



CalHOPE RedLine

Social Media Toolkit

American Indian and Alaska Native Centered
Peer Support for COVID-19 Challenges



California Consortium for Urban Indian Health
CCUIH Strengthening The Organizations That Strengthen Our Communities

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.

CalHOPE
RedLine





Message Categories:

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

CalHOPERedLine
Resource information to food pantries, social services, and more.

- + Elder Care and Caregiving
- + Veteran's Assistance Programs
- + Disability Services
- + Emotional Support

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



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.

CalHOPERedLine
Let us help you navigate these challenges by providing resources to:

- + Financial Resources
- + Youth Services
- + Disability Services
- + Urban Indian & Tribal Health Programs

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Live Chat: ccuih.org/redline



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.

What to Expect When You Reach Out
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



CalHOPERedLine



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

CalHOPE RedLine

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




Native Centered. Trauma-Informed Support



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

Message Categories:


- Trust Building & relatability
- Knowledgeability
- Accessibility & responsiveness

CalHOPERedLine  Go ahead, and ask.

Covid-19 has made life uncertain for many. Our navigators can provide various resources such as:

- + Elder Care and Caregiving
- + Emotional Support
- + Veteran's Assistance Programs

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Live Chat: ccuih.org/redline



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.

CalHOPERedLine  We've been there, too.

We've felt the effects of Covid too, let us help you navigate these new challenges. Get connected to Covid related and trauma-informed resources:

- + Anti-Domestic Violence & Sexual Assault Resources
- + ICWA/Tribal Courts Information

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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



  **CalHOPERedLine**



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

CalHOPE RedLine

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

Dedicated Peer Support Navigator



If you have a question, they'll help you find an answer. Visit at ccuih.org/redline/.


Message Categories:

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

CalHOPERedLine
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



Talk or text, we've got you.




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

CalHOPERedLine
Here to answer questions about COVID-19, health, and social services.

- + Food Access
- + Housing and Utilities Referrals
- + Substance Use
- + Emotional Support

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



How Can We Make 2021 Easier For You?



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



CalHOPERedLine



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

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



Dedicated Peer Support Navigator



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:

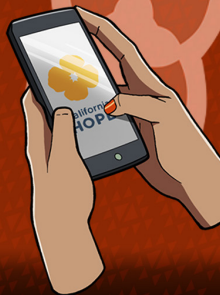
- Ease of access
- Attentiveness & dedication
- Speed and reliability of service

CalHOPERedLine

Fast, easy guidance for food pantries, social services, and more.

- + Educational Resources
- + Youth Services
- + Food Access
- + Housing and Utilities Referrals

Call: 1-888-368-4090
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CalHOPERedLine

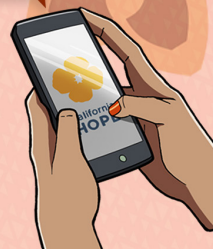
Providing a safe, one-on-one environment to link you to the resources you are seeking.

- + COVID-19 Questions or Concerns
- + Financial Resources
- + Social Services
- + Youth Resources



1-888-368-4090
ccuih.org/redline

Look no further!



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

We've Been There, Too

Down-to-earth peer support for referrals to make navigating our health and social services systems a little easier.

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Live Chat: ccuih.org/redline



CalHOPERedLine



CalHOPE RedLine

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A Link to Resources that Matter



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.





CalHOPERedLine



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

CalHOPE
RedLine

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A Familiar Face to Make Asking Questions Easier



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

CalHOPERedLine

Ask us questions, share
your concerns, or just
come visit with us.



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



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

CalHOPERedLine

Support & information for
your Covid-19 concerns.

Just a text away.



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



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