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.
Disaster Outreach Services: Primary Services

- **Individual Crisis Counseling**
  - Count: 7,276
  - Percentage: 22%

- **Brief Educational/Supportive Contact**
  - Count: 13,254
  - Percentage: 40%

- **Group Counseling/Public Education**
  - Count: 12,614
  - Percentage: 38%
Trends in Demand for Primary Services

» Compared to February, demand for CalHOPE services has remained steady:
  • The number of Individual Crisis Counselling units increased by 228
  • The number of Group Counseling/Public Education units increased by 1,051
  • The number of Brief Educational/Supportive Contact units decreased by 2,361
Individual crisis counseling services represent encounters that are at least 15 minutes between CalHOPE staff and people in need of services.
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

- Social Media: 44,364 (45%)
- Telephone Contact: 10,642 (11%)
- In Person Contact: 13,254 (14%)
- Email Contact: 11,770 (12%)
- Handed Material: 17,652 (18%)

Weekly Tally Report
Trends in Outreach Efforts & Strategies

» In March, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.

» Compared to February

  • Social media connections decreased by 1,189 units
  • In-person contacts decreased by 2,371 units
  • Handed materials decreased by 3,680 units
  • Telephone contacts decreased by 2,373 units
  • Email contacts decreased by 3,654 units
I love being able to connect with people in my community. I've realized we have a lot more things in common. Although, COVID-19 has affected a lot of us, it has also united us to come together and help one another. For example: Handing out fliers to vendors at flea markets and seeing their positive initial reactions made me happy and some even said, "I needed this."
Media Campaign

» In March, the first CalHOPE Courage Award winners were recognized and presented awards during the Governor’s Council on Physical Fitness and Mental Well-Being. The inspiring event exemplified CalHOPE’s mission of resilience and support.

» Dennis Brown, former defensive tackle for the San Francisco 49ers, delivered a heartfelt testimonial about his personal struggles with mental health and addiction, how they were exacerbated by the COVID-19 pandemic, and how resources like CalHOPE have helped him.

» David Bain, Executive Director of NAMI Sacramento, shared CalHOPE’s mission and resources during an interview on Your California Life.

» Editorials on CalHOPE were published in trusted publications like the LA Sentinel and Outword Magazine to reach the African American and LGBTQ+ communities.
Estimated Media Delivered June 2020 – March 2022

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<tr>
<th>Medium</th>
<th>Amount</th>
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<tr>
<td>Digital</td>
<td>1,917,821,513</td>
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<tr>
<td>Television</td>
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<td>Print</td>
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CalHOPE Connect

Chat Data from CalHOPE Connect

WEEK OF 2/28: 1,640
WEEK OF 3/7: 1,557
WEEK OF 3/14: 915
WEEK OF 3/21: 896
WEEK OF 3/28: 697
Warm Line Call Volume

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
JUL-21: 3,294
OCT-21: 958
NOV-21: 748
DEC-21: 892
JAN-22: 1,291
FEB-22: 868
MAR-22: 885
The CCUIH team made a total of 525 outreach contacts, focusing mostly on email connections, social media messages, and left materials.

The CCUIH team made a total of 57 primary service encounters, with the majority of services categorized as group encounters and 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.

» In March, the meeting focused on implementation and improvement learning. This meeting was attended by 111 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 March, the website had **7,975 users** and **6,703 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 also hosted a Youth Advisory Council meeting and an Older Adult Advisory Council meeting to gather feedback on how to better serve youth and the older adult populations via resources, and website design and function.
Visit CalHOPE.org for more information & updates