



Information and Referral Center

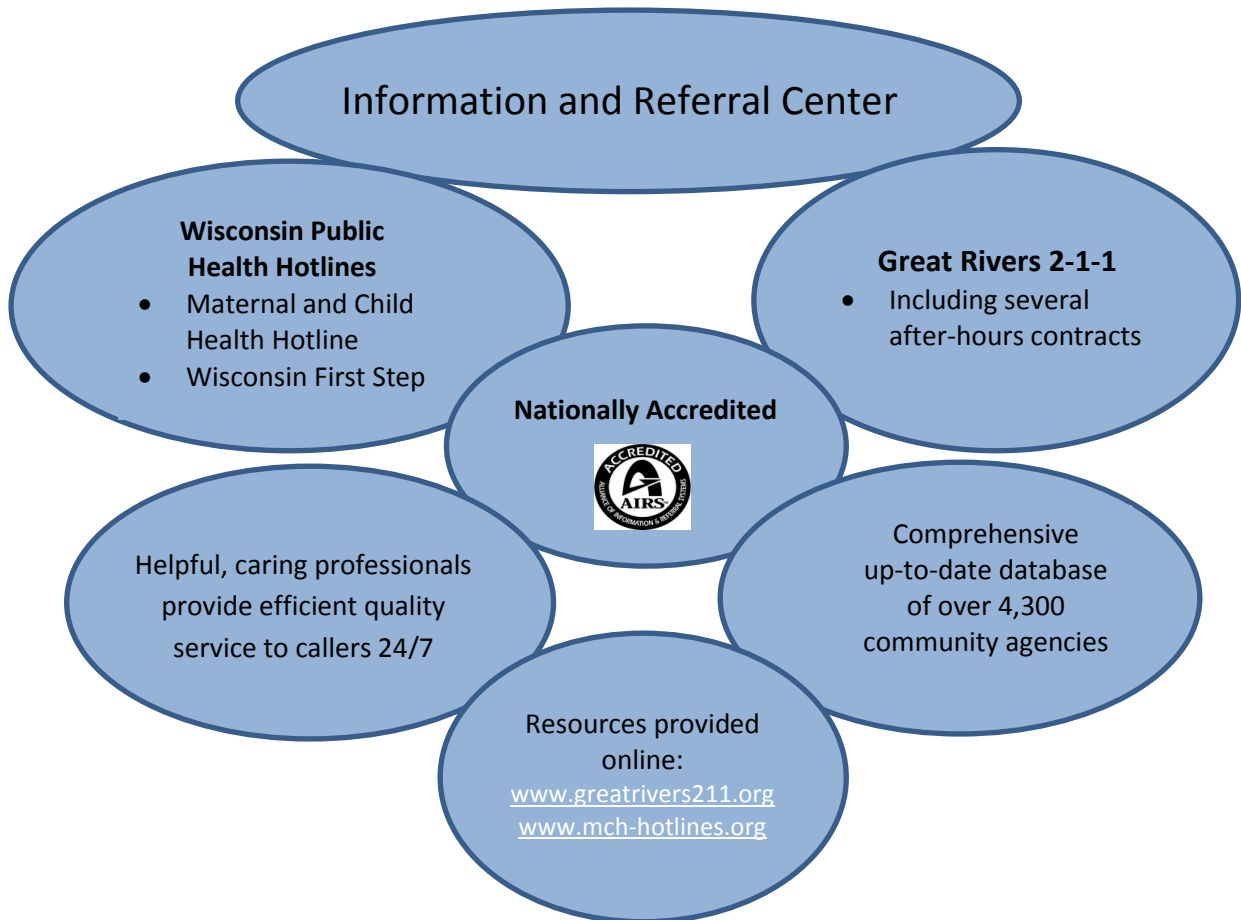
Annual Report 2014



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.



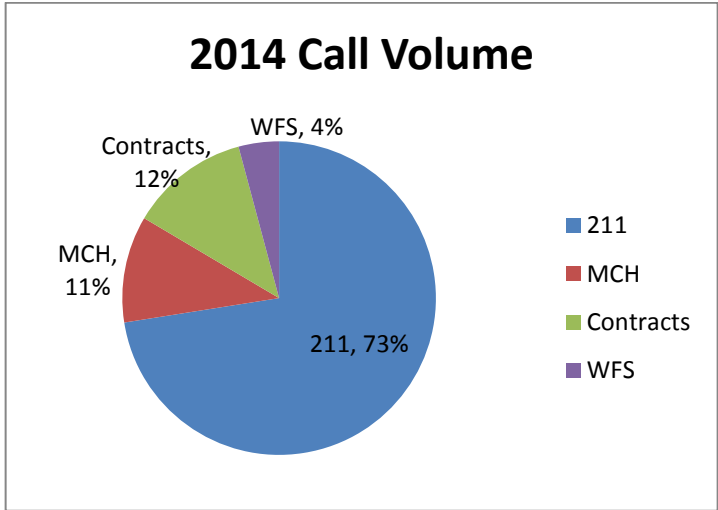
2014 Total Calls

Great Rivers 2-1-1	23,955
After-hours Contracts	4,070
Subtotal GR211	28,025

Maternal and Child Health Hotline (MCH).....	3,635
Wisconsin First Step (WFS)	1,378
Services Hotline for Women, Children, and Families	22
Subtotal Public Health Hotlines	5,035

Grand Total.....33,060

2014 Call Volume



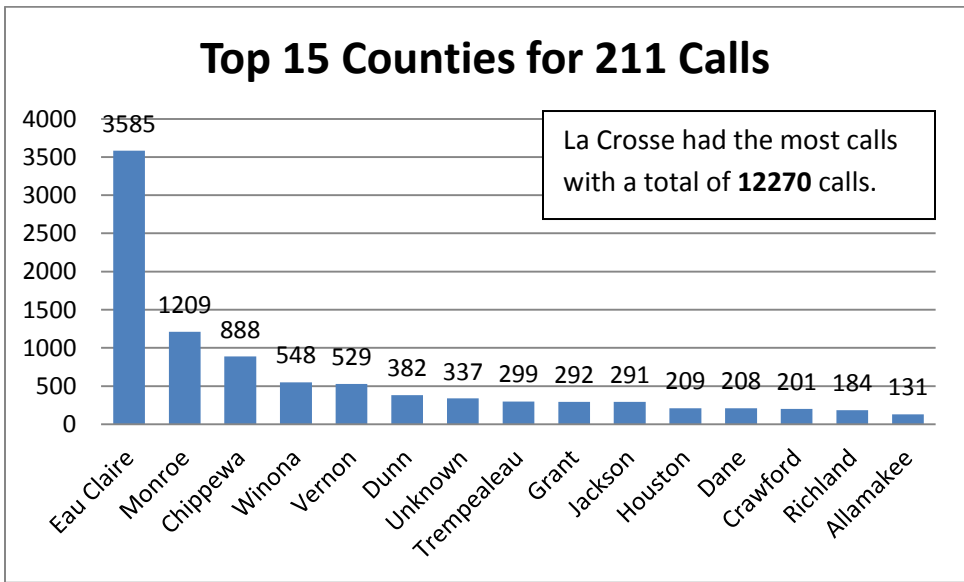
Great Rivers 2-1-1 – 23,955 Total Calls

Type of Call

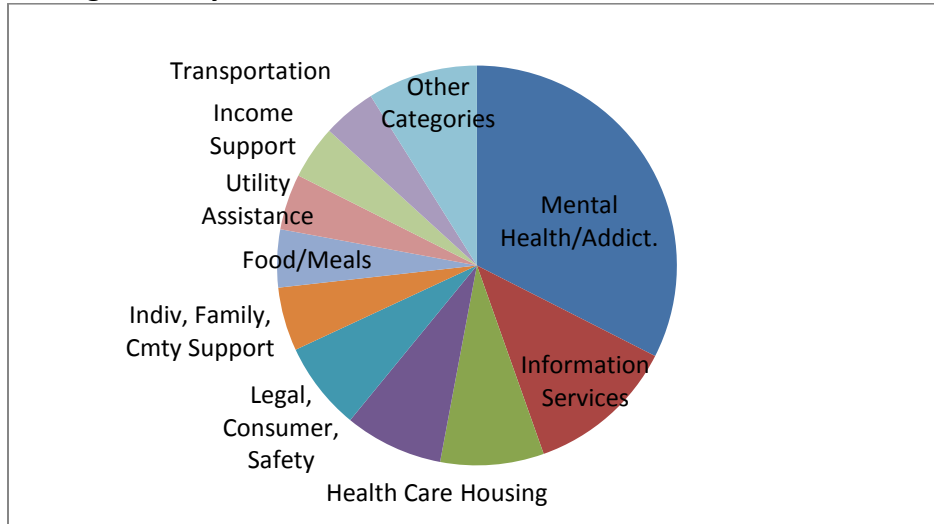
Information & Referral/Supportive Listening	64.8%
Information	25.0%
Crisis	7.3%
Other (business, prank, etc.)	0.8%
Follow-up	2.1%



Top 15 Counties for 211 Calls



211 Calls Categorized by the AIRS Problem Need Areas



Mental Health/Addictions	8,625
<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	3,213
<i>(Includes Out Of Database Referrals such as phonebook and internet searches, Referrals: Comprehensive I&R, Information Lines, Libraries and others)</i>	
Housing	2,223
<i>(Includes Referrals: Housing and Shelter, Rent Assistance, Landlord/Tenant Assistance and others)</i>	
Health Care	2,117
<i>(Includes Referrals: Public Health, Emergency and General Medical Care, Health Screening, Inpatient Facilities, Specialty Medicine, Health/Disability Related Support Groups and others)</i>	
Legal, Consumer and Public Safety Services	1,899
<i>(Includes Referrals: Consumer Protection, Legal Services, Environmental Protection and Public Safety)</i>	
Individual, Family and Community Support	1,386
<i>(Includes Referrals: Animal Services, Individual and Family Support Services, Mutual Support Groups, Community Facilities, and Community Groups)</i>	
Food/Meals	1,242
<i>(Includes Referrals: Food (including pantries and meals) and Nutrition-Related Public Assistance Programs)</i>	
Utility Assistance	1,201
<i>(Includes Referrals: Payment Assistance for: Gas Service, Electric Service, Heating Fuel, and others)</i>	
Income Support/Assistance	1,152
<i>(Includes Referrals: Money Management, Tax Services, Public Assistance Programs [but not nutrition related], Social Insurance Programs and Temporary Financial Aid)</i>	
Transportation	1,148
<i>(Includes Referrals: All Transportation Related)</i>	
Clothing/Personal/Household Needs	559
<i>(Includes Referrals: Material Goods, clothing, furniture, diapers and others)</i>	
Other Government/Economic Services	557
<i>(Includes Referrals: Administrative Entities, Professional Associations, Political Organization, and others)</i>	
Arts, Culture and Recreation	464
<i>(Includes Referrals: Leisure Activities, Social and Spiritual Enrichment and Arts and Culture)</i>	
Employment	261
<i>(Includes Referrals: All Employment Related, Job Assistance Centers and others)</i>	
Education	181
<i>(Includes Referrals: All Education Related)</i>	
Disaster Services	173
<i>(Includes Referrals: All Disaster Related)</i>	
Volunteers/Donations	171
<i>(Includes Referrals: Volunteer Development and Opportunities and Donation Services)</i>	

Crisis Calls – Type of Crisis

Basic Needs	711
Mental Health Emergency	514
Drug/Alcohol Crisis	146
Suicide	138
Life-Threatening Crisis	86
Domestic Violence	85
Life Transitions Crisis	80
Child Abuse	49
Vulnerable Adult	22
Other	<u>184</u>
TOTAL Crisis Calls	1,750

(some calls have more than one Type of Crisis)

Seasonal Referrals

Tax Assistance	256
Holiday Gifts/Toys	71
Thanksgiving Meals/Baskets	55
Winter Clothing	38
School Supplies/Clothing	34
Christmas Meals/Baskets	18
Flu Vaccines	7
Summer Food Service Programs	5

Website Statistics from www.greatrivers211.org

Number of Page views	17,672
Number of Visits	8,585
Average Pages per Visit	2.06
Average Duration of Visit	2:51
Accessed from a mobile device	786

Accessed from 48 states

Top Cities the site was accessed from:

La Crosse	2,774
Eau Claire	971
Menomonie	864
Onalaska	236
Madison	222



“The representative was very courteous, nice, and had all sorts of information. She made it a very pleasant experience for a not very fun thing to have to call about.”
 – Great Rivers 2-1-1 Caller

Public Health Hotlines – 5,035 Total Calls



Top Counties

Maternal and Child Health

Milwaukee	1,335
Dane	272
Waukesha	145
Brown	98
Outagamie	87

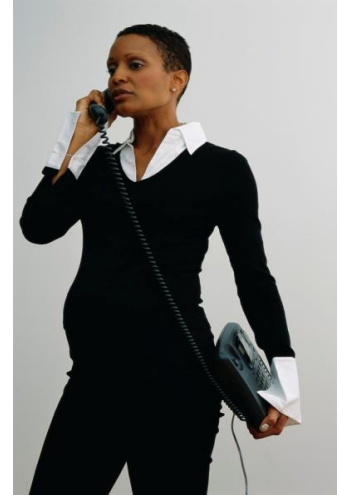
Wisconsin First Step

Milwaukee	198
Dane	134
Waukesha	72
Racine	32
Rock	30

Top Program Referrals

Maternal and Child Health Hotline

WIC	2,698
Text4Baby	583
Prenatal/Perinatal Care Coordination	514
FoodShare	430
BadgerCare Plus	356
ACCESS	195
Wisconsin Shares (child care subsidies)	98
BadgerCare Plus Express Enrollment	96
Wisconsin Works (W-2)	88
Wisconsin State Benefits Information Line/ Member Services	36



*"I appreciate having a resource like this number to go to and for the follow-up offer. It's helpful not to have so much information just thrown at me all at once."
– Wisconsin First Step Caller*

Wisconsin First Step

Birth to 3 Program	314
CYSHCN Regional Centers	207
Family Support Program	73
Act Early Wisconsin	69
Children's Long Term Support Waivers	67
BadgerCare Plus/Access	21
Katie Beckett	20

Type of Call

Information & Referral.....	69.2%
Information	17.1%
Crisis.....	0.2%
Follow-up	13.5%



Top Target Groups

Maternal and Child Health Hotline

Pregnant Women	1,071
Low Income Individuals	904
Parents	482
Medicaid Recipients	311
Providers	146
Pregnant Teens	129

Wisconsin First Step

Communication Disorders	176
Autism Spectrum Disorders	124
Provider Contacts	108
Developmental Concerns	99
Health Conditions	62
Physical Disabilities	48

Website Statistics from www.mch-hotlines.org

Number of Page views	14,401
Number of Visits	7,435
Average Pages per Visit	1.93
Average Duration of Visit	1:42
Accessed from a mobile device	794

Accessed from 50 states, also accessed from Russia (401), Brazil (247), Germany (100), and the Ukraine (87)

Top Cities the site was accessed from:

La Crosse	862
Madison	737
Milwaukee	417
Wauwatosa	241
Chicago	124



GR211/Public Health Hotlines Database

At the end of 2014, the comprehensive database maintained by Great Rivers 2-1-1 and the Wisconsin Public Health Hotlines contained 4,676 agencies and over 23,400 programs and services. 100% of this database was updated in 2014. Also, 156 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 (38,743)
- Mental Health/Addictions (15,090)
- Individual, Family, and Community Support (6,406)
- Legal, Consumer, and Public Safety Services (4,406)
- Education (4,370)
- Information Services (2,832)
- Income Support/Assistance (2,632)
- Arts, Culture, and Recreation (1,870)
- Housing (1,853)
- Employment (1,754)
- Volunteers/Donations (1,316)
- Clothing, Personal, Household Needs (954)
- Other Government/Economic Services (862)
- Food/Meals (760)
- Transportation (704)
- Utility Assistance (420)
- Disaster Services (269)

Other Information and Referral Center Activities

Carrier Alert

- There were 40 participants in the Carrier Alert program in 2014.
- There are 12 post offices participating in the program.

After-hours Services

- United Way's 211 (Marathon, Portage, Lincoln, Oneida, Vilas Counties) 2,980
- Coulee Council on Addictions 415
- Brighter Tomorrows 142
- SEMCAC 106
- Gundersen Health System Programs
 - Employee Assistance Program 320
 - Crime Victim Services 53
 - Sexual Assault Services 46
 - Bereavement Services/RTS 8

Calls Using Language Other Than English

- Spanish 172
- Arabic 5
- Hmong 3
- Burmese 2
- Mandarin 2
- Other 2
- We also received calls from hearing impaired individuals using the Telecommunications Relay Service (TRS)

More Quotes from Callers

"I've used 2-1-1 for many years and it's always been helpful. I don't know what I would do without your service. Today you helped me find an address for my daughter who was transferred to a facility, and that meant the world to me."

"The referrals were lifesavers. I have enrolled in W-2, applied for BadgerCare, WIC, and FoodShare."

"She gave me a lot of information I needed, she had a very kind voice and was very helpful. Thank you very much."

"I connected with the Katie Beckett program. I will also review the referrals for alternative therapies for autism and call you back when I have made some decisions."

"I got answers to information I wasn't sure I could get. I am very relieved."

Caller Survey Results

Immediate Caller Survey

In each quarter in 2014, 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 2014, 160 callers completed the survey.

Overall Satisfaction with the service provided:

82% Overall Satisfaction

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

97% Responded "Yes"

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

92% Responded "Yes"

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

93% 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 2014 we surveyed 56 crisis callers. 70% of these callers were asked the second question. 99% of those asked felt they received enough information to take the next step in the situation.