



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

November 2021



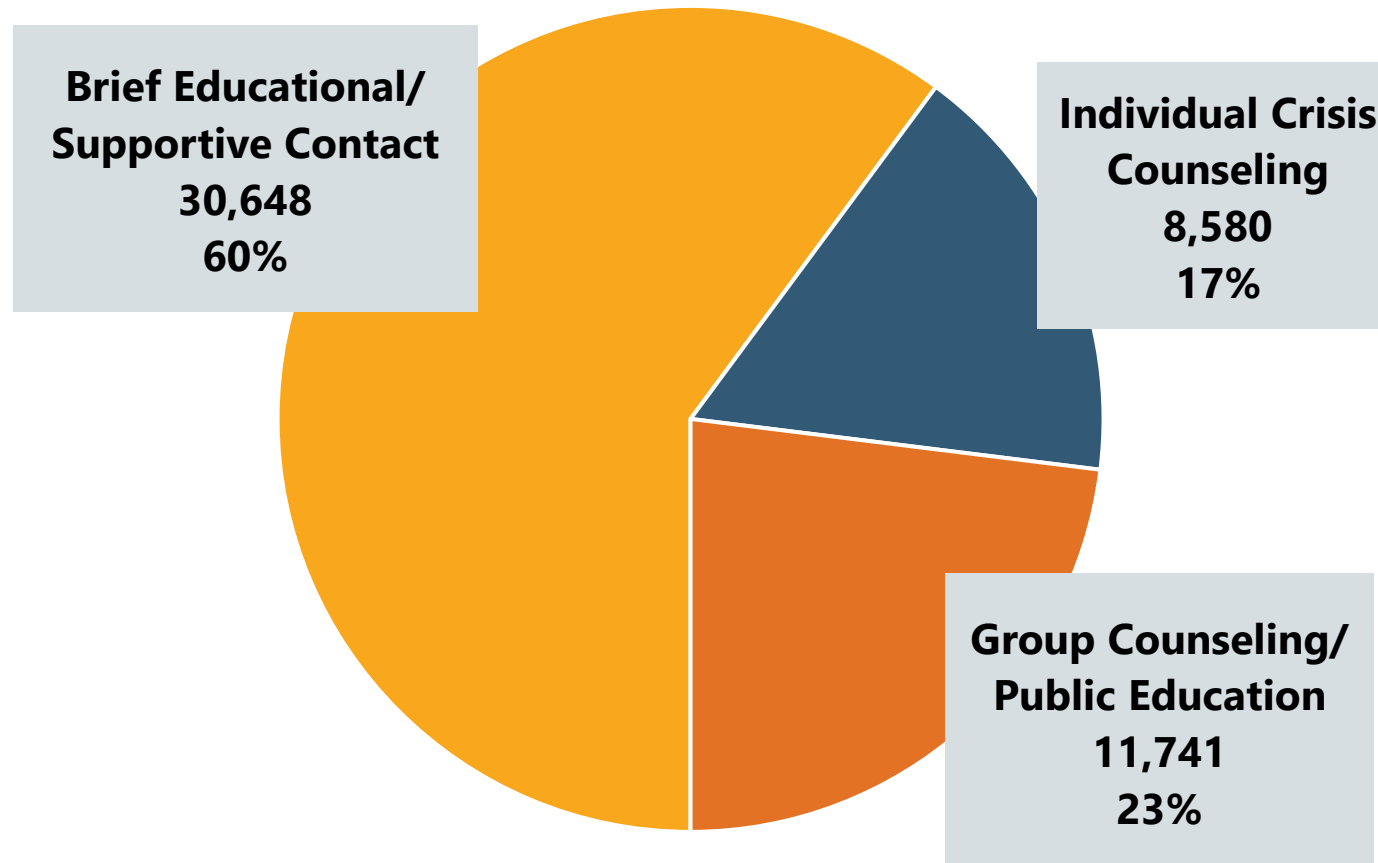
Overview



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

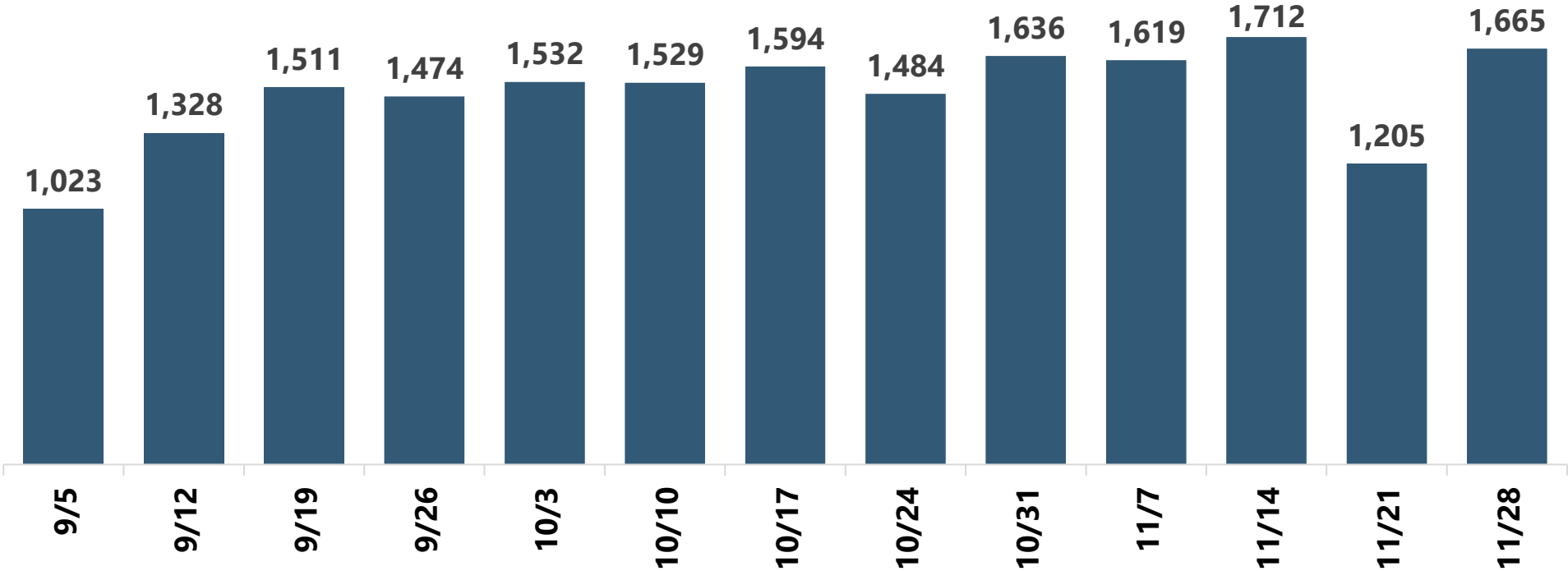


Trends in Demand for Primary Services

- » Compared to October, demand for CalHOPE services has remained steady:
 - The number of Individual Crisis Counselling units **increased** by 295
 - The number of Group Counseling/Public Education units **decreased** by 6,049
 - The number of Brief Educational/Supportive Contact units **decreased** by 8,479

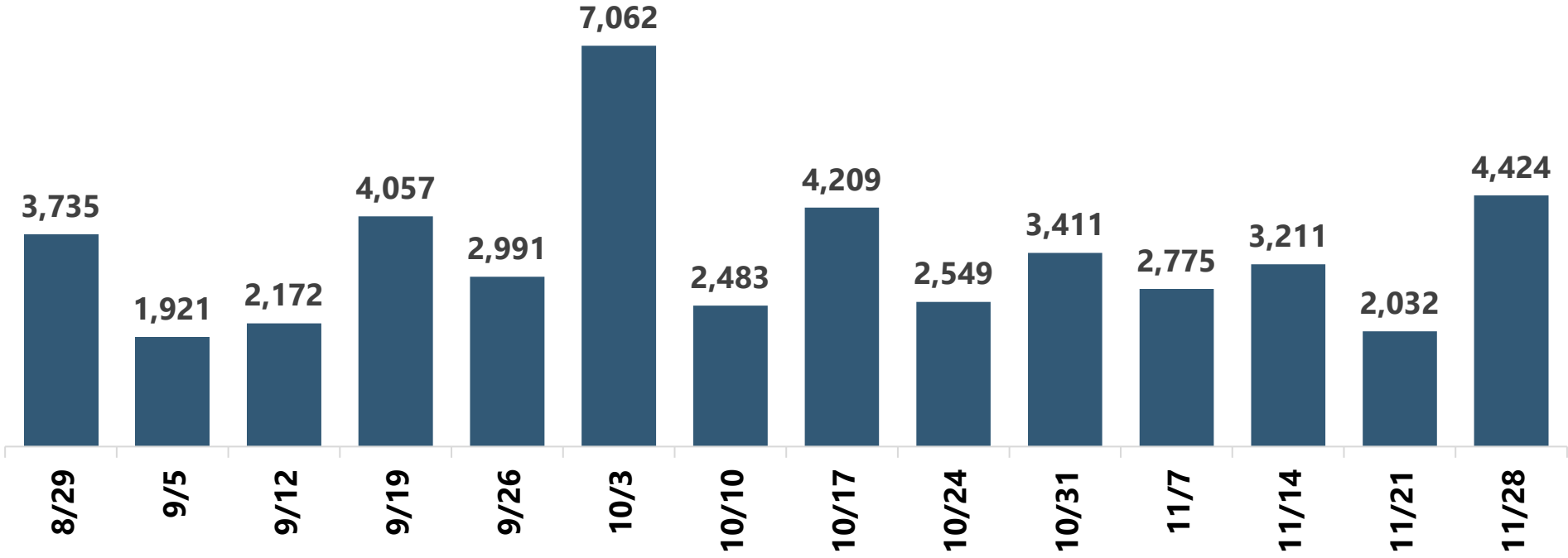
Trends in Demand for Individual Crisis Counseling

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

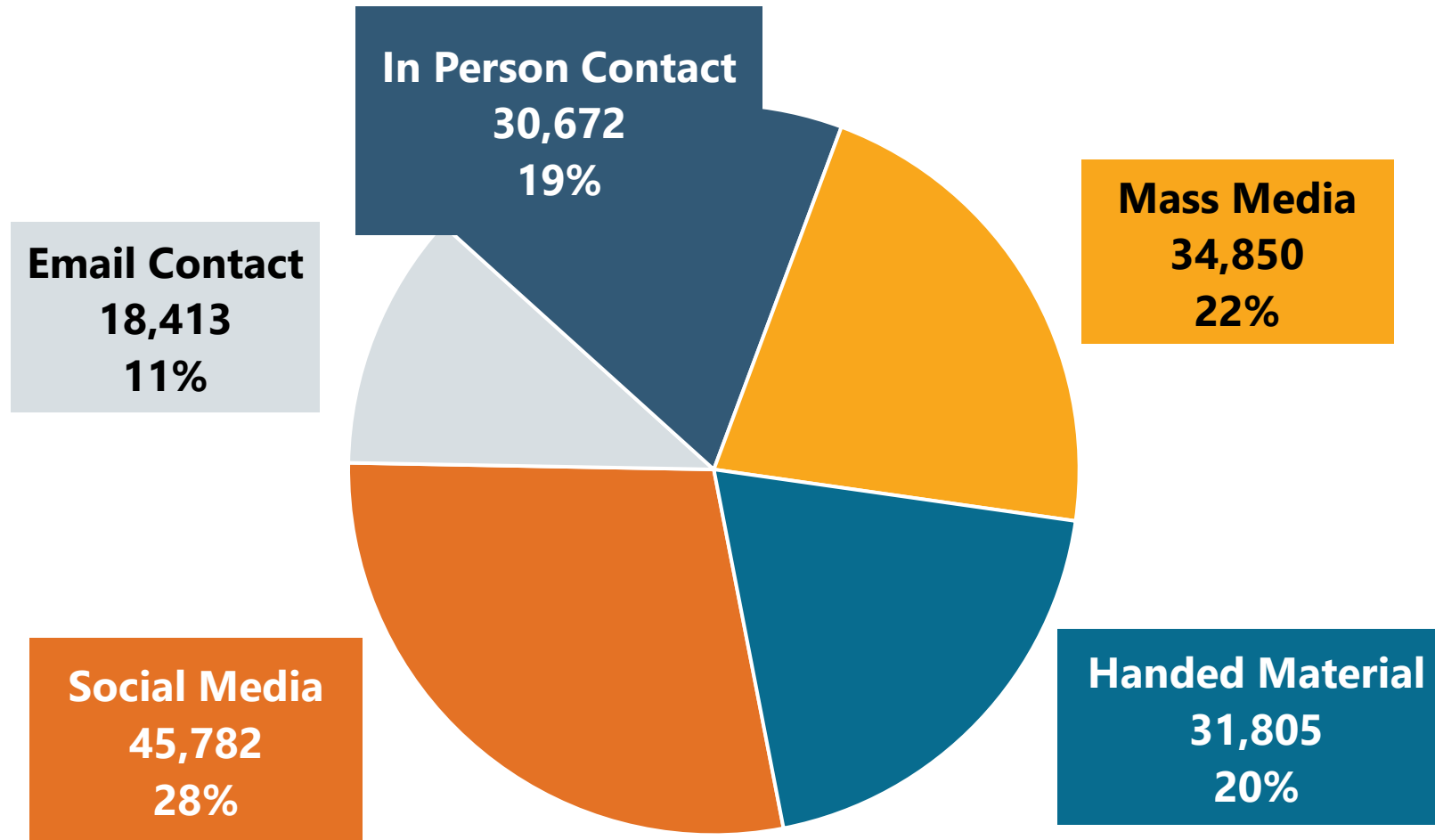


Trends in Demand for Group Crisis Counseling

» 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 November, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to October
 - Social media connections **decreased** by 12,269 units
 - In-person contacts **decreased** by 8,583 units
 - Handed materials **decreased** by 1,003 units
 - Email contacts **decreased** by 15,996
 - Media played a significant role in outreach efforts

Real Stories



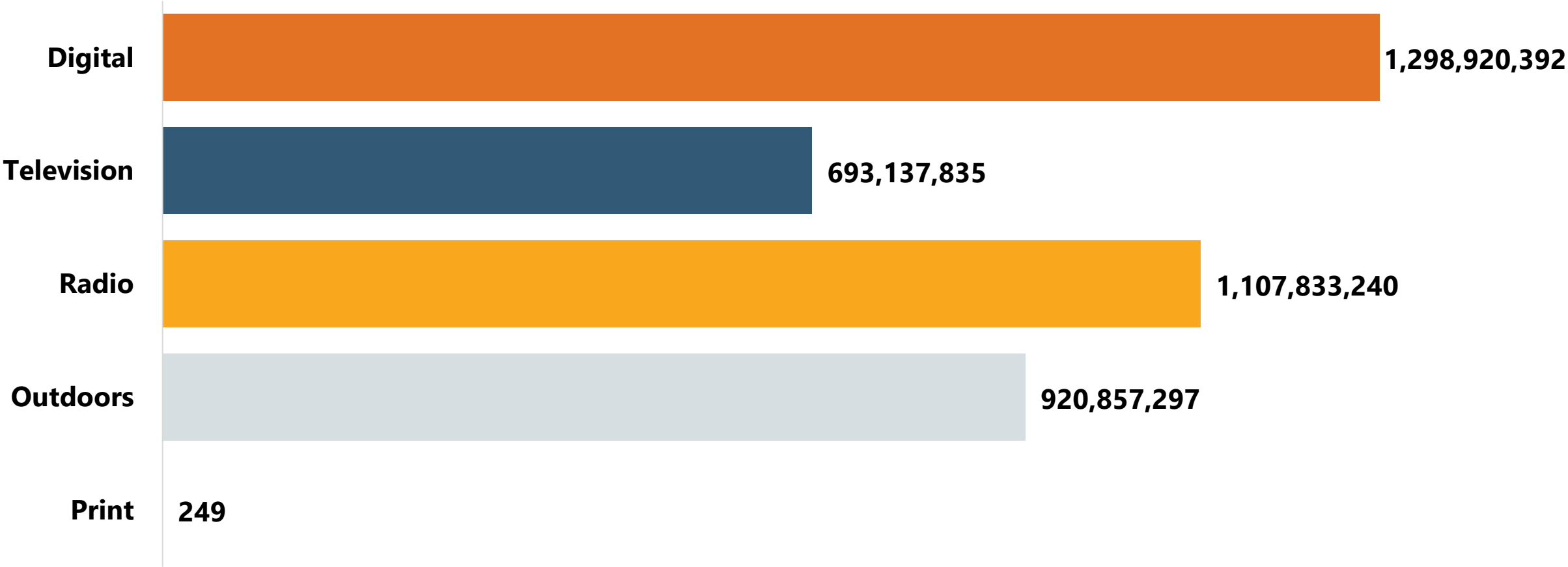
While doing outreach at a local dentist office I began to share our program with the receptionist. She started to share her struggles of being a parent of a daughter who suffers from depression. She explained her concern for her daughter, she soon started to weep as this was an emotional topic. I made sure to be a listening ear and give emotional support then later, when appropriate, offer resources such as support groups for parents. After our conversation, she said she felt better, and she was so glad to hear about our services. She said that she would be sharing this program with her daughter, she was hopeful her daughter would reach out to us.



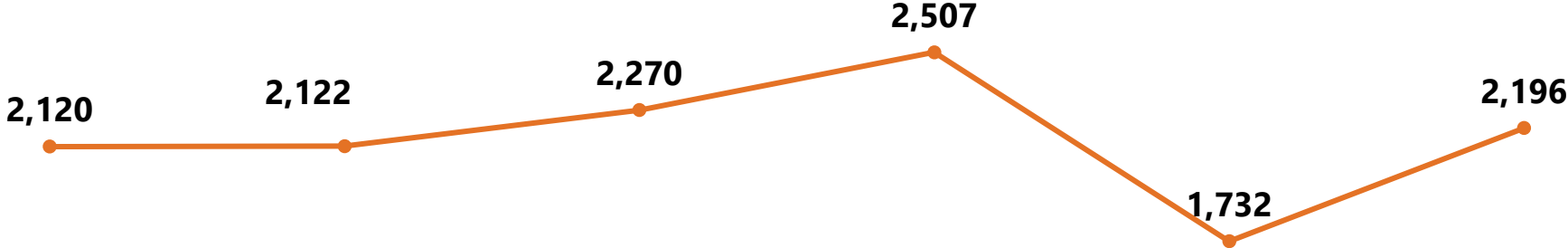
Media Campaign

- » In November, the new phase of the CalHOPE campaign began in full as new flights of Radio, TV, Print, and out-of-home advertising/media all launched across the state of California, as well as an expansion to the ongoing digital campaign.
- » CalHOPE presented the Headstrong campaign, a month-long project dedicated to raising awareness of men's health. It used sports content to encourage men to open up and seek emotional support and mental wellness services.
- » :15 second vignettes began running on Bakersfield TV station KDOC this month, educating viewers about CalHOPE's purpose, directing them to the CalHOPE Warm Line and website, and reminding everyone that it's OK not to be OK.
- » On ABC10 (KXTV), CalHOPE and the *Angst* project were featured in an online news article and video explaining the ways that Angst fuels conversation about student anxiety and spreading the word about the program.

Estimated Media Delivered June 2020 – November 2021



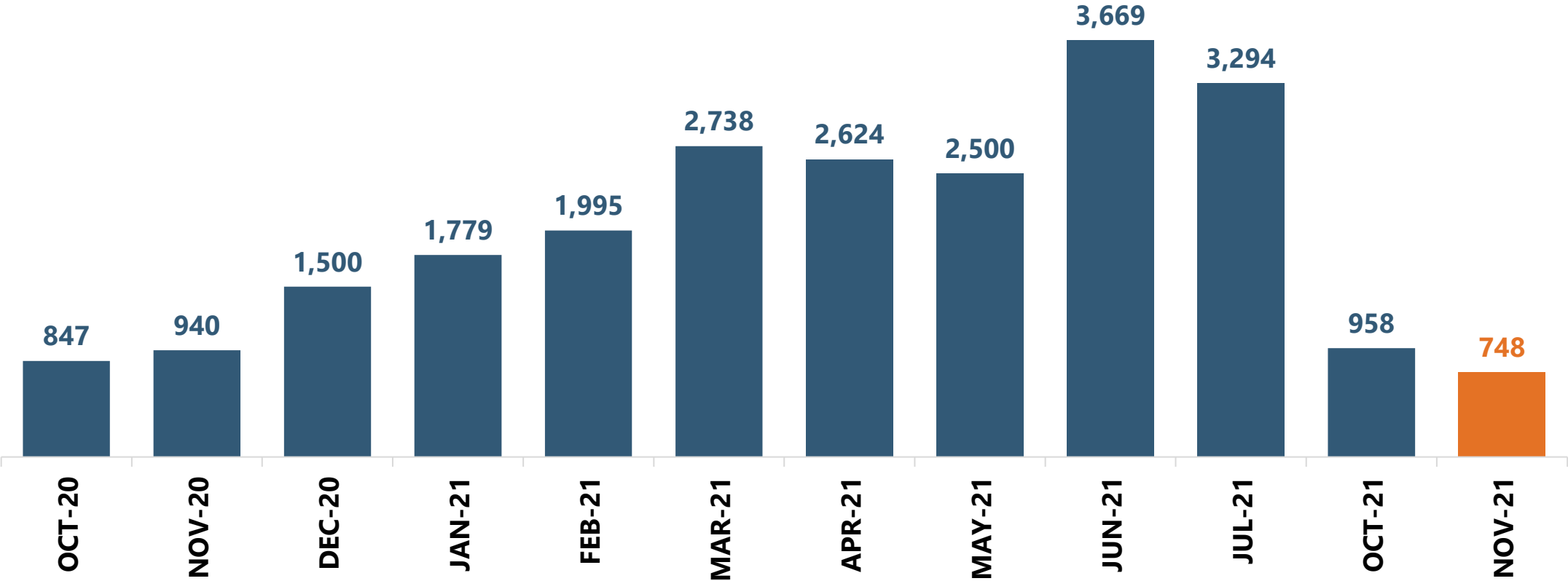
CalHOPE Connect



**Chat Data from
CalHOPE Connect**

WEEK OF 10/25 WEEK OF 11/1 WEEK OF 11/8 WEEK OF 11/15 WEEK OF 11/22 WEEK OF 11/29

Warm Line Call Volume



CalHOPE RedLine

- » The California Consortium for Urban Indian Health (CCUIH) team made a total of **38** outreach contacts, focusing mostly on **hotline/helpline connections** and **social networking connections**.
- » The CCUIH team made a total of **161** primary service encounters, with 87% of services categorized as **group counseling**.

CalHOPE Student Support

- » Each County Office of Education attends monthly Statewide Social and Emotional Learning Community of Practice meetings to build local capacity, foster a common language, and provide educators with concrete strategies to work with students and each other while experiencing an ongoing crisis.
- » In November, the meeting focused on capacity building: finding shared understanding. This meeting was attended by **140 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 November, the website had **49,157 users** and **45,941 new users**. Most users were directed to the site via display and social media.
- » On average, users spent 35 seconds on the website.
- » This month, the team continued to spread the word about the online resources, hosted meetings to discuss and plan for the expansion of youth/teen resources and created two new advisory groups (one for adolescents/young adults and another for older adults).

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more information & updates**



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