Overview

Warm hand off to treatment services

CalHOPE Support:
Crisis counseling via chat, phone, virtual, and in-person
Focused on highest-risk communities

CalHOPE Peer Warm Line

CalHOPE Web:
Links to resources, including apps

CalHOPE Media:
Broad and targeted messaging

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. 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

- Brief Educational/Supportive Contact: 34,262 (61%)
- Individual Crisis Counseling: 7,459 (13%)
- Group Counseling/Public Education: 14,716 (26%)
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

- **Weekly Tally Report**
- **Handed Material**
  - 30,097
  - 21%
- **Social Media**
  - 31,750
  - 22%
- **Networking**
  - 26,576
  - 18%
- **Left Material**
  - 22,823
  - 16%
- **In Person Contact**
  - 34,262
  - 23%
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.”
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

- Digital: 771,849,715
- Television: 615,781,338
- Radio: 879,356,309
- Outdoors: 637,206,662
- Print: 179
CalHOPE Connect

Chat Data from CalHOPE Connect

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CalHOPE Warm Line Call Volume

JUL-20: 658
AUG-20: 642
SEP-20: 503
OCT-20: 847
NOV-20: 940
DEC-20: 1,500
JAN-21: 1,779
FEB-21: 1,995
MAR-21: 2,738
APR-21: 2,624
MAY-21: 2,500
JUN-21: 3,669
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.
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 for more information & updates