Arizona State Office of Rural Health (SORH) Webinar Series

The SORH provides technical assistance to rural stakeholders to disseminate research findings, policy updates, best-practices and other rural health issues to statewide rural partners and stakeholders.
Arizona State Office of Rural Health

This webinar is made possible with the support of our partners:

[Logos of Arizona Telemedicine Program and Southwest Telehealth Resource Center]
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• Webinar is being recorded
• Recording will be posted on the AzCRH www.crh.arizona.edu/ and SWTRC www.southwesttrc.org/
Today’s presentation:

211: What is it and how can it be useful to you?

TJ Reed
Manager of Community Navigation and Homeless Initiatives
Crisis Response Network
What it is and how it can be useful to you
211 Nationally

- A free and confidential service that helps people across North America find the local resources they need 24 hours a day, 7 days a week
- Every day thousands of people across North America turn to 211 for information and support
- 211 is covered in all 50 states, the District of Columbia and Puerto Rico. Some 211’s provide statewide services and others provide services in a particular area or county
Mission
Community Information and Referral Services transforms lives by linking individuals and families to vital community services throughout Arizona.

Vision
All Arizonans are easily connected to available health and human services in their communities.
### History

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>1964</td>
<td>Community Information and Referral Services was founded</td>
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<td>1979</td>
<td>Incorporated as a private, nonprofit 501(c)(3) organization</td>
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<td>2017</td>
<td>Crisis Response Network acquired the program</td>
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<tr>
<td>Spring 2020</td>
<td>Asked by the Governor of Arizona to assist by providing a COVID-19 hotline via 211</td>
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<tr>
<td>Summer 2020</td>
<td>Services expanded to 24/7 live answer as a result of a new partnership/funding from Department of Economic Security (DES)</td>
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211 Information and Referral

- 211 serves as a key source of integrated information connecting people and services in an effort to meet the vital needs of Arizonans.
- An information and referral line providing critical resources and support to people in need
- An informational resource for individuals and families living in Arizona
211 provides resources across a range of topics including:

- Food assistance
- Shelter and housing options
- Utility assistance
- Financial assistance
- Employment
- Health care and vaccination assistance
The 211 Team

**Resource Specialists**
- Research and verify resources to provide critical information for callers and database users
- Collaborate with internal and external customers to ensure 211 is able to provide relevant and useful resources to the community
- Frequently edit and maintain information within the databases to ensure the information is accurate and up-to-date

**Program Specialists**
- Provide phone-based information, resources and referrals to the community 24/7/365
- Collaborate with callers to identify their needs, develop a plan and connect them to appropriate community resources
- Accurately document all customer interactions including identified needs and referrals
Health and Human Services

- Program Specialists assess callers and their needs and then determine the services/programs that can provide the most appropriate help
- Community services, social services and health services are all part of ‘human services’
- Health and Human Services may be provided by governments, nonprofit organizations, faith communities and commercial businesses
### Types of Health and Human Services

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<tr>
<th>Category</th>
<th>Services</th>
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<tr>
<td>Basic Needs</td>
<td>Criminal justice and legal services</td>
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<tr>
<td>Income support and employment</td>
<td>Healthcare</td>
</tr>
<tr>
<td>Mental health and substance use disorders</td>
<td>Individual and family services (e.g., childcare)</td>
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<td></td>
<td>Services for veterans and military families</td>
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<td>Services for person with disabilities</td>
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<td>Disaster and emergency</td>
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Social Determinants of Health

Many factors contribute to our health. 40 percent of our health is determined by social factors. Conditions in the places where we live, love and laugh affect a wide range of health risks and outcomes. These conditions are known as Social Determinants of Health (CDC, 2018).
It can be challenging to access community resources to ensure good health. 2-1-1 Arizona informs the community of what's available, how to connect, how to apply and overcome those barriers to access.

When Social Determinants of Health are addressed, individuals are able to gain/maintain independence which promotes hope and empowerment for themselves and their community.
Accessing Service

Individual

2-1-1

Case manager

Provider/Partner
Accessing Service as an Individual

Online
- Visit www.211arizona.org
- Can use computer, tablet or phone to access service
- Website available in English and Spanish

By Phone
- Call 2-1-1, available 24/7/365
- Option to use automated system or speak with a live specialist
- Bi-lingual specialists and hundreds of additional languages available via real-time interpreter services
Speaking with a Specialist

The Specialist will:

- Gather information from the caller
- Determine the caller’s needs
- Provide the most appropriate resources
- Identify any possible underlying needs to best assist the caller
- Follow up with the caller when appropriate

Providing personal and demographic information is always optional, but it allows the Specialist to provide the most accurate information, normally based on callers location.
Accessing Service as a Case Manager

- A case manager can access service on behalf of their client
- Client does not have to be present for case manager to access service
- Service is available 24/7 online or via phone
- Specialist is able to provide the same information and resources to the case manager as they would to the client
Adding Provider/Partner Information

We are here to help connect people to you!

- Visit www.211arizona.org
- Click on 211 Agency Verifications from the home page
- You will then be able to add or update your agency information
- Once your information has been added, our Specialists will be able to provide your information to callers
211 Data
Why are people calling 211?

- Housing and Shelter: 38%
- Utilities: 5%
- Disaster: 8%
- Food Assistance: 8%
- Healthcare: 21%
- All Other Services: 20%
Timeline of 211 Live Answer Services

March 20, 2020
COVID-19 Hotline
8am-8pm

April 20, 2020
Eviction Prevention
8am-8pm

April 30, 2020
2-1-1 General Line
8am-8pm

June 22, 2020
Crisis Counseling
8am-8pm

July 1, 2020
2-1-1 General Line
24/7
211 Total Call Volume

*Data is from March 20- June 30, 2020
**A large percentage of these calls are handled and resolved completely through the IVR

March: 31,525
April: 44,032
May: 29,390
June: 31,432
CallsHandledbyStaff

March 3,302
April 4,461
May 7,553
June 7,260

*Data is from March 20 - June 30, 2020*
211 Specialty Programs

- COVID-19 Statewide Hotline
- Resilient Arizona Crisis Counseling Program
- Eviction Prevention Program
211 and Crisis Response Network

- 211 Arizona is program of Crisis Response Network
- Crisis Response Network is a Tempe based non-profit organization dedicated to helping others
- CRN has provided crisis call center services and helped thousands of individuals and families get connected to the help they need
- CRN also operates a free and confidential Crisis Line and peer-run Warm Line

Crisis Response Network
Inspiring Hope
Services Offered in Addition to 211

24/7 Crisis Hotline
Peer Support Warm Line
Be Connected
Centerpoint for Hope
Contract Tracing Line
Eligibility and Care Services (ECS)
Homeless Management Information Systems (HMIS)
211 Working Remotely
Key Takeaways

- 211 is an information and referral line providing critical resources and support to people in need
- 211 serves the entire state of Arizona and is available 24/7
- When in doubt reach out: Visit www.211arizona.org or call 2-1-1 access service or for more information
Thank You!

TJ Reed
Director, SDOH and Community Impact

Phone:
602.317.7056

Email:
TJ.Reed@CrisisNetwork.org
Questions and Discussion
Please type your questions and comments into the Zoom Webinar Platform Chat box.

211: What is it and how can it be useful to you?
Thank you!

Your opinion is valuable to us. Please participate in this brief survey:
https://uarizona.co1.qualtrics.com/jfe/form/SV_8APxJKAWDbzgtLf

Find this and our previous webinars at:
http://www.crh.arizona.edu/programs/sorh/webinars

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