



*Get Connected. Get Answers.*

Community Access Line of the Lakeshore



# Community Access Line of the Lakeshore / CALL 2-1-1

- Community Access Line of the Lakeshore is a non-profit agency
- 24/7 Information and Referral Services
- Health and human services database available via [www.call-211.org](http://www.call-211.org)
- Accredited by Alliance for Information and Referral Systems (AIRS)
- 2017 marks the 8th year CALL has provided 2-1-1 service to Manistee County residents

# CALL 2-1-1's Mission:

To increase access to community services through effective and compassionate information and referral

# CALL 2-1-1's Objectives:

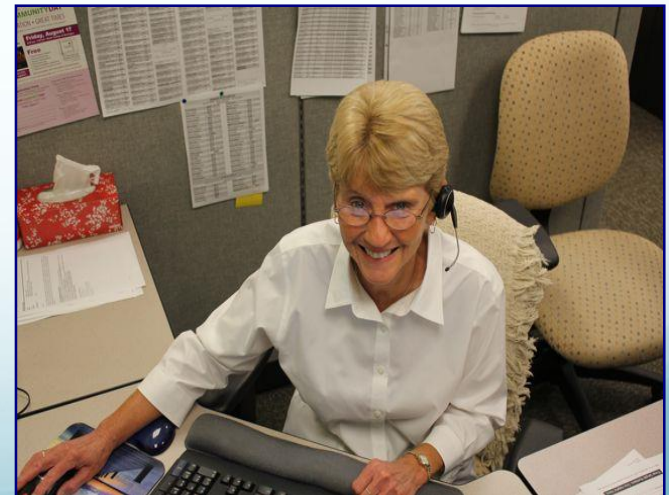
- Develop and maintain an accurate and comprehensive database
- Help callers identify needs with a compassionate, problem-solving approach
- Educate callers about available resources and options
- Advocate and intervene on caller's behalf when appropriate
- Perform timely follow-up

# How does CALL 2-1-1 benefit our communities?

- Free
- Multilingual
- Easy to remember 3 digit number
- Accurate community information
- Allows public to communicate their needs
- Single point of entry to connect with a wide array of services

# Who answers the phone?

- Extensively trained Call Specialists
- Bachelor's degree in social work or closely related field
- Tested and certified by national Alliance of Information and Referral Systems (AIRS)



# Confidentiality is key

- Callers may choose to remain anonymous
- Caller information is only shared when consent has been maintained
- Follow-up calls are only made with caller's permission
- Caller data is only shared in aggregate form
- Staff will only break confidentiality when required by law

# Why do people call?

I can't afford my medicine, what should I do?

Where can I get a flu shot?

I lost my job – where can I get job training or help with my resume?

I'm alone and pregnant. Who can I talk to? What services can help me?

We have no food – where can we get help?

I'm no longer able to drive – what transportation resources are in my area?



# Manistee County Connections

	FY2017 through 8/2017	Since 2009
Number of Manistee County residents who dialed 2-1-1 and spoke with a Certified Call Specialist	494	5,738
Number of problem needs identified from calls to 2-1-1 by Manistee residents	611	6,537
Number of referral providing calls handled & total referral count for health, human and community services	339 referral calls 633 total referrals provided	3,212 referral calls 5,401 total referrals provided
Number of Manistee County residents who conducted searches for programs and services on online database	83	2,366





## Follow-Up

CALL attempts to follow-up with 10% of callers each year.

- **99.9%** of callers indicated they understood the information shared with them and were comfortable contacting the agency/program to which they were referred.
- **89%** of callers stated they had contacted the agency they were referred to.
- **80%** stated they had received assistance to meet their need(s).

# Value Added Benefits of the 2-1-1 Service

- An efficient “front door” for comprehensive information & referral access to health and human services
- Well suited to partner with local and statewide initiatives:
  - Veteran services
  - Healthcare providers
  - SNAP program
  - Michigan Children’s Health Access Program
  - Free tax preparation assistance programs
  - Michigan Dept. of Health and Human Services Integrated Service Delivery Model
- Helps connect people with opportunities to give their time and talent as volunteers in their community
- Provides knowledge about needs and gaps in services

# Resource Database

- Complex and sophisticated tool used to provide Information and Referral
- Contains information on hundreds of agencies and thousands of services
  - Manistee County: 72 local agency records, and 706 additional (regional, statewide and national) agency records
  - Total of 1,594 programs, and 2,797 unique services for Manistee County residents

# Resource Database - Function

- Database is used to provide information about and referrals to this vast array of resources
  - I & R provided by CALL 2-1-1 Call Specialists
  - Resources are searchable via our website
  
- Database is also used to gather data
  - Caller needs and unmet needs
  - Demographic information
  - Important aggregate data

# Resource Database – National Accreditation

CALL 2-1-1's resource database meets national accreditation standards

- Utilizes a taxonomy system for indexing resources
- Employs policies and procedures that ensure accuracy and consistency of resource information

# Resource Database – Infrastructure Value

Existing infrastructure serves as a key component for both local collaborative efforts and disaster-preparedness

- Collaborative work: VITA referrals and tax appointment scheduling, Help Me Grow screening and referrals
- Disaster preparedness and response: Database can be quickly populated with disaster related resource information

2-1-1 is a service for all residents of Manistee County regardless of age, gender, socioeconomic status, level of education or cognitive ability.





# Questions?



# Comments?