



Information and Referral Center

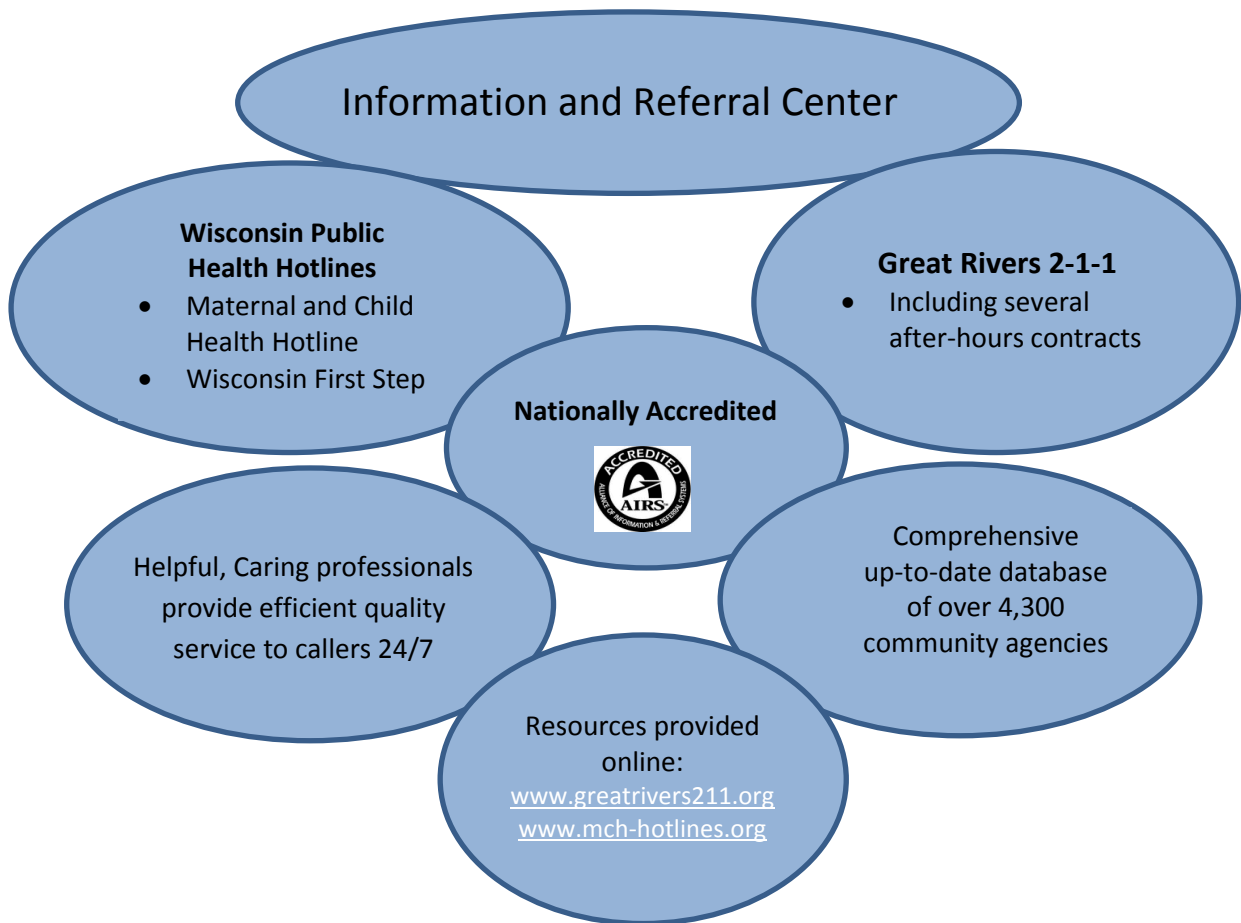
Annual Report
2013



Information and Referral Center Annual Report

Agency Mission

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



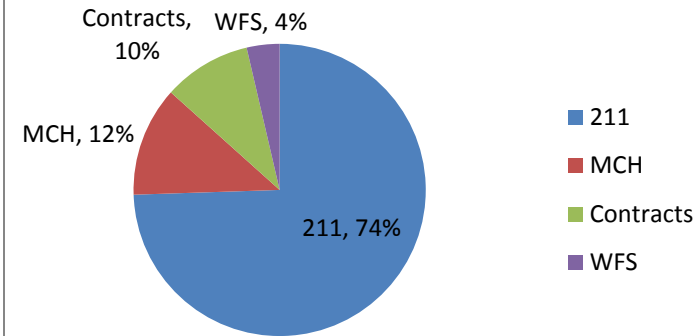
2013 Total Calls

Great Rivers 2-1-1	28,383
After-hours Contracts	3,709
Subtotal GR211	32,092

Maternal and Child Health Hotline (MCH).....	4,631
Wisconsin First Step (WFS)	1,385
Services Hotline for Women, Children, and Families	33
Subtotal Public Health Hotlines.....	6,049

Grand Total.....38,141

2013 Call Volume



Great Rivers 2-1-1 – 28,383 Total Calls

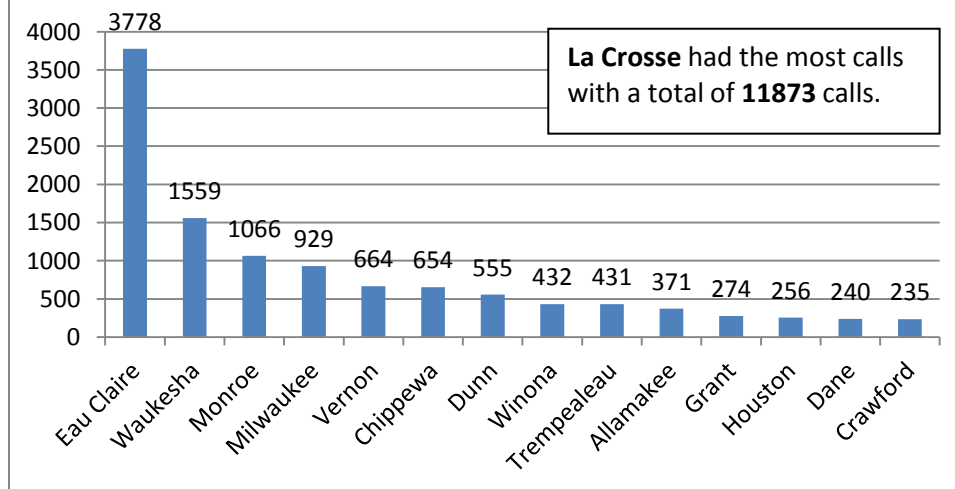
Type of Call

Information & Referral/Supportive Listening	61.1%
Information	27.2%
Crisis	4.9%
Other (business, phantom, hang-ups, etc.)	4.4%
Follow-up	2.4%

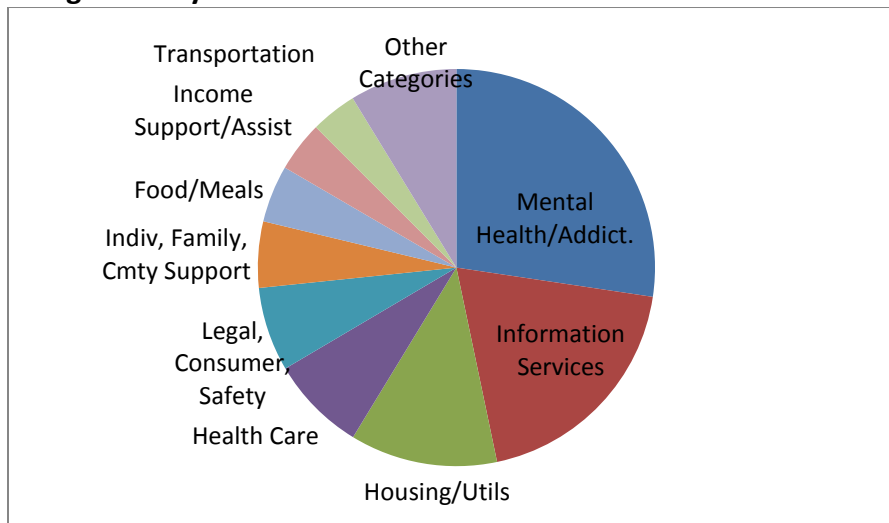
“The Information and Referral Specialist offered to call me back and that will keep me motivated to do what I need to do.” – Great Rivers 2-1-1 caller



Top 15 Counties



211 Calls Categorized by the AIRS Problem Need Areas



Mental Health/Addictions	8,689
<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	6,148
<i>(Includes Out Of Database Referrals such as phonebook and internet searches, Referrals: Comprehensive I&R, Information Lines, Libraries and others)</i>	
Housing/Utilities	3,811
<i>(Includes Referrals: Housing and Shelter, Utility Assistance, Landlord/Tenant Assistance and others)</i>	
Health Care	2,478
<i>(Includes Referrals: Public Health, Emergency and General Medical Care, Health Screening, Human Reproduction, Inpatient Facilities, Specialty Medicine, Health/Disability Related Support Groups and others)</i>	
Legal, Consumer and Public Safety Services	2,174
<i>(Includes Referrals: Consumer Assistance and Protection, Criminal Justice and Legal Services, Environmental Protection and Public Safety)</i>	
Individual, Family and Community Support	1,711
<i>(Includes Referrals: Animal Services, Individual and Family Support Services, Mutual Support Groups, Community Facilities, and Community Groups)</i>	
Food/Meals	1,477
<i>(Includes Referrals: Food (including food pantries and meals) and Nutrition Related Public Assistance Programs)</i>	
Income Support/Assistance	1,300
<i>(Includes Referrals: Money Management, Tax Services, Public Assistance Programs (but not nutrition related), Social Insurance Programs and Temporary Financial Aid)</i>	
Transportation	1,195
<i>(Includes Referrals: All Transportation Related)</i>	
Clothing/Personal/Household Needs	603
<i>(Includes Referrals: Material Goods, clothing, furniture, diapers and others)</i>	
Other Government/Economic Services	600
<i>(Includes Referrals: Administrative Entities, Military Service, Occupational/Professional Associations, Political Organization, and others)</i>	
Arts, Culture and Recreation	527
<i>(Includes Referrals: Leisure Activities, Social and Spiritual Enrichment and Arts and Culture)</i>	
Disaster Services	341
<i>(Includes Referrals: All Disaster Related)</i>	
Employment	308
<i>(Includes Referrals: All Employment Related, Job Assistance Centers and others)</i>	
Education	202
<i>(Includes Referrals: All Education Related)</i>	
Volunteers/Donations	197
<i>(Includes Referrals: Volunteer Development and Opportunities and Donation Services)</i>	

Crisis Calls – Type of Crisis

Child Abuse	27	Life Transitions Crisis	16
Domestic Violence	54	Mental Health Emergency	240
Drug/Alcohol Crisis	51	Crisis Call/No Referral	144
Sexual Assault	10	Other or Not Recorded	288
Suicide	141		
Basic Needs Crisis	414	TOTAL Crisis Calls	1,392

Seasonal Calls

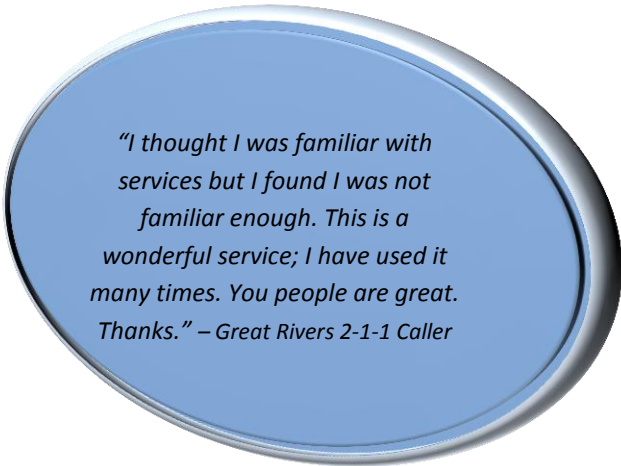
Tax Assistance	166
Holiday Gifts/Toys	107
Thanksgiving Meals/Baskets	52
Christmas Meals/Baskets	41
School Supplies/Clothing	44
Winter Clothing	38
Flu Vaccines	13
Summer Food Service Programs	6

Languages other than English

Spanish	48
Hmong/SE Asian	6
TTY/Relay Service	3

Website Statistics from www.greatrivers211.org

Number of Page views	15,044	Top Cities the site was accessed from:	
Number of Visits	8,048	La Crosse	2,784
Average Pages per Visit	1.87	Eau Claire	732
Average Duration of Visit	1:26	Onalaska	332
Accessed from a mobile device	887	Madison	244
<i>Accessed from all 50 states</i>		Menomonie	137



"I thought I was familiar with services but I found I was not familiar enough. This is a wonderful service; I have used it many times. You people are great. Thanks." – Great Rivers 2-1-1 Caller

Public Health Hotlines – 6,049 Total Calls



Top Counties

Maternal and Child Health

Milwaukee	1,689
Dane	325
Brown	146
Waukesha	142
Racine	130

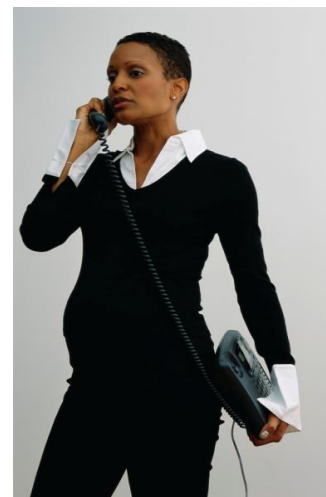
Wisconsin First Step

Milwaukee	231
Dane -	102
Waukesha	61
La Crosse	31
Brown	29

Top Program Referrals

Maternal and Child Health Hotline

WIC	3,550
Text4Baby	995
Prenatal Care Coordination	778
Medicaid (BadgerCare, Family Planning Waiver, Express Enrollment, and BC Prenatal)	514
FoodShare	356
ACCESS	330
Wisconsin Shares (child care subsidies)	108
Wisconsin Works (W-2)	95
Wisconsin State Benefits Information Line/Member Services	54



*"I appreciate the way she handled gathering the information; she was fast, thorough, and I got the information I needed."
– Maternal Child Health Hotline Caller*

Wisconsin First Step

Birth to 3 Program	313
CYSHCN Regional Centers	246
Family Support Program	108
Children's Long Term Support Waivers	70
Katie Beckett	20
BadgerCare Plus/Access	25

Languages other than English Calls

Maternal and Child Health Hotline

Spanish	121
Other	7
TTY/Relay Service	2

Wisconsin First Step

Spanish	21
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Top Target Groups

Maternal and Child Health Hotline

Pregnant Women	1,546
Low Income Individuals	1,117
Parents	528
Medicaid Recipients	370
Providers	198
Pregnant Teens	88

Wisconsin First Step

Communication Disorders	165
Autism Spectrum Disorders	114
Developmental Concerns	91
Provider Contacts	72
Health Conditions	70

Website Statistics from

www.mch-hotlines.org

Number of Page views	14,461
Number of Visits	9,196
Average Pages per Visit	2.10
Average Duration of Visit	1:34
Accessed from a mobile device	932

Accessed from 49 states, also accessed from Russia (537), Germany (133), and the Ukraine (96)

Top Cities the site was accessed from:

La Crosse	727
Madison	645
Milwaukee	495
Onalaska	200
Chicago	139



GR211/Public Health Hotlines Database

At the end of 2013, the comprehensive database maintained by Great Rivers 2-1-1 and the Wisconsin Public Health Hotlines contained 4,355 agencies and over 21,800 programs and services. 100% of this database was updated in 2013. Also, 85 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 (39,626)
- Mental Health/Addictions (15,870)
- Individual, Family, and Community Support (6,987)
- Legal, Consumer, and Public Safety Services (4,873)
- Information Services (3,970)
- Education (3,727)
- Income Support/Assistance (3,153)
- Housing/Utilities (2,888)
- Arts, Culture, and Recreation (1,857)
- Employment (1,795)
- Volunteers/Donations (1,276)
- Other Government/Economic Services (1,118)
- Clothing, Personal, Household Needs (898)
- Food/Meals (799)
- Transportation (719)
- Disaster Services (548)

Other Information and Referral Center Activities

Runaway Bridge

- Lutheran Social Services assumed responsibility for this program in early 2013.

Carrier Alert

- There were 49 participants in the Carrier Alert program in 2013.
- There are 12 post offices participating in the program.

After-hours Services

- United Way's 211 (Marathon, Portage, Lincoln, Oneida, Vilas Counties) 2,715
- Coulee Council on Addictions 304
- Brighter Tomorrows 156
- SEMCAC 76
- Gundersen Health System Programs
 - Employee Assistance Program 332
 - Crime Victim Services 82
 - Sexual Assault Services 31
 - Bereavement Services/RTS 7

Outreach Project

- Funding was received from Great Rivers United Way to develop an Outreach Project that would serve La Crosse, Houston, Monroe, and Trempealeau Counties. 2-1-1 staff visited a total of eight community agencies during the Fourth Quarter 2013 with a lap top and an internet card. Staff used the agency's On-Line Resource Directory to provide referrals face to face to individuals at the outreach sites. Community referrals were given to a variety of needed services. In addition, Great Rivers 211 cards and other materials were distributed to attendees.

Caller Survey Results

Immediate Caller Survey

In 2013, each quarter for two weeks, Great Rivers 211 implements 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 2013, 329 callers completed the survey.

Overall Satisfaction with the service provided:

84% 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?

90% Responded "Yes"

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

91% 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 2013 we surveyed 58 crisis callers. 72% of these callers were asked the second question. 95% of those asked felt they received enough information to take the next step in the situation.