



Wisconsin
Public Health
Information
& Referral

Maternal and Child
Health Hotline

Wisconsin First Step
Services Hotline
for Women, Children
and Families



Information and Referral Center

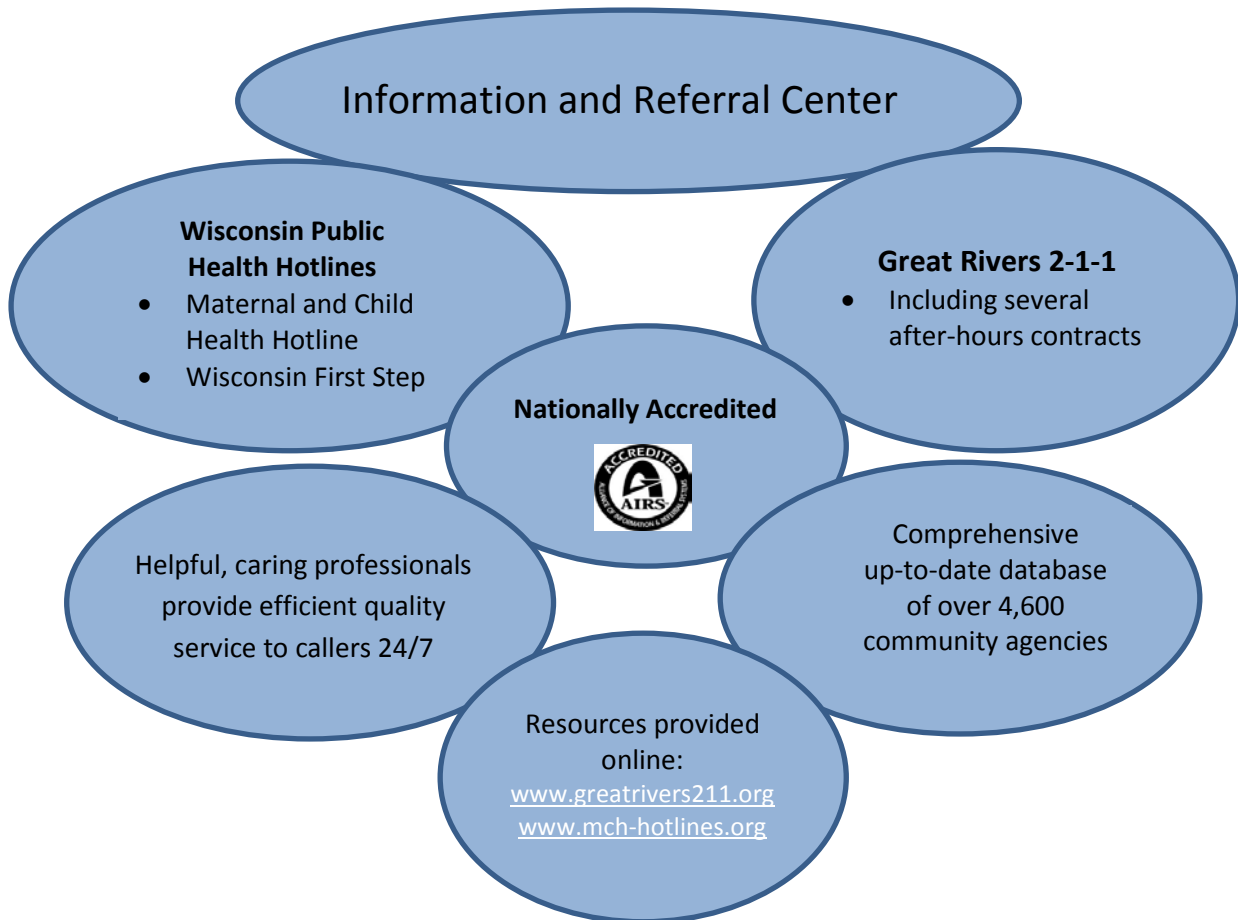
Annual Report 2015

A promotional graphic for Great Rivers 2-1-1. On the left, a man in a blue polo shirt is smiling while talking on a mobile phone. In the center, the logo features the text "Great Rivers" in blue, a red star, and "2-1-1" in large blue numbers with a white outline. Below the logo is the tagline "Get Connected. Get Answers." in blue. On the right, a diverse group of seven people of various ages and ethnicities are smiling and looking towards the camera. At the bottom, the text "A community service of Gundersen Health System" and "La Crosse, WI" is written in orange.

Information and Referral Center Annual Report

Agency Mission

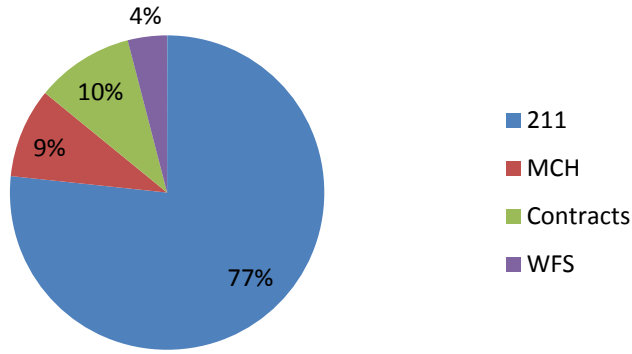
The Information and Referral Center seeks to enhance people's lives by providing information and referral and crisis line services, and by participating in community efforts that bring people and services together.



2015 Total Calls

Great Rivers 2-1-1	23,070
After-hours Contracts	3,034
Subtotal GR211	26,104
Maternal and Child Health Hotline (MCH).....	2,774
Wisconsin First Step (WFS)	1,210
Services Hotline for Women, Children, and Families	18
Subtotal Public Health Hotlines	4,002
Grand Total.....	30,106

2015 Call Volume



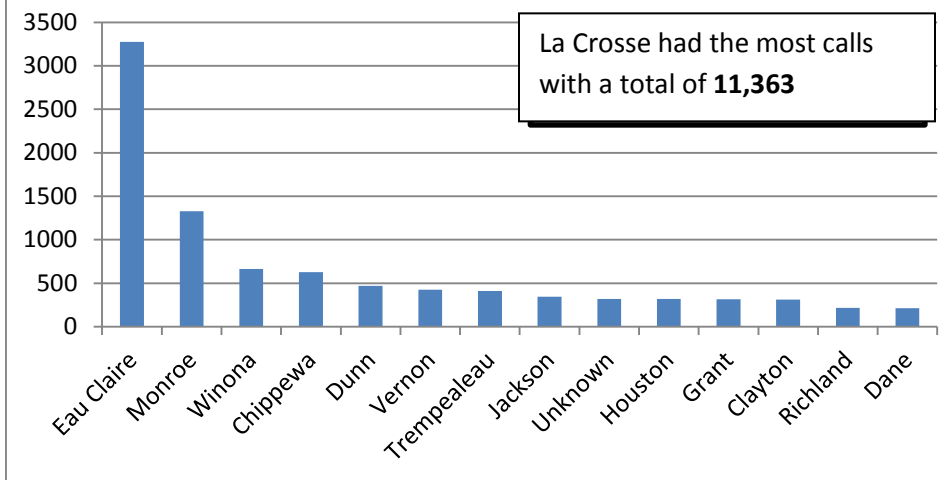
Great Rivers 2-1-1 – 23,070 Total Calls

Type of Call

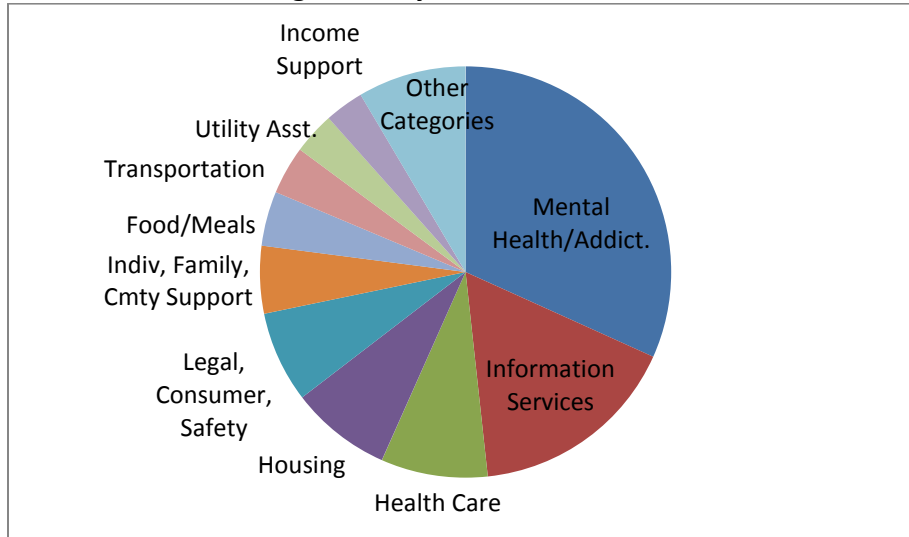
Information & Referral/Supportive Listening.....	58.6%
Information	29.0%
Crisis.....	10.2%
Follow-up	2.2%

"I am extremely satisfied. They were caring, they provided plenty of good information. I couldn't be more pleased with the services. They were just good to talk to."
 – Great Rivers 2-1-1 caller

Top 15 Counties for 211 Calls



211 Calls Categorized by the AIRS Problem Need Areas



Mental Health/Addictions	8,291
<i>(Includes Supportive Listening Calls, Referrals: Addictions/Dependency Support Groups, Mental Health Related Support Groups, and Mental Health and Substance Abuse Services)</i>	
Information Services	4,310
<i>(Includes Out Of Database Referrals such as phonebook and internet searches, Referrals: Comprehensive I&R, Information Lines, Libraries and others)</i>	
Health Care	2,192
<i>(Includes Referrals: Public Health, Emergency and General Medical Care, Health Screening, Inpatient Facilities, Specialty Medicine, Health/Disability Related Support Groups and others)</i>	
Housing	2,065
<i>(Includes Referrals: Housing and Shelter, Rent Assistance, Landlord/Tenant Assistance and others)</i>	
Legal, Consumer and Public Safety Services	1,873
<i>(Includes Referrals: Consumer Protection, Legal Services, Environmental Protection and Public Safety)</i>	
Individual, Family and Community Support	1,383
<i>(Includes Referrals: Animal Services, Individual and Family Support Services, Mutual Support Groups, Community Facilities, and Community Groups)</i>	
Food/Meals	1,121
<i>(Includes Referrals: Food (including pantries and meals) and Nutrition-Related Public Assistance Programs)</i>	
Transportation	987
<i>(Includes Referrals: All Transportation Related)</i>	
Utility Assistance	863
<i>(Includes Referrals: Payment Assistance for: Gas Service, Electric Service, Heating Fuel, and others)</i>	
Income Support/Assistance	800
<i>(Includes Referrals: Money Management, Tax Services, Public Assistance Programs [but not nutrition related], Social Insurance Programs and Temporary Financial Aid)</i>	
Other Government/Economic Services	637
<i>(Includes Referrals: Administrative Entities, Professional Associations, Political Organization, and others)</i>	
Clothing/Personal/Household Needs	511
<i>(Includes Referrals: Material Goods, clothing, furniture, diapers and others)</i>	
Arts, Culture and Recreation	382
<i>(Includes Referrals: Leisure Activities, Social and Spiritual Enrichment and Arts and Culture)</i>	
Employment	256
<i>(Includes Referrals: All Employment Related, Job Assistance Centers and others)</i>	
Volunteers/Donations	160
<i>(Includes Referrals: Volunteer Development and Opportunities and Donation Services)</i>	
Education	141
<i>(Includes Referrals: All Education Related)</i>	
Disaster Services	134
<i>(Includes Referrals: All Disaster Related)</i>	

Crisis Calls – Type of Crisis

Basic Needs	806
Mental Health	754
Life Threatening: Suicide	253
Drug/Alcohol	148
Domestic Violence	105
Other (not Life Threatening)	61
Life Transitions	57
Life Threatening: Other	41
Child Abuse	41
Vulnerable Adult	37
Self-Mutilation	33
Developmental	20
Sexual Assault	11
Runaway	2

Seasonal Referrals

Tax Assistance	221
Holiday Gifts/Toys	55
Thanksgiving Meals/Baskets	38
School Supplies/Clothing	28
Winter Clothing	22
Christmas Meals/Baskets	16
Summer Food Service Programs	7
Flu Vaccines	1



Website Statistics from www.greatrivers211.org

Number of Page views	17,245
Number of Visits	9,060
Average Pages per Visit	1.90
Average Duration of Visit	2:27
Accessed from a mobile device	1,307

Accessed from 45 states

Top Cities the site was accessed from:

La Crosse	2,343
Eau Claire	804
Menomonie	956
Onalaska	594
Madison	222
Winona	247

"I didn't know these agencies and services existed so to have someone take the time to explain about them and find contact numbers was great."

– Great Rivers 2-1-1 Caller

Public Health Hotlines – 4,002 Total Calls



Top Counties

Maternal and Child Health

Milwaukee	879
Dane	220
Waukesha	103
Marathon	96
Racine	87

Wisconsin First Step

Milwaukee	209
Dane	124
Waukesha	51
Racine	26
La Crosse	25

Top Program Referrals

Maternal and Child Health Hotline

WIC	2,053
Text4Baby	400
Prenatal/Perinatal Care Coordination	380
FoodShare	280
BadgerCare Plus	257
ACCESS	142
Wisconsin Shares (child care subsidies)	88
WI State Benefits Information Line/Member Services	50
Wisconsin Works (W-2)	40

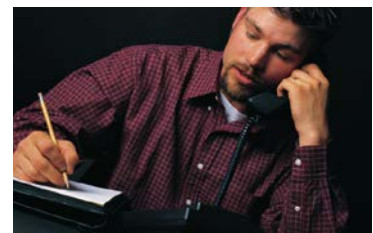


Wisconsin First Step

Birth to 3 Program	248
CYSHCN Regional Centers	162
Family Support Program	62
Children's Long Term Support Waivers	57
Katie Beckett	27
ASQ Ages and Stages	18
BadgerCare Plus	16

Type of Call

Information & Referral.....	68.6%
Information	18.0%
Crisis.....	0.4%
Follow-up	13.0%



Top Target Groups

Maternal and Child Health Hotline

Pregnant Women	836
Parents	555
Low Income Individuals	466
Providers	178
Medicaid Recipients	141
Pregnant Teens	108

Wisconsin First Step

Developmental Concerns	136
Autism Spectrum Disorders	124
Communication Disorders	107
Providers	91
Physical Disabilities	43
Health Conditions	41

Website Statistics from www.mch-hotlines.org

Number of Page views 10,377

Number of Visits 5,125

Average Pages per Visit 2.02

Average Duration of Visit 1:40

Accessed from a mobile device 742

Accessed from 48 states, also accessed from Russia (131), Brazil (165), Italy (43), and the Phillipines (33)

Top Cities the site was accessed from:

Madison 579

La Crosse 501

Milwaukee 446

Onalaska 326

Wauwatosa 128



GR211/Public Health Hotlines Database

At the end of 2015, the comprehensive database maintained by Great Rivers 2-1-1 and the Wisconsin Public Health Hotlines contained 4,659 agencies and over 23,295 programs and services. 100% of this database was updated in 2015. Also, 182 new agencies were interviewed and added to the database.

A nationally approved standardized taxonomy is used to categorize services in the database. Following is a listing of the top taxonomy service categories used in the database:

- Health Care (39,574)
- Mental Health/Addictions (15,453)
- Individual, Family, and Community Support (6,272)
- Education (4,308)
- Legal, Consumer, and Public Safety Services (4,166)
- Information Services (2,724)
- Housing (2,352)
- Arts, Culture, and Recreation (1,686)
- Employment (1,572)
- Volunteers/Donations (1,204)
- Income Support/Assistance (1,054)
- Clothing, Personal, Household Needs (976)
- Other Government/Economic Services (855)
- Food/Meals (701)
- Transportation (676)
- Utility Assistance (381)
- Disaster Services (194)

Other Information and Referral Center Activities

Carrier Alert

- There were 35 participants in the Carrier Alert program in 2015.
- There are 11 post offices participating in the program.

After-hours Services

- United Way's 211 (Marathon, Portage, Lincoln, Oneida, Vilas Counties) 2,021
- Coulee Council on Addictions 371
- Brighter Tomorrows 129
- SEMCAC 84
- Gundersen Health System Programs
 - Employee Assistance Program 325
 - Sexual Assault Services 52
 - Crime Victim Services 42
 - Bereavement Services/RTS 10

Calls Using Language Other Than English

- Spanish 200
- Hmong 13
- Hmong 3
- Burmese 2
- Mandarin 2
- Somali 2
- Arabic 1
- We also received calls from hearing impaired individuals using the Telecommunications Relay Service (TRS)

More Comments from Callers

"I have called several times and you've been helpful both for me and for others."

"I'm very pleased with the service and whenever I need someone to talk to, they're there."

"She went above and beyond what she needed to do, making several calls on my behalf. Thank you very much."

"Very helpful—wonderful service. I tell people about it all the time. I have the 2-1-1 magnet on my fridge."

"They are very helpful. I just wish more people realized that Great Rivers 2-1-1 isn't just a crisis line, but also information and referral."

"Just keep doing what you are doing!"

Caller Survey Results

Immediate Caller Survey

In each quarter in 2015, for approximately two weeks, Great Rivers 211 offers an automated survey option to our 211 callers. We run the survey this way in order to gather caller responses throughout the year, and capture different seasons. If the caller chooses, they will get a call back within a couple of minutes and will be asked questions via an automated recording. In 2015, 204 callers completed the survey.

Overall Satisfaction with the service provided:

92% Overall Satisfaction

Was the Information and Referral Specialist polite and professional throughout the call?

100% Responded "Yes"

Was the Information and Referral Specialist able to answer your questions?

98% Responded "Yes"

Were you satisfied with the process of reaching an Information and Referral Specialist?

97% Responded "Yes"

Crisis Caller Survey

Throughout six weeks in a year, crisis calls are assessed by staff for effectiveness. At the end of the call, the staff person who spoke with the caller assesses the wellbeing of the caller:

Do you as the Information and Referral Specialist assess that the caller has an increased awareness about the options available to them in their situation?

YES SOMEWHAT NO

Staff ask the caller the second question on the crisis survey whenever possible. The goal is 90% of callers state that they have enough information to take the next step in their situation:

Did you (caller) receive enough information during this call to take the next step in dealing with this crisis situation?

YES SOMEWHAT NO

In 2015 we surveyed 75 crisis callers. 92% of these callers were asked the second question. 97% of those asked felt they received enough information to take the next step in the situation.