



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

September 2021



Overview



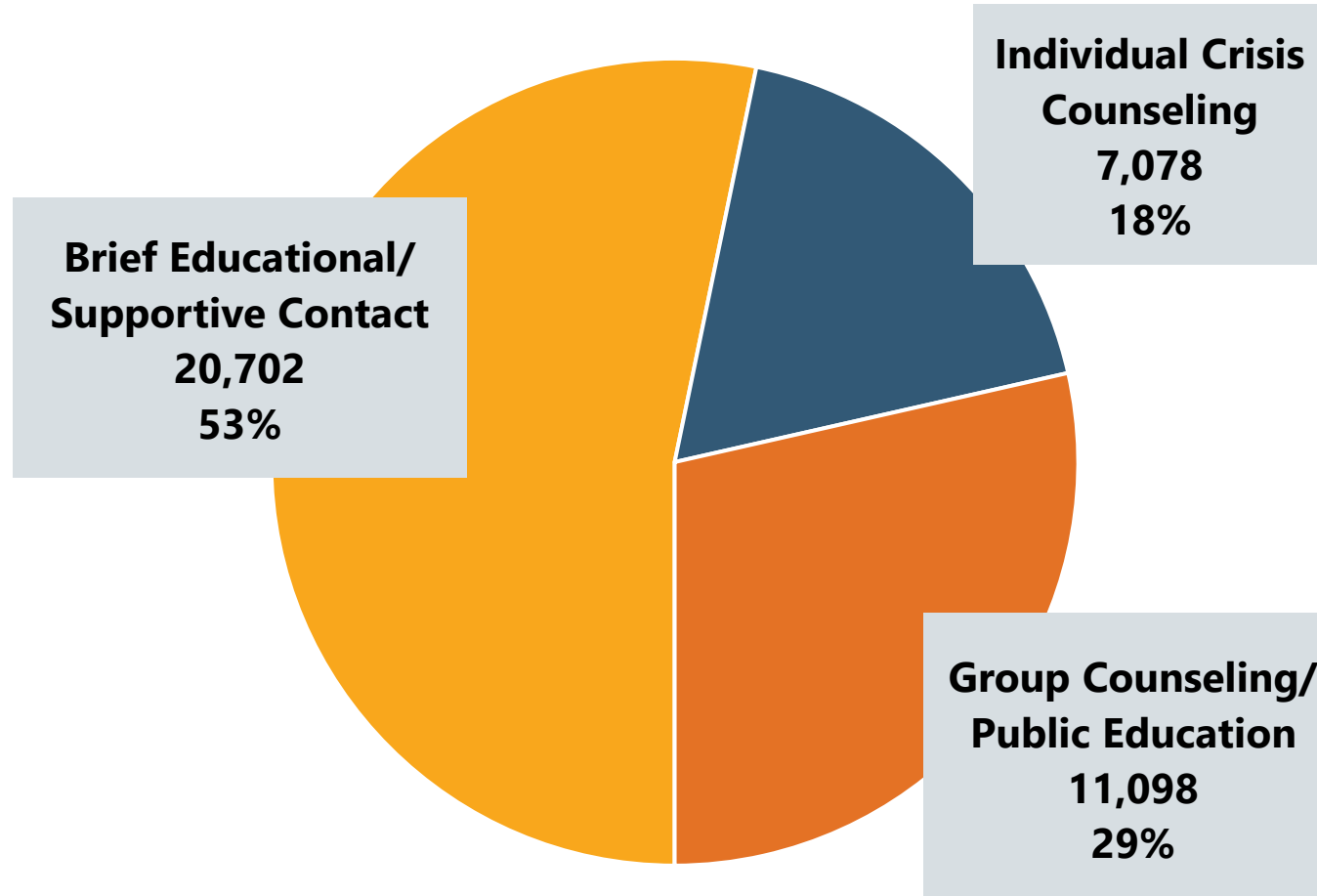
CalHOPE Layers of Intervention and Support

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.

Approval of Extension Request

- » On September 29, 2021, California received approval to continue CalHOPE services through February 9, 2022.
- » With the certainty of an extra 5-months of funding confirmed, our project partners worked hard to re-hire staff to support the full array of CalHOPE services, and the statewide media campaign resumed.

Disaster Outreach Services: Primary Services

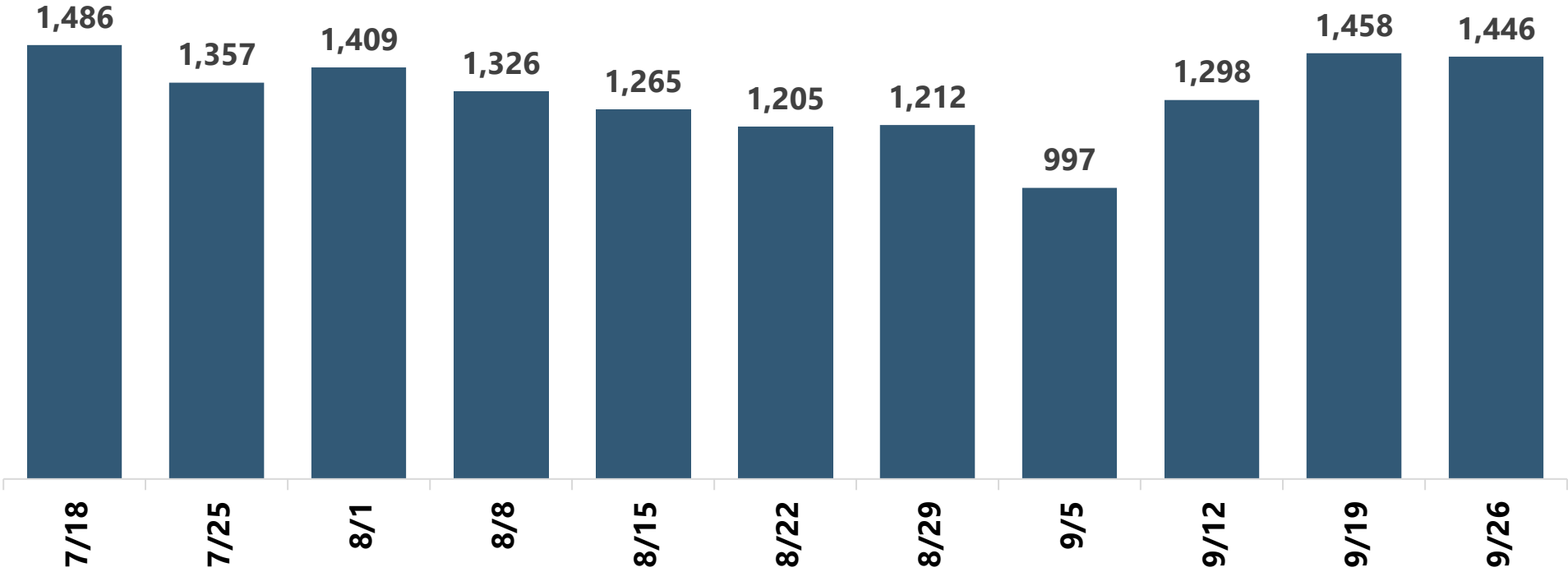


Trends in Demand for Primary Services

- » Since August, demand for CalHOPE services remained steady:
 - The number of Individual Crisis Counselling units **decreased** by 263
 - The number of Group Counseling/Public Education units **increased** by 454
 - The number of Brief Educational/Supportive Contact units **decreased** by 9,786

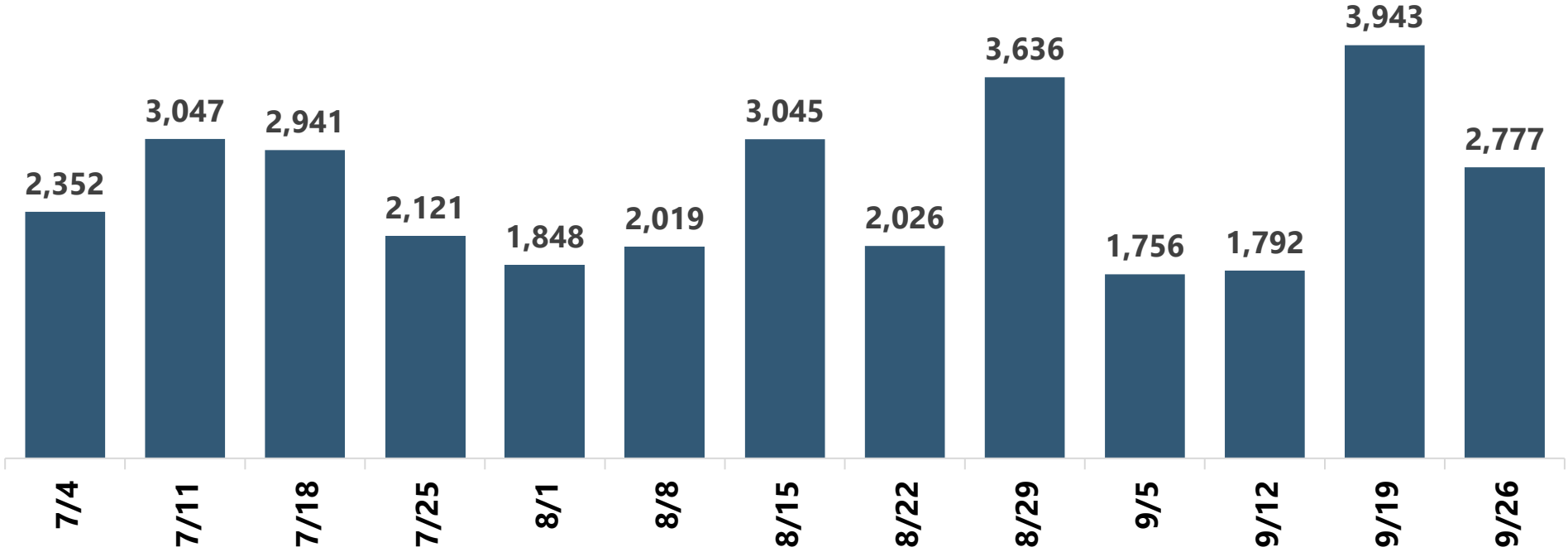
Trends in Demand for Individual Crisis Counseling

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

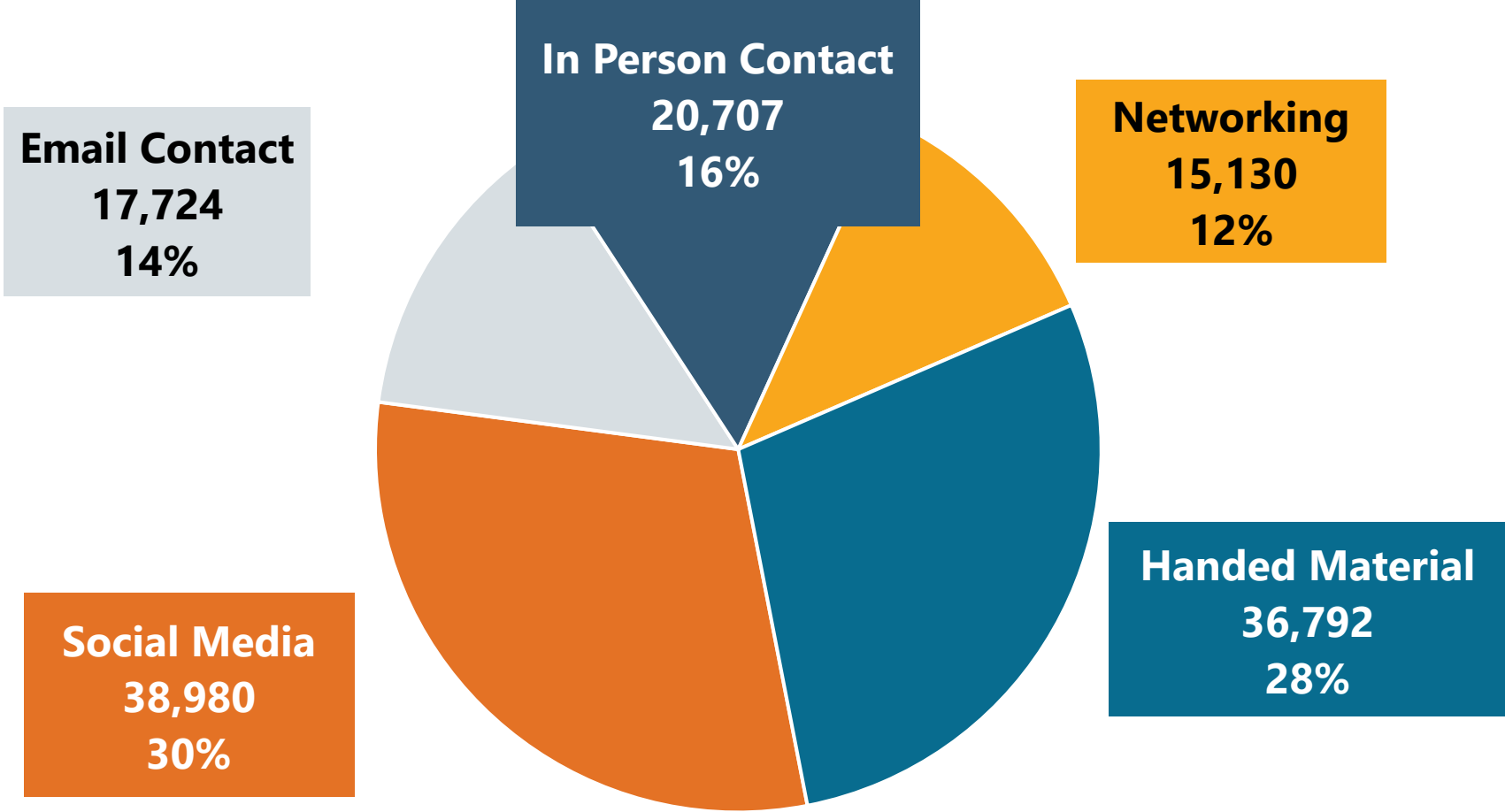


Trends in Demand for Group Crisis Counseling

» 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 September, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies amidst ongoing uncertainty surrounding the extension request.
- » Compared to August
 - Social media connections **decreased** by 18,878 units
 - In-person contacts **decreased** by 9,786 units
 - Handed materials **decreased** by 1,073 units
 - Email contacts **decreased** by 2,798
 - Networking replaced left materials to round out the top five outreach strategies in September

Real Stories



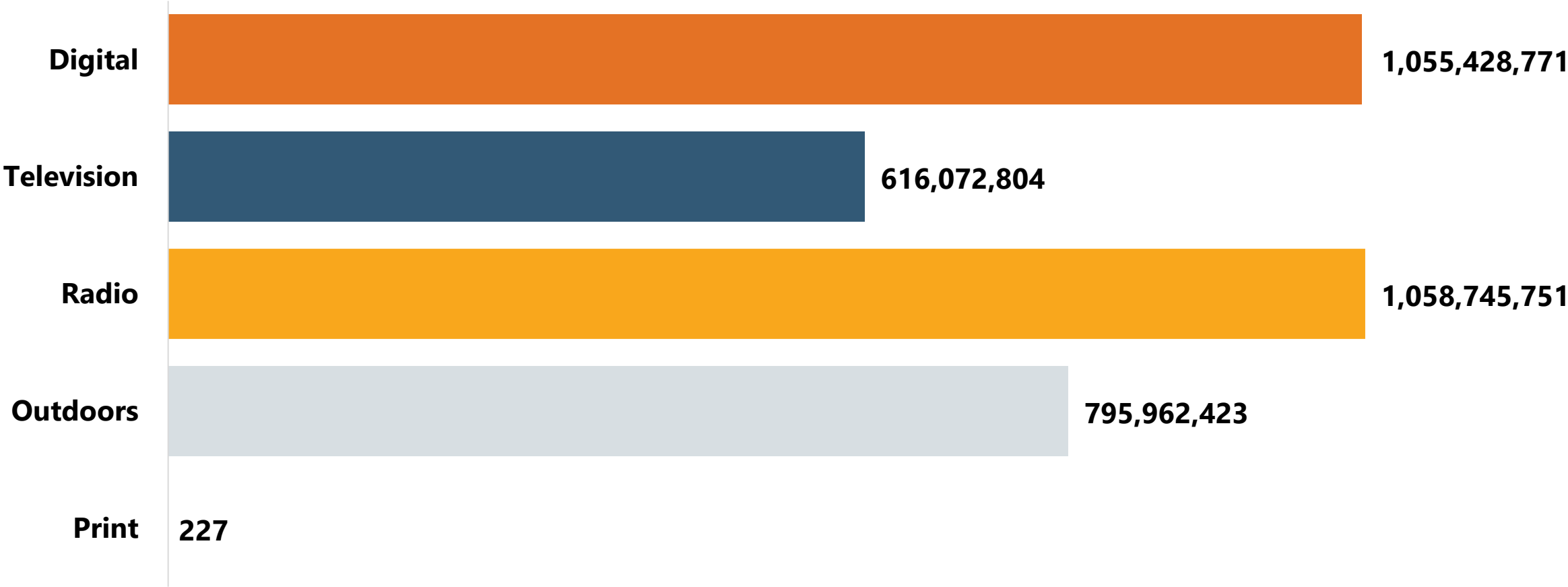
About a month ago, I contacted CalHOPE and was put in touch with a crisis counselor. Then and throughout our subsequent sessions, the counselor has worked diligently and patiently to assist me during my crisis. I am so grateful for her warmth and the genuine concern that she displayed, which comforted me immensely during our chats. She helped me gather innumerable resources in order to assist me with my long and arduous battle with severe depression. I cannot imagine someone conducting a finer and more thorough job with such grace and understanding.



Media Campaign

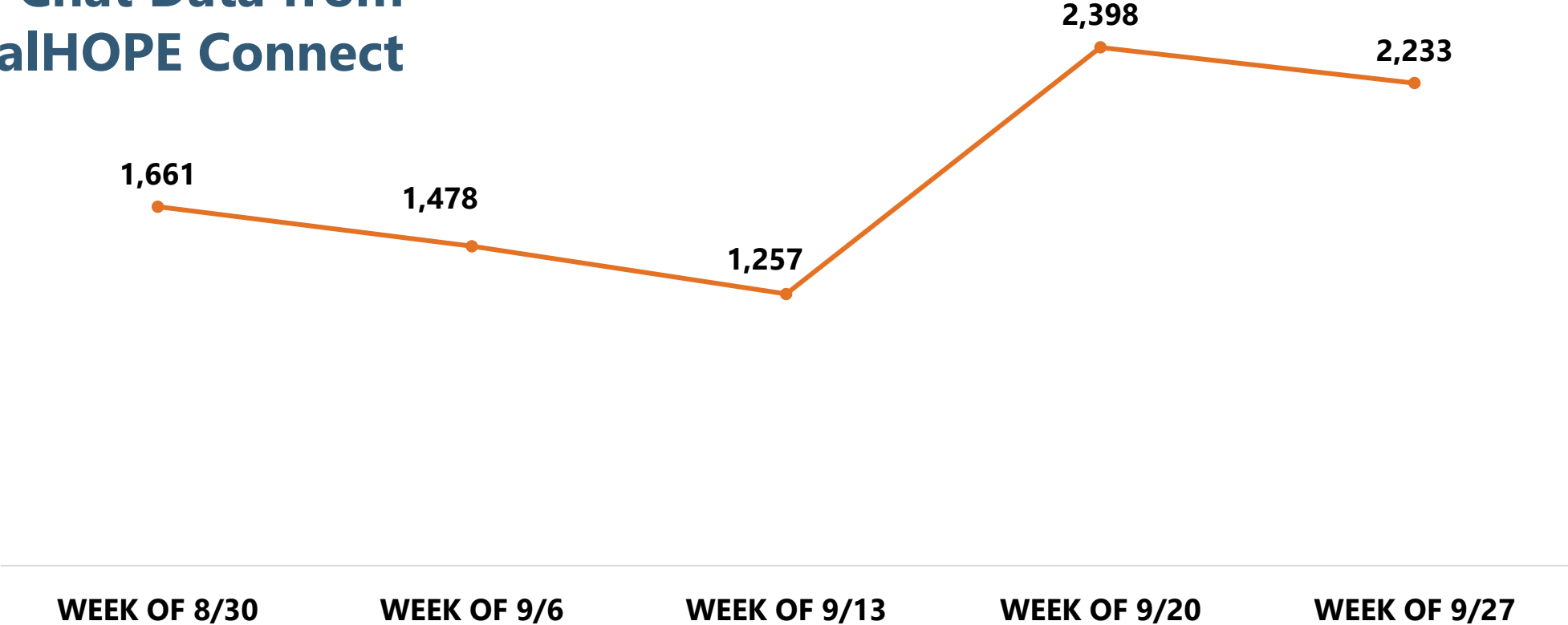
- » New videos produced for the Together for Wellness campaign launched on social media networks directing users to CalHOPE resources. Special videos were produced to help teachers cope with the transition back to in-person learning.
- » In honor of Suicide Prevention Month, David Bain, Executive Director of NAMI Sacramento, spoke with Fox 40 to spread CalHOPE's message.
- » The Executive Director of NAMI Contra Costa, Gigi Crowder, wrote an editorial which ran in several African American publications throughout the state highlighting the resources that CalHOPE provides.
- » CalHOPE's second partnership with the San Francisco 49ers began this month with the CalHOPE logo and warmline featured on LED boards at Levi's Stadium.

Estimated Media Delivered June 2020 – September 2021



CalHOPE Connect

Chat Data from CalHOPE Connect



Warm Line Call Volume

- » Due to ongoing uncertainty regarding the extension request, individuals calling the CalHOPE Warm Line were redirected to the Peer Run Warm Line during the months of August and September.
- » Although the CalHOPE Warm Line had to temporarily suspend operations, demand remained high and needs were addressed by counselors staffing the Peer Run Warm Line.
- » When California received notice that the 5-month extension request was approved on September 29, the CalHOPE Warm Line team re-hired and re-trained staff to resume 24/7 operations.

CalHOPE RedLine

- » The CCUIH team made a total of **90** outreach contacts, focusing mostly on **hotline contacts** and **networking connections**.
- » The CCUIH team made a total of **251** primary service encounters, with 92% 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 capacity and a common language.
- » Given uncertainty around the extension request combined with the added stress of the return to in-person learning, Community of Practice members did not convene a meeting in September. Meetings will resume in October.

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 September, the website had **3,944 users** and **3,804 new users**. Most users were directed to the site via social media.
- » Many users spent nearly two minutes on the website.
- » This month, the team worked to develop and finalize social media videos to promote the websites in both English and Spanish.

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more information & updates**

