

Washington 2-1-1 Quarterly Newsletter

July-September 2018

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Download the WIN 2-1-1 App



Text "Opioid" to 898-211 Project

You have all probably heard, seen or experienced the impacts of the Opioid Crisis in America, which is now recognized as a national health crisis. The Washington State Department of Health reported 693 Opioid-related deaths in 2017, which does not include the thousands of non-fatal overdose events that occurred. To address this epidemic in the state, the Governor created Executive Order 16-09 "Addressing the Opioid Use Health Crisis" and developed the Statewide Opioid Response Plan.

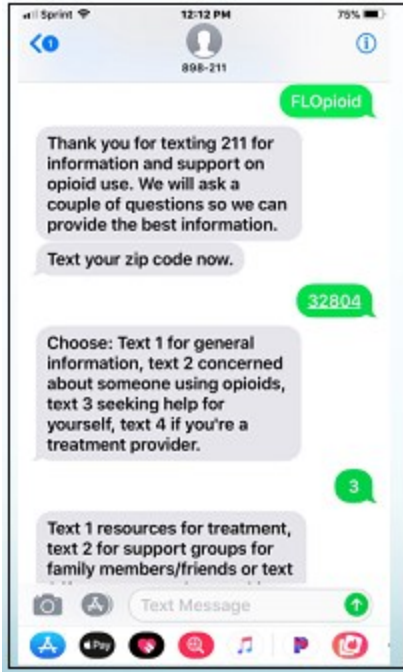
Throughout the country, many innovative treatment programs have been implemented to address this issue. 2-1-1 at the National level has implemented a unique program that uses text messaging to connect people to local resources and provides ongoing supportive messaging. "Text message interventions are capable of producing positive change in preventive health behaviors. Preliminary evidence indicates that these effects can be maintained after the intervention stops." - 2017 American Journal of Preventive Medicine.

The service was created at the United Way Heart of Florida 2-1-1 using the National 211 Text Platform. The National Text Platform provides SMS/texting automation with integrated referral data and guides for individuals who opt-in by texting the word "Opioid" to 898211. **Continued on Next page**

Did You Know?

- Opioids include prescription pain relievers, heroin, and synthetic opioids such as fentanyl.
- The National Institute on Drug Abuse reports, "In the late 1990s, pharmaceutical companies reassured the medical community that patients would not become addicted to prescription opioid pain relievers, and healthcare providers began to prescribe them at greater rates.
- This subsequently led to widespread diversion and misuse of these medications before it became clear that these medications could indeed be highly addictive."

Text "Opioid" to 898-211 Project - *Continued*

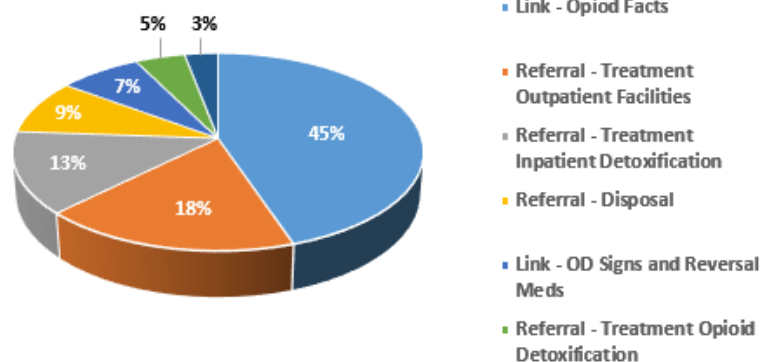


After completing a series of automated questions to assess what information would be best for them, adaptive automated text tracks do the initial intake and depending on the encounter offers 4 distinct paths (General Information, For those seeking information for someone they are concerned about, For those seeking information for themselves as someone using, or A treatment provider seeking community supports for their patients) with links to all with local, state and national information and referrals through 211's resource database.

Once opted in, users will enter into a 130 day supportive messaging campaign, where they will receive encouraging messages, quotes and advice. On the sixth day, an automated survey is sent to gather feedback about the service and whether the user was successful in connecting to resources.

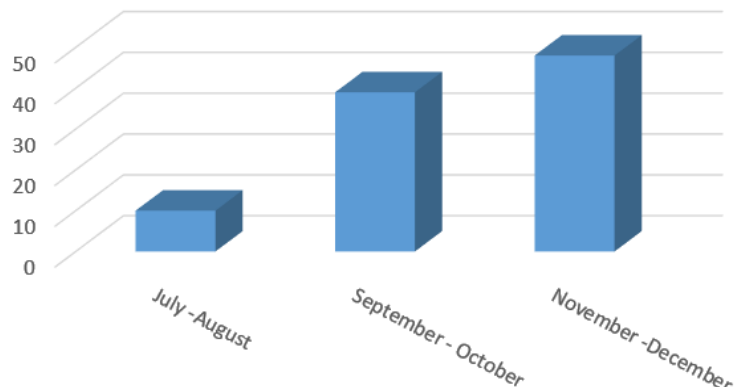
Washington 2-1-1 was one of 11 state 2-1-1 systems selected to pilot this new service. In July, WA211 received a small Rapid Cycle Opioid Response Grant from the North Central Accountable Communities of Health to implement a 6 month demonstration project using the new text based service in rural Okanogan County. With the grant funds, WA211 designed and printed rack cards and posters and developed radio PSA's and contracted with Okanogan Public Health to hire a part-time community outreach specialist to promote the services countywide. Early results from the project have been encouraging.

Type of Request



Text Messages

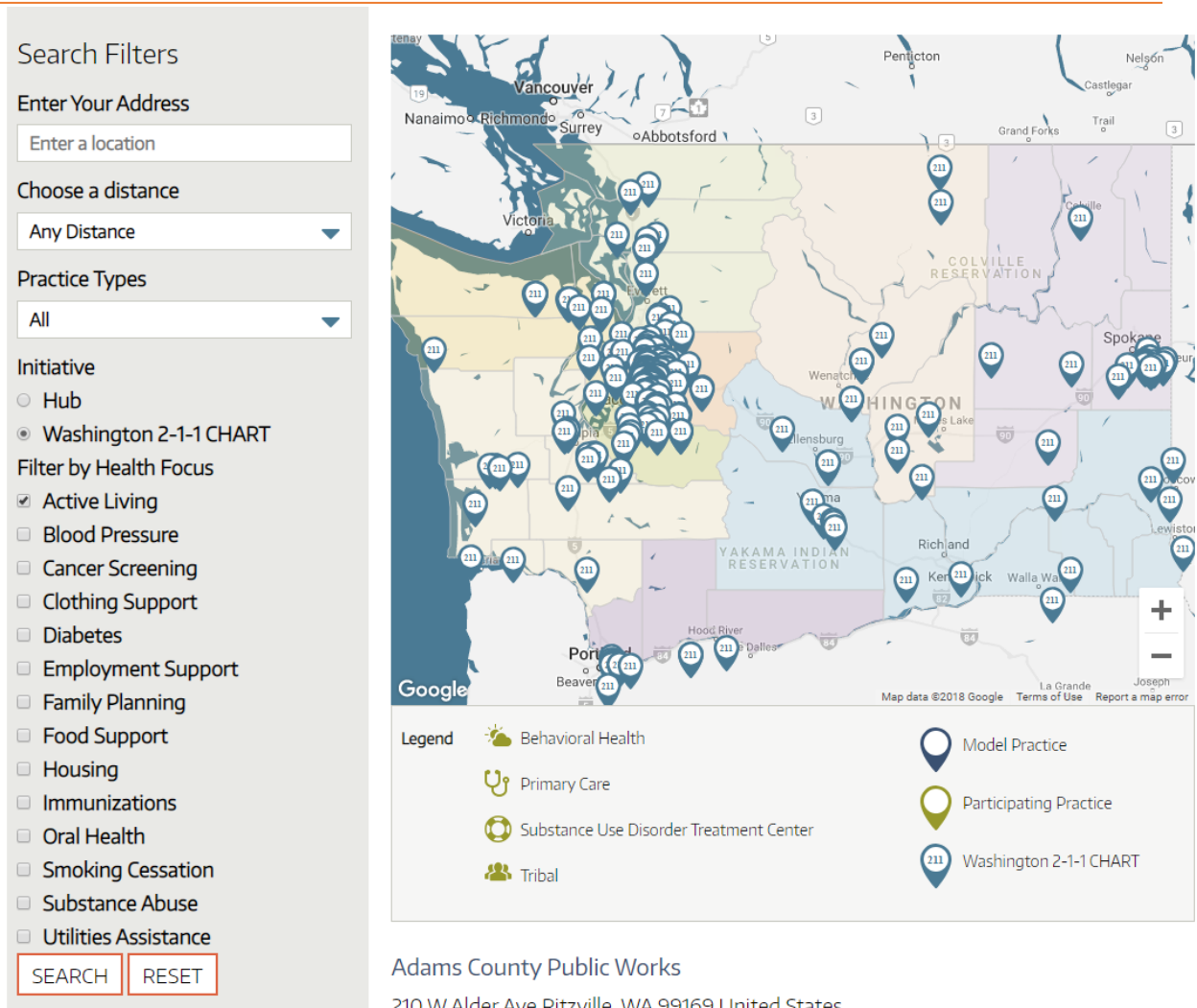
As of 12/20/18



The text platform was used 98 times over a 5 month period. The majority of texts were made between the hours of 12:00pm - 10:30pm with 48% coming in after 5:00 pm. 67 text requests were made for facts and information regarding opioids: 2 were in regards to best practices, 60 were for opioid facts and 5 were for OD signs and reversal meds. 31 text requests were self-referrals to services. 6 referrals were for disposal of medication, 9 were for treatment inpatient detoxification, 3 were for treatment opioid detoxification and 12 were for treatment outpatient facilities. 17 organizations in 11 different counties were referred to for services. Only 2 of the 17 organizations were located in Okanogan County and received 5 of the total referrals.

What's next? Washington 2-1-1 applied and was awarded a second Opioid Rapid Response Grant from North Central ACH to expand the texting service into Chelan-Douglas and Grant Counties in 2019. WA211 will be partnering with Community Choice, a community based organization that provides healthcare education and community care coordination services, in Wenatchee WA. Follow this link [Rapid Response to Resources Text Opioid Project](#) to see a Prezi of the project. If you would like more information in the Text Opioid to 898211 program or would like to bring this service to your community, please contact Tim Sullivan at 509-654-7866.

HEALTHIER WASHINGTON PRACTICE TRANSFORMATION SUPPORT HUB



The Practice Transformation Support Hub (Hub) is an investment area of Healthier Washington and managed by the Washington State Department of Health. The Hub provides coaching, technical assistance, and tools to help physical and behavioral health providers chart a course and succeed in the changing environment. Priority is given to small-to-medium practices and Accountable Communities of Health. Hub resources address needs around integrating physical and behavioral health (mental health and substance use disorders), promoting clinical-community connections that address the Social Determinants of Health, and transitioning from volume-based to new value-based payment models. Coaching and Connector services are provided through a contract with Qualis Health.

There are three main service areas within the Hub:

- Regional Connectors: Technical assistance and referrals to practice transformation and community resources
- Practice Coaches: Practice coaching, training, and facilitation services
- The Resource Portal: Web-based clearinghouse of curated and vetted training materials, community base resources, and other tools

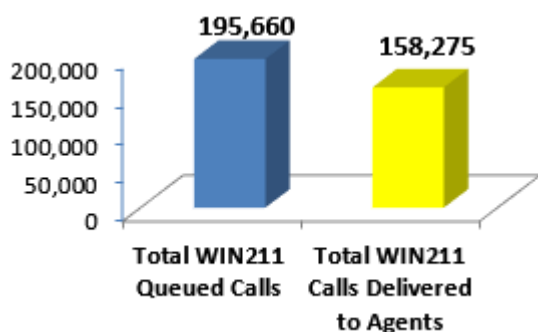
The Hub's Resource Portal is a website developed in partnership with the University of Washington's Department of Family Medicine Primary Care Innovation Lab. Washington 2-1-1 provides a portion of its community resource data for the Hub's Resources Map as shown in the above graphic.

2-1-1 STATE DATA

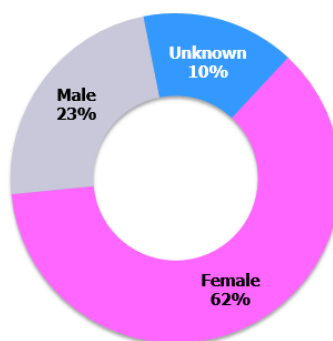
3rd Quarter 2018 —Caller Demographic and Needs Data

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

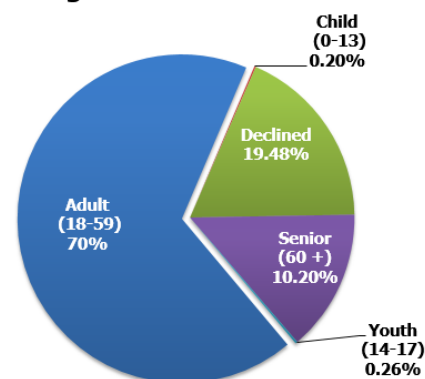
Total Calls



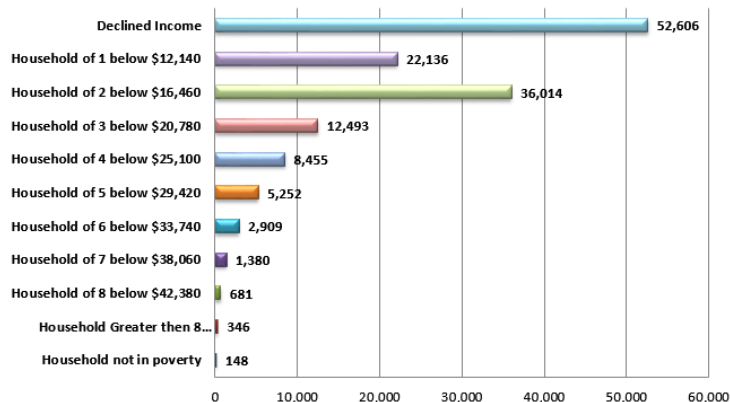
Gender



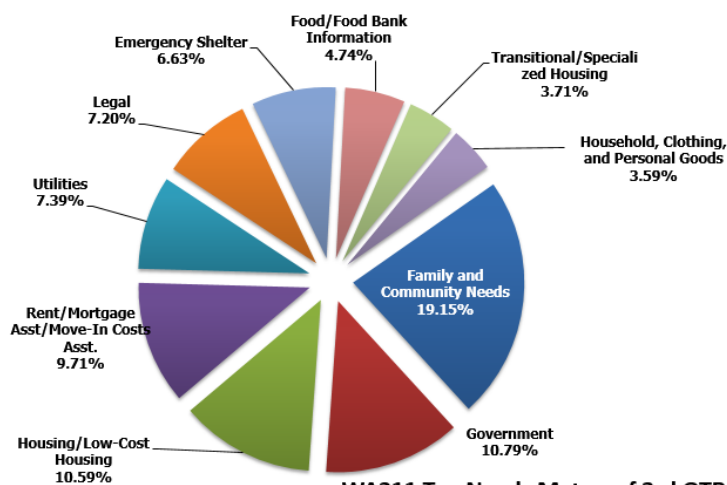
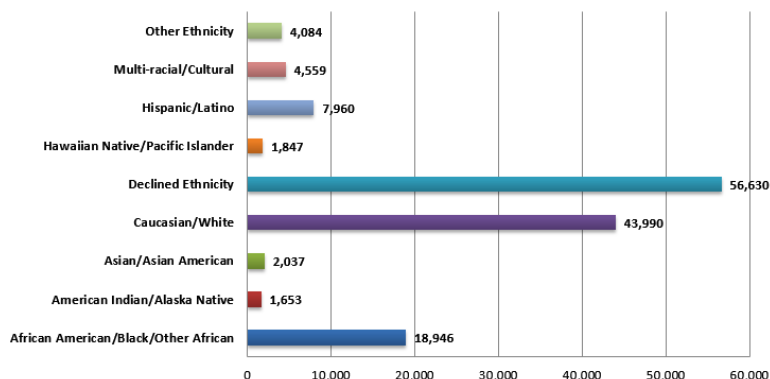
Age of 211 Callers



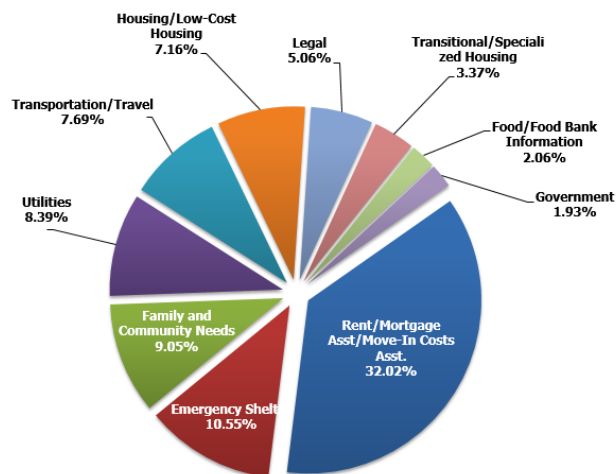
Household Income



Ethnicity



WA211 Top Needs Met as of 3rd QTR 2018



WA211 Top Needs Un-Met as of 3rd QTR 2018

2-1-1 STATE DATA

3rd Quarter 2018 —Website, App and Text Data

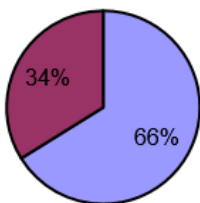
Website Data

Website Visits = **108,555**

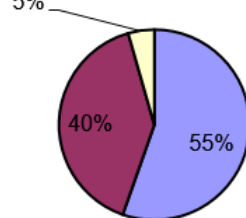
Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	1570
2	Rent Payment Assistance	1471
3	Emergency Shelter	855
4	Bus Tickets / Gas Money	812
5	Food Pantry / Food Bank	807
6	Transitional Housing	645
7	Utility Assistance	627
8	Rental Deposit Assistance	542
9	Clothing / Diapers	449
10	Dental Care	340

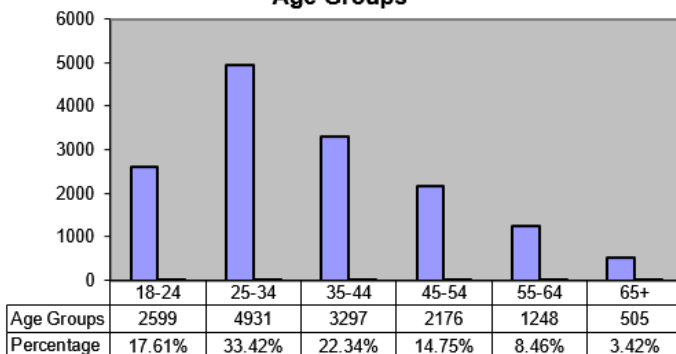
New Vs. Returning



Mobile Overview



Age Groups



App Data

App Searches

2018 = **6,915**

2017 = **4,971**

App Installs

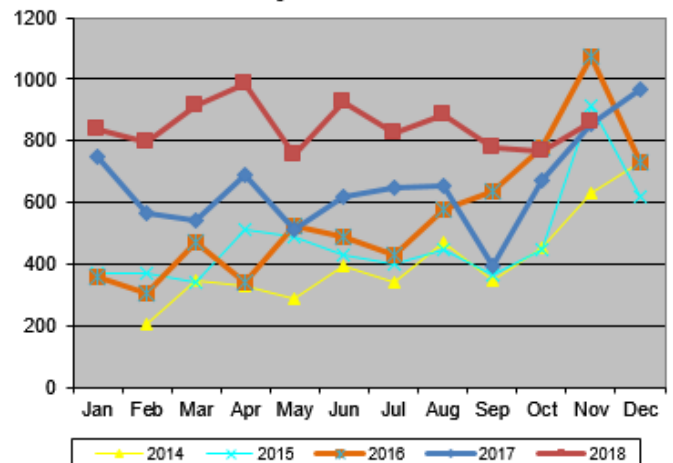
2018 = **3,485**

2017 = **2,860**

Top Quicklink Searches

Rank	Link	Clicks
1	Advance Search	775
2	Low Income Housing	730
3	Food Pantry / Food Bank	615
4	Bus Tickets / Gas Money	614
5	Rent Payment Assistance	592
6	Emergency Shelter	503
7	Transitional Housing	408
8	Utility Assistance	375
9	Rental Deposit Assistance	321
10	Clothing / Diapers	304

Monthly Search 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

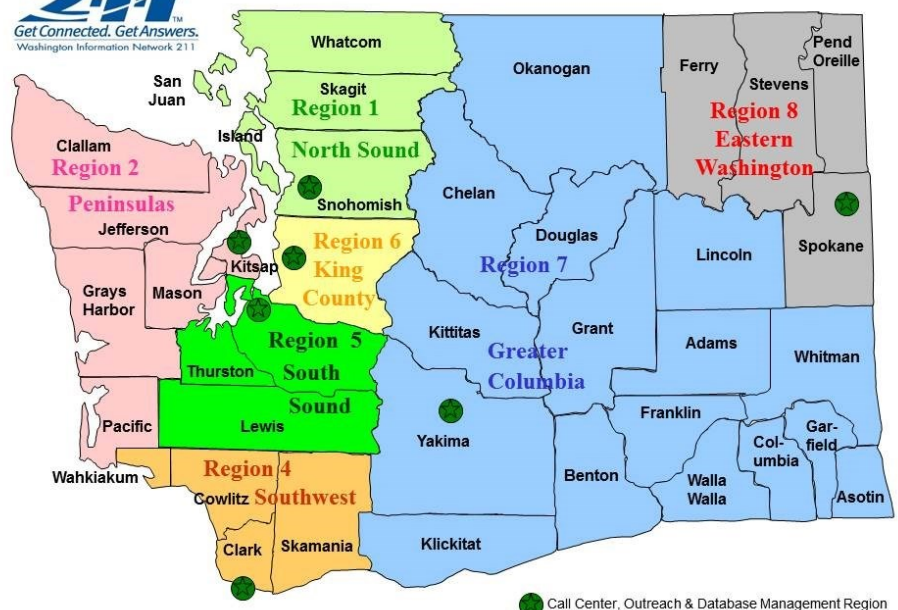
Regional Call Centers	Parent Agency Contact Information
Region 1—North Sound 2-1-1	Chris Hatch, chatch@voaww.org Volunteers of America Western Washington
Peninsula 2-1-1	Kelly Schwab, kellys@kmhs.org Kitsap Mental Health
Southwest Washington 2-1-1	Ciara Doyle, ciara.doyle@211info.org 211info
South Sound 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