Overview

The CalHOPE Redline is a phone, text, and live chat warmline service that is a part of the statewide CalHOPE project, aimed specifically at Urban Indian and Tribal/Rural populations in California to address challenges in various life domains brought about by COVID-19. CalHOPE Redline focuses on providing State, County, Tribal and National resources, referrals and trauma-informed support for these groups, and is available Mon-Fri, 8am-7pm PST by calling 1-888-368-4090, texting 916-252-5002 and online by visiting ccuih.org/redline.

The Toolkit

This social media toolkit is intended for use by partners who wish to promote the Redline on their own web and social media platforms. By providing culturally representative imagery and messaging, we hope to bolster our partners’ abilities to boost the visibility of the Redline for AIAN communities across California and contribute to the success of the service. Image files can be located at: bit.ly/3sjFZpm

Sharing

While it is ideal to have assets specifically sized for each of the major social media platforms, this toolkit features primarily horizontal assets useable for Facebook, and, to a lesser degree, Twitter. A small number of square assets that are suitable for Instagram are available in the toolkit. While not optimal it is our hope this will not greatly impede promotional efforts by our partners.

Copy drafted in this toolkit was originally written from the perspective of Native-based organizations speaking to their own communities. For non-Native partners, the post copy should be reframed to still indicate attention to and focus on Native communities, but not necessarily suggest being a part of them, as the current framing would suggest.
Message Categories:

- Services responsive to individual need;
- Recognizing the diverse impacts of COVID-19 on individuals & families;
- Trauma-informed service

We recognize that COVID-19 continues to impact our communities in diverse ways: loss or distance from loved ones, unforeseen expenses, unemployment and more. The Redline and its resource services were developed with this in mind, and are prepared to support your specific needs.

At times, it can be hard to know whether or not you should reach out for help. The Redline is open and ready to assist whether you know exactly what you need or not. If you’re experiencing stress or uncertainty in your life, give us a call or shoot us a text. We’ve got you.

Covid-19 has created uncertainty in all of our lives, even in the places that we had most under control. In times like these, sometimes a little extra help can make all the difference. Pay a visit at ccuih.org/redline. #NativeHealth #COVID19

We’re here to help, whether you’re looking for specific services near you, or if you’re just feeling stressed and uncertain about moving forward. Feel free to talk it out with us. Visit with a Navigator at ccuih.org/redline. #NativeHealth #COVID19
Focus: The Navigators

Message Categories:

- Trust Building & relatability
- Knowledgability
- Accessibility & responsiveness

The Redline is a service that strives to create comfortable space for American Indian & Alaska Native people seeking assistance. Founded with community in mind, the Redline has hundreds of resources for Urban Indian and Tribal populations to address #COVID19 related challenges.

When you call a Redline Navigator, you are accessing over 500 city, state, and national resources. If you have a question, they’ll have an answer. #COVID19 #NativeHealth

It's important to us that resources we provide are relatable to our communities’ experiences and needs. This is at the core of the peer-support that the Redline aims to provide. If you find yourself struggling, just remember that we’ve been there too, and want to help.

Visit With One of Our Navigators
Direct access to a trained, dedicated navigator who is prepared to answer your questions and direct you to the resources you need.
Call: 1-888-368-4090
Text: 916-252-5002
Live Chat: ccuih.org/redline

If you have a question, they’ll help you find an answer. Visit at ccuih.org/redline/.
**Focus:** The Navigators

**Message Categories:**

- Trust Building & relatability
- Attentiveness & dedication
- Speed and reliability of service

**CalHOPE RedLine**
A place to reach out to for peer support and resources if life has taken an unexpected turn and you need someone to talk to.
- Urban Indian & Tribal Health Programs
- Substance Use
- LGBTQIA+ Programs
- Disability Services

Call: 1-888-368-4090  
Text: 916-252-5002  
ccuih.org/redline

**You should always have someone to reach out to. At times it’s a family member, at other times, a friend. And sometimes it could be us. Put your wellness first, visit a Navigator at ccuih.org/redline/. #NativeHealth #COVID19**

**Our Redline Navigators’ #1 priority is making 2021 easier for our communities. Whether you have questions about health, finances, or youth & social services, they can help lead you to resources and referrals that you need. Visit at ccuih.org/redline/. #NativeHealth #COVID19**

**What to Expect When You Reach Out**
Direct access to a trained, dedicated navigator who is prepared to answer your questions and help guide you to the resources you need.
Call: 1-888-368-4090  
Text: 916-252-5002  
Live Chat: ccuih.org/redline

**The Redline is a fast, on demand resource for questions you may have about #COVID19, health, safety, and a variety of services across the state of California. If you have a question, bring it to the Redline. ccuih.org/redline. #NativeHealth**

**From 8am to 7pm PST our Navigators are ready to lend a helping hand. Let us know how we can help make your 2021 a little bit more manageable. Reach out at ccuih.org/redline. #COVID19 #NativeHealth**
Focus: Help Seekers (younger demo)

Message Categories:

- Ease of access
- Attentiveness & dedication
- Speed and reliability of service

A Redline Navigator is just a text away and ready to help. When you send a message, you’ll hear right back. For more information on the CalHOPE Redline, visit ccuih.org/redline. #NativeHealth #COVID19

Quick, easy, and fast! Our Redline Navigators have hundreds of wellness resources they can connect you to. If you are experiencing life challenges related to #COVID19 in any way, the Redline is the place to receive support. Learn more at ccuih.org/redline #NativeHealth

Your comfort and wellness are the Redline’s priority, so when you text us, you’ll be in touch with a team member who is looking out for your well being and happiness. Learn more about our Navigators at ccuih.org/redline #NativeHealth #COVID19

From 8am-7pm PST you can text the Redline and receive instant support. For small questions, big questions, or just to chat about what’s going on, you are welcome to reach out. Visit at ccuih.org/redline. #COVID19 #NativeHealth
Focus: Help Seekers (older demo)

Message Categories:

- Ease of access
- Attentiveness and dedication
- Speed and reliability of service

For a chat or a visit, the Redline is here. Providing a culturally responsive space to ask questions, talk about & receive resources related to Covid-19, health & social services, or just to talk. 1-888-368-4090

Give us a call, we're here.

We're here to help, whether you're looking for specific services near you, or if you're just feeling stressed and uncertain about moving forward. Feel free to talk it out with us. ccuih.org/redline/ #NativeHealth #COVID19

Whether you just want to visit, have a couple questions, or need help navigating your local social services system, the Redline is here for you. Visit at ccuih.org/redline. #COVID19 #NativeHealth

You don't have to figure out the challenges brought on by COVID-19 alone. Let our Navigators give you a helping hand. Visit at ccuih.org/redline. #COVID19 #NativeHealth

Need to verify some information you just heard about COVID-19? Not sure about qualifying for a service you’d like to access? Shoot us a text, and we’ll sort it out. Or visit at ccuih.org/redline. #COVID19 #NativeHealth