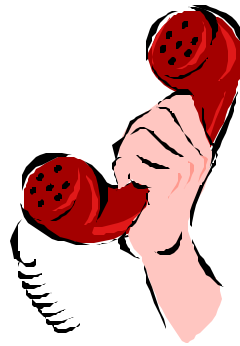


2002 n4a Conference

2-1-1 Mini-Institute



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Benefits of 211



- ★ **A simple and easy-to-remember number to call when people need help or access to human services**
- ★ **Ensures that callers get directed immediately to the appropriate service or specialty I&R**
- ★ **Reduces inappropriate and multiple calls for consumers**
- ★ **24-hour service gets people the help they need when they need it**

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History of 211



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★ 1997

- ★ First 211 service started by United Way in Atlanta, Georgia
- ★ National 211 Collaborative established to promote 211 designation with Federal Communications Commission (FCC)

★ 1998

- ★ 211 petition filed with FCC

★ 1999

- ★ First statewide 211 service--Connecticut

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History of 211



★ 2000

- ★ July 21--FCC designated 211 for community services with a 5 year review

★ 2001

- ★ February--National 211 Coalition established.

★ 2002

- ★ February--Washington Briefing sponsored by Coalition

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211 IMPLEMENTATION Public Sector Leadership



Connecticut

- ★ Governor's initiative
- ★ All state agencies involved
- ★ Statewide call center
- ★ State & local public funding

★ ***Nebraska***

- ★ State DHHS provides leadership
- ★ All state agencies involved
- ★ Outreach to comprehensive and specialty I&Rs
- ★ Developed state plan
- ★ Funding proposal for state legislature

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211 IMPLEMENTATION Public Sector Leadership



★ *Minnesota*

- ★ SUA provides primary leadership
- ★ United Way selected as statewide call center
- ★ Funding from federal and state resources
- ★ Operations began January 2002

★ *Texas*

- ★ State DHHS provides leadership
- ★ Regional call centers selected
- ★ 50% funding from state legislature--50% local match
- ★ Operations begin July 2002

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Current Status Nationally



- ★ **29 active 2-1-1 call centers in 14 states**
- ★ **Approximately 30,052,066 have access to I&Rs via 2-1-1 (Over 10% of Americans)**
- ★ **All but 2 states are engaged in some level of 2-1-1 planning**
 - ✦ **20 states estimate 6-18 months till first 2-1-1 call center**
 - ✦ **16 states estimate 24-36 months till first 2-1-1 call center**

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211 DEVELOPMENT WHO NEEDS TO BE INVOLVED



★ I&R/A

★ Community Services

- social services, health, mental health, employment, housing, veterans, transportation, etc.

★ Volunteer Services

- volunteer opportunities, donations

★ Consumer Groups

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Options for Involvement in 211



- ★ **Design and Implementation**
- ★ **Financing**
- ★ **Quality Assurance**
- ★ **Advocacy**

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Options for Involvement in 211 *DESIGN AND IMPLEMENTATION*



- ★ **Responsive to needs of older persons & caregivers**
- ★ **Builds upon existing aging I&R infrastructure**
- ★ **Appropriate linkages/ referral protocols for consumers**
- ★ **Supplements not replaces existing access mechanisms**
- ★ **Statewide--urban and rural areas**

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Options for Involvement in 211 *DESIGN AND IMPLEMENTATION*



- ★ **Cross training of 211 and aging I&R and other aging program personnel**
- ★ **Ensure the capacity of programs to respond to increased call volume**
- ★ **Effective use of 211 data collection as a tool for expanding or enhancing services**
- ★ **Impact of 24/7 call center operations on service programs**
- ★ **Potential for interface of resource databases**

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Options for Involvement in 211 *FINANCING*



- ★ ***Needs May Include:***
 - ★ **Studies**
 - ★ **Statewide Planning**
 - ★ **Start-Up Costs (Technology)**
 - ★ **Pilot Projects**
 - ★ **Statewide Roll-Out**
 - ★ **On-Going Maintenance**

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Options for Involvement in 211 *Financing*



Nationwide implementation can most rapidly be attained through combining public and private resources.

- ★ **New legislative initiatives for public resources**
- ★ **Allocating resources from current publicly financed programs**
- ★ **Foundation Grants**
- ★ **Corporate Giving**
- ★ **Fundraising**

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Options for Involvement in 211 *QUALITY ASSURANCE*



★ Standards

- ✦ AIRS Standards--AoA web-site

★ Certification of Personnel

- ✦ AIRS Certified Information & Referral Specialist

★ Accreditation

- ✦ Beaumont AAA--first Aging I&R to be accredited

★ Other Quality Assurance Options

- ✦ Call Monitoring
- ✦ Customer Satisfaction Surveys

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Options for Involvement in 211 *ADVOCACY*



- ★ Collaborate with 211 groups in each state to secure Bio-Terrorism funds for 211
- ★ Proposals for Governors' Budgets, State Legislatures, Local Governments
- ★ Telephone Companies

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WHAT YOU CAN DO



- ★ **Designate a 211 liaison**
- ★ **Educate other state/ local agencies about 211**
 - ★ **Promote the benefits of 211 for older persons & caregivers**
 - ★ **Provide educational opportunities about 211**
 - **Communications vehicles; conferences; meetings; teleconference calls; etc.**
- ★ **Share information about 211 activities in various parts of the state**
- ★ **Get involved in state/ local 211 planning groups**

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WHAT YOU CAN DO



- ★ **Facilitate the involvement and linkage of other aging agencies to 211 planning groups**
- ★ **Initiate/ support executive branch / legislative initiatives for new public sector resources**
- ★ **Determine if and how current federal, state, or local program funds can help finance 211**
- ★ **Sign-up for the regular *Update on 211 Activities*, disseminate to others, provide news from your state/ locale for national dissemination**

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HOW NASUA CAN ASSIST



★ *National Aging I&R Support Center*

- ★ I&R Reporter
- ★ Annual National Aging I&R Symposium
- ★ Teleconference calls

★ *Annie E. Casey Foundation Grant*

- ★ Briefings for public agencies, associations, etc.
- ★ Presentations at conferences, meetings, etc.
- ★ 211 Institutes
- ★ Technical Assistance
- ★ Power Point Presentations for your use
- ★ Teleconference calls and presentations with entities you convene
- ★ *Update on 211 Activities* Electronic Newsletter

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211 Information RESOURCES



★ **Members for National 211 Coalition** (NASUA, N4A, AoA)

Presentations--Training--Technical Assistance

★ **Update on 211 Activities Newsletter**

- **Newly emerging efforts across the country**

★ **Web Site: www.211.org**

- **Status of developments across the country**
- **Materials**