

Washington 2-1-1 Quarterly Newsletter

January-March 2018

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Incident Readiness & Response

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Better Health Together

Download the WIN 2-1-1 App



With A New Vision Comes A New Name

In January of 2016, the Washington Information Network 2-1-1 Board of Directors started on an ambitious project to create a new vision for 2-1-1 in Washington State. After a year of survey's, stakeholder meetings and some critical thinking about the future of 2-1-1, a strategic framework was adopted and the following five key themes or actions were identified:



- ⇒ 2-1-1 is much more than a call center, people get the help they need not just a referral
- ⇒ Everyone in Washington State knows 2-1-1
- ⇒ 2-1-1 has a vital role in community disasters
- ⇒ 2-1-1 data on community needs provides valuable insight
- ⇒ 2-1-1 is a community advocate and capacity builder

You may have already begun to see some changes happening over the past few months, most noticeably our name. Washington Information Network 2-1-1 officially changed it's "doing business as" name to **WASHINGTON 2-1-1** on February 2, 2018. Washington 2-1-1 better represents the ownership that we all share in ensuring that 2-1-1 remains a viable service for all of Washington's residents now and into the future. *If you would like to become more involved in WA211 to help our communities, contact Tim Sullivan at tsullivan@pfp.org*

United Ways of Washington and 2-1-1 Partners in Advocacy



Washington 211 and United Ways of the Pacific Northwest hosted the first ever Partners in Advocacy Reception at the Governor's Mansion on Thursday, February 1st. Our guest was the Washington Low Income Housing Alliance. The event was an opportunity to celebrate a day of advocacy with state leaders, public officials, supporters and other partners and recognized some of our state's most pressing needs such as affordable housing and homelessness, which represent half of all 2-1-1 calls and resource database searches.

We would like to thank our event sponsors Boeing, Deloitte, MultiCare, Creative House Branding and Center's of Excellence for their support of this event. We would also like to thank Governor Jay Inslee and First Lady Trudi for sharing their home and for speaking at the event.

COMMERCIAL ONLINE RESOURCE DATABASES

Let the Buyer Beware!

Washington 2-1-1 is a non-profit organization that has been serving Washington residents with free information and referral services for over 12 years. We operate according to national standards that stretch back 40 years, with certified I&R Specialists and a resource database that is available to the public at www.win211.org. Last year, our online resource database was visited 115,364 times and over 240,000 searches were conducted. The database currently contains over 5,000 agencies and 22,000 services that are updated regularly by resource specialists.

We are aware that many health and human service organizations in Washington State are being contacted by several new companies that are either requesting information on programs and services or are selling access to their commercial resource database. Nearly all of these companies are commercial enterprises that have come into existence in order to take advantage of a new market created in the health care sector known as the Social Determinants of Health. These companies are essentially replicating the resource databases of existing 2-1-1 systems across the nation by first scraping data from online resource directories and then contacting service providers to provide updated information.

Unlike 2-1-1, these companies are not making their information free across the Internet because they are focused on acquiring financial contracts with health organizations to provide resources for care coordination services. To accomplish this goal these companies need a proprietary resource database of local and government services. Some of these companies may or may not still be around in three or five years. However 2-1-1 will certainly be!

Washington 2-1-1, along with other 2-1-1's across the country are partnering with some of these companies in order to reduce the duplication of effort and provide our communities with a higher quality of service. Unfortunately a couple of well known companies in this commercial field are not interested in partnering with 2-1-1 or other community based information and referral providers.

You are certainly free to provide your health and human service information to these commercial entities or purchase their services. You are also equally welcome to inform these companies that 2-1-1 already provides these services for free and that they are welcome to contact Washington 2-1-1 directly, because you don't have the time or resources to handle multiple requests of your information or to pay for something that is already free to the public through 2-1-1.

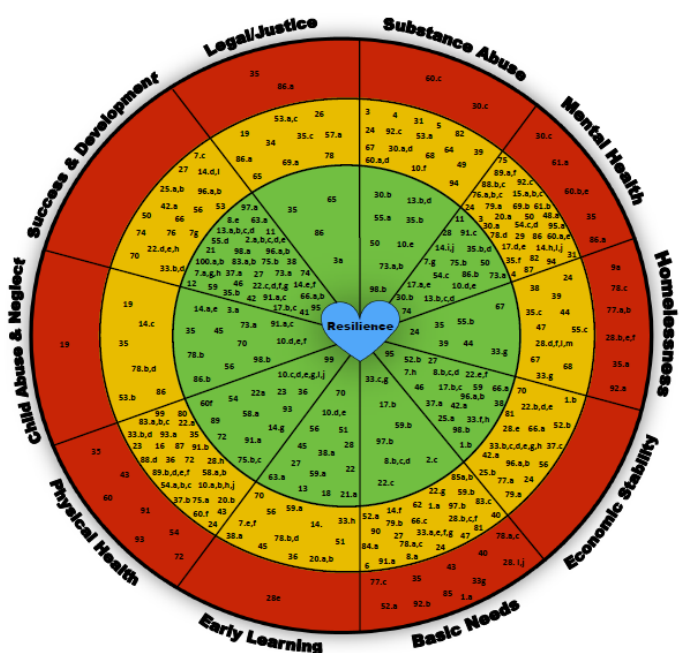
If you have any concerns or questions about this topic, please contact Tim Sullivan, Executive Director at 509-654-7866 or at tsullivan@pfp.org.

2-1-1 CALL CENTER NEWS AND STORIES

Adverse Childhood Experiences (ACE's)

ACEs/Resilience Collaborative Guide to Community Services

This guide is a only a snapshot of agency services provided. For complete description of services as well as contact information, hours of operation, and specific requirements, please call 211, refer to the 211 database at www.win211.org, or download the win211 app available free on Google Play & iTunes.



Agencies listed are supporting efforts to reduce ACEs and build resilience in families and children.

Key on Reverse
● Prevention/Promotion
● Intervention
● Crisis
▲ Change County
March 2017
Updated bi-annually

Greater Columbia 2-1-1 Regional Call Center in partnership with the Benton Franklin Health District and many local nonprofits are working on addressing Adverse Childhood Experiences (ACE's). Through this partnership a unique community resource guide was created based on a bullseye. The original idea came from the Adams County Community Network.

Categories are added or tweaked per feedback from nonprofits and 2-1-1 to reflect the barriers/challenges families and individuals face and what services were/are available in their area. The agencies and their services are then slotted into these categories based on the criteria of Prevention, Intervention and Crisis—see Bullseye left.

“The 2-1-1 database is fully utilized when we review, update and add new agencies to the Bullseye every year. We are VERY excited that we now have an awesome in-house software that helps us to easily manage and update the Bullseye. Before it was a very cumbersome and time consuming

task which fell to me and one Health District staff member”, said Joyce Newsom, 2-1-1 Outreach Specialist.

Joyce partners with the Health District Public Health Nurse and provides joint community presentations on ACEs and 2-1-1 and how connecting communities to concrete resources is essential to help build resiliency in families and individuals. Their initial focus was to educate local schools and now are working with Juvenile Justice and the local county jail providing regular presentations to inmates.

Did You Know?

Adverse Childhood Experiences have been linked to

- risky health behaviors,
- chronic health conditions,
- low life potential, and
- early death.

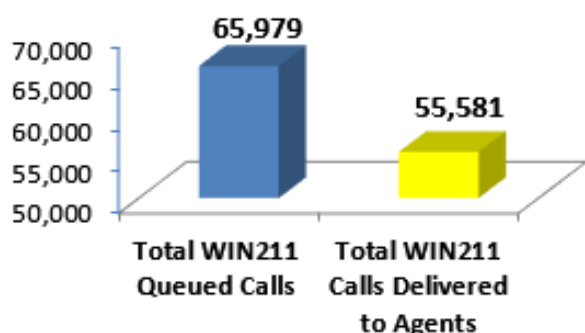
As the number of ACEs increases, so does the risk for these outcomes.

2-1-1 STATE DATA

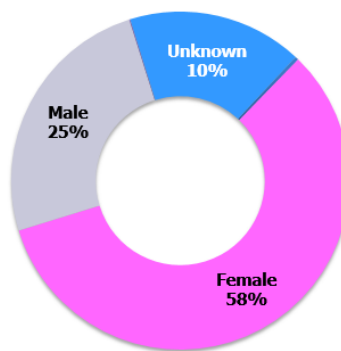
1st Quarter 2018 —Caller Demographic and Needs Data

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

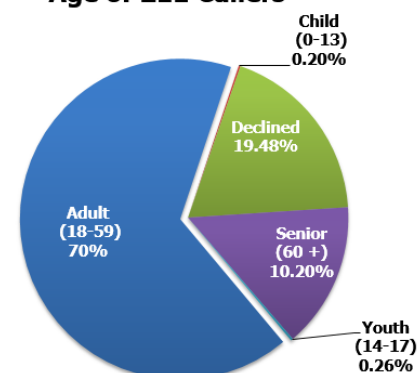
Total Calls



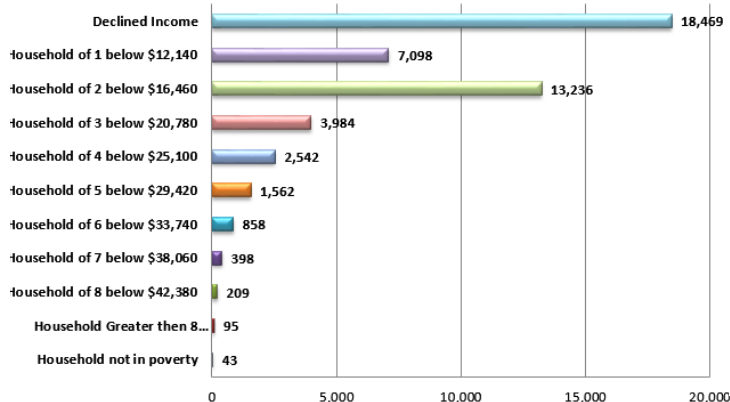
Gender



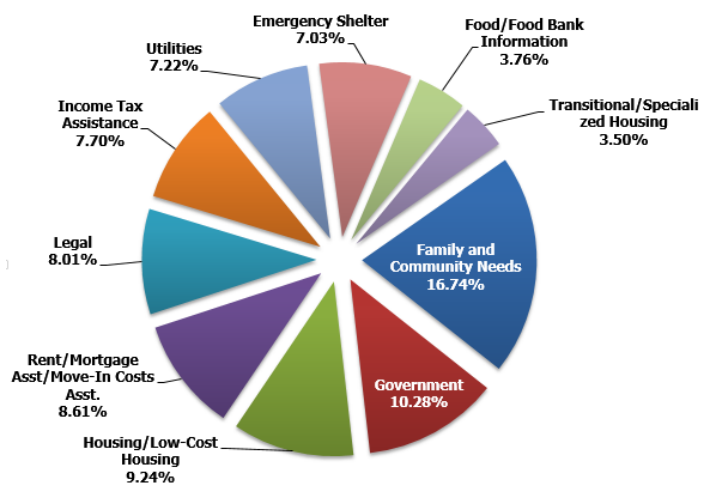
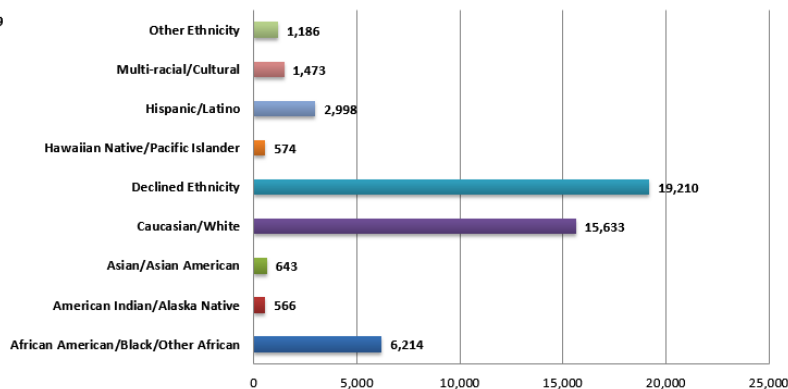
Age of 211 Callers



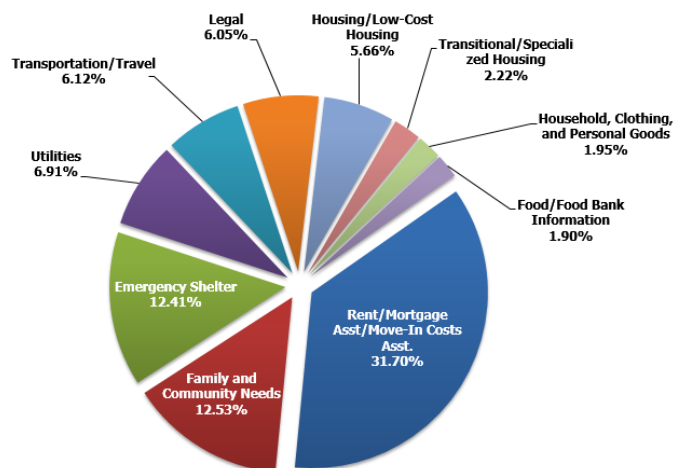
Household Income



Ethnicity



Top Needs Met 1st QTR 2018



Top Needs Un-Met 1st QTR 2018

2-1-1 STATE DATA

1st Quarter 2018 —Website and App Data

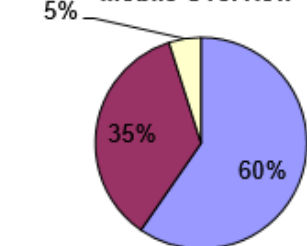
Website Data

Website Visits = **26,730**

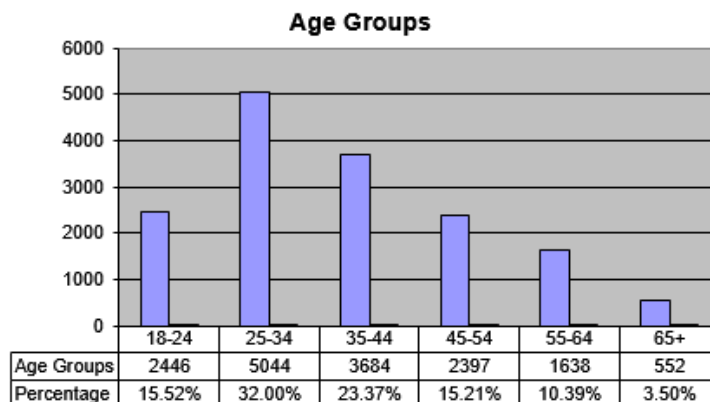
Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	1208
2	Rent Payment Assistance	1064
3	Utility Assistance	684
4	Food Pantry / Food Bank	644
5	Emergency Shelter	620
6	Bus Tickets / Gas Money	586
7	Transitional Housing	540
8	Rental Deposit Assistance	437
9	Dental Care	310
10	Transportation Programs	302

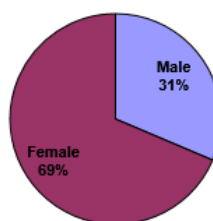
Mobile Overview



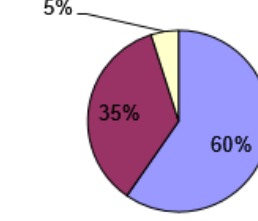
Desktop Mobile Phone Tablet



Gender



Mobile Overview



Desktop Mobile Phone Tablet

Text Data

Total Incoming Texts: **587**

Total Outgoing Texts: **5,036**

Total Volume: **5,623**

App Data

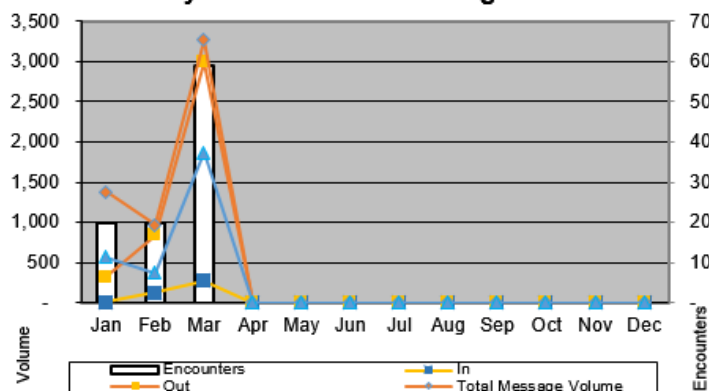
App Searches = **3,531**

App Installs = **214**

Top Quicklink Searches

Rank	Link	Clicks
1	Low Income Housing	341
2	Advance Search	331
3	Food Pantry / Food Bank	276
4	Transitional Housing	256
5	Bus Tickets / Gas Money	249
6	Rent Payment Assistance	248
7	Emergency Shelter	241
8	Utility Assistance	157
9	Hot Meals	144
10	Clothing / Diapers	132

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

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	Stacey Okihara, sokihara@fbhwa.org Frontier Behavioral Health

11/11/15

**Get Help – Give Help
Dial 2-1-1**



TEXT

zipcode to 898-211



DIAL

211

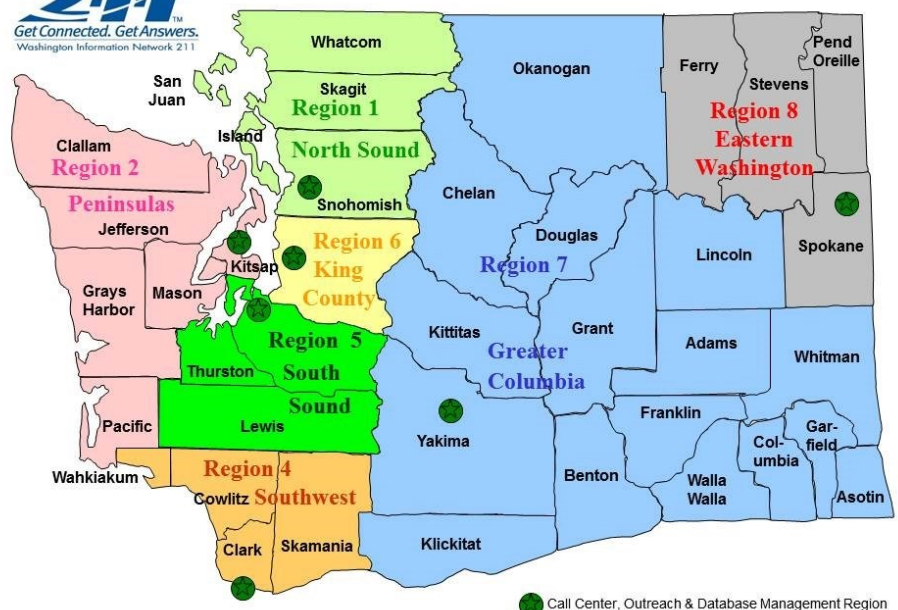


SEARCH

WIN211.org



Washington State 2-1-1 Call Center Service Areas



For more information or to search for services go to www.win211.org