



Overview of NC 2-1-1

Task Force on Alzheimer's Disease and Related Dementia
Friday, October 30, 2015



Mission: To provide North Carolina communities with free and easy access to health and human services, government services and disaster resources 24/7/365; while providing real time data on community need and vital trend information for community planning, disaster response and that informs funding decisions.

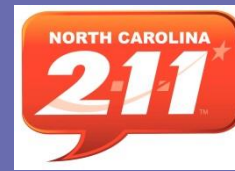
Vision: To build a highly recognized and innovative system of connecting people in need to trusted resources through one portal: 2-1-1. To fully integrate 2-1-1 in United Ways work, while partnering with stakeholders to improve service delivery and create awareness and actions that address priority needs and gaps in services within NC's health and human service system.

What is 2-1-1?



- Easy-to remember telephone number
- Provides information and referrals to local health and human service programs and government programs
- A searchable web site www.nc211.org with over 19,000 local and statewide resources
- Real time data dashboard of local needs at www.211counts.org

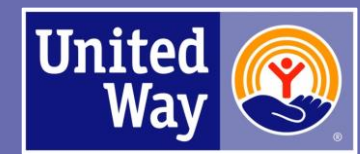
How Does It Work?



- Simply dial **2-1-1** from any residential, business or cell phone
- 24-hours a day, 365 days a year
- Free, confidential, multi lingual
- Based on nationally recognized I&R standards: AIRS

There are nearly 20,000 non-profits in North Carolina. Finding the one you need can be difficult. The first step is knowing who to call.

Quality Call Experience: Call Protocol



Opening

- Proper greeting with name
- Allowed caller to express need without interruption
- Clarified/Validated caller's need and confirmed ability to help
- Asked caller's name

Explanation of Services

- Asked if ever called 211 before
- Asked how caller heard about 211
- Explained what 211 can do

Transition to Data Collection

- Asked permission to ask questions in order to locate best resources
- Asked for caller's zip code and county
- Asked relevant questions

Hold Etiquette

- Asked permission to put caller on hold while locating referrals
- Thanked caller for holding upon return

Referrals

- Provided appropriate referrals
- Provided multiple referrals
- Provided explanation of services and eligibility requirements
- Offered phone number and physical address of agency(s)

Closing

- Restated information provided
- Reviewed callers next steps
- Asked caller "Is there anything else I can help you with today?"
- Asked permission for follow-up
- Thanked for calling 211

Quality Assurance Plan



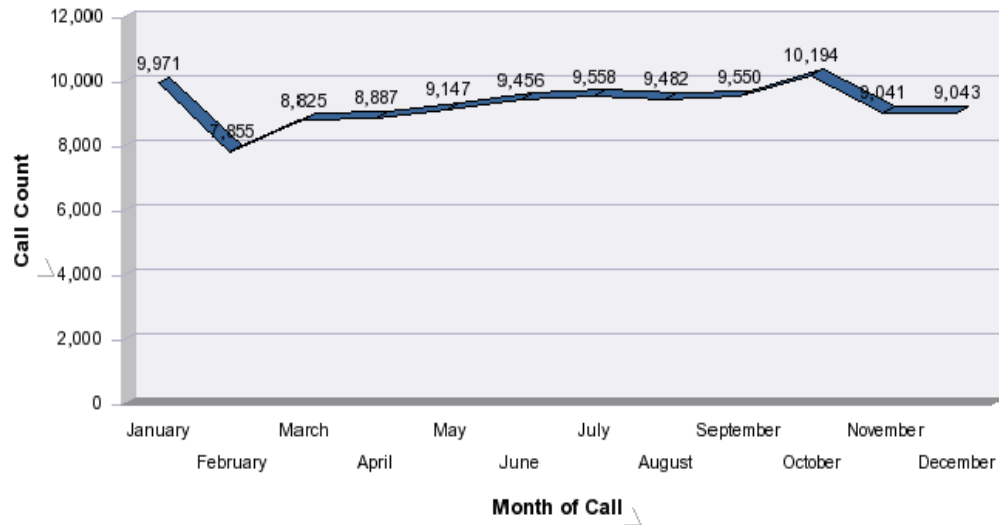
Quality Process / Auditing

- Silent Monitoring
- Data Input Compliance
- Call Metrics

Performance Management

- Coaching
- Spontaneous feedback
- Data Integrity and Compliance
- Call Metrics Review

2014 Contacts



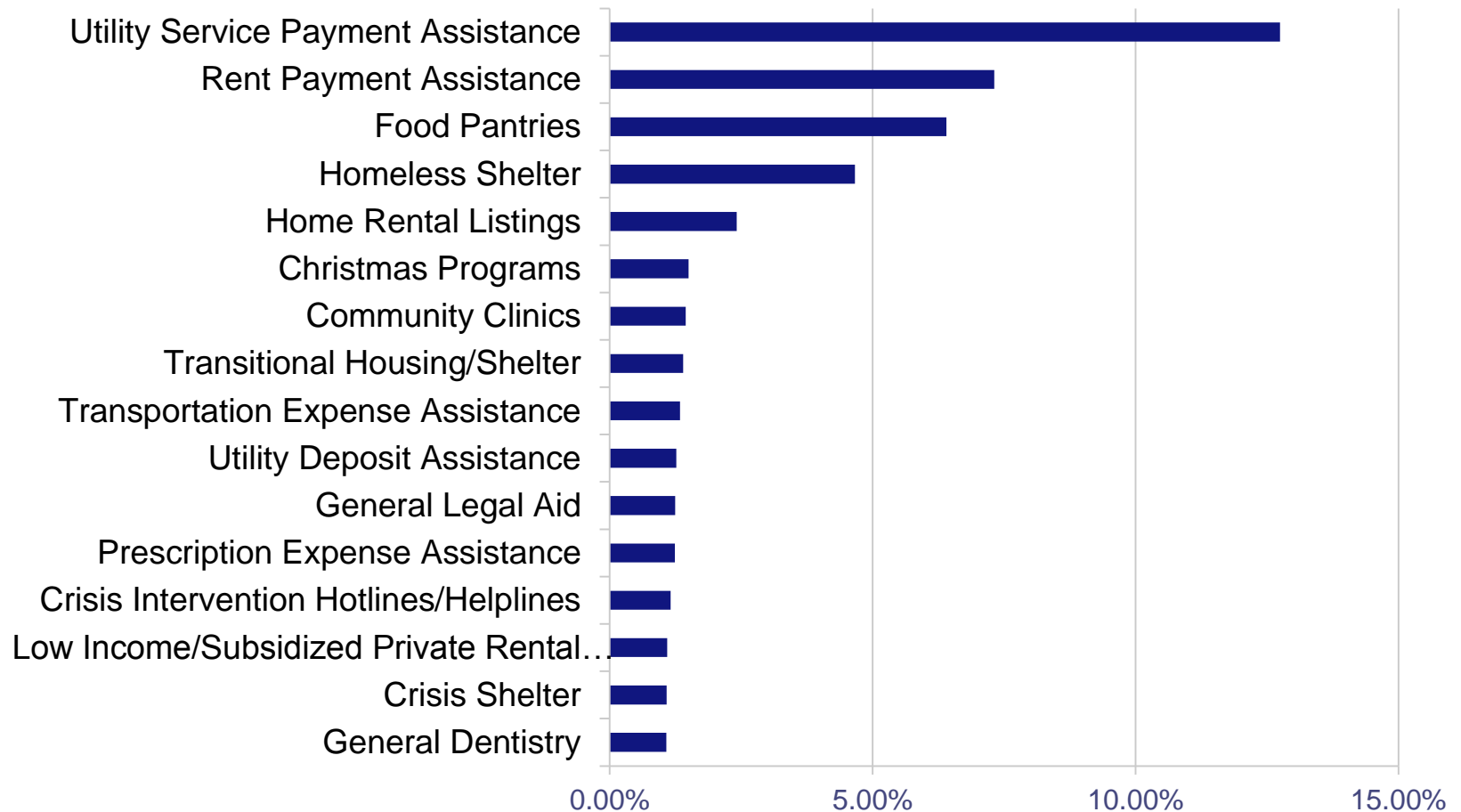
2014 Calls: 111,009 Calls, 125,000 documented needs

2014 Web Site Traffic: 72,000 Unique Visitors, 555,000 page views

Why Do People Call?



Areas of Need – 2014





- Single community services database serving the entire state
- Available to the public at [www. NC211.org](http://www.NC211.org)
- Mobile App available for both Android and IOS
- Redundancy: Back up server: out of state
- Hard Copied directories can be produced as needed

Hard Copy Directories



United Way of Wayne County
Guide to Services



Catholic Charities of the Diocese of Raleigh-Newton Grove Reg. Office

201 W. Ash Street, Suite 1
Goldsboro, NC 27530
(919) 947-0802 Primary
(919) 947-0843 Fax

Web Site: www.catholiccharitiesraleigh.org
Description/Notes: Programs offered: Clinical Counseling, Goal Directed Family Case Management, Budgeting, Job Search Skills and Approaches, Resume Development and Interview Preparation Services, Children's Closet

Hours: Monday 9am to 3pm Tuesday, Wednesday, Thursday, and Friday 9 a.m. to 5 p.m.

Program Fees: Clinical Counseling Fees apply, sliding scales and amended fees available

Intake/Application Process: Appointments can be made by contacting our main number: (919) 947-0802

Eligibility: Clients must have referrals from other agencies such as DSS.

Languages: English and Spanish

Volunteer Opportunities: Site is in need of volunteers with a diverse range of opportunities available

Counseling-Catholic Charities

1603 Edgerton Avenue
Goldsboro, NC 27530
(919) 947-0802 Primary Office #
(919) 947-0803 Secondary Office #
(919) 947-0843 Fax

Web Site: www.catholiccharitiesraleigh.org
Hours: Monday and Wednesday, 9 a.m. to 1 p.m. Tuesday and Thursday, 9 a.m. to 5 p.m.

Intake/Application Process: Appointments can be made by contacting our main number: (919) 947-0802

Eligibility: Counseling services are not available for children under 9 years of age, individuals suffering from severe developmental disorders, active severe substance abuse, and individuals suffering from psychosis.

Languages: English and Spanish

Volunteer Opportunities: Volunteers are always welcome and will be assigned to areas matching the individual's interests and skill set

Anger Management

Family Counseling

General Counseling Services

Marriage Counseling

Family Support Services-Catholic Charities

1603 Edgerton Avenue
Goldsboro, NC 27530
(919) 947-0802 Primary
(919) 947-0843 Fax

Web Site: www.catholiccharitiesraleigh.org

Hours: Monday and Wednesday, 9 a.m. to 1 p.m. Tuesday and Thursday, 9 a.m. to 5 p.m.

Description/Notes: Assists families in developing economic self-sufficiency and assuring the health and safety of family members through parenting classes, budgeting tools, prevention and assistance with family or domestic violence, pregnancy services, job interview skills, and community referrals

Program Fees: None

Intake/Application Process: Appointments can be made by contacting our main number: (919) 947-0802



Build Momentum and Drive Call Volume to Ensure Reports are Reflective of Local Community

- Record caller demographics, needs and referrals and report statewide and by county and zip code
- Glean what other demographics are important to our partners, i.e., families, insurance, age range, veteran
- In a disaster, prepare so that reports can reflect real time changing trends and unmet needs within affected areas based on stakeholders needs



➤ Power of data: 2-1-1 Counts Dashboard

- United Ways and state and local government can use data to drive decision making about real time needs and gaps in service
- Local agencies can use dashboard to support local solutions, grant writing and to inform decisions
- Policy makers can use to inform decisions
- Evaluate how 211counts informs decisions

www.211counts.org

NC 2-1-1 Partnership Value



- NC 2-1-1 can be an active partner in building services or service support that has positive long term outcomes in a community.
- A shared vision is an important component in this relationship and in building a proposed strategy with defined outcomes.

Guiding Principles for Partnership



- ❑ 2-1-1 is a service organization whose mission protects callers' anonymity, unless permission to share has been obtained and will empower callers.
- ❑ Partnerships should be mutually beneficial; they should maintain service of 2-1-1 to callers as well as improve and enhance that service.
- ❑ Collaborations between 2-1-1 and partners should be based on mutual dedication to helping populations in need, and 2-1-1 callers, improve the 2-1-1 system's service to callers, and generate useful knowledge that is beneficial to both partners
- ❑ Collaborations should be structured to be fully self-supportive and not compromise the day to day services of NC 2-1-1 as supported by the United Ways of North Carolina and its partners.



- ❑ Build mutually beneficially data partnerships that allow 2-1-1 to be the primary data resource collection site that can be accessed either through dialing 2-1-1, nc211.org or through a stand along portal designed for a specific initiative.
- ❑ Think & Plan Smarter:
 - Partner to Eliminate Duplication in Resource Updating & Creation of Directories, i.e. NC Coalition to End Homelessness Balance of State, Trillium
 - Seek Out Technology Solutions: i.e., APIs, open data type relationships
 - Identify “ownership” of resource sets: NC 211 basic needs, Smart Start: Early Childhood Resources, DHHS: county social services information

Example One: Utilize the Existing Organizational and Staff Infrastructure



Leverage existing 2-1-1 contact center infrastructure and direct those looking for Specific Services to 2-1-1 as **one** of several options to connect to services.

- Ensure resource information in NC 2-1-1 is up to date and relevant to callers
- Provide training on specific initiative so 2-1-1 Staff are fully aware of all referral options

Example Two: Use 2-1-1 Portal Exclusively with Targeted Referrals Based on Prescreening Criteria



Prescreen Callers for Eligibility Based on an Assessment Tool

- Provide targeted referrals by county based on prescreening results
- Document and report on prescreening results to determine need and ultimately resource allocation
- Ensure resource information in NC 2-1-1 is up to date and relevant to callers

Example Three: Use 2-1-1 Portal Exclusively for Access to Service, Prescreen and Follow-up



- Provide targeted referrals by county based on prescreening results
- Document and report on prescreening results to determine need and ultimately resource allocation
- Ensure resource information in NC 2-1-1 is up to date and relevant to callers
- Follow-up with all callers referred to ensure service connections have been made and to offer new resources for emerging issues and to build a relationship so that these callers stay in touch as situations change.

Contact Information



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Thank You