



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

October 2021



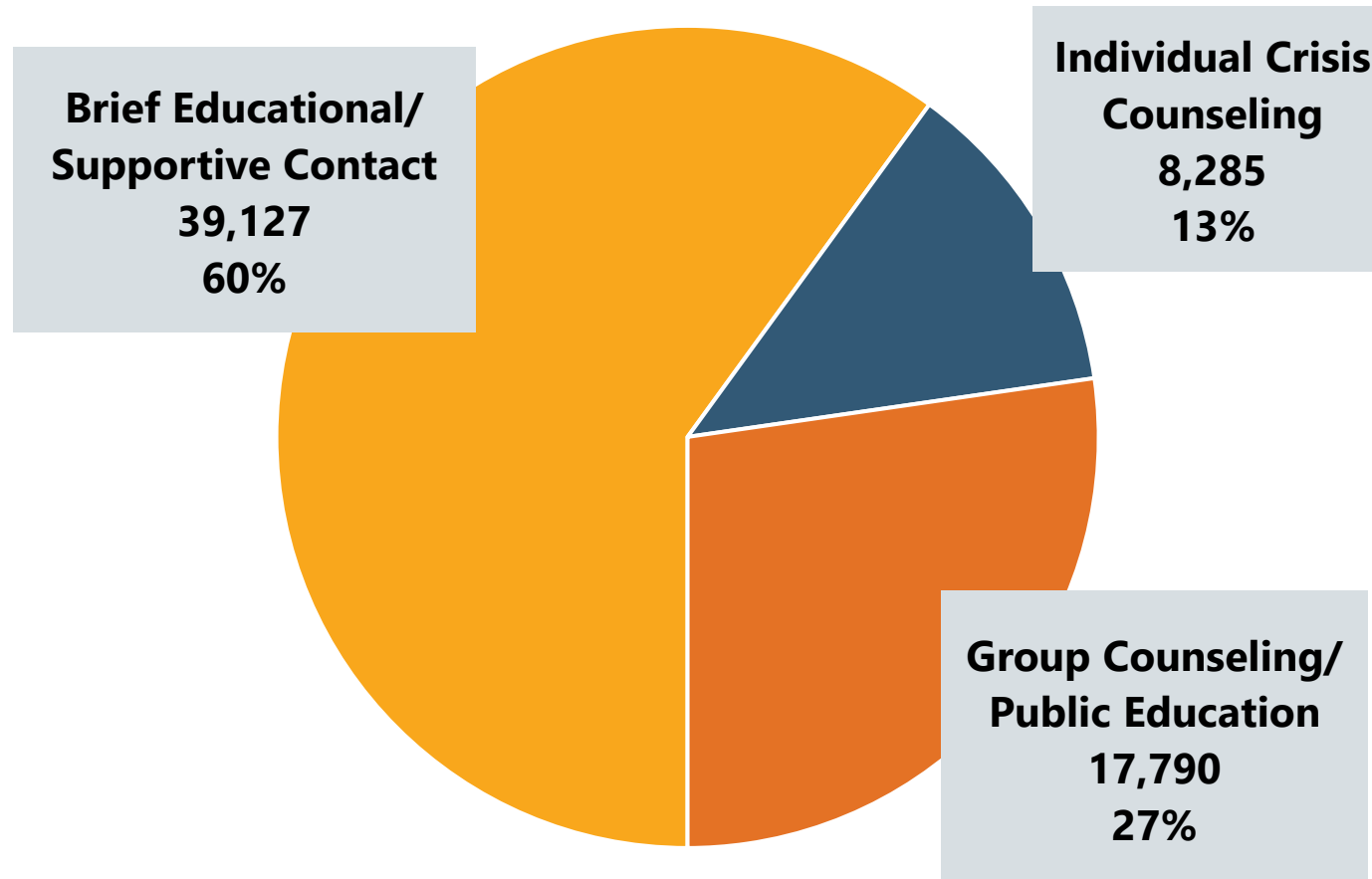
Overview



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

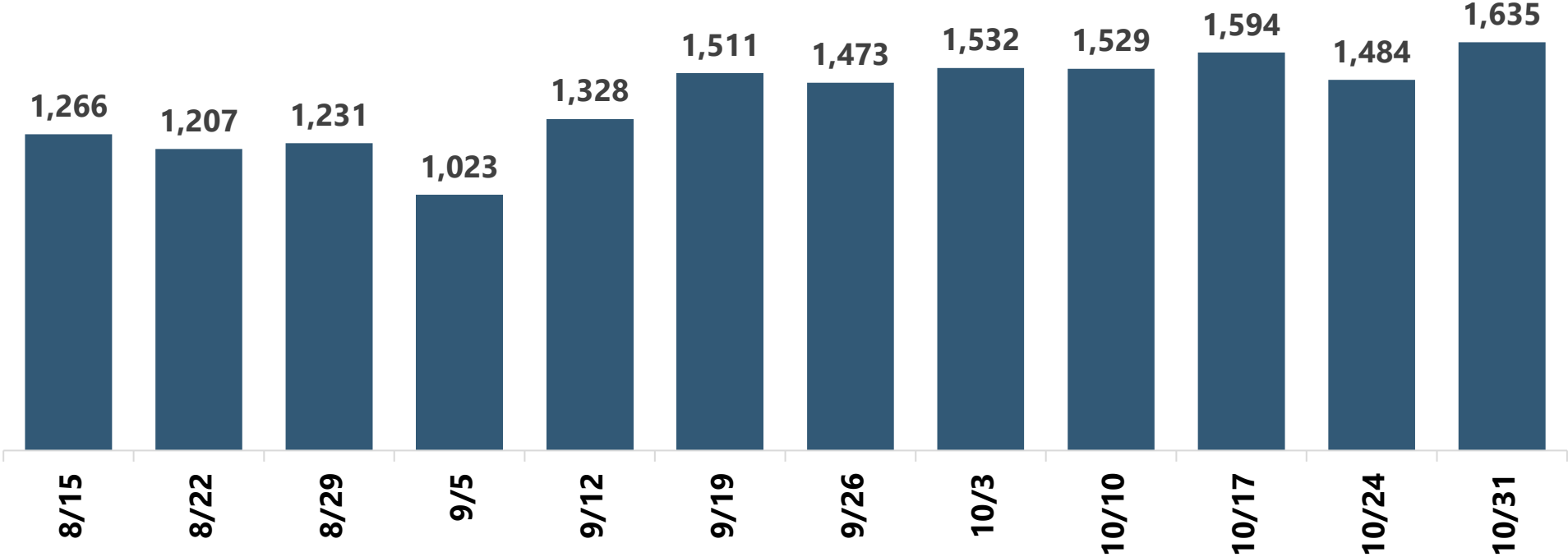


Trends in Demand for Primary Services

- » Compared to September, demand for CalHOPE services has grown significantly:
 - The number of Individual Crisis Counselling units **increased** by 1,207
 - The number of Group Counseling/Public Education units **increased** by 6,692
 - The number of Brief Educational/Supportive Contact units **increased** by 18,425

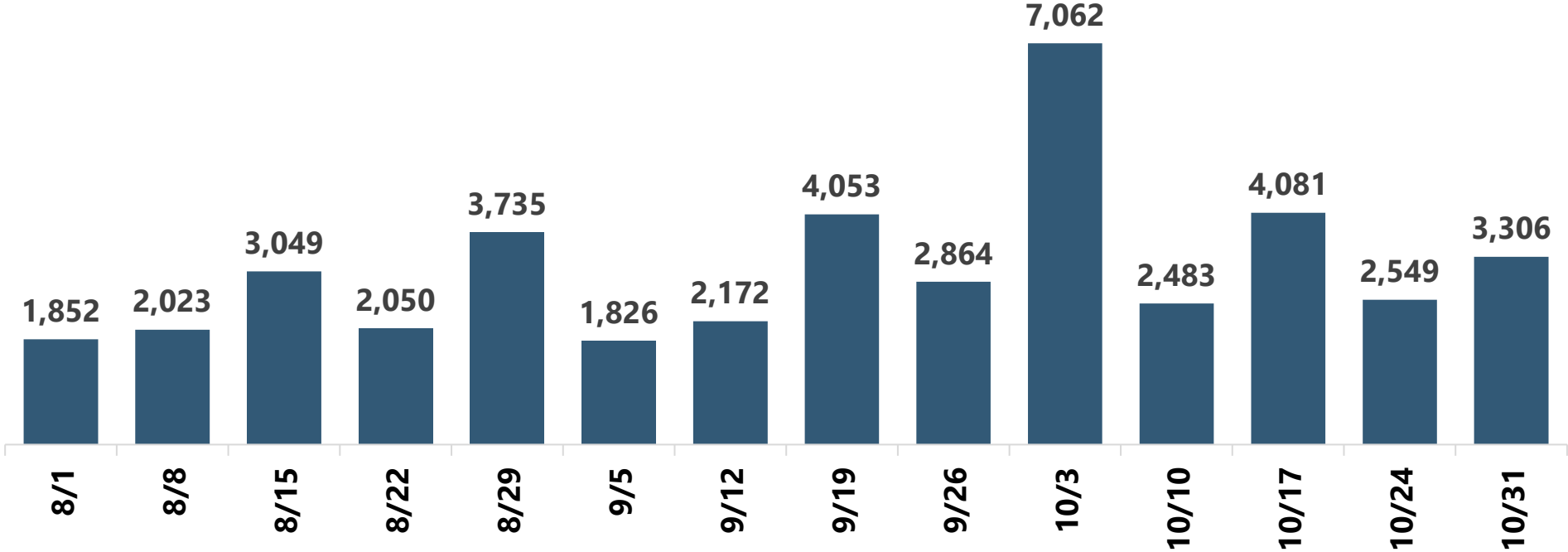
Trends in Demand for Individual Crisis Counseling

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

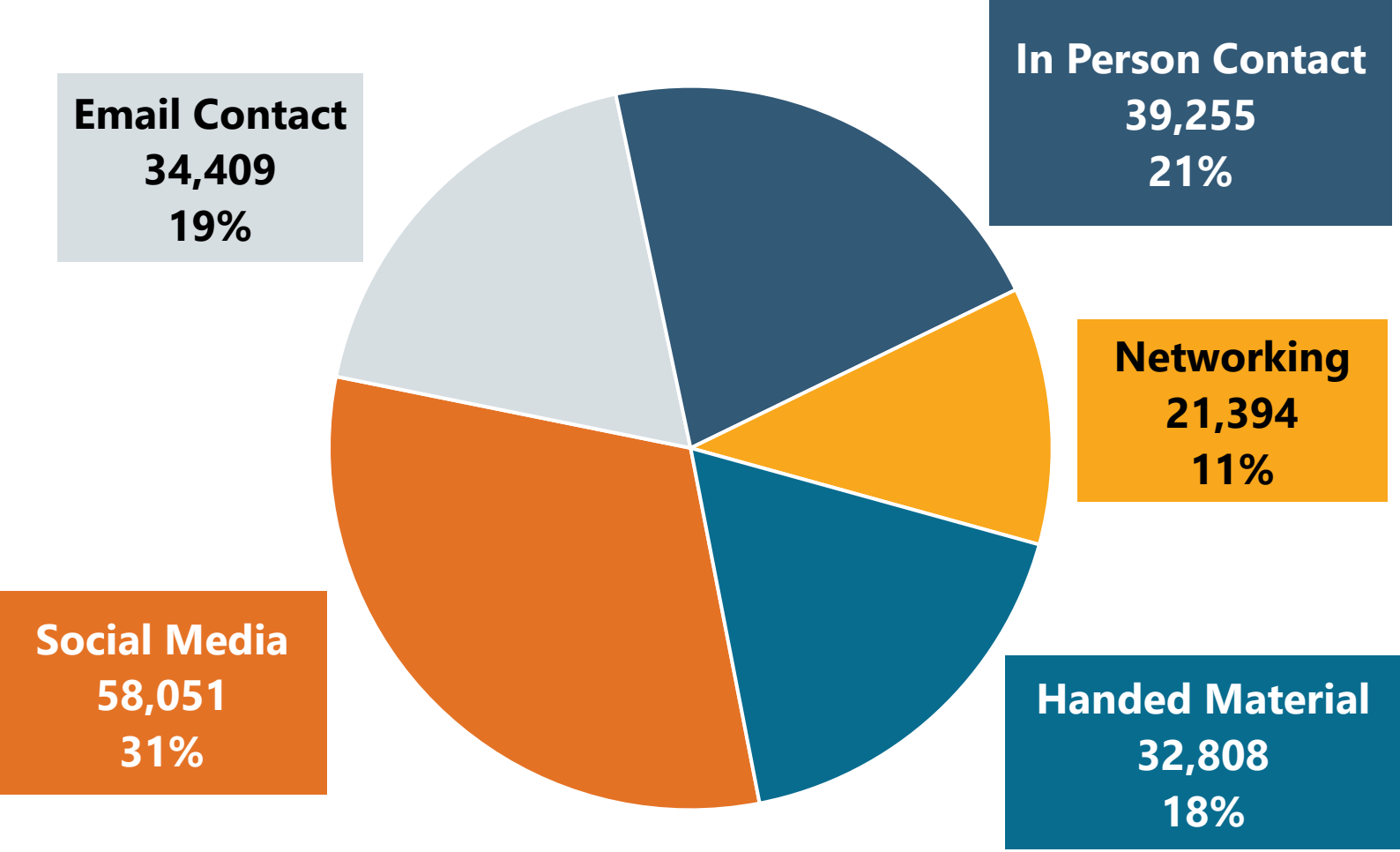


Trends in Demand for Group Crisis Counseling

» 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 October, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to September
 - Social media connections **increased** by 19,071 units
 - In-person contacts **increased** by 18,548 units
 - Handed materials **decreased** by 3,984 units
 - Email contacts **increased** by 16,685
 - Networking connections **increased** by 6,264

Real Stories

“

“Hablar con alguien a quitado un peso enorme de encima”

(Speaking with someone has taken a great weight off me)

”

“

“Aprender herramientas para controlar el estrés, me ha ayudado a no tener ataques de pánico, ahora se reconocer las señales, antes de que suceda”

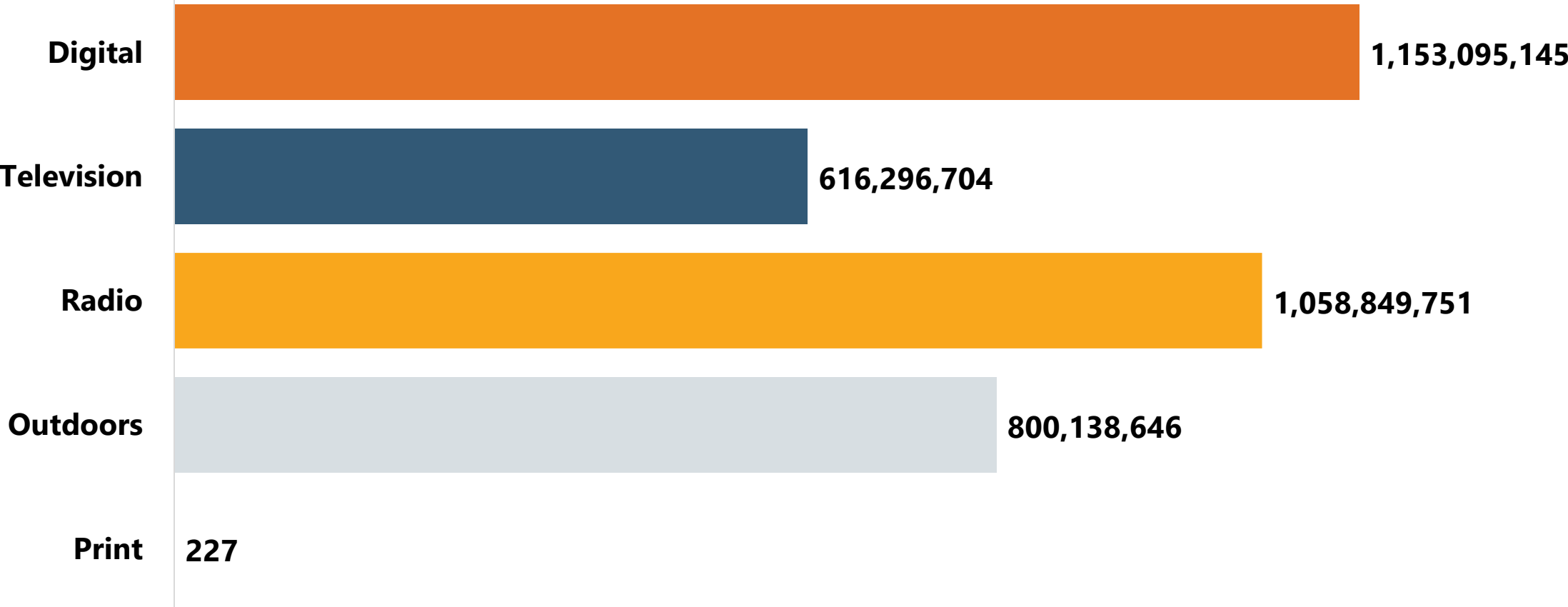
(Learning strategies to control stress has helped me to not have panic attacks, now I know how to recognize the signs before it starts)

”

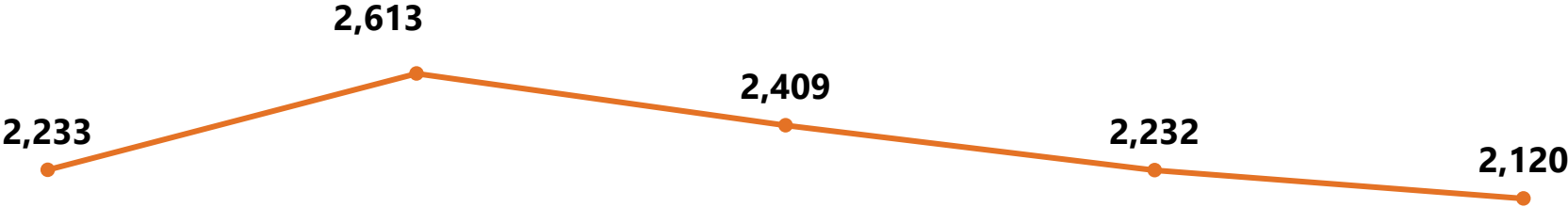
Media Campaign

- » In the Find Your Anchor suicide prevention event, organized by the 49ers and Born This Way foundation, 49ers players assembled mental health “care packages” full of positive messages and resources, including a CalHOPE resource card. These care packages were sent to people across the Bay Area.
- » Jacob Daruvala, Program Coordinator for Unity Hope, was interviewed on the LGBTQ+ radio station Channel Q about the impacts of COVID-19 on the LGBTQ+ community.
- » Dr. Daniel Lee from the California Department of Education discussed *Angst* on the “That PSA Show” podcast.
- » In a stressful time for parents and children alike, interviews on NBC, KXTV, and Telemundo spread CalHOPE’s message in English and Spanish. Patricia Lester, David Gordon, and Alicia Perez encouraged families to seek help and resources for a healthy school year with CalHOPE.

Estimated Media Delivered June 2020 – October 2021



CalHOPE Connect



Chat Data from CalHOPE Connect

WEEK OF 9/27

WEEK OF 10/4

WEEK OF 10/11

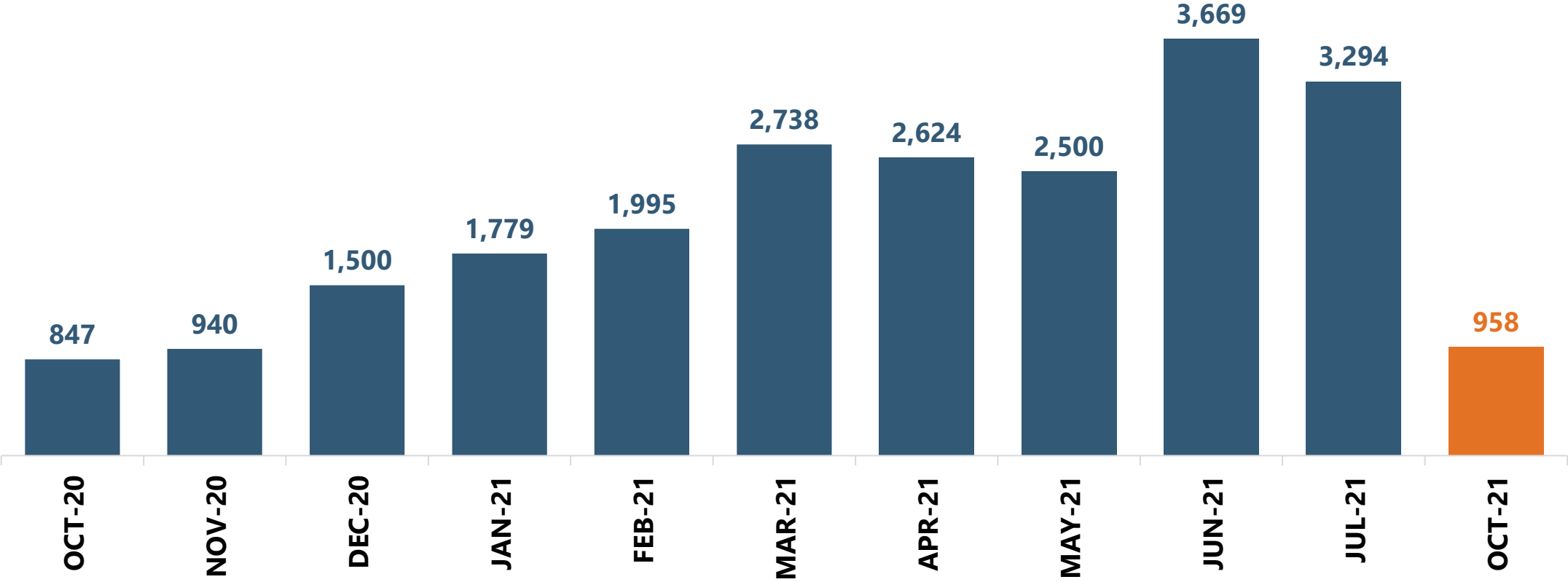
WEEK OF 10/18

WEEK OF 10/25

Warm Line Call Volume

- » Due to uncertainty regarding approval of California's extension request, the CalHOPE Warm Line implemented temporary staffing reductions. During this time (August to September) callers were redirected to the Peer Run Warm Line.
- » Once the extension request was approved on September 29, the CalHOPE Warm Line team re-hired and re-trained staff to resume 24/7 operations.
- » Although there is a decrease in call volume, this may be attributed to the fact that the call menu has changed, allowing callers to select from an array of services to best fit their needs.
- » The October 2021 call volume on the following slide represent substantive calls with an average call time of 13 minutes.

Warm Line Call Volume



CalHOPE RedLine

- » The California Consortium for Urban Indian Health (CCUIH) team made a total of **2,100** outreach contacts, focusing mostly on **in-person connections** and **handing out informational materials** at community events.
- » The CCUIH team made a total of **7,807** primary service encounters, with 76% 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 October, the meeting focused on capacity building: balancing responding and planning. This meeting was attended by **128 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 October, the website had **72,003 users** and **70,532 new users**. Most users were directed to the site via display and social media.
- » On average, users spent 36 seconds on the website.
- » This month, the team launched the Cantonese and Mandarin versions of the Together for Wellness website and continued to spread the word about the online resources.

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more information & updates**

