



CALIFORNIA HOPE

HOPE LIVES HERE

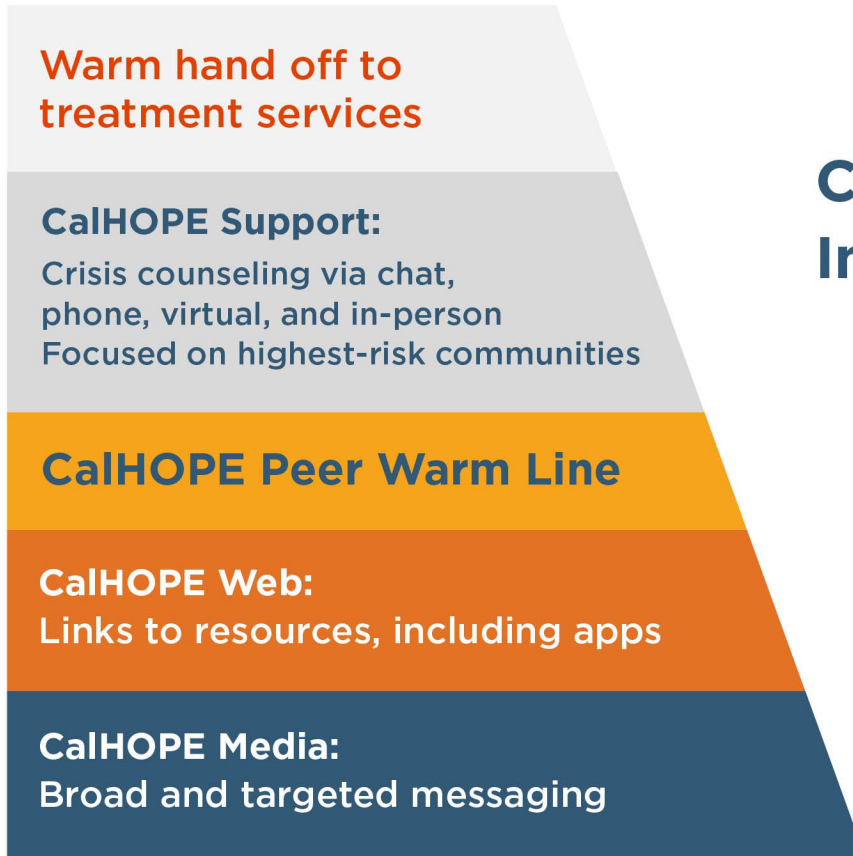
MONTHLY PROGRESS UPDATE



April 2021



Overview



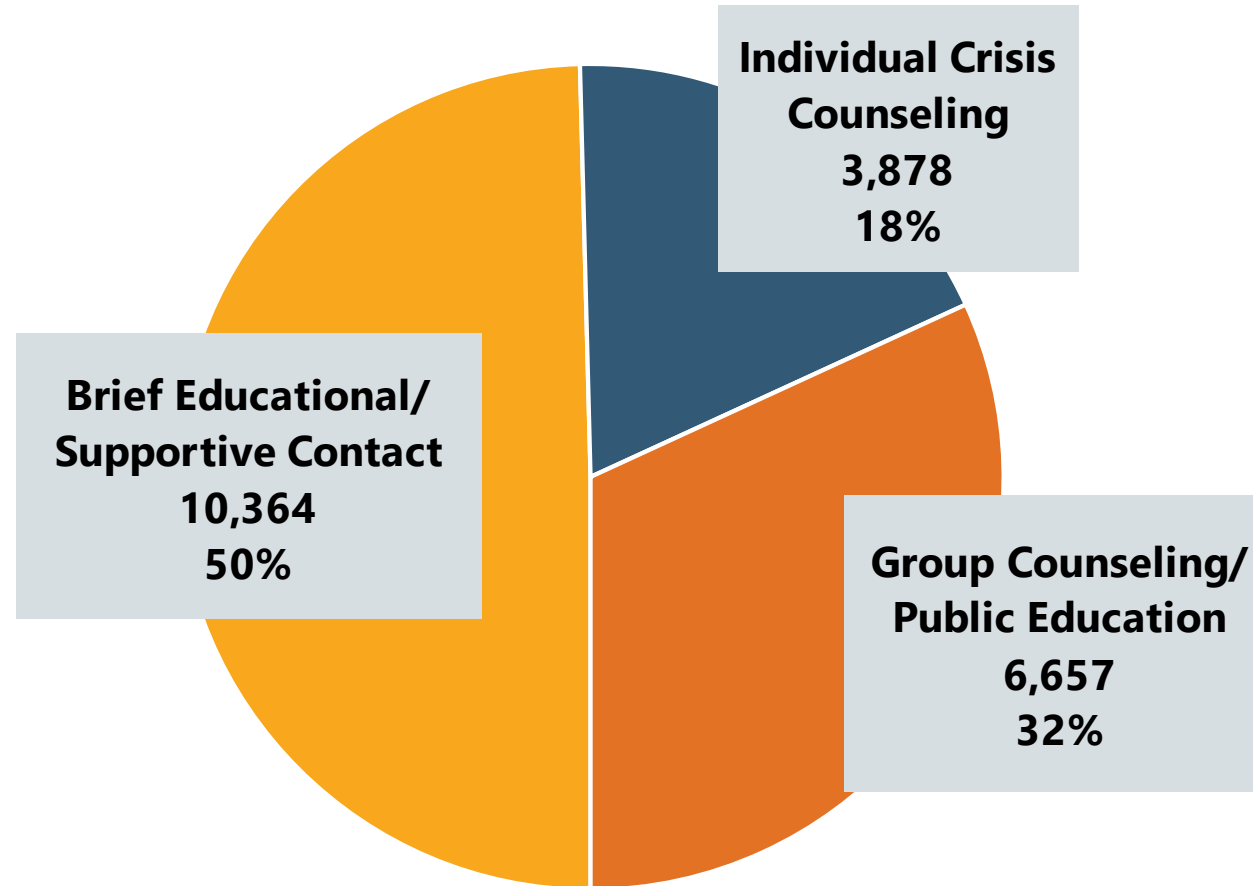
CalHOPE Layers of Intervention and Support

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.

Major Highlights from April 2021

- » **Hiring.** CalHOPE project partners continue to hire and train their teams of staff to meet the demand for CalHOPE services.
- » **Launch of CalHOPE RedLine.** The RedLine is a first-of-its-kind resource targeting American Indian and Alaska Natives.
- » **Demand for Services.** As more resources across the CalHOPE continuum became operational, preliminary data indicates that demand for services is high.

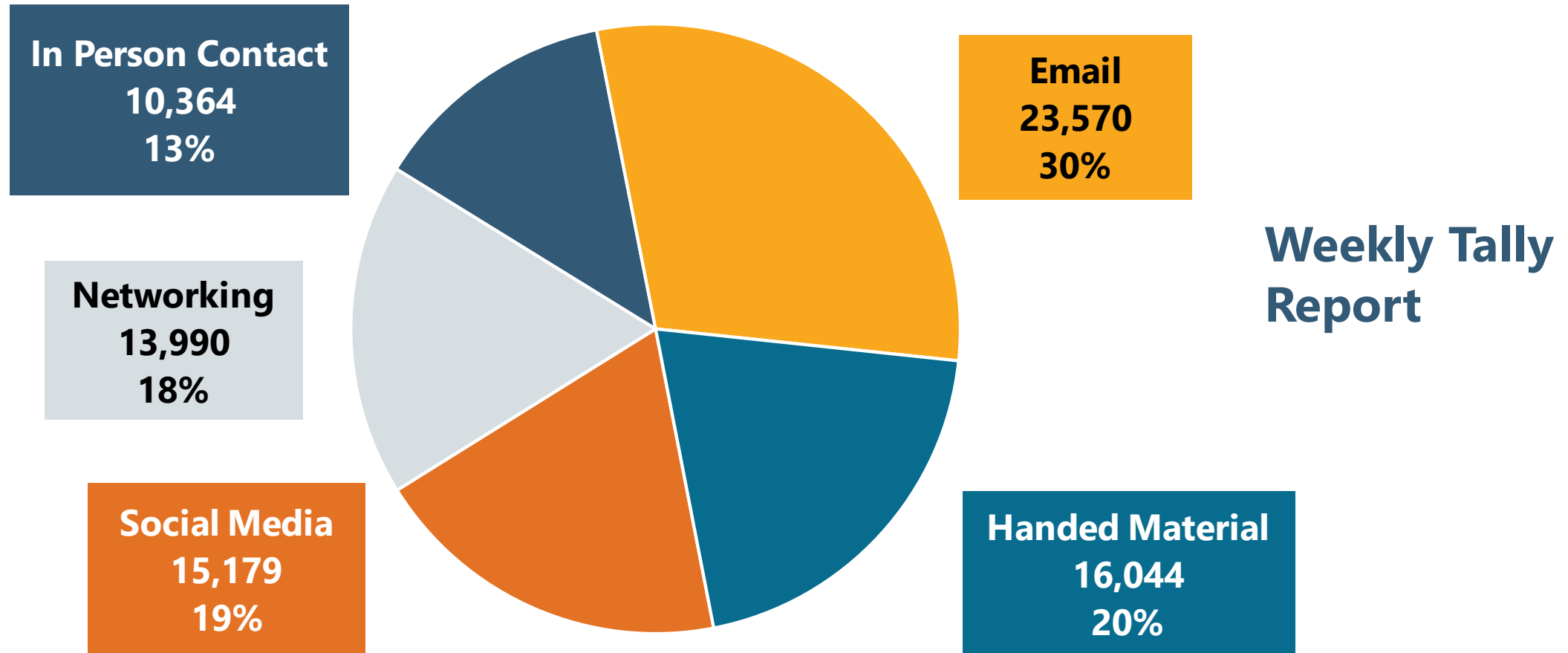
Disaster Outreach Services: Primary Services



Trends in Demand for Primary Services

- » Since March, demand for CalHOPE services is on the rise:
 - The number of Individual Crisis Counselling units **increased** by 2,837
 - The number of Group Counseling/Public Education units **increased** by 5,310
 - The number of Brief Educational/Supportive Contact units **increased** by 8,161

Top 5 Outreach Efforts & Strategies



Trends in Outreach Efforts & Strategies

- » In April, we saw greater diversification in our outreach efforts and strategies as our CalHOPE partners hired and trained their diverse team of staff.
- » While CalHOPE outreach in March was dominated by mass media campaigns, in April the top outreach strategies included emails, handed materials, social media, networking, and in-person connections.

Real Stories

“

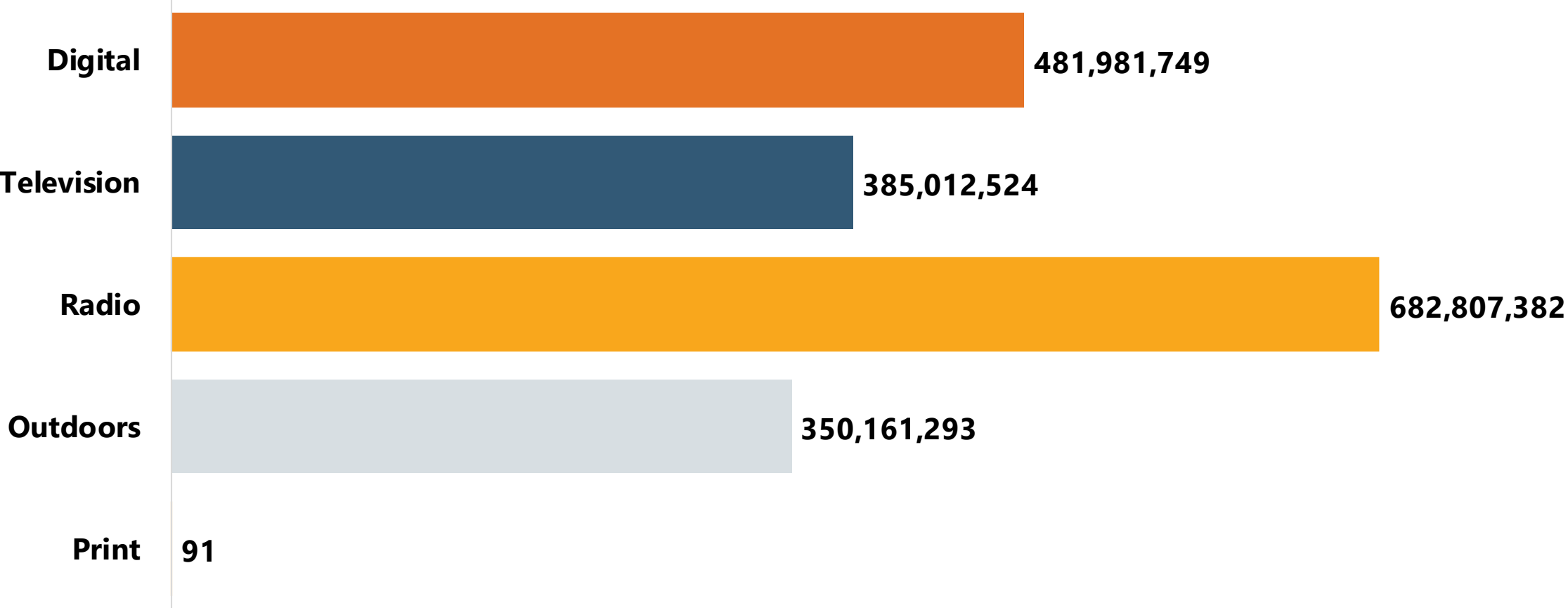
I'm writing to show my appreciation of you and how you're helping me throughout this pandemic. I've called the CalHOPE emotional support line since February 12th of this year. After these phone calls, I always felt so much better. Before I discovered you, I would call the national suicide hotline on and off last year because of the pandemic. I heard about you in January, and I wanted to give you a try. I'm glad that I made that decision to call CalHOPE. You people are a godsend. I thank you for the support you're giving me during this time. I only regret that I didn't discover you last year. If I feel anxious about COVID-19 or the lockdowns and I feel I need to talk to someone, I will not hesitate to call you. With your help, I know I'll get thru the rest of this pandemic!

”

Media Campaign

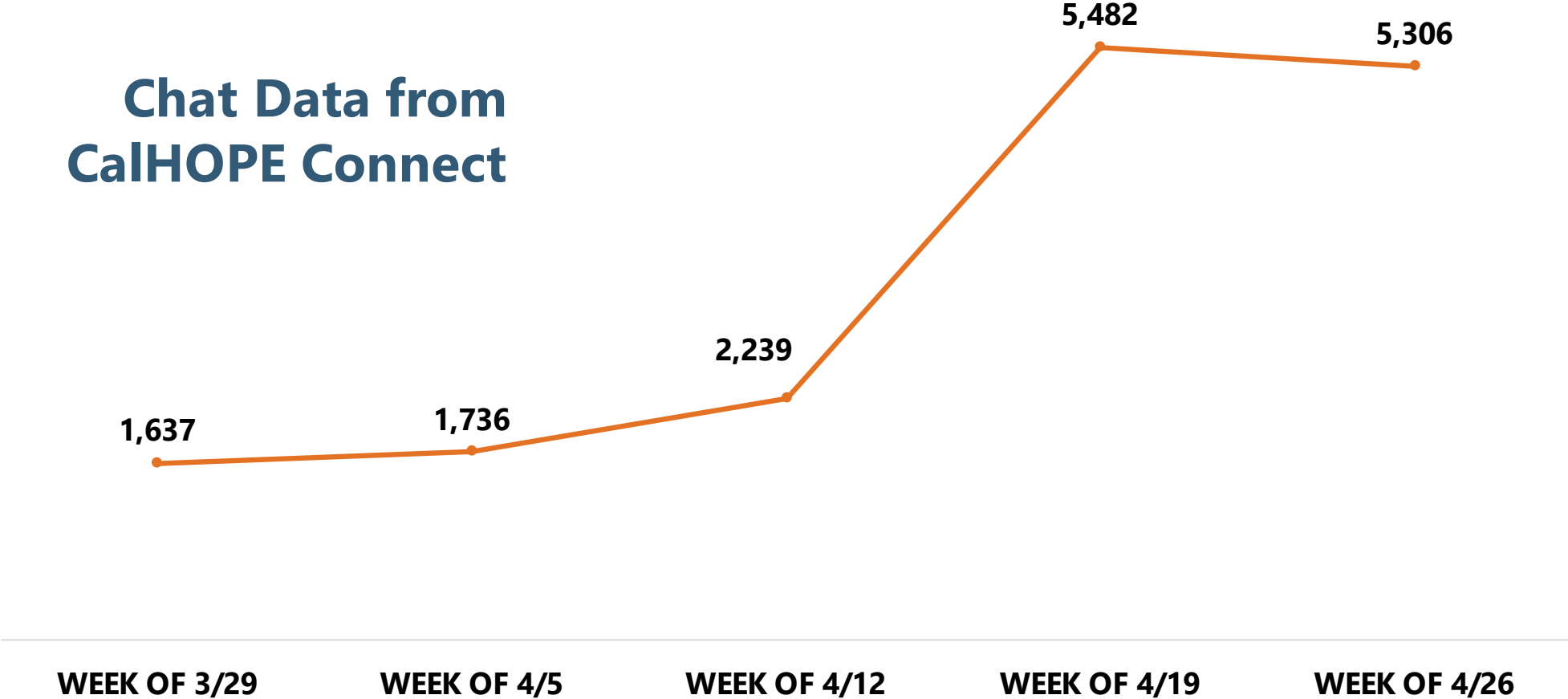
- » Partnered with to share stories and spread messages of hope.
- » Leveraged to link military veterans, their families, and friends to relevant information, resources, and each other.
- » Partnered with [influencers](#) to share stories and spread messages of hope.
- » Leveraged [ConnectingVets.com](#) to link military veterans, their families, and friends to relevant information, resources, and each other.
- » Partnered with Channel Q to connect with the LGBTQ community living in Sacramento, San Francisco, Los Angeles, Palm Springs, and San Diego.

Estimated Media Delivered June 2020 – April 2021

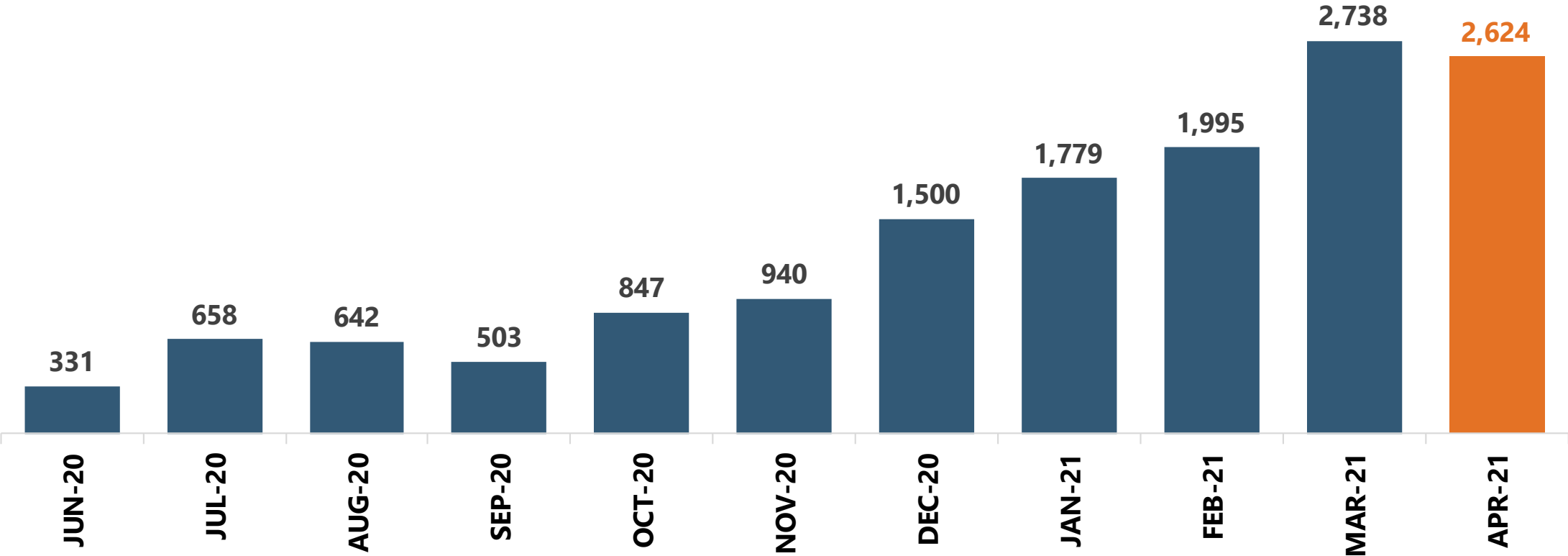


CalHOPE Connect

Chat Data from CalHOPE Connect



CalHOPE Warm Line Call Volume



CalHOPE RedLine

- » In April, the [CalHOPE RedLine](#) officially launched.
- » The CalHOPE RedLine is staffed by a culturally responsive and trained team who come from a diverse set of backgrounds.
- » With the launch of the RedLine, CCUIH worked with a graphic designer to develop culturally appropriate materials and resources including a [Frequently Asked Questions](#) document along with a [social media toolkit](#) specific to American Indian and Alaska Native centered peer support for COVID-19 challenges.

CalHOPE Student Support

- » 57 out of 58 California County Offices of Education (COEs) are engaged in this effort, serving more than 6 million students.
 - Each COE attends monthly Statewide Social and Emotional Learning (SEL) Community of Practice meetings to build capacity and a common language of the importance of positioning schools and “Centers of Wellness”.
 - The 57 COEs also host local/regional SEL Community of Practice meetings that draw on the collective learning from the Statewide meetings.
- » It is estimated that more than 2,700 educational leaders across the state are active participants in the CalHOPE Student Support program.

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 April, the website had **1,213 users** and **1,143 new users**, which was a decrease in volume from March. Most users were directed to the site via referrals.
- » On average, users spent 1 minute and 47 seconds on the website.

**Visit CalHOPE.org for
more information & updates**

