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.
Major Highlights from May 2021

» **Concerts for Hope Series.** California hosted a virtual concert series from May 25-27 to raise awareness about CalHOPE.
  - May 25\textsuperscript{th} was Mixed Genre Night and featured performances by Miguel, Devin Dawson, and Scary Pool Party.
  - May 26\textsuperscript{th} was Latin Night where most of the performances were in Spanish with appearances by Chiquis, Los Lobos, and Jacki Cruz.
  - May 27\textsuperscript{th} was Women’s Night where all the artists and host were female. There were performances by Ava Max, Sofia Carson, and Krewella.

» **Virtual Site Visit.** DHCS and all the CalHOPE partners hosted FEMA and SAMHSA during a virtual site visit to share program successes and challenges.
Disaster Outreach Services: Primary Services

- Brief Educational/Supportive Contact: 34,002 (66%)
- Individual Crisis Counseling: 5,740 (11%)
- Group Counseling/Public Education: 11,664 (23%)
Trends in Demand for Primary Services

Since April, demand for CalHOPE services continue to be on the rise:

• The number of Individual Crisis Counselling units *increased* by 1,862
• The number of Group Counseling/Public Education units *increased* by 5,007
• The number of Brief Educational/Supportive Contact units *increased* by 23,638
Weekly Tally Report

- **In Person Contact**: 34,002 (16%)
- **Networking**: 27,408 (13%)
- **Social Media**: 32,783 (16%)
- **Mass Media**: 84,267 (41%)
- **Handed Material**: 29,209 (14%)
Trends in Outreach Efforts & Strategies

» In May, mass media efforts to promote CalHOPE dominated the outreach strategy, but we also saw significant growth in the following:
  • Social media **increased** by 17,604 units
  • In-person connections **increased** by 23,638
  • Handed materials **increased** by 13,165 units
  • Networking **increased** by 13,418 units
I was reaching out to your program today and received excellent service. I am begging you not to discontinue this service. Many people need actual counseling vs. medication. Your service is critical to many people and was extremely helpful to me. Please keep this service going. Thank you.

Thank you so much, you’ve gone above and beyond!
Media Campaign

» Leveraging May as mental health awareness month, California continued to raise awareness about CalHOPE:

• Hosted two virtual events with the Sacramento Kings, including a youth mental health discussion.

• Hosted an event with the San Francisco 49ers human resources administration to provide the Game Plan to Manage Stress.

• Updated print ads to include the new CalHOPE logo that includes mental health awareness.

» Hosted CalHOPE Concerts for Hope, a three-night virtual concert series. Each night had a different theme to engage the diverse residents of California to help spread the message of CalHOPE.
Estimated Media Delivered June 2020 – May 2021

- **Digital**: 632,338,901
- **Television**: 521,884,850
- **Radio**: 783,540,410
- **Outdoors**: 515,089,920
- **Print**: 136
CalHOPE Connect

Chat Data from CalHOPE Connect

WEEK OF 4/26  WEEK OF 5/3  WEEK OF 5/10  WEEK OF 5/17  WEEK OF 5/24  WEEK OF 5/31
5,306  5,878  5,871  7,921  9,101  8,987
CalHOPE Warm Line Call Volume

JUN-20: 331
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
The CCUIH team made a total of 2,451 primary service encounters, with 99% 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 May, the meeting focused on committing to racial equality and cultural responsiveness and was attended by 130+ 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 May, the website had **1,569 users** and **1,515 new users**, which was an increase in volume from April. 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 2 minutes and 29 seconds on the website.
Visit CalHOPE.org for more information & updates