



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



CalHOPE

March 2022



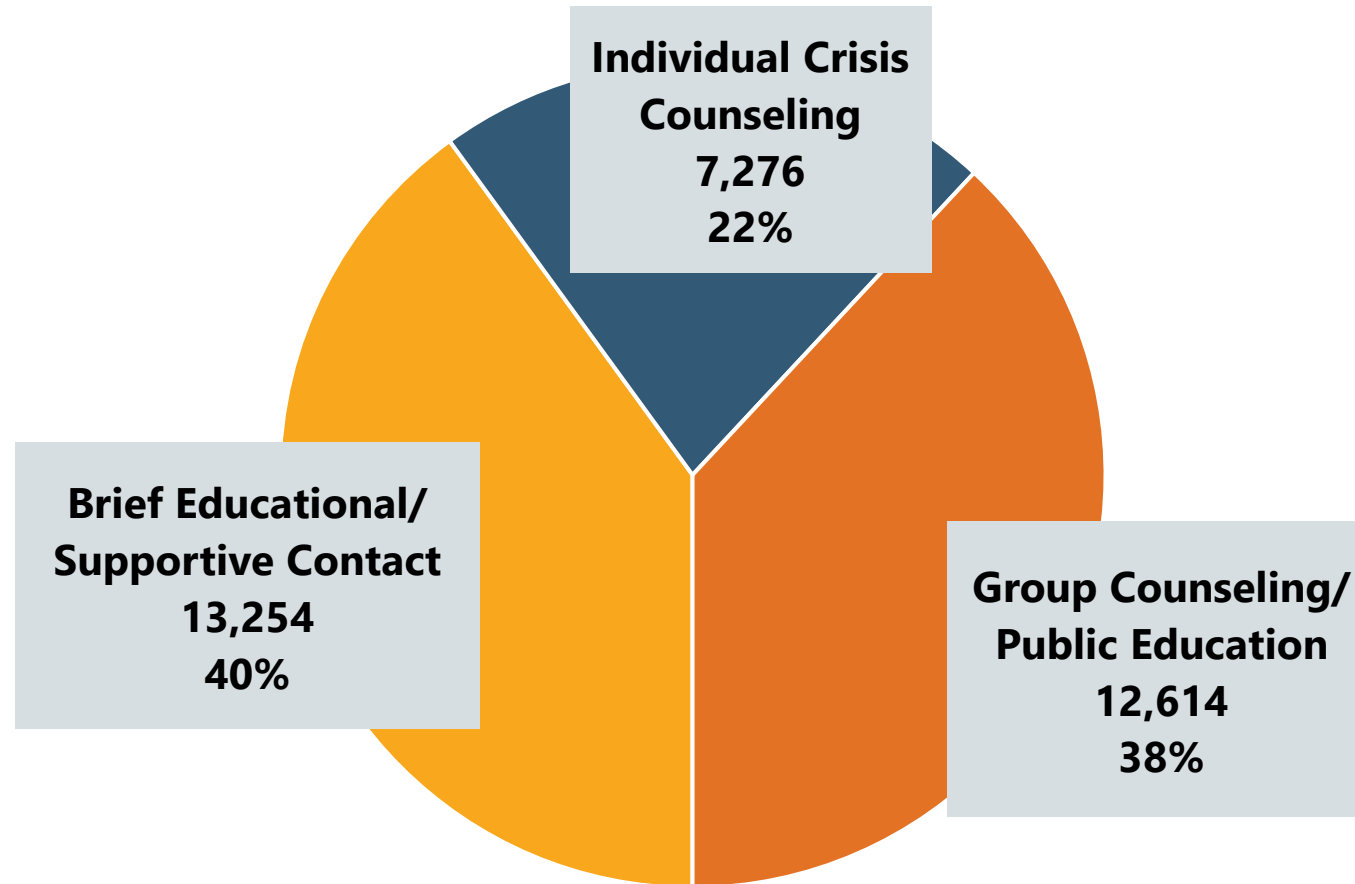
Overview



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

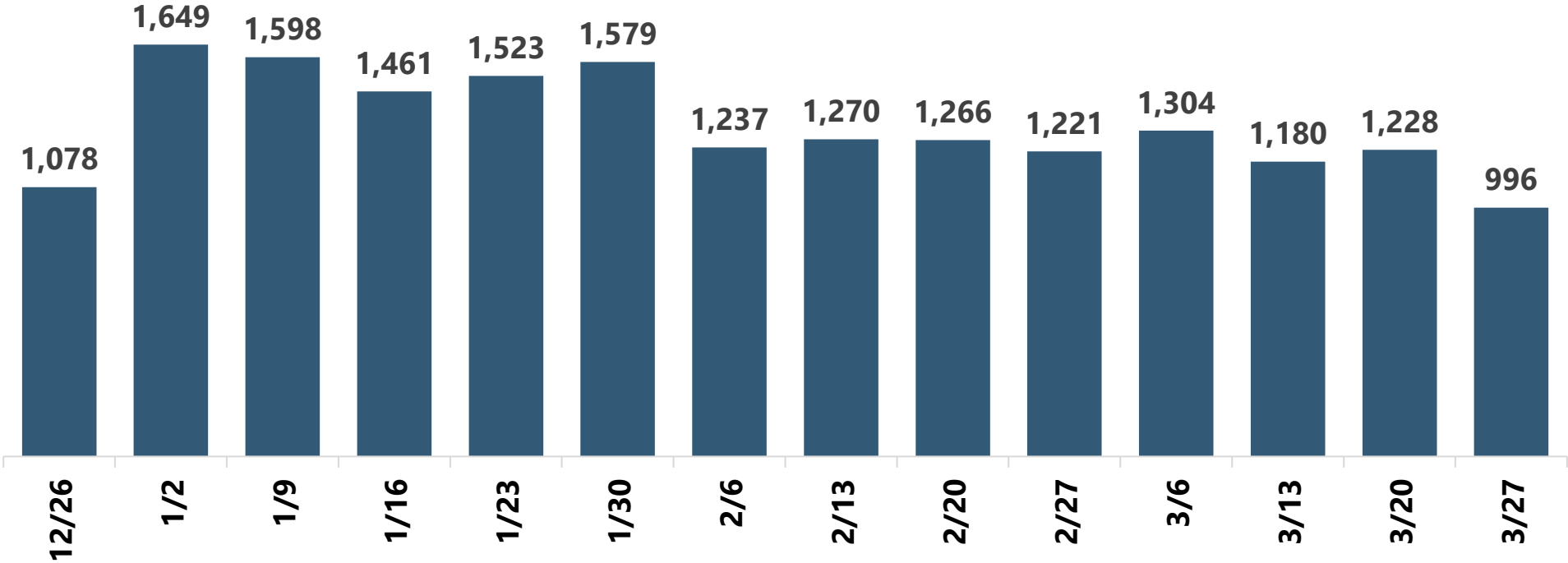


Trends in Demand for Primary Services

- » Compared to February, demand for CalHOPE services has remained steady:
 - The number of Individual Crisis Counselling units **increased** by 228
 - The number of Group Counseling/Public Education units **increased** by 1,051
 - The number of Brief Educational/Supportive Contact units **decreased** by 2,361

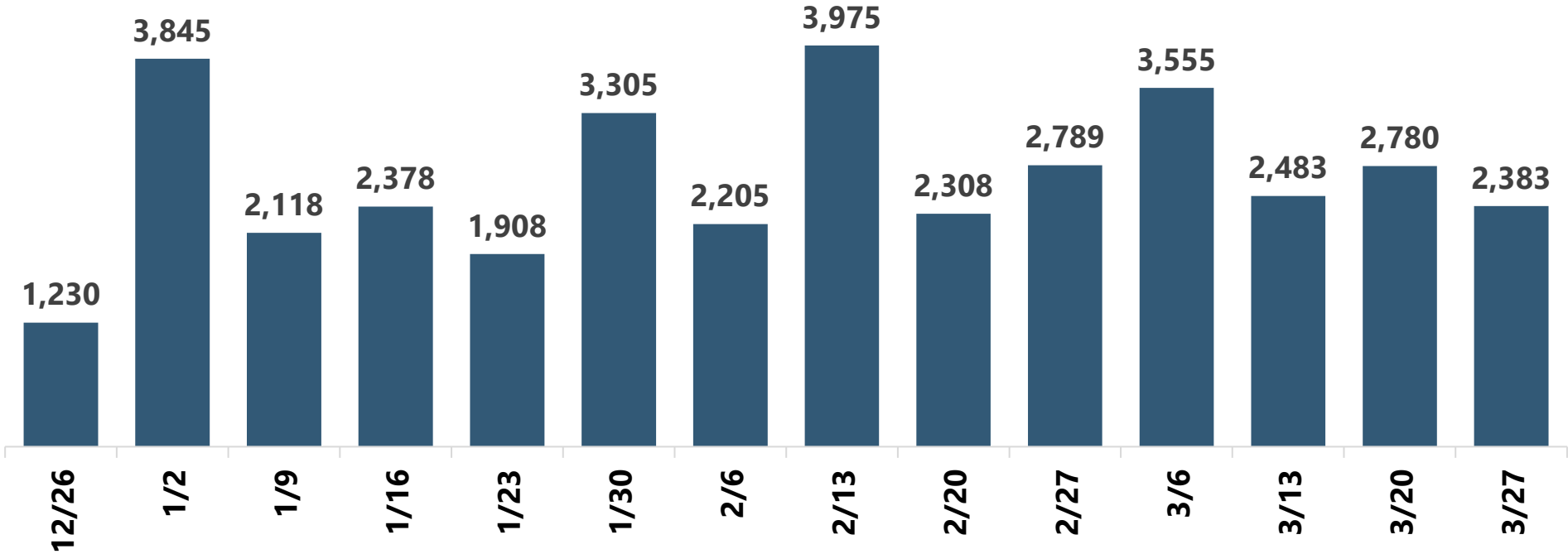
Trends in Demand for Individual Crisis Counseling

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

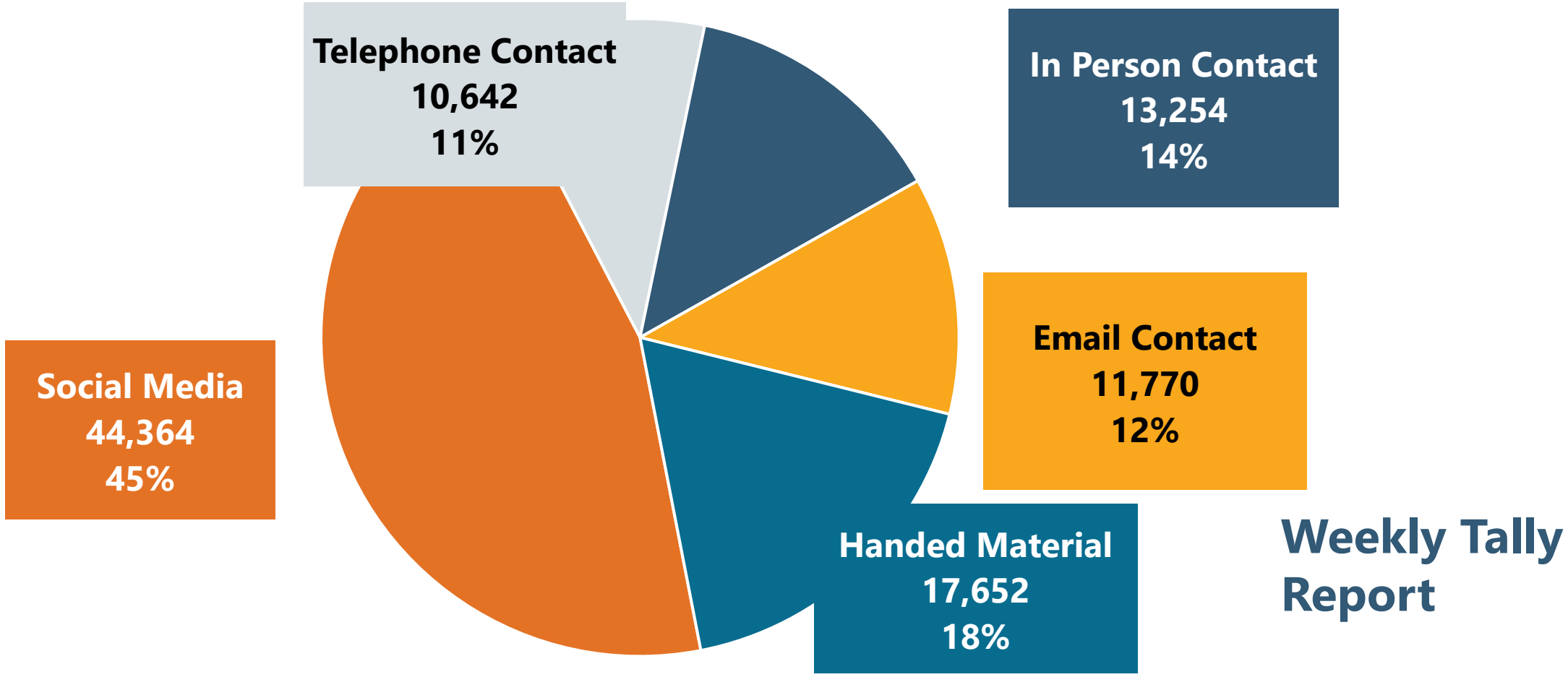


Trends in Demand for Group Crisis Counseling

» 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



Trends in Outreach Efforts & Strategies

- » In March, the CalHOPE team continued to implement a diverse array of outreach efforts and strategies.
- » Compared to February
 - Social media connections **decreased** by 1,189 units
 - In-person contacts **decreased** by 2,371 units
 - Handed materials **decreased** by 3,680 units
 - Telephone contacts **decreased** by 2,373 units
 - Email contacts **decreased** by 3,654 units

Real Stories

“

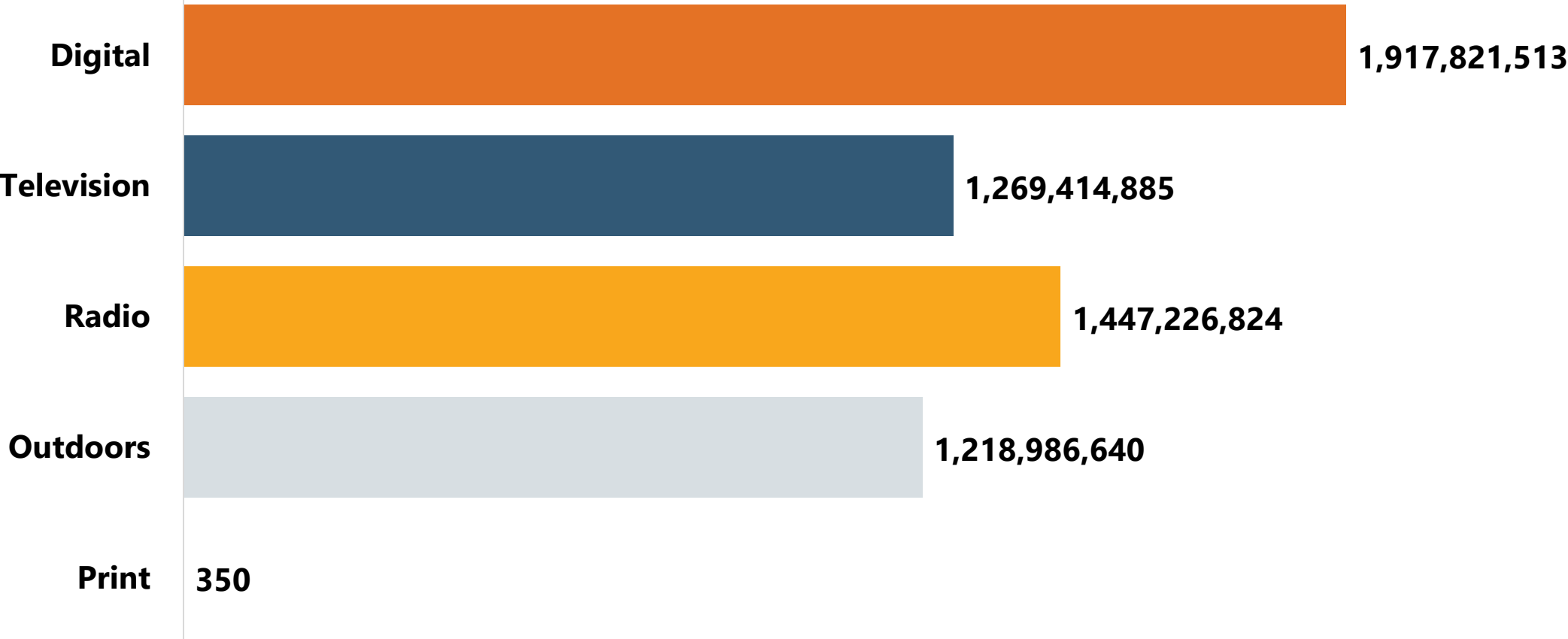
I love being able to connect with people in my community. I've realized we have a lot more things in common. Although, COVID-19 has affected a lot of us, it has also united us to come together and help one another. For example: Handing out fliers to vendors at flea markets and seeing their positive initial reactions made me happy and some even said, "I needed this."

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Media Campaign

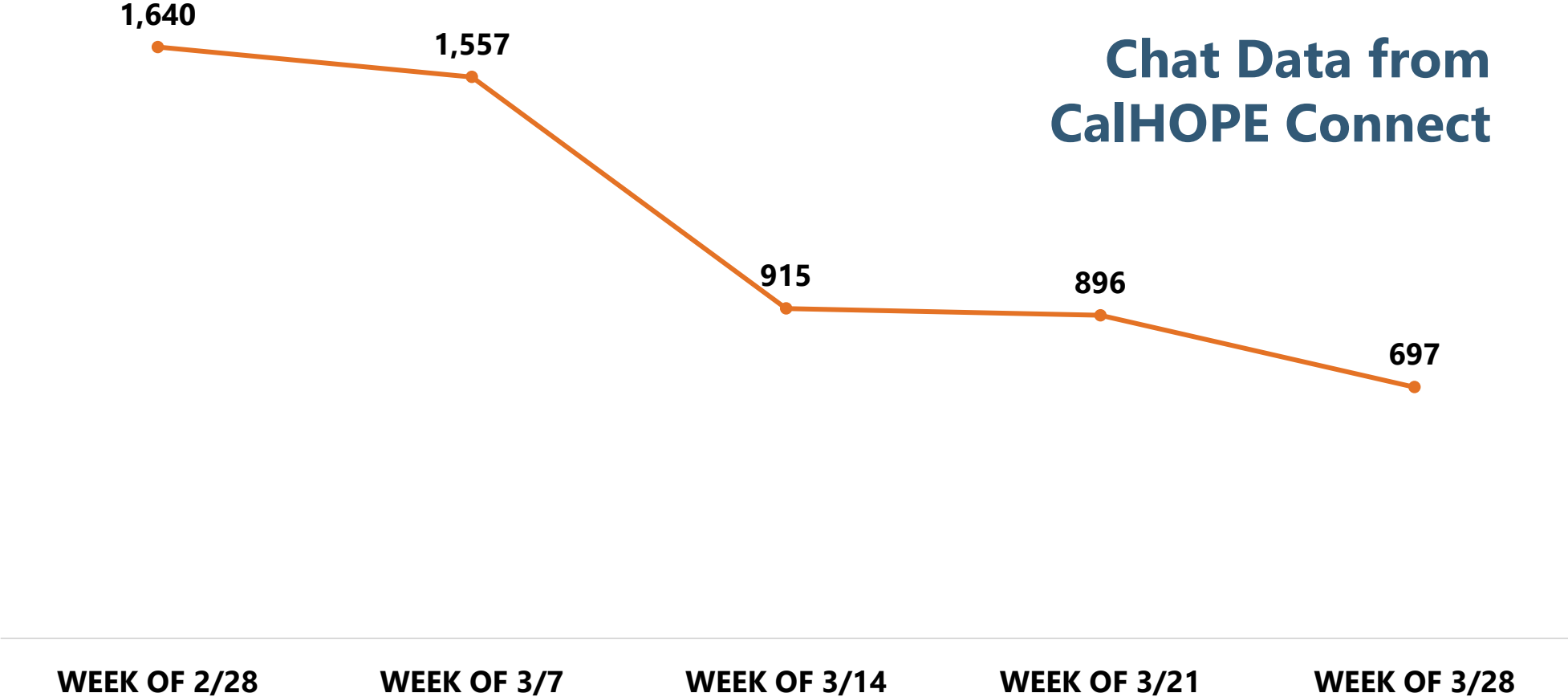
- » In March, the first CalHOPE Courage Award winners were recognized and presented awards during the Governor's Council on Physical Fitness and Mental Well-Being. The inspiring event exemplified CalHOPE's mission of resilience and support.
- » Dennis Brown, former defensive tackle for the San Francisco 49ers, delivered a heartfelt testimonial about his personal struggles with mental health and addiction, how they were exacerbated by the COVID-19 pandemic, and how resources like CalHOPE have helped him.
- » David Bain, Executive Director of NAMI Sacramento, shared CalHOPE's mission and resources during an interview on Your California Life.
- » Editorials on CalHOPE were published in trusted publications like the LA Sentinel and Outword Magazine to reach the African American and LGBTQ+ communities.

Estimated Media Delivered June 2020 – March 2022

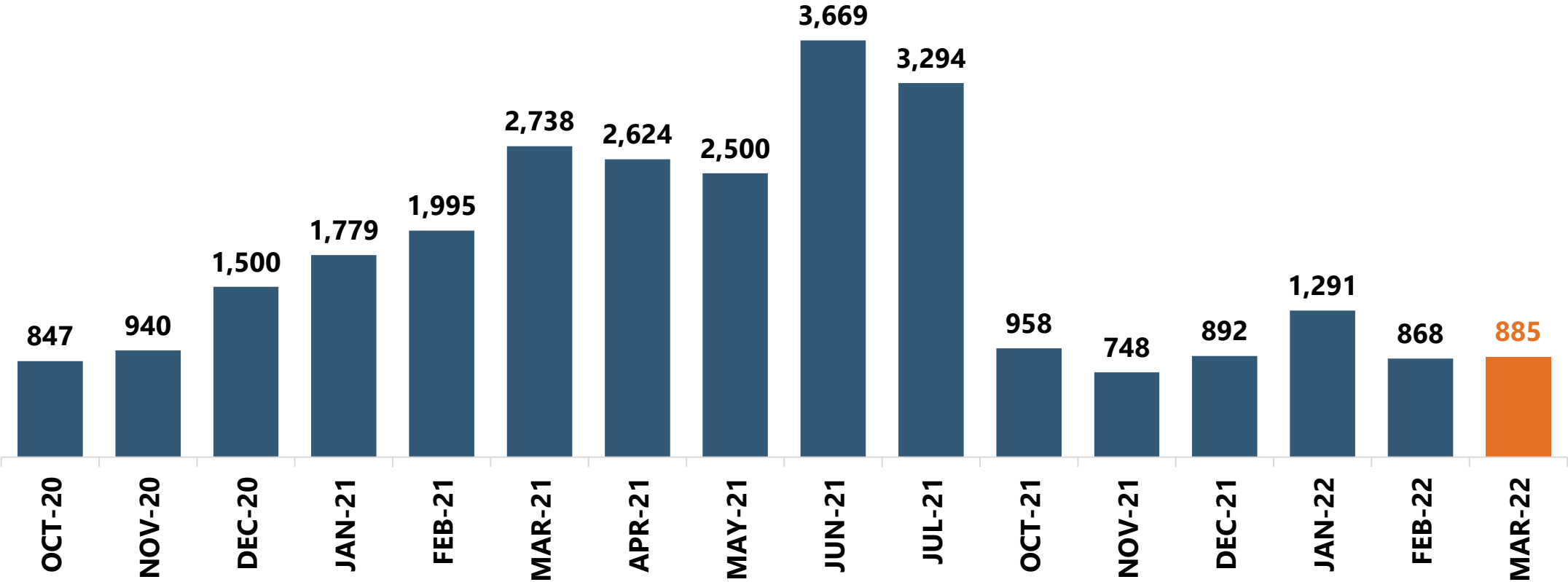


CalHOPE Connect

Chat Data from CalHOPE Connect



Warm Line Call Volume



CalHOPE RedLine

- » The CCUIH team made a total of **525** outreach contacts, focusing mostly on **email** connections, **social media** messages, and **left materials**.
- » The CCUIH team made a total of **57** primary service encounters, with the majority of services categorized as **group encounters** and **individual / family crisis counseling services**.

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 March, the meeting focused on implementation and improvement learning. This meeting was attended by **111 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 March, the website had **7,975 users** and **6,703 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 through interviews, public service announcements, and presentations.
- » The team also hosted a Youth Advisory Council meeting and an Older Adult Advisory Council meeting to gather feedback on how to better serve youth and the older adult populations via resources, and website design and function.

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more information & updates**

