



CALIFORNIA HOPE

HOPE LIVES HERE

MONTHLY PROGRESS UPDATE



March 2021



Overview



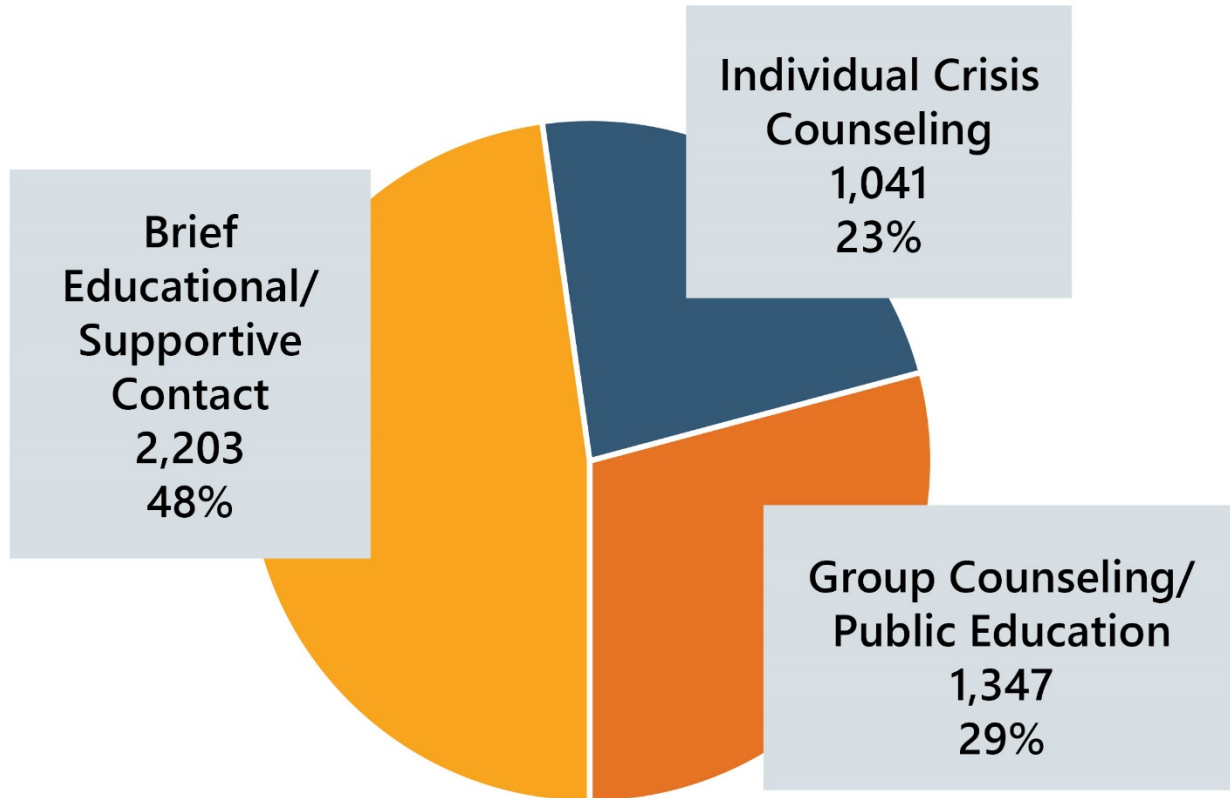
CalHOPE Layers of Intervention and Support

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 March 2021

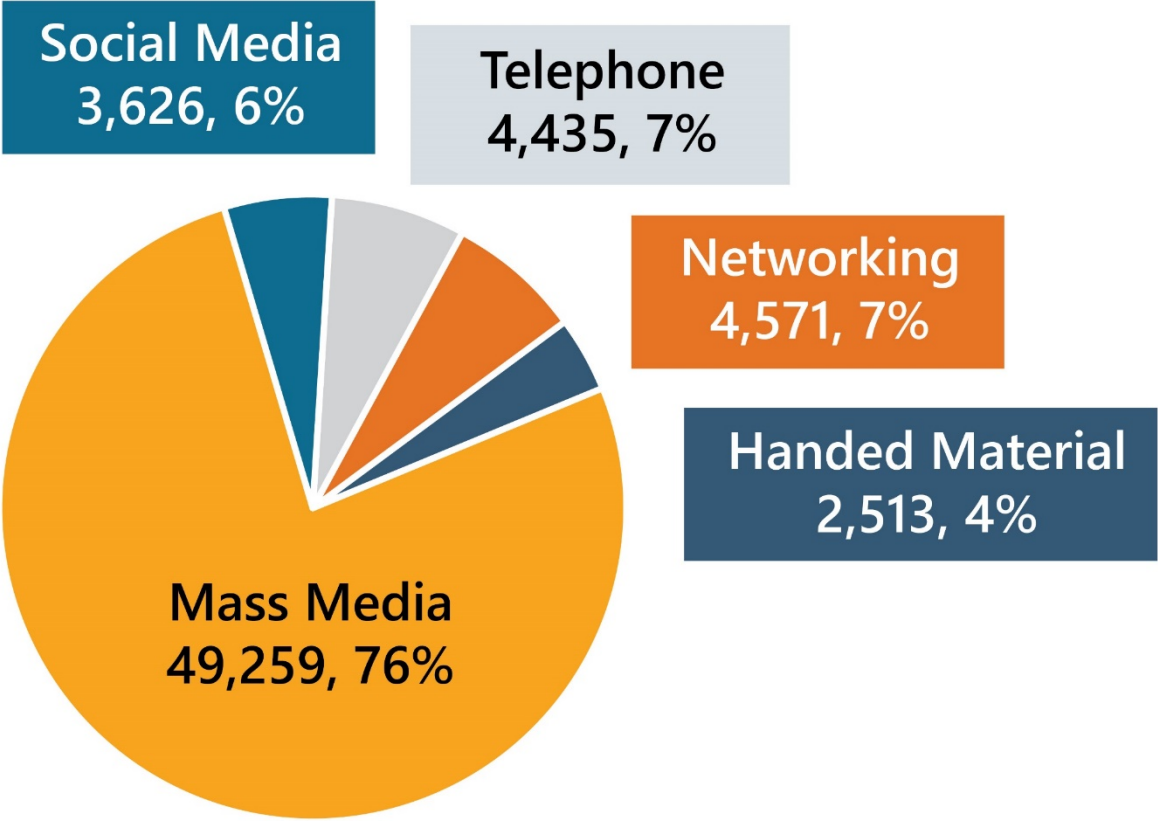
- » **Contracts.** Although the CCP-RSP period of performance kicked-off in November 2020, contracts between DHCS and CalHOPE project partners were finally executed in March 2021.
- » **Hiring.** Once contracts were in place, CalHOPE project partners began subcontracting, hiring, and training staff to support the array of CalHOPE services.

Disaster Outreach Services: Primary Services



Top 5 Outreach Efforts & Strategies

Weekly Tally Report

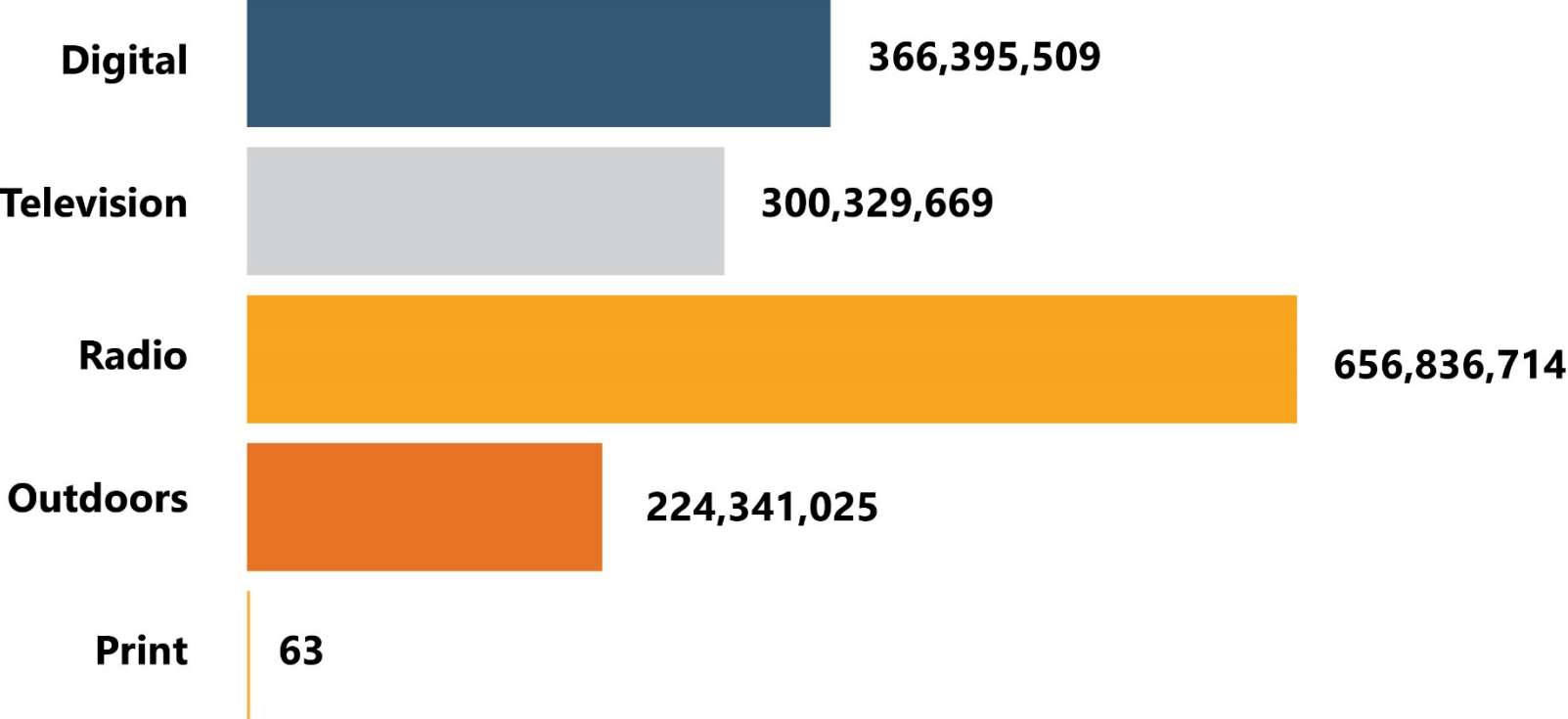


Media Campaign

- » Secured [partner interviews](#) in the general market including San Francisco and Los Angeles to promote CalHOPE.
- » Partnered with [Comcast](#), making CalHOPE resources available through remote activation in Sacramento, San Francisco, Fresno, and Monterey.
- » Launched targeted media in Spanish, Cantonese, Mandarin, and Vietnamese.
- » Partnered with [faith-based radio stations](#) to help connect folks to CalHOPE resources.

Estimated Media Delivered

June 2020 Through July 2021



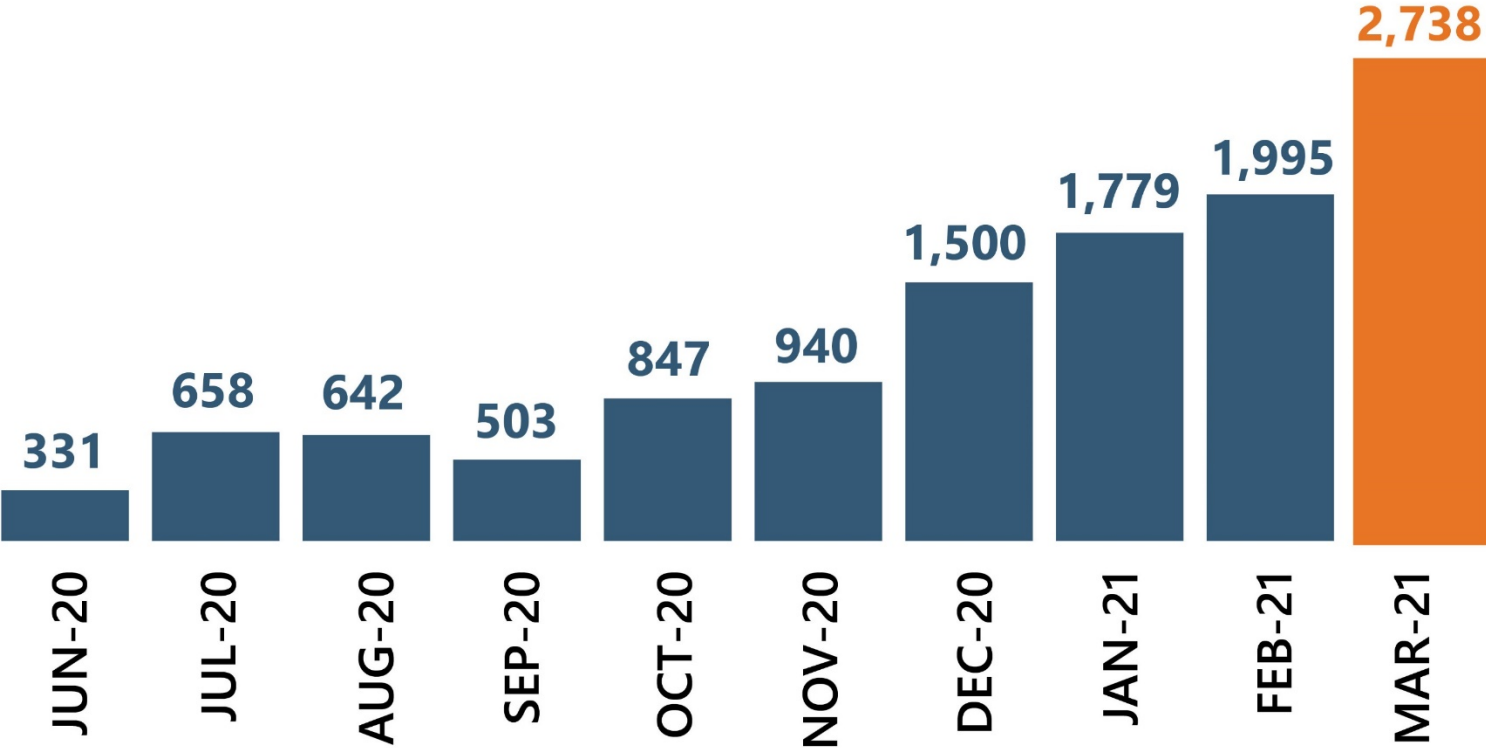
CalHOPE Connect

- » The California Mental Health Services Authority (CalMHSA) subcontracted with 29 community-based organizations to support communities across our diverse state.
- » Launched [CalHOPE Connect](#) offering safe, secure, and culturally sensitive emotional support to all Californian's.
- » During the week of March 29, the CalHOPE Connect chat application saw 1,645 users.

CalHOPE Warm Line

- » The Mental Health Association of San Francisco (MHASF) has been staffing the CalHOPE Warm Line since June 2020.
- » To date, the Warm Line has operated with limited hours, but the plan is to expand service availability to 24/7.

CalHOPE Warm Line Call Volume



CalHOPE RedLine

- » The California Consortium for Urban Indian Health (CCUIH) is working to operationalize the CalHOPE RedLine.
- » Once operational, The CalHOPE RedLine will offer phone, chat, and video chat service providing National, State, and County resources, referrals, and trauma-informed support for Urban Indian and Tribal populations.

CalHOPE Student Support

- » Prior to the pandemic, youth in California were experiencing high rates of depression, anxiety, substance use, and suicide. COVID-19 has layered additional challenges on our youth.
- » This project uses a Community of Practice model to:
 - Further position education agencies as trusted “Centers of Wellness” for their community;
 - Build capacity of County Offices of Education to lead and support social and emotional learning for the districts/schools they serve; and,
 - Provide educators with concrete strategies to work with students and each other while experiencing an ongoing crisis.

Together for Wellness & 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 **2,040 users** and **1,999 new users**. Most users were directed to the site via referrals.
- » On average, users spent 1 minute and 37 seconds on the website.

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

