# CalHOPE Final Report Outline for Outreach Activities

**Purpose:**  
Please use the following outline when preparing your Final Report. This report must summarize all outreach activities conducted during the contract period, provide analysis of event data, and include supporting documentation. Reports are subject to **CalMHSA review and approval**.

## 1. Cover Page

* Rename/Title your document file – *[Organization Name] CalHOPE June 2025 Final Report*
* Organization name
* Report submission date
* Lead Supervisor(s), Report Author(s) - Contact person (name, title, email, phone)

## 2. Executive Summary (1 page max)

* Brief overview of outreach goals and accomplishments during the contract period
* High-level summary of total events held, key outcomes, and community impact

## 3. Data Analysis and Outreach Summary - Reference and interpret PowerBI report data

**Interpretation of Power BI Report Data (with Screenshots).**

Analyze and interpret relevant data from the Power BI report. Provide a write-up of each screenshot with special attention to tables on Pages 5 and 6.

* Provide 1–2 paragraphs of insight/analysis per table, highlighting key results from your outreach activities.
* Identify any **trends, patterns, or notable outcomes** that emerged.

**Narrative Overview of Outreach Activities**  
 Provide a summary of outreach efforts, including:

* Type of events held (e.g., workshops, resource fairs, online webinars)
* Locations and platforms used
* Target audiences and strategies tailored to reach each group
* Description of populations reached (demographics, geographic regions, priority populations)
* Summary of how outreach met contract objectives
* Discussion of equity and inclusion efforts
  + Languages and other efforts to address accessibility

Reflect on **highlights, challenges, and lessons learned** during the outreach process. Use your summary to bring context to the numbers, consider what worked well and areas for improvement.

**App Referral Insights**  
 Include a specific paragraph summarizing the number of individuals referred to the two apps BrightLife Kids and Soluna. Reflect on:

* How easy or difficult it was to encourage downloads
* Reactions from the audience—did they find the apps useful?
* Any recommendations or feedback received regarding the apps

Be sure to include relevant screenshots from the Power BI report to support your analysis and narrative.

## 4. Additional Feedback or Recommendations (Optional)

* Suggestions for improving outreach methods for future statewide initiative programs that seek to reach the underserved.
* Optional:
  + Photos from events (with appropriate sharing permissions)
  + Special impact stories or direct feedback from audience outreach