

Washington 2-1-1 Quarterly Newsletter

April-June 2018

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Download the WIN 2-1-1 App



UW Capstone Project Designs New 2-1-1 Mobile Search Platform

Earlier this year a team of four undergraduate students from the University of Washington Human Centered Design and Engineering (HCDE) Department designed a new and more user friendly way to search the 2-1-1 online resource database for services using a mobile device. The original intent of the Capstone Project was to redesign the WA211's existing mobile App, but after extensive research conducted over winter and spring quarters the student team recommended: 1. Develop a mobile website over a mobile app, 2. Be explicit in the types of requests available to the users: information only and simple referrals 3. Use icons to convey categorical information, 4. Optimize resource suggestion based on the user's location, 5. Enable users to easily save and access favorite resources.

The students visited the King County 2-1-1 Regional Contact Center where they interviewed Information & Referral Specialists and listening to 2-1-1 calls to better understand caller and community needs and how services are identified and referred to. Following the research phase, the Team developed an interactive prototype and partnered with the University District Street Medicine outreach program to gain usability feedback from both outreach workers and the homeless.

The UW Students made final changes to the design prototype based on user feedback and presented their final project at the annual HCDE Open House on the UW Campus in May. Washington 2-1-1 plans to apply for a second Capstone Project to complete the development of the Student's design.

Washington 211

Connecting Washington Residents to Social Services

What is Washington 211?

Washington 211 is a non-profit organization that connects Washington residents to social services through its call center, website, and mobile app.

Problem

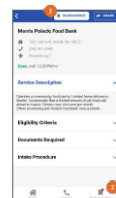
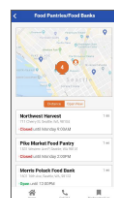
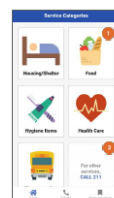
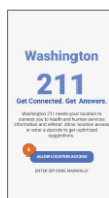
The existing mobile app, a wrapper around Washington 211's legacy website, needs a redesign to provide for a better user experience.

Research Question

How can we redesign the Washington 211 mobile app to better serve the needs of users?

Research Findings

- 1. Convey service categories using icons
- 2. Enable users to bookmark resources
- 3. Support information-only and simple referrals
- 4. Optimize resource suggestions based on location



Research

- Competitive Analysis
- Literature Review
- Technology Research
- Contextual Inquiry



Design

- Sketch & Critique
- Info. Architecture
- Wireframes



Evaluate

- Usability Test Round 1
- Qualitative Analysis
- Hi-Fi Mockups

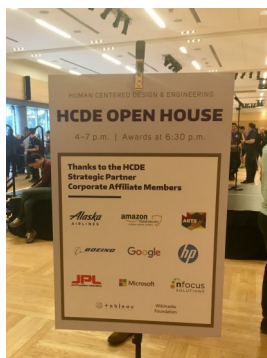


Refine

- Interactive Prototype
- Usability Test Round 2
- Final Prototype

Matthew Yang, Truc Ly Le, Eric Eckert, Angus Wang

Washington 211



HCDE Student Team (left-right) Eric Eckert, Matthew Yang, Angus Wang, Truc Ly Le

SOCIAL DETERMINANTS OF HEALTH & THE PATHWAYS HUB

Today, many health experts promote the importance of identifying and linking patients to the Social Determinates of Health (SDOH) to improve health outcomes. SDOH are conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks. In other words, if patients have unmet needs for food, housing and other social services they are less able to effectively manage their health conditions and experience poor health outcomes.



Six of Washington's nine Accountable Communities of Health regions have adopted the national Pathways Hub model to ensure patient's SDOH are addressed. The Pathway's HUB enhances care coordination and facilitates the ability of providers and agencies to work collaboratively to deliver evidence-based interventions with a focus on prevention and early treatment leading to improved outcomes and reduced cost. Washington 2-1-1 has partnered with the six Accountable Communities of Health and their Pathways Software Vendor, Care Coordination Systems (CCS), to provide SDOH resource information.

How does the Pathway's Hub work? The Pathways HUB acts as a central clearing house that registers and tracks at-risk individuals, making sure their health – both physical and behavioral – and social needs are identified and addressed. Upon enrollment in the Hub every client meets with a community health worker (CHW), who completes a comprehensive risk assessment. Each risk is translated into a "pathway," including unmet needs for food, housing and other social services. Risks are addressed one at a time, with clients helping to determine priorities. Pathways are tracked through completion of an electronic record in a shared health information database.

Did You Know?

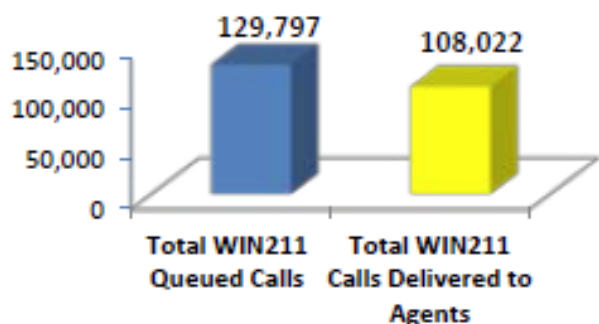
- On occasion people are unable to connect to a 211 Contact Center when dialing the 2-1-1 three digit code.
- This commonly happens if you are calling from an out of state phone number or less commonly your phone carrier may not recognize 2-1-1.
- If you experience difficulties dialing 2-1-1, you can call our statewide toll-free number at 1-(877)-211-9274.
- Please report any connection issues you experienced to the 2-1-1 Specialist, so that we can help resolve future issues.

2-1-1 STATE DATA

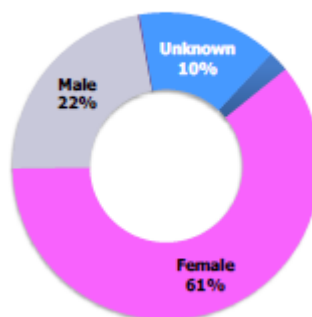
2nd Quarter 2018 —Caller Demographic and Needs Data

WA211 collects the most comprehensive data on community needs in the State and can report data down to county, city and zip code

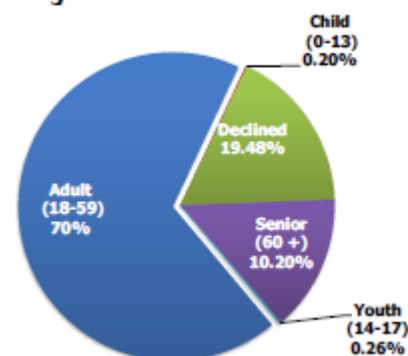
Total Calls



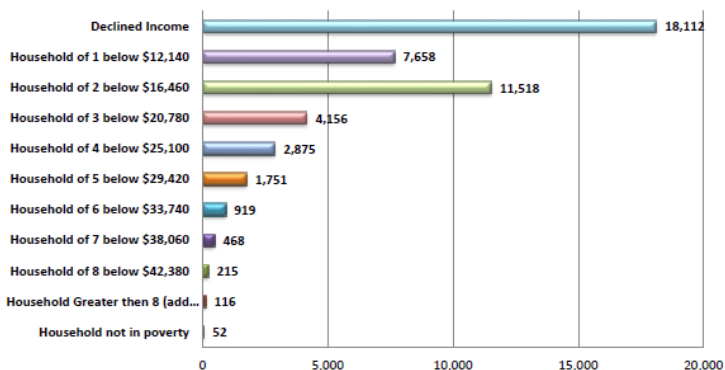
Gender



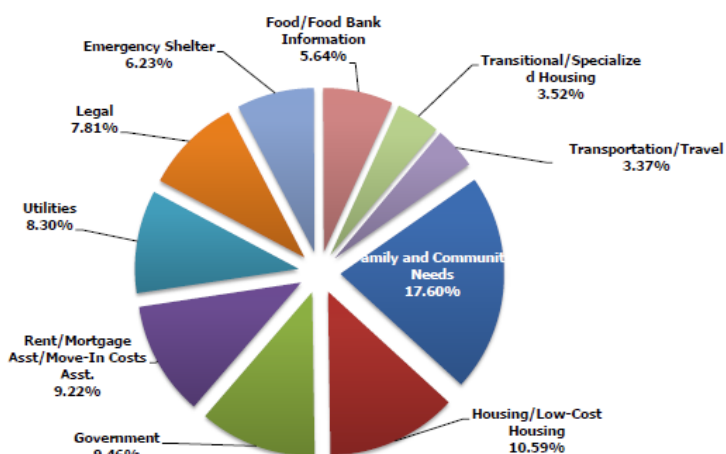
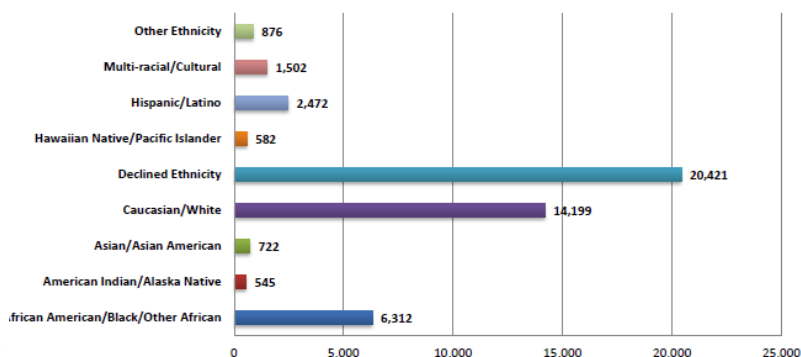
Age of 211 Callers



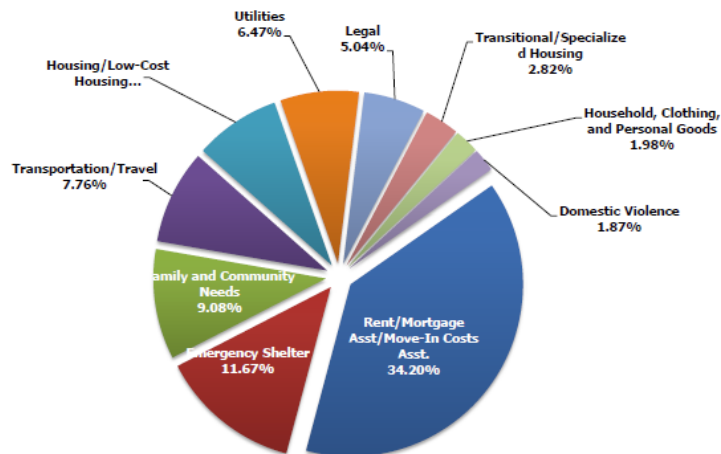
Household Income



Ethnicity



WIN211 Top Needs Met 2nd QTR 2018



WIN211 Top Needs Un-Met 2nd QTR 2018

2-1-1 STATE DATA

2st Quarter 2018 —Website, App and Text Data

Website Data

Website Visits = **26,628**

App Data

App Searches = **2,483**

App Installs = **182**

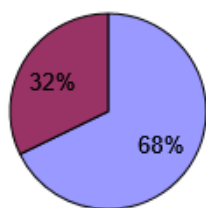
Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	504
2	Rent Payment Assistance	473
3	Food Pantry / Food Bank	279
4	Bus Tickets / Gas Money	276
5	Emergency Shelter	273
6	Utility Assistance	235
7	Transitional Housing	203
8	Rental Deposit Assistance	188
9	Dental Care	116
10	Clothing / Diapers	115

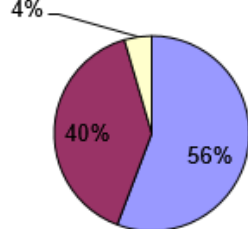
Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	505
2	Advance Search	480
3	Food Pantry / Food Bank	394
4	Bus Tickets / Gas Money	377
5	Rent Payment Assistance	361
6	Emergency Shelter	346
7	Transitional Housing	339
8	Utility Assistance	232
9	Chronic Disease Self Management	227
10	Clothing / Diapers	194

New Vs. Returning



Mobile Overview



■ New Visitor ■ Returning Visitor

■ Desktop ■ Mobile Phone ■ Tablet

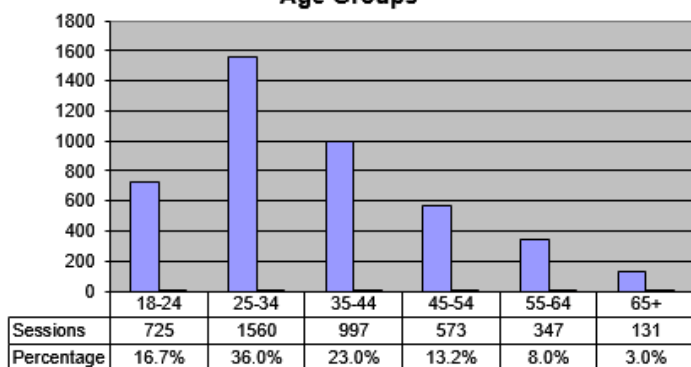
Text Data

Total Incoming Texts: **6,243**

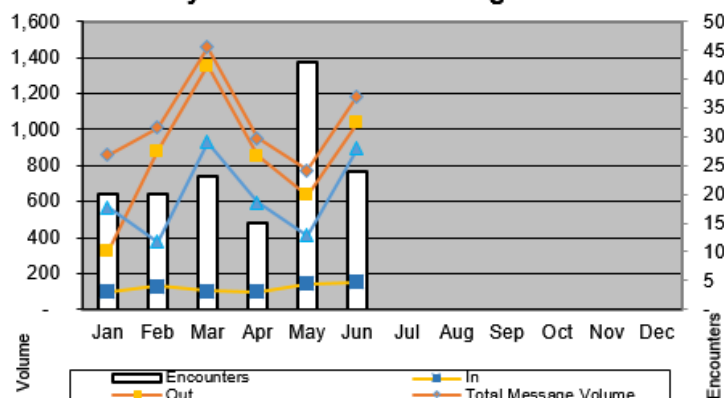
Total Outgoing Texts: **5,082**

Total Volume: **11,312**

Age Groups



Monthly Encounter and Message Volumes



Contact Us



WA211

Address:
WIN211 Admin Office
304 W. Lincoln Ave.
Yakima, WA 98902

Phone/Fax/E-mail:
Phone: 509-654-7866
Fax: 509-249-4287
Email: tsullivan@pfpf.org

If you are unable connect by dialing 2-1-1, please dial 1-(877)-211-9274

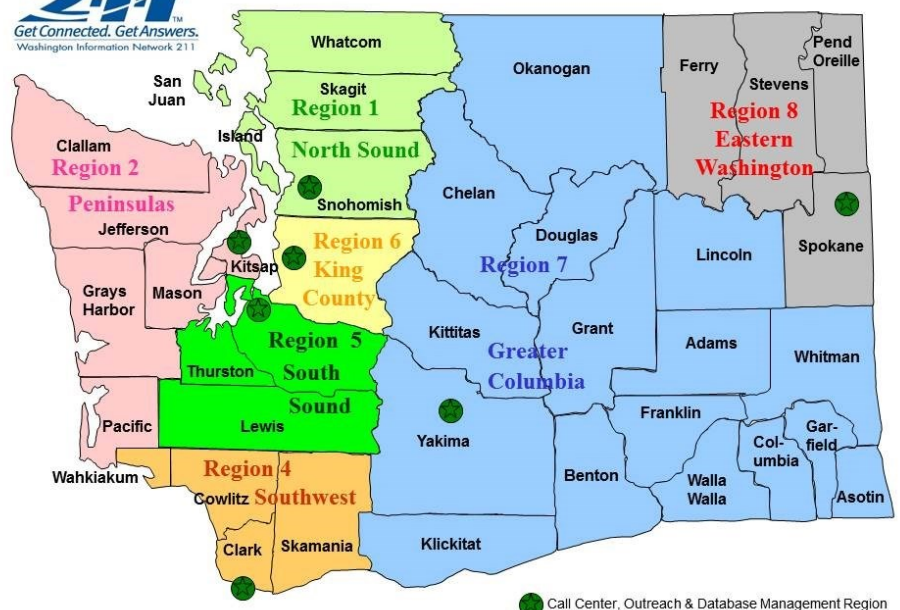
Regional Call Centers	Parent Agency Contact Information
Region 1—North Sound 2-1-1	Chris Hatch, chatch@voaww.org Volunteers of America Western Washington
Peninsula 2-1-1	Kelly Schwab, kellys@kmhs.org Kitsap Mental Health
Southwest Washington 2-1-1	Ciara Doyle, ciara.doyle@211info.org 211info
South Sound 2-1-1	Penni Belcher, pennib@uwpc.org United Way Pierce County
King County 2-1-1	Liz Mills, lmills@crisisclinic.org Crisis Clinic
Greater Columbia 2-1-1	Stacy Kellogg, skellogg@pfpf.org People For People
Eastern Washington 2-1-1	Kelli Miller, kmiller@fbhwa.org Frontier Behavioral Health

11/11/15

**Get Help – Give Help
Dial 2-1-1**



Washington State 2-1-1 Call Center Service Areas



For more information or to search for services go to www.wa211.org