



# CALIFORNIA HOPE

## HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



**CalHOPE**

**December 2021**



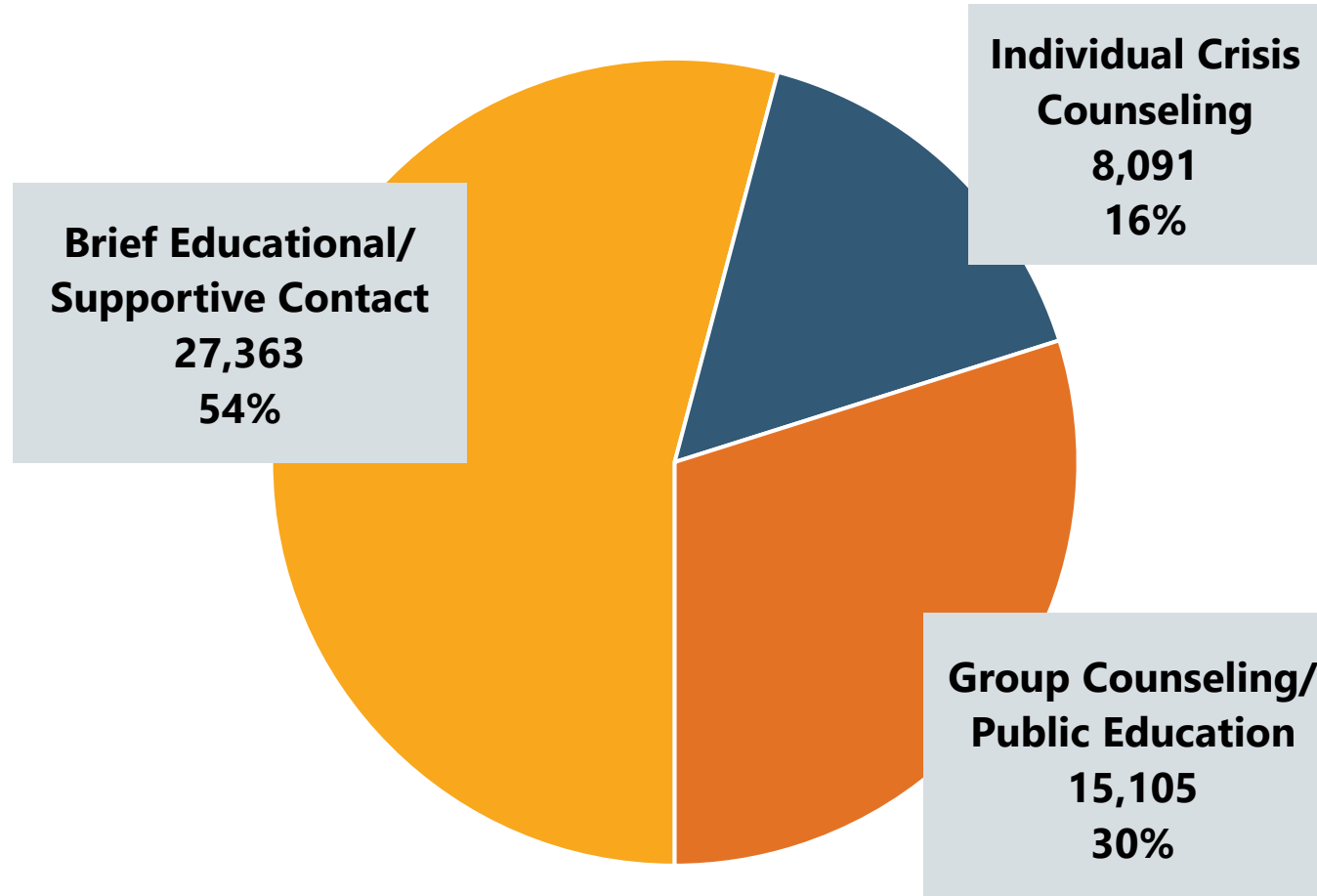
# Overview



## 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

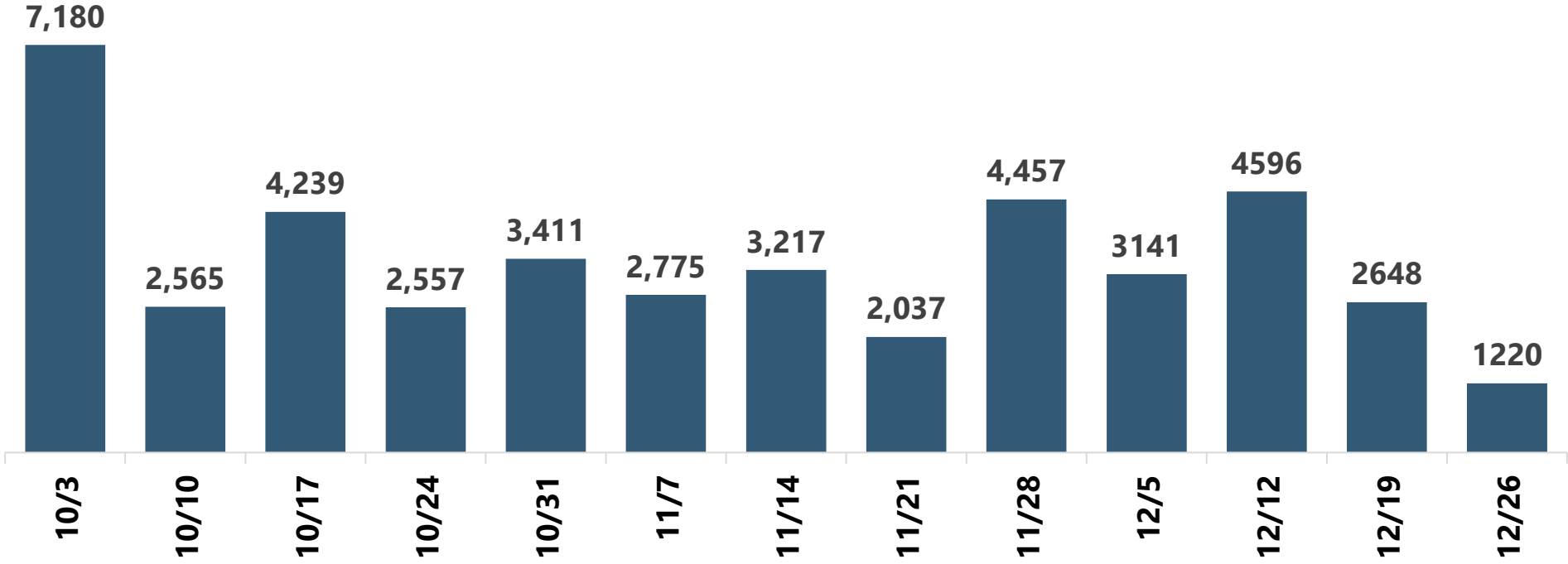


# Trends in Demand for Primary Services

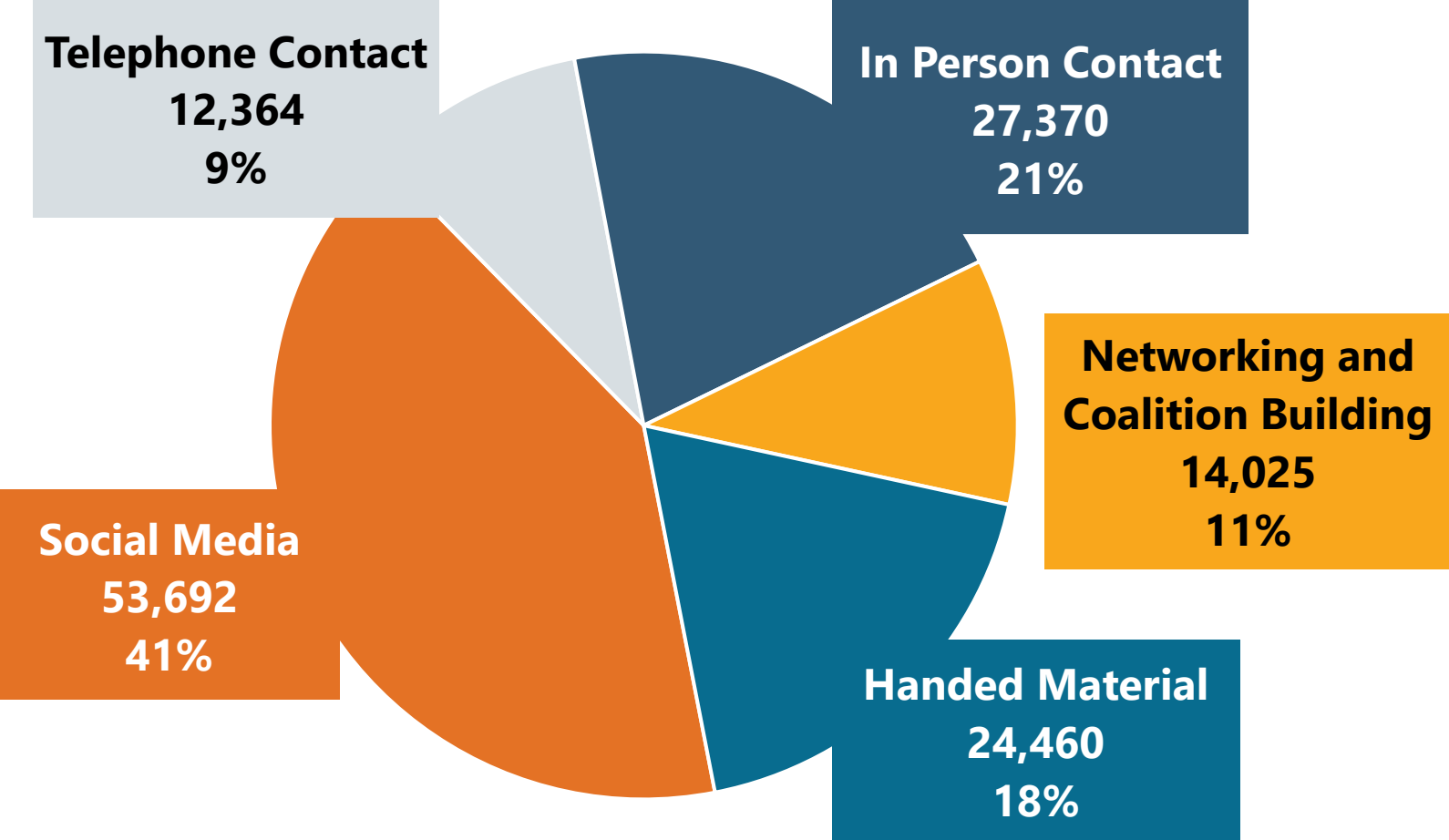
- » Compared to November, demand for CalHOPE services has remained steady:
  - The number of Individual Crisis Counselling units **decreased** by 489
  - The number of Group Counseling/Public Education units **increased** by 3,364
  - The number of Brief Educational/Supportive Contact units **decreased** by 3,285

# 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 December, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to November
  - Social media connections **increased** by 7,910 units
  - In-person contacts **decreased** by 3,302 units
  - Handed materials **decreased** by 7,345 units
  - Networking and telephone contacts replaced email contacts and media to round out the top five outreach strategies in December

# Real Stories



*This month, when I went to drop CalHOPE flyers at a local clinic, a lady approached me to request information about the CalHOPE program. The lady informed me that she was experiencing financial needs and that she was 3 months behind with her rent. I provided her with local information and resources. I informed her that local agencies had rental assistance funds and can help with rent payments. I was so glad that while doing outreach, you can change and bring hope to people in need. It's just a matter of educating the community about existing resources.*

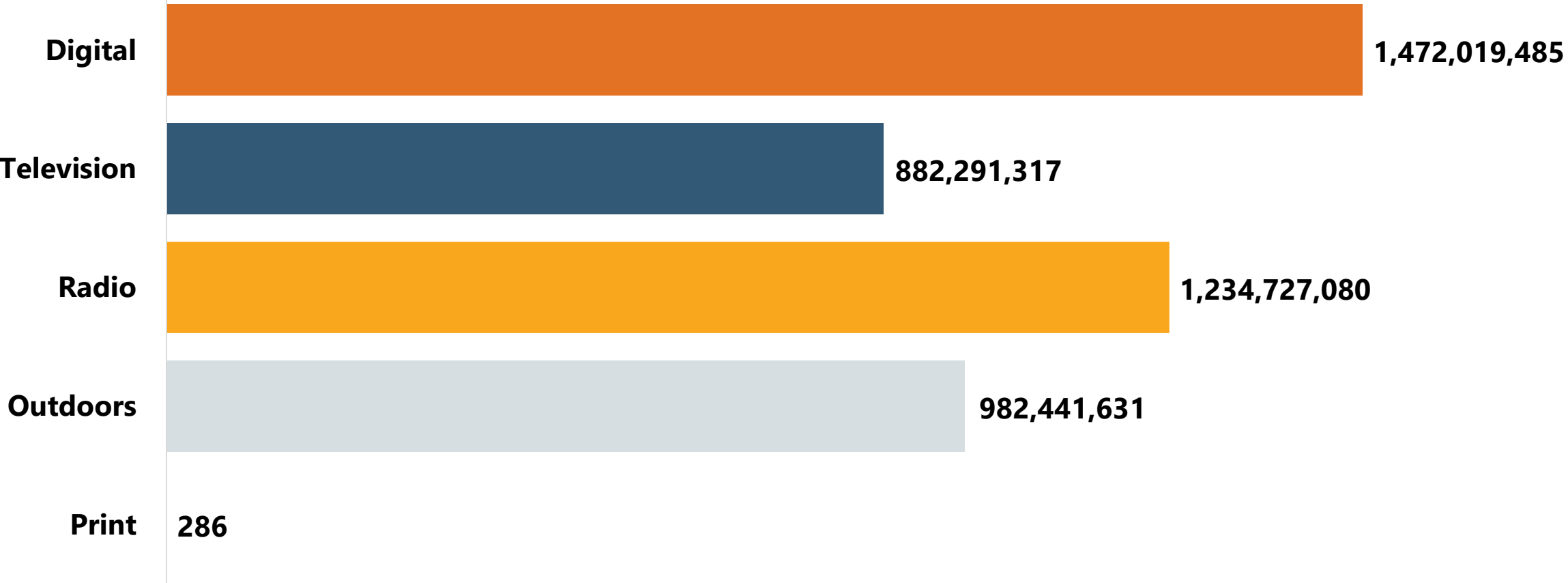




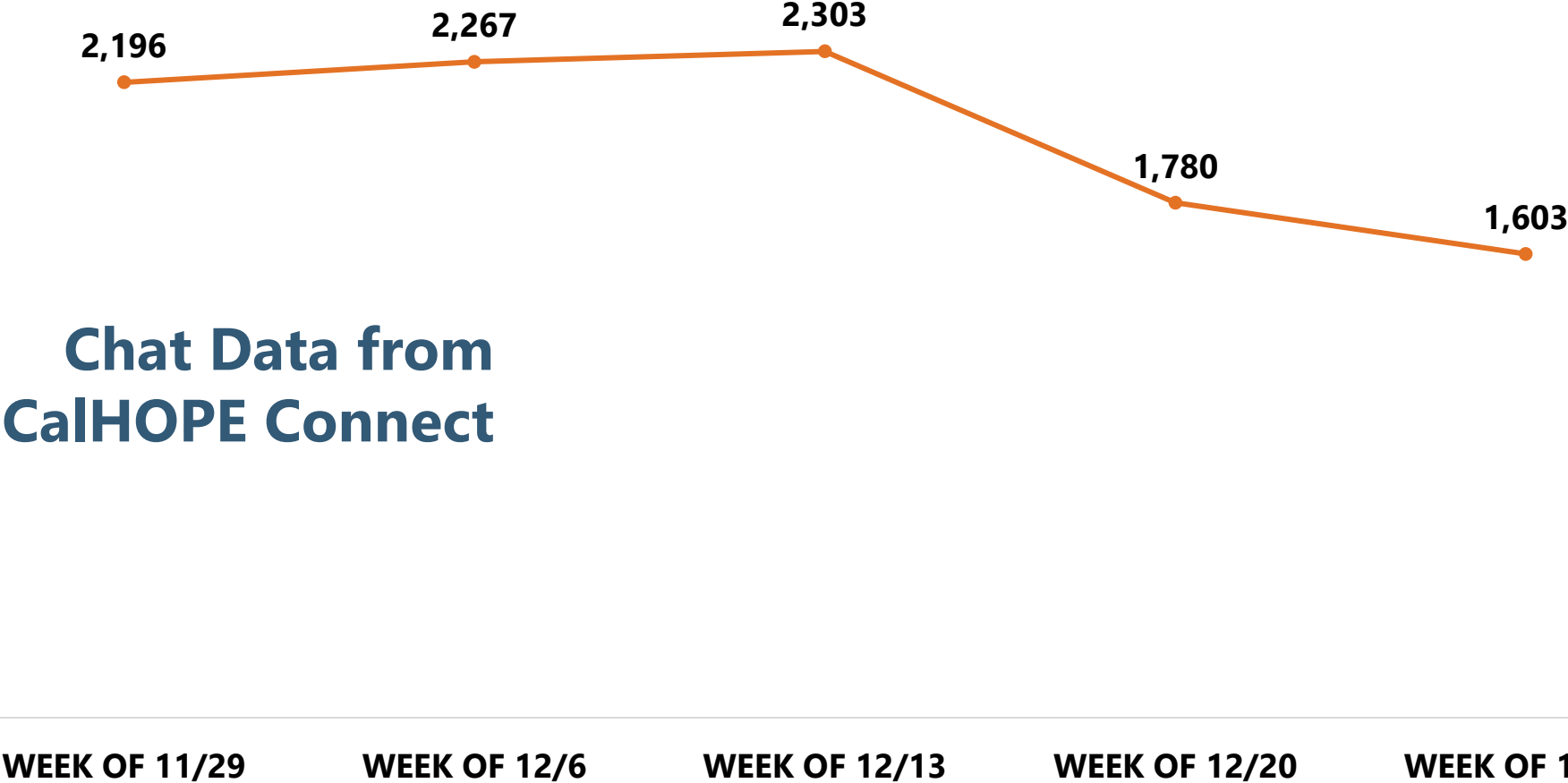
# Media Campaign

- » In December, the team launched holiday themed CalHOPE content for digital display, social media, radio, and print. Holidays can be stressful and with a new COVID variant impacting plans, this festive touch kept CalHOPE relevant to reach Californians at a key time for mental health resources.
- » CalHOPE Community Posters were displayed in convenience stores, American Legion locations, and Veterans of Foreign Wars locations to share CalHOPE resources with hard-to-reach populations.
- » Fernando Parra Chong, Program Director for Mental Health America San Diego, discussed CalHOPE on a live news segment on FOX 5 San Diego.
- » Crisis Counselor Maggie Yeo from Painted Brain went on Skylink TV's Sky Talk Lifestyle Show to share CalHOPE's messaging with a Mandarin-speaking audience.
- » Lupita Rodriguez, Program Administrator for the Health Education Council, went on ABC10's Your California Life to share CalHOPE's message and resources live with viewers throughout the Sacramento area.

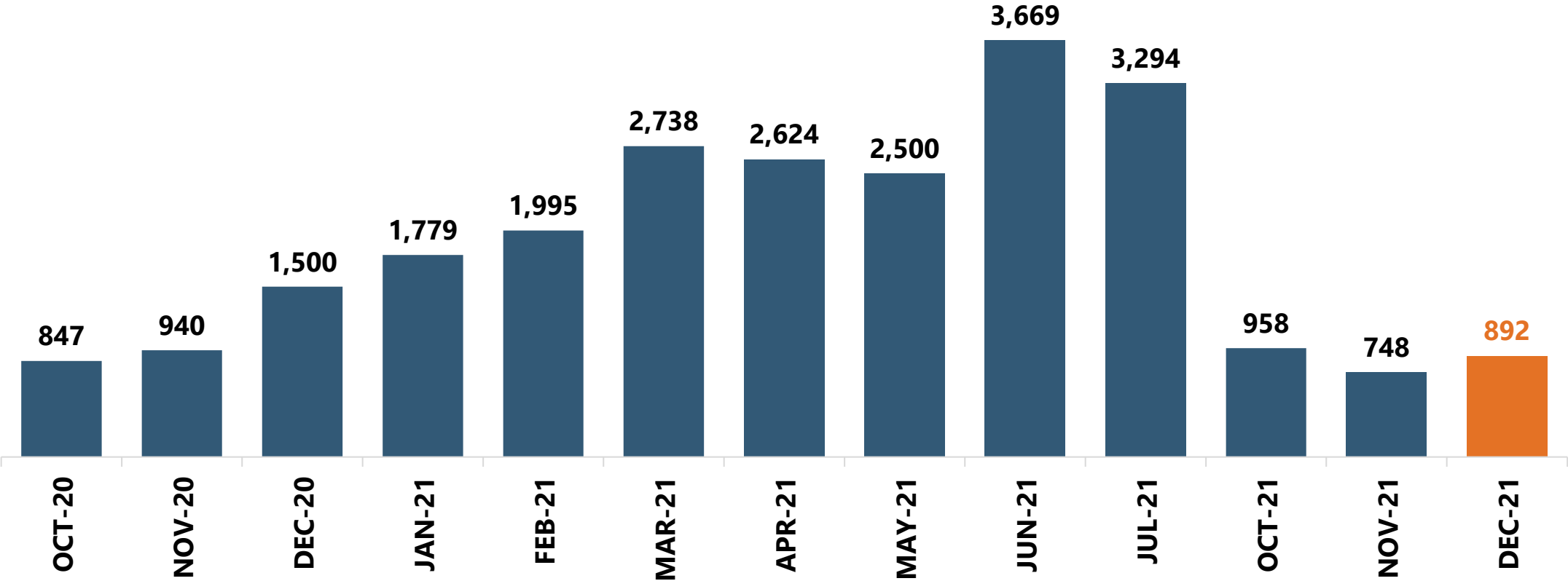
# Estimated Media Delivered June 2020 – December 2021



# CalHOPE Connect



# Warm Line Call Volume



# CalHOPE RedLine

- » The CCUIH team made a total of **7** outreach contacts, focusing mostly on **hotline/helpline connections** and other **phone-based connections**.
- » The CCUIH team made a total of **82** primary service encounters, with 79% of services categorized as **group counseling**.
- » CCUIH hosted a Virtual Community Talking Circle with American Indian and Alaska Native community members from across the state of California.
- » CCUIH met virtually with providers from 10 urban Indian health programs across California to present on RedLine services and how they can be utilized by communities and providers looking for resources and support.

# 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 December, the meeting focused on evaluating and supporting social and emotional learning readiness at the county, district, and school levels. This meeting was attended by **123 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 December, the website had **44,247 users** and **41,655 new users**. Most users were directed to the site via display and social media.
- » This month, the team continued to spread the word about the online resources and hosted the first T4W Youth Advisory Council meeting where young adults ages 18-24 reviewed the website and give their perspective on issues that youth are currently facing.
- » The team also continued to expand the number of languages that resources are available in. In addition to English and Spanish, resources are available in Mandarin, Cantonese, Korean, Vietnamese, and Tagalog.

# Pageviews by Language

- » With the expansion of resources available in other languages, below is a summary of total pageviews by language between September and December 2021:
- **English** | 225,657 total pageviews
  - **Spanish** | 73,040 total pageviews
  - **Vietnamese** | 768 total pageviews
  - **Korean** | 359 total pageviews
  - **Chinese** (*Mandarin & Cantonese*) | 691 total pageviews
  - **Tagalog** | 199 total pageviews



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more information & updates**

