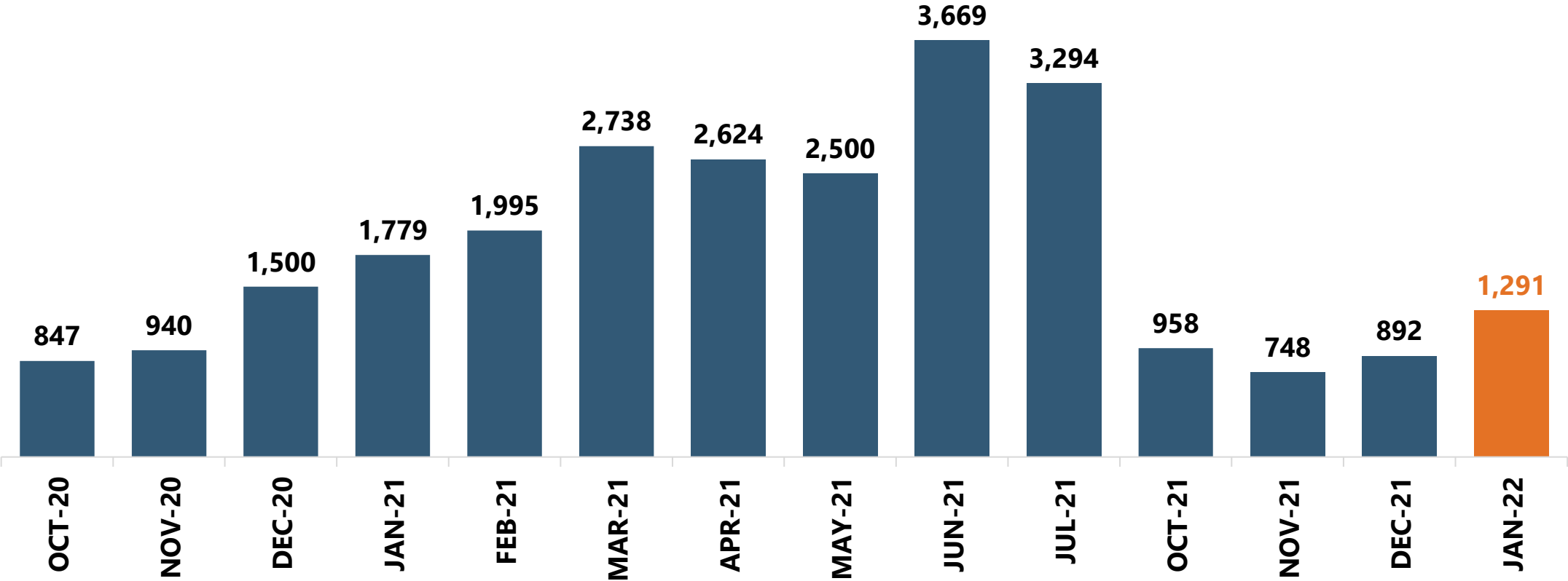
CalHOPE Connect



**Chat Data from
CalHOPE Connect**

WEEK OF 12/27 WEEK OF 1/3 WEEK OF 1/10 WEEK OF 1/17 WEEK OF 1/24 WEEK OF 1/31

Warm Line Call Volume



CalHOPE RedLine

- » The CCUIH team made a total of **102** outreach contacts, focusing mostly on **networking and coalition building** and **social networking connections**.
- » The CCUIH team made a total of **19** primary service encounters, with 100% of services categorized as **individual / family crisis counseling services**.

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.
- » Although the January meeting was postponed considering the COVID surge, resources were shared to promote Social and Emotional Learning, mental health, and wellness for students and adults.
- » Monthly meetings will reconvene in February 2022.

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 January, the website had **57,520 users** and **54,224 new users**. Most users were directed to the site via display and social media.
- » This month, the team continued to spread the word about the online resources through interviews, public service announcements, and presentations.
- » The team hosted another T4W Youth Advisory Council meeting and hosted its first Older Adult Council meeting. By meeting with these targeted groups, the team obtained information about how to make the website more useful to youth and older adults.

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more information & updates**

