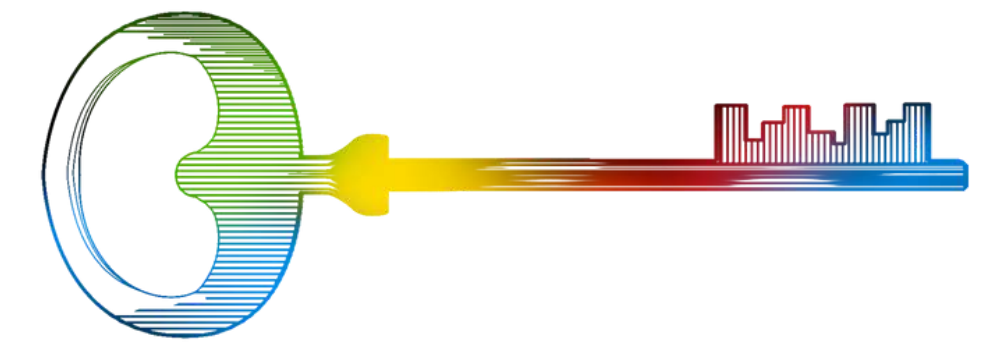




LA CLAVE



La CLAVE Collaboration

2023 Report



CONNECTING PEOPLE WITH CARE
RIVERSIDE



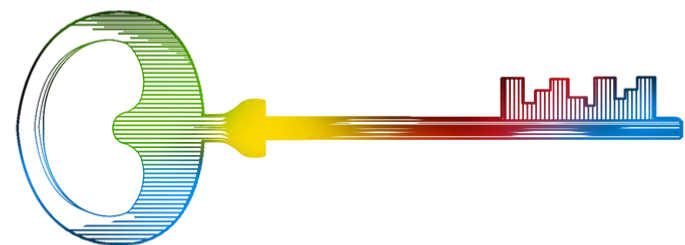
La CLAVE

La CLAVE is a tool to learn the signs of a serious mental illness.

The mission is to inform and motivate the Latinx community to seek early treatment for serious mental illness.

The overall goal is to reduce the time it takes people with serious mental illness to obtain treatment. Knowing the symptoms will help people recognize them promptly and not dismiss them as ongoing life problems. This should help people get care for their loved ones as quickly as possible.

LA CLAVE

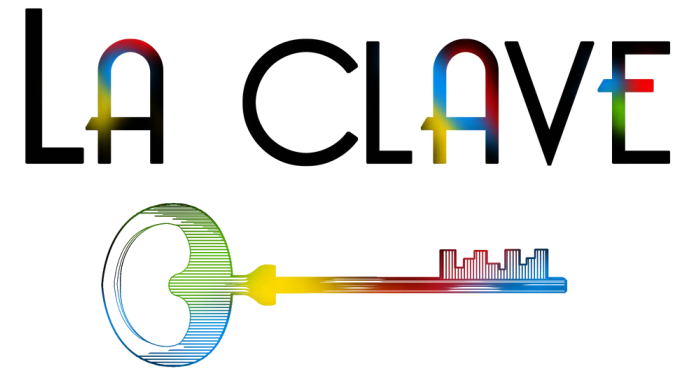


UseLaCLAVE.com

help @ handTM

CONNECTING PEOPLE WITH CARE

RIVERSIDE



Collaboration Timeline



Kick Off Meeting, Hybrid Information Meeting & Community Outreach

February 14, 2023
Kick-Off Meeting

May 2023
May is Mental Health Month

May 25, 2023
Virtual & In-Person Event

June 2023
La CLAVE Retractable Banners and
Movie DVDs distributed in OP Clinics and
Community Organizations.



Facilitator Trainings &

June 5, 2023
Facilitator Training # 1

July 10, 2023
Facilitator Training # 2

July 31, 2023
Facilitator Training # 3

August 28, 2023
Facilitator Training # 4



La CLAVE Integration with TakemyHand

August 30, 2023
La CLAVE integration in the
TakemyHand™ iPhone
Mobile app.



Billboards & Kiosk Adds

November 1, 2023
Billboards went Live
countywide

November 14, 2023
Kiosks ads in the three
county regions



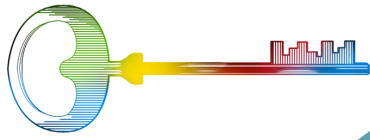
Univision/NBC TV Campaign Google Ads

December 11, 2023
Google Ads went Live

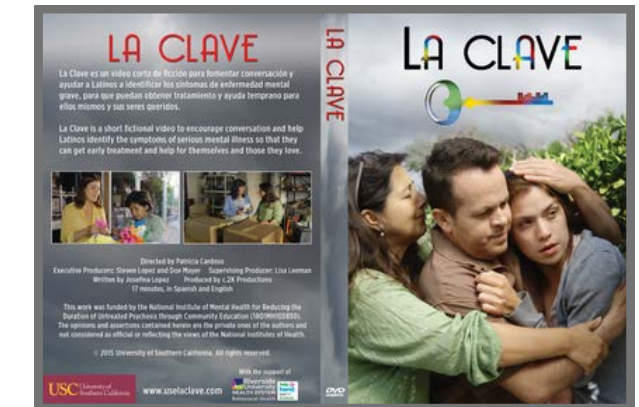
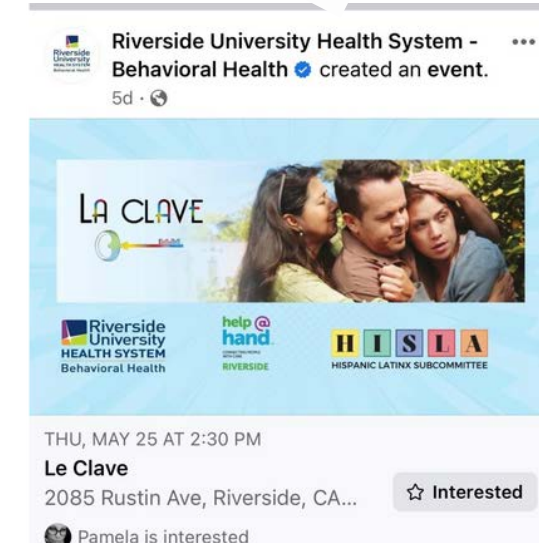
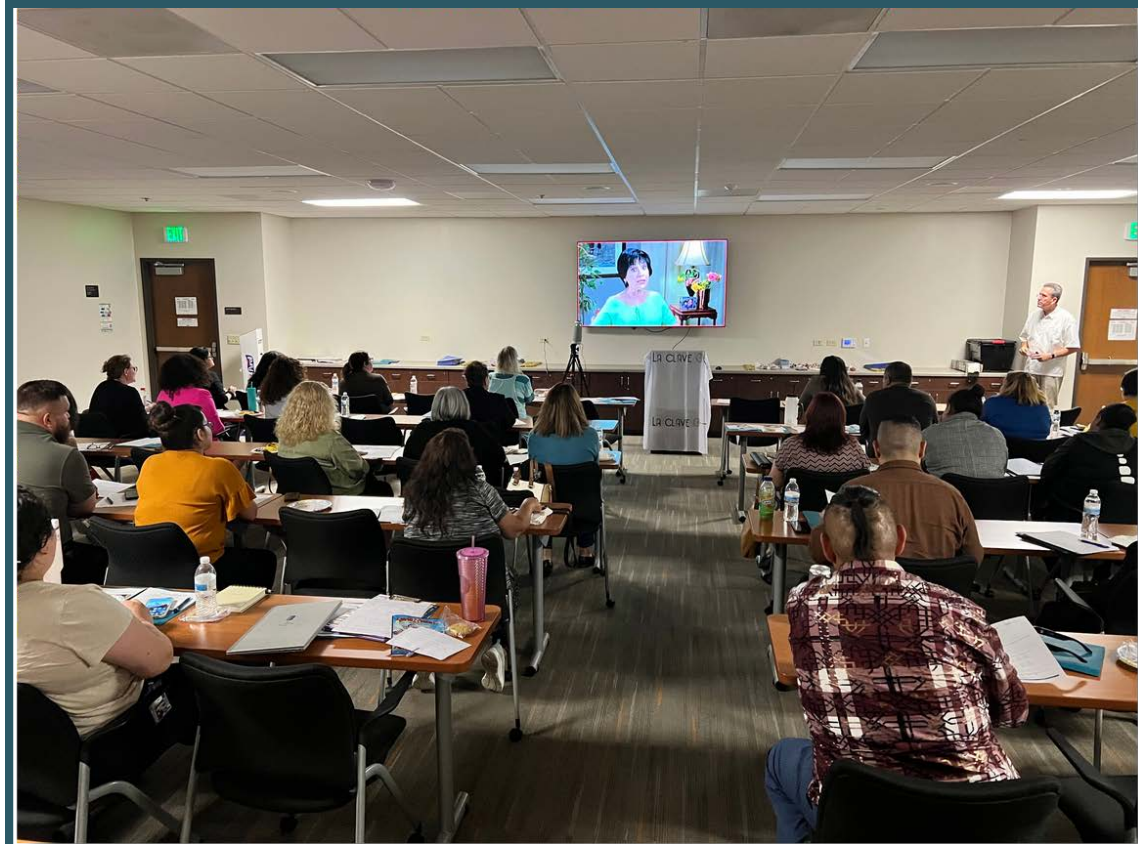
December 20, 2023
First Univision/NBC Interview
Segment went Live in Despierta
Palm Springs News

December 25, 2023
First .30 second commercial went
Live - UNIVISIÓN, NBC, UNIMAS, La
Suavecita 94.7 & FUEGO 10.5.

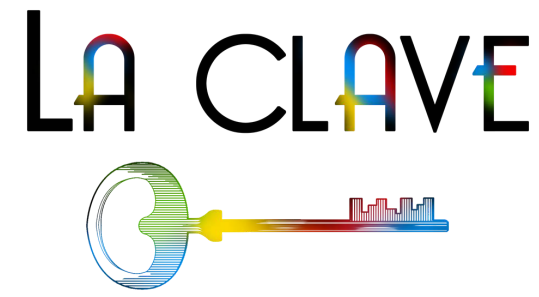
LA CLAVE



Hybrid Information Meeting & Community Outreach



CONNECTING PEOPLE WITH CARE
RIVERSIDE



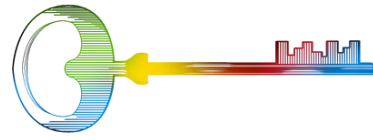
Four La CLAVE Facilitator Trainings Completed

Four la CLAVE facilitator trainings were completed. Aside from RUHS Staff members, other members from community organizations such as Vision y Compromiso, JFK Foundation Organization, Affordable Counseling Services, NAMI Temecula and Peace from Chaos complete facilitator trainings.



help @ hand™

CONNECTING PEOPLE WITH CARE
RIVERSIDE



La CLAVE Integration with TakemyHand

La CLAVE Integration with TakemyHand™

La CLAVE is a tool to learn the signs of a serious mental illness

Scan QR code and download today!

Download TakemyHand Live Peer Chat from the App Store

Terms of Service

- Tap on "Get Started"
- Go through screens by tapping on the "Next" buttons)
- Tap on the "Start Chat" button
- Scroll down to review TOS and tap on the "Accept Terms & Continue" button

Meet La CLAVE

- Tap on the arrow under "Meet La CLAVE"
- Tap on the "Get Started in English" or "Comienza en Español" button

Select one of the three Roles

- Tap on "I am a caregiver" or
- Tap on "I am experiencing" or
- Tap on "I am a provider"
- Tap on the "Next" button

Start Learning

- Tap on the "Start Learning" button

Riverside University HEALTH SYSTEM Behavioral Health

help @ hand. CONNECTING PEOPLE WITH CARE RIVERSIDE

La CLAVE Integración con TomamiMano.co™

La CLAVE es una Herramienta para conocer las Señales de una Enfermedad Mental Grave

Scan QR code and download today!

Descarga "TakemyHand Live Peer Chat" desde la App Store

Términos de Servicio (TOS)

- Toca en "Get Started"
- Pasar por las pantallas tocando los botones "Next")
- Toque el botón "Start Chat"
- Desplázate hacia abajo para revisar los TOS y toque el botón "Accept Terms & Continue"

Conoce La CLAVE

- Toca la flecha debajo de "Meet La CLAVE"
- Toca el botón "Comenzar en Inglés" o "Comienza en español"

Selecciona uno de los tres roles

- Toca en "Soy un cuidador" or
- Toda en "Yo estoy pasando por retos de salud mental" or
- Toca en "Yo soy un proveedor de salud y Bienestar"
- Toca el botón "Siguiente"

Comienza a Aprender

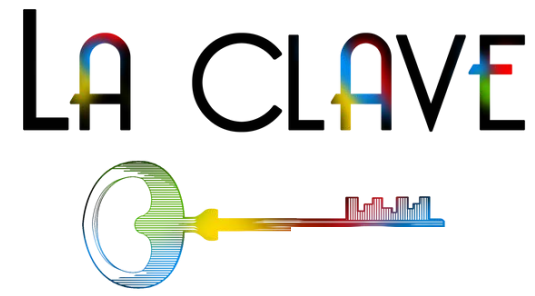
- Toca en el botón "Comienza a Aprender"

Riverside University HEALTH SYSTEM Behavioral Health

ayuda @ la mano. CONECTANDO A LA MANO

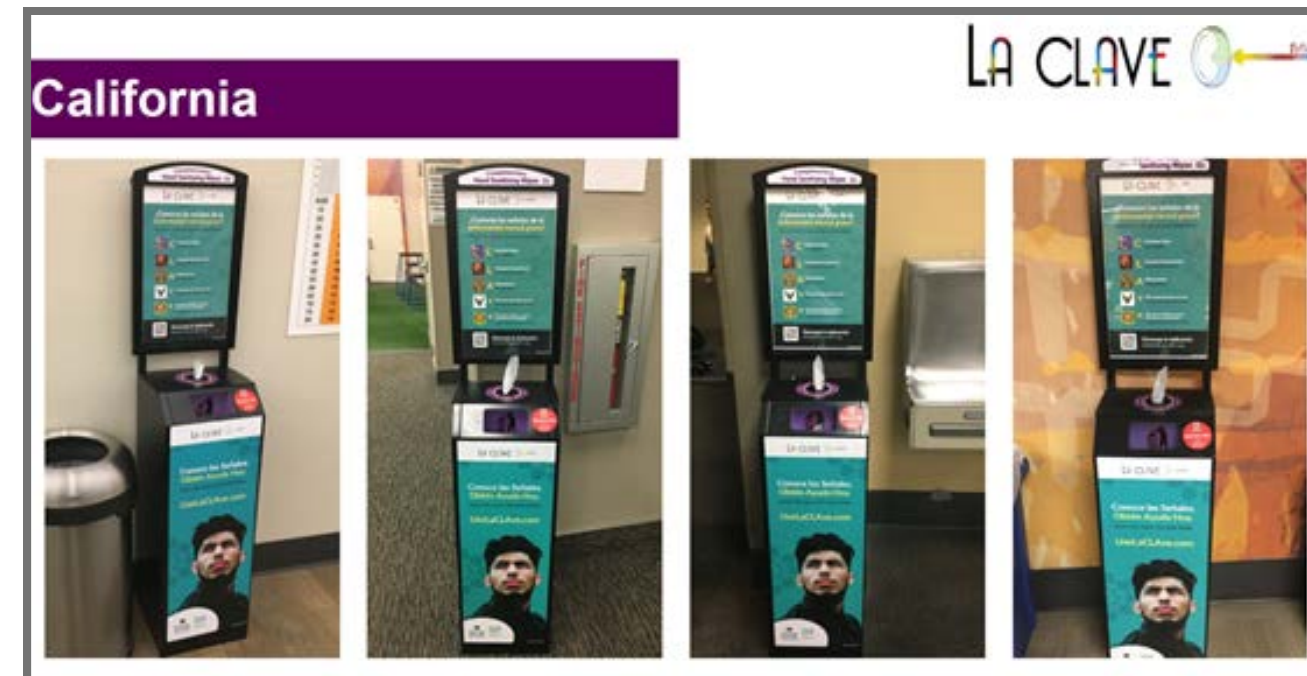
Learning la CLAVE is integrated with the TakemyHand.co and TomamiMano.co.

This allows the Riverside community to learn the signs of a serious mental illness in an interactive digital format. In addition, if further support is needed, there is access to a Peer Chat Operator via TakemyHand Live Peer Chat to provide connection to care and resources.



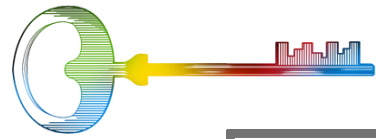
Billboards & Kiosk Ads

Print Billboards and Kiosk Ads were placed in the three County Geographic Regions



CONNECTING PEOPLE WITH CARE
RIVERSIDE

LA CLAVE



LA CLAVE 

UseLaCLAVE.com
Learn About Serious
Mental Illness in Our App

Download our free app



LA CLAVE 

UseLaCLAVE.com
Aprende sobre
enfermedades mentales
graves en nuestra aplicación

Descarga la Aplicación



UseLaCLAVE.com



¿Conoces las señales?

Conocer las señales de
una enfermedad mental
grave puede cambiar tu
vida.

LA CLAVE 

Descarga la Aplicación

UseLaCLAVE.com

Support is here

Understand serious mental
illness better. Get started
with our free app.

Download our free app



LA CLAVE 

UseLaCLAVE.com

El apoyo está aquí

Mejora tu conocimiento sobre
las enfermedades mentales
graves. Comienza con nuestra
aplicación gratuita.

Descarga la Aplicación



LA CLAVE 

LA CLAVE 

UseLaCLAVE.com

Aprende sobre
enfermedades mentales
graves en nuestra aplicación

Descarga la Aplicación

Paid Google Search Ads

Reconoce las señales

Conocer las señales de
una enfermedad mental
grave puede cambiar tu
vida.



UseLaCLAVE.com

LA CLAVE 

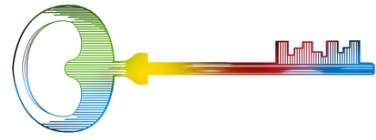
Descarga la Aplicación

help @ hand™

CONNECTING PEOPLE WITH CARE

RIVERSIDE

LA CLAVE

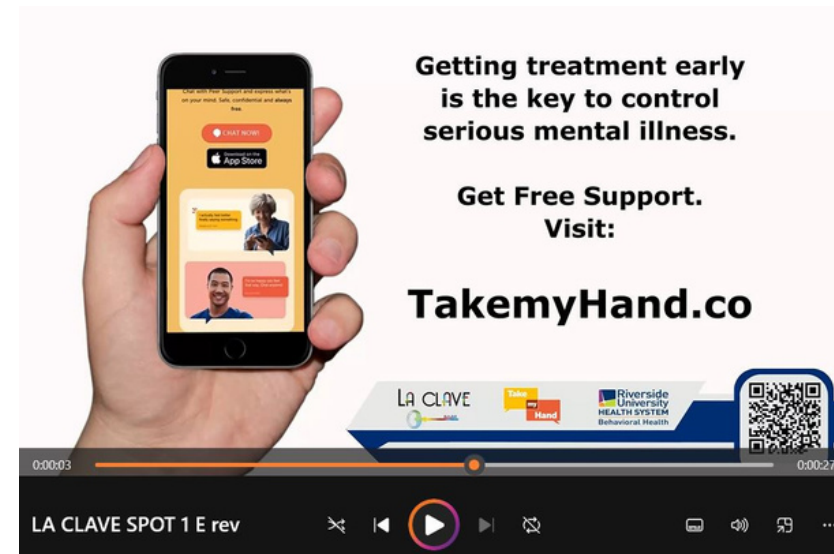


Univision/NBC TV Campaign

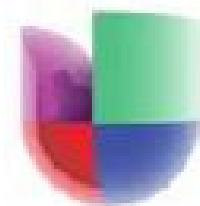


Dr. Steven Lopez and Maria Martha Moreno, were interviewed by Univision Despierta Palm Springs to talk about La CLAVE integration in TomamiMano.co. The goal is to encourage the community to visit TomamiMano.co and learn about la CLAVE so they can learn the signs of a serious mental illness and, if needed, seek early treatment.

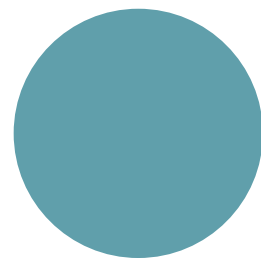
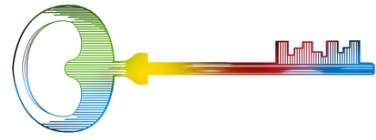
Univision en Español and NBC Palm Springs reached out to collaborate with Dr. Steven Lopez and Help@Hand on promoting La CLAVE in the Desert region as to educate and help reduce stigma in the desert community which has a large percentage of Spanish speaking residents.



Marisela Gil, Medi-Cal Certified Peer Support Specialist is taking part of a .30 second La CLAVE commercial that is being featuring in UNIVISION, MYTV, UNIMAS, and on TikTok, YouTube, CTV/OTT, and Geo- Video Pre-Roll



help @ hand
CONNECTING PEOPLE WITH CARE
RIVERSIDE



2023

Total Visitors 17,074

27%

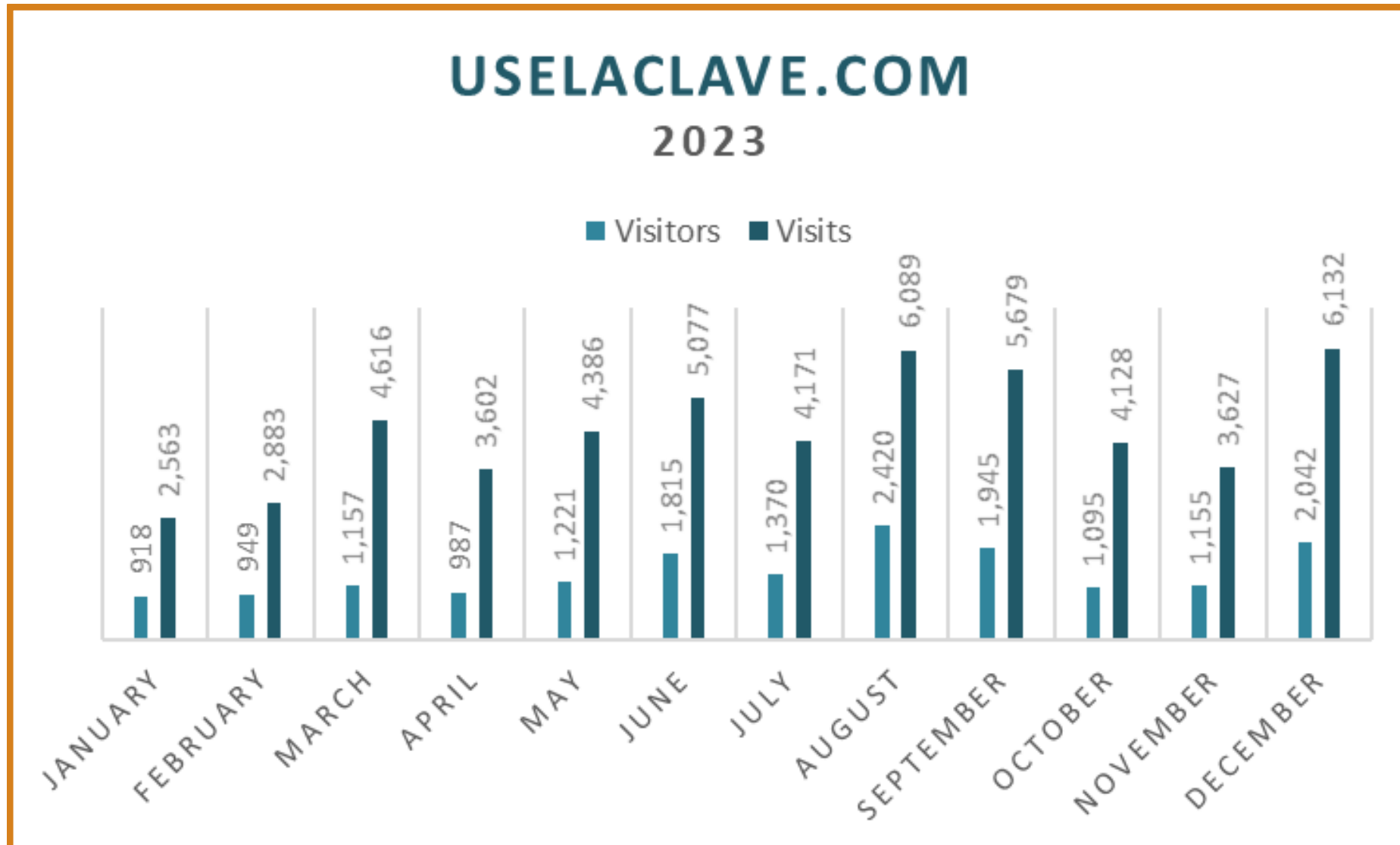


Total Visits

30%



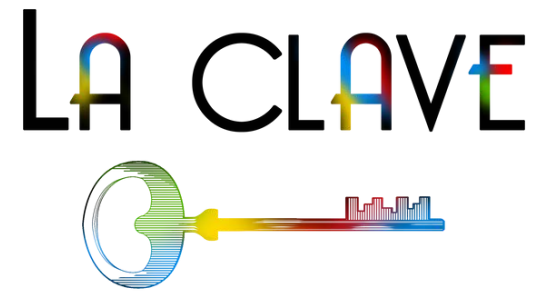
52,953



2022

Total Visitors 12,550

Total Visits 37,643



Nov/Dec 2023

Total Visitors 645

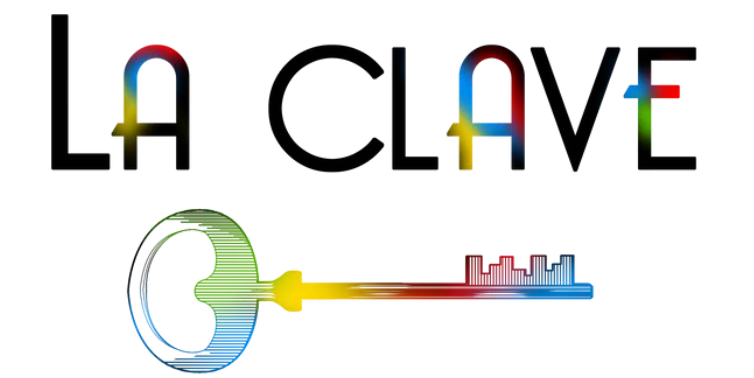
***Billboards and Marketing Campaign started in November 2023 to invite community to Learn La CLAVE within TakemyHand.co™



Total Visits 1,519



CONNECTING PEOPLE WITH CARE
RIVERSIDE



Thank You

For Your Attention



CONNECTING PEOPLE WITH CARE
RIVERSIDE