

CALL UNITED WAY 211

FACT SHEET

What: United Way 211 is a 3-digit, free confidential phone access system for 24/7 information and referral in Guilford and Forsyth Counties.

When: United Way 211 will be fully operational February 4, 2002.

Who: United Way 211 is an independent 501-c-3 corporation established by the United Ways of Forsyth County, Greater Greensboro and Greater High Point. Tony Cardoni is Chairman of the Board. Nathan Cook (378-6600) is President.

Where: The 211 Service area is Forsyth and Guilford County, Archdale, Trinity and eastern Gibsonville. The service has the potential for expansion throughout the Piedmont Triad. The service is housed at United Way of Greater Greensboro, 1500 Yanceyville Street, with night and weekend hours contracted.

Why: To provide easy 3-digit 24/7 access to get help/give help links in the two-county area. Within Guilford and Forsyth Counties there are literally several thousand telephone numbers for health and human service programs, government offices, and non-profit agencies. Sometimes people have difficulty accessing services they need because they do not know whom or where to call. This is especially true when people are new to the area, in crisis or have difficulty communicating because of language barriers or disabilities.

How: Owned and governed through a partnership of the United Ways of Forsyth County, Greater Greensboro and Greater High Point. State of the art telephone and computer information service is operated by a nationally-accredited professional staff. Development of the new system has been steered by volunteers from Moses Cone-Wesley Long, Bell South and American Express. Initial funding is from a partnership of the three United Ways and local foundations. Organizations will be able to update their information through the website, ensuring up to date listings.

Additional and new features:

- call to give help (volunteer or donate) as well as to get help or information
- 24 hour multilingual translation
- self-guided access through www.uwpiedmont211.org database
- direct links to 911, crisis intervention, aging services and other hotlines and databases
- Replaces First Line and InTouch in Forsyth and Guilford County respectively.
- Combined call volume is projected at 43,000 to 51,000 calls the first year.

2-1-1 A Link to Find Help or Give Help in Guilford and Forsyth County

History of 2-1-1

2-1-1 is the abbreviated dialing code assigned to health and human services information and referral by the Federal Communications Commission and the North Carolina Public Utilities Commission. This three-digit number will connect residents of Guilford and Forsyth Counties to information and referral services in the same way they now access 911 for emergency services and 411 for directory assistance.

2-1-1 dialing began in 1997, when the United Way of Atlanta implemented the nation's first 2-1-1 system for the 13 County Atlanta metropolitan areas. In 1999, the United Way of Connecticut acquired rights to the 2-1-1 dialing code for their statewide Info Line service. National access for the 2-1-1 number was established in fall of 2000, when the FCC approved the petition for the 2-1-1 dialing code for human service information and referral.

2-1-1 dialing service became a reality in North Carolina in November of 1999, when the North Carolina Public Utilities Commission approved the 2-1-1 dialing code for access to human service information and referral. At the same time, the United Way of North Carolina was designated as holder of the 2-1-1 number in North Carolina, giving them the authority to allocate the three-digit code to information and referral sites in the state. A joint application of the United Ways of Greater Greensboro, Greater High Point and Forsyth County was approved by the United Way of NC in November of 2000, granting the three United Ways the 211 access code for information and referral in Guilford and Forsyth Counties.

Background

In 1994, the United Ways of Greater Greensboro and Greater High Point started the In Touch Referral Service, a countywide human services information and referral service administered by the United Way of Greater Greensboro.

In Touch currently serves over 15,700 calls a year. It provides information and referral to callers from Guilford County who dial a regular seven-digit number, walk in clients, and access to the countywide database through the United Way of Greater Greensboro web site. In Touch also publishes a directory of services in Guilford County. Bilingual service is provided through a community partnership with Amistad de Guilford. In Touch also houses the regional database for the Area Agency on Aging of the Piedmont Triad Council of Governments.

2-1-1 Triad Project

In 1999, the United Way of North Carolina chose 4 pilot sites to initiate 2-1-1 service in North Carolina. In Touch was chosen as one of the pilots, along with the information and referral services of the United Ways of the Triangle, Central Carolinas, and Asheville Buncombe County. The United Way of Forsyth County joined the Triad pilot project in 2000. From the

time In Touch was chosen as a 2-1-1 Pilot Site, community-planning efforts have been underway. Representatives from Greensboro, High Point and Forsyth County now serve on the regional planning and design committees.

2-1-1 will be the first two county information and referral center that offer services 24 hours a day, seven days a week. It will provide one simplified number to call for persons needing assistance to find help, or wanting to give back to the community through donations or volunteering. 2-1-1 will work with existing volunteer centers to link those wishing to volunteer with programs needing that service.

2-1-1 Planning Committee

Design and Technology

This committee has made their recommendation on the design of the phone system to serve the 2-1-1 call center, and how it will link initially to Guilford and Forsyth County, and later to outlying areas. They will oversee the RFP (request for proposals) to solicit bids for the phone system and recommend a provider. They gather information on tariffs, and prepare a budget for the technology component of 2-1-1.

Marketing

Will devise the strategic plan and tactics for marketing 2-1-1 in the Guilford and Forsyth counties. They will also coordinate Triad 2-1-1 marketing with state level marketing for the 2-1-1 pilot site.

Operations Committee

Operations Committee will make recommendations on the operations of 2-1-1 call center. These include staffing and personnel, organizational structure, web site, bilingual needs, and coordination with other operations related committees such as Standards and Protocols, and Agency Relations and Database.

Standards Protocols and Quality

This committee will make recommendations on issues regarding quality control in the call center; call handling protocols, training of referral specialists and evaluation of the call center. They will insure that procedures and protocols for the call center conform to AIRS accreditation standards and the 2-1-1 state criteria. They will function as a resource as In Touch undergoes the AIRS accreditation process in the next year, and provide input on the operations budget for 2-1-1.

Agency Relations Database

This committee will recommend policies regarding the 2-1-1 database, relationships with agencies included in the 2-1-1 database, and related governmental services like 911, police departments etc. These include information dissemination and updates about 2-1-1, timelines for updating the database, inclusion/exclusion statements, quality control in the database, and integration of the Guilford and Forsyth databases. This committee will also look at data collection for local and regional assessment needs.

Give Help (Volunteer and Donations)

The give help committee will make recommendations about how to integrate the give help component of 2-1-1 into the call center operations. It is comprised of representatives from the volunteer centers from Greensboro, High Point and Forsyth County. They will devise short and long term plans for using the 2-1-1 access number to link people who want to volunteer their time or donate money or goods.

WHAT'S NEW WITH UNITED WAY 211?

NOW: In Touch Referral Service	NEW: United Way 211
NOW: 7 Digit Number	NEW: 3 Digit Number
NOW: Difficult to Remember	NEW: Easy to Remember
NOW: Monday Through Friday 8 AM to 5 PM.	NEW: 24 Hours- 7 Days a Week 365 Days a Year
NOW: Information and Referral	NEW: Find Help and Give
NOW: Guilford County	NEW: Guilford and Forsyth County
NOW: Spanish Translation One Afternoon a Week	NEW: Multilingual Translation Available 24/7
NOW: TDD/TYY Access for The Hearing Impaired	NEW: TDD/TYY Access for the Hearing Impaired
NOW: Volunteers and Staff Answer Calls	NEW: Professional Staff with AIRS Certification
NOW: Not Accredited	NEW: Requires Alliance for Information and Referral Systems Accreditation
NOW: Program of United Way Of Greater Greensboro	NEW: Joint Corporation of Three United Ways: Forsyth County, Greensboro and High Point
NOW: Guilford Database Accessed Through UWGSO Website	NEW: Two County Database Available on 211 Website
NOW: 15,700 Calls Annually	NEW: Expect 45,000-48,000 Calls per Year
NOW: Limited Marketing	NEW: Extensive Marketing and Public Awareness
	NEW: Expandable to other Piedmont Counties

**COST AND BENEFITS OF SETTING UP
211 SERVICE**

- A. **Soon to be Nationally Accredited Service (over 800 staff hours)**
Estimated cost - \$20,000
- B. **Trained and Nationally Certified Staff**
Estimated cost - \$10,000
- C. **Well Marketed Throughout the Piedmont**
Estimated cost - \$40,000
- D. **3 Years of Planning**
- E. **Over 2,500 Hours of Staff Time**
Estimated cost - \$60,000
- F. **1,600 Hours for two Project Managers**
Estimated cost - \$38,000
- G. **1,800 Hours of Volunteer and Volunteer Committee Work**
Estimated cost - \$43,000
- H. **Already have license from United Way of North Carolina**
- I. **Capital and Start-up expenditure - \$116,000**

(Estimated cost to get started \$325,000)