

Maryland 

2-1-1™

Get Connected. Get Answers.

**2-1-1 Maryland/2-1-1 MD at
UWCM**

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2-1-1 Maryland at United Way of Central Maryland



What Is 2-1-1?

- 3-digit telephone number set aside by the Federal Communications Commission in 2000 as the number to dial nationwide for health and human service information and referral
- ***Revolutionizing Access to Community Resource Information and Referral***
www.211us.org



2-1-1 Nationwide

- 2-1-1 Maryland is part of a national movement to create a seamless 2-1-1 system across the United States
- As of April 2015, 2-1-1 serves over 291 million Americans (93.4% of the entire population) covering all or part of 50 states (including 40 states plus Washington D.C. and Puerto Rico with 100% coverage).



2-1-1 Maryland's History

2000

- UWCM established 2-1-1 MD Task Force, a collaboration of state, local and private groups, to design a 2-1-1 system for Maryland

2006

- October 11: Pilot launched covering 70% of Maryland's Verizon landline customers—Sponsored by Constellation Energy

2010

- Senate Bill 527 providing for modifications to Health and Human Services Referral Board passed and signed into law.
- Received Federal grant through Barbara Mikulski's Office



2-1-1 MD Pilot Centers

- Community Crisis Services (Hyattsville-Southern Maryland)
- Life Crisis Center (Salisbury- Eastern Shore)
- Mental Health Assn. of Frederick County Hotline (Frederick- Western Maryland)
- **2-1-1 MD at UWCM** (Baltimore-Central Maryland)



2-1-1 MD as a Social Utility: *Connects People*

- Easy to remember, toll free telephone number
- Links people to resources 24/7 in 150+ languages
- Comprehensive source of info about community services, crisis intervention, referrals to programs and volunteerism
- Professional, trained specialists analyze needs to maximize benefits for callers
- National certification/accreditation in information and referral and crisis intervention

What resources do we provide?

Assistance with:

- Food
 - SNAP
 - Pantries
 - Soup Kitchens
- Utilities
- Housing
 - Emergency shelters
 - Transitional Housing
 - Low cost Rentals and much more
- Rent/Eviction prevention





Resources cont.

- Affordable health and mental health care services
- Public health insurance options
- Substance abuse treatment
- Employment services
- Legal services
- Support for families, seniors and people with disabilities
- Volunteer and donation opportunities



2-1-1 MD as a Barometer: *Identifies Needs*

- Tracks call information and measures met and unmet needs
- Identifies gaps in community resources
- Generates real-time information to inform decision making



2-1-1 MD as a Homeland Security Partner: *Crisis Response*

- Coordinates with local, state and federal agencies
- Critical , rumor-controlled information available before, during and after disasters and crises
- Coordination point for responding organizations, volunteers and citizens
- Permanent presence in the community
- Lessens burden on 9-1-1 and 3-1-1





2-1-1 MD at UWCM (Formerly First Call for Help™)

- Founded by Health and Welfare Council in 1962, Became a direct service of the UWCM in 1992
- Staff certified and program accredited by Alliance of Information and Referral Systems, national professional organization
- Language Capacity: 150+ languages through use of Tele-Interpreters
- Call Volume: Handled 103,617 calls in FY 2015 (277,765 for entire 2-1-1 Maryland system)
- Accessible 24/7 statewide via the following numbers:
 - Greater Baltimore area: 410-685-0525.
 - Toll-free elsewhere in Maryland: 1-800-492-0618
- To reach TTY for hearing impaired: 410-685-2159, weekdays 8:30 a.m.-4:45 p.m.



2-1-1 MD at UWCM cont.

Operations

- Types of Service: Information, Referral, Advocacy, Crisis Intervention, Follow-up

Process

- Establish Rapport, Assessment, Resource Database Search, Guidance/Referral, Request Permission to Follow up

Who calls

- Individuals in need, concerned family members, friends, neighbors, helping professionals, legislators



2-1-1 MD Database

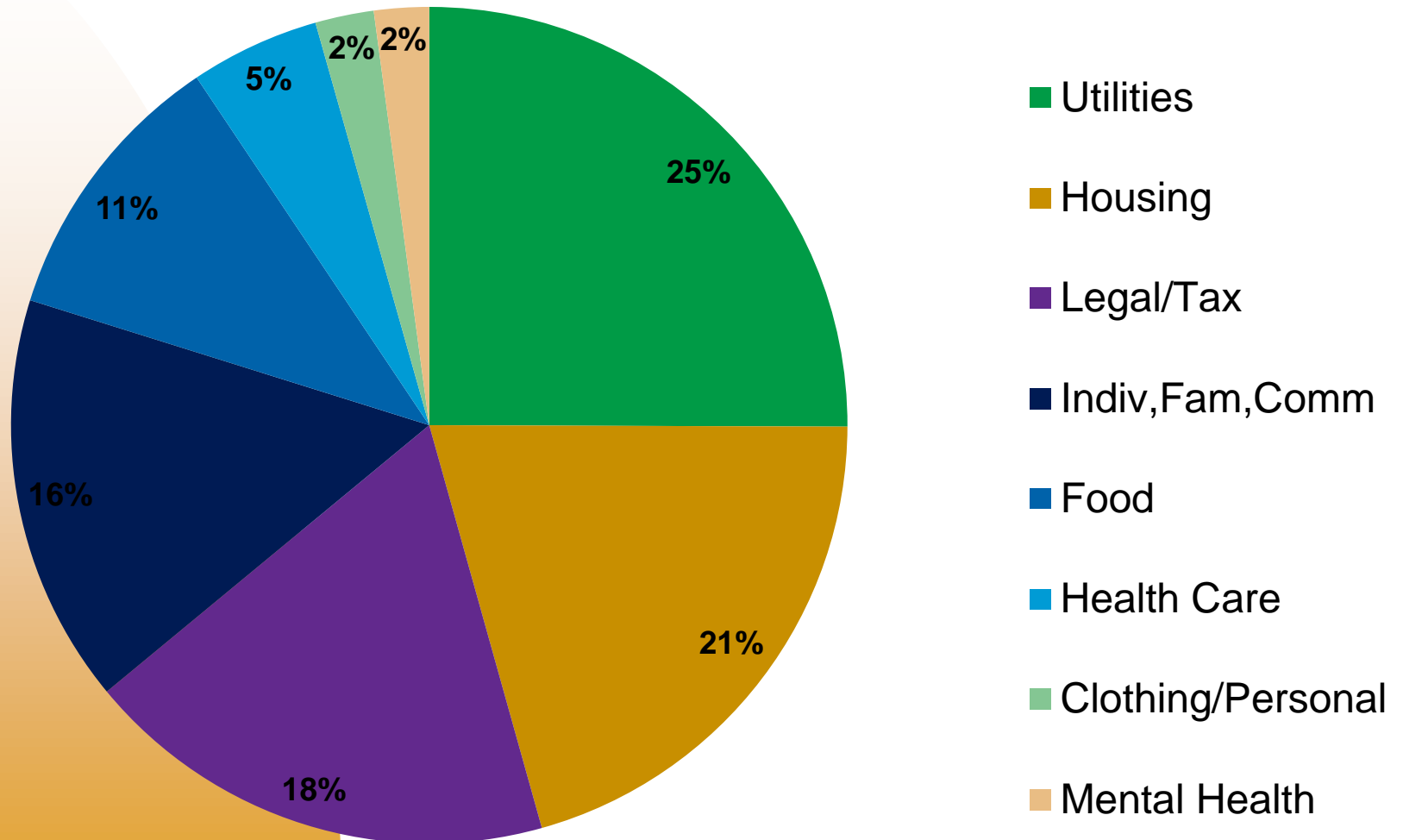
- More than 4700 resources
- 2-1-1 MD has trained, certified Resource Specialists
 - Update and maintain accuracy of resources
 - Add new resources
 - Immediately activate changes/edits
- Entire database is available to the public and searchable at www.211md.org



Top Five Service Requests FY 2015

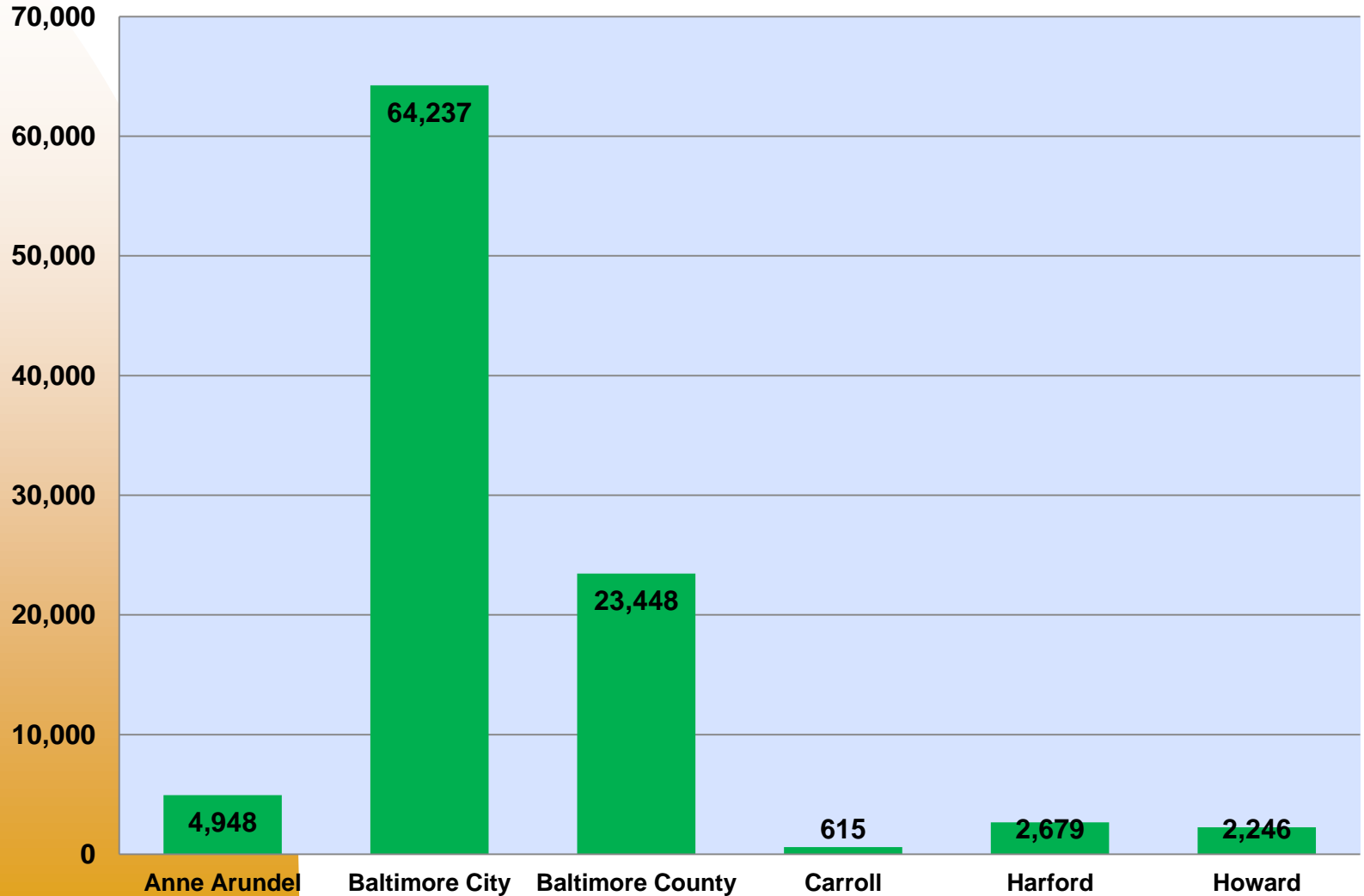
- Utility Assistance
- Housing Assistance
- Legal/Tax Assistance
- Individual/Family Support
- Food Assistance

Service Requests FY 2015





Calls by Central Maryland Jurisdiction FY 2015





Special Programs

- Harvest of Plenty
 - Partner with local agencies to provide free Thanksgiving baskets to Central MD residents in need
 - In 2014, signed up and provided baskets to 3600 individuals and families
- Earned Income Tax Credit/Free Tax Preparation
 - Schedule low to moderate income people for free tax prep (sites in Baltimore City and County)
 - Provide information on free tax prep sites in other jurisdictions
 - Increase awareness of and access to EITC
 - January – April 2015, handled 12,298 tax calls
- Partnership with MD Department of Public Safety and Corrections

Call Trends



- Increase in complexity, multiple needs
- More first time callers
- More callers reporting mental health issues related to financial stress
- Many organizations to which we refer struggling to meet demand
- Increase in length of calls



Success Stories

Ms. B called 2-1-1 because she was having difficulty paying her rent and was facing a possible eviction. After having been out of work, she began working again recently, but had fallen behind on her rent. She had some of the funds that she needed. Additionally, Ms. B was a veteran.

2-1-1 was able to assist Ms. B by providing information on available resources. Of those resources, Ms. B stated that several agencies were able to assist her and she was able to avoid the eviction. She was very pleased with the service she received through 2-1-1.



Success Stories cont.

Mr. J, a Harford County resident, called 2-1-1 seeking assistance with paying for his anti-anxiety medication. He needed money for transportation to the pharmacy as well as funds to pay for the prescription's co-pay. He was extremely upset and emotional, stating that he feared for his well-being without the medicine.

The 2-1-1 worker began to discuss resources with Mr. J, but he was too overwhelmed to take down the information. When asked, he disclosed suicidal ideation. The local suicide intervention and crisis center was called, and that worker spoke with the 2-1-1 worker and Mr. J for about a half an hour. They worked to de-escalate the anxiety, problem solve and discuss next steps. During this conversation, a suicide risk assessment that was begun when the suicidal ideation was first disclosed, was continued. The worker at the crisis center stated that she would try to arrange for someone to come out to Mr. J's home and also try to contact his case worker at a local mental health agency.

The caller also stated that he and his live-in girlfriend were out of food and were "starving". The caller was concerned about running low on cell phone minutes, so the callers disengaged, with both the crisis worker and 2-1-1 worker stating that they would call him back shortly. Mr. J agreed to that and said that he felt "fine" waiting for both to call back.

The 2-1-1 worker then called a local food pantry and spoke with a volunteer who stated that he would call Mr. J to set up food delivery. The 2-1-1 worker called Mr. J to update him and, at that point, he stated that he was more calm and felt better knowing that someone was "working on the case". A short time later, 2-1-1 contacted the crisis center worker who stated that they had contacted Mr. J's case worker and she was en route to his house. The 2-1-1 worker then called the FISH volunteer who confirmed that they had delivered emergency food to Mr. J and his girlfriend.



How you can help 2-1-1 MD at UWCM

- Visit www.211md.org and provide feedback to us on its functionality and recommend resources to add. Email Tamara Moore, Resource Database Administrator at tamara.moore@uwcm.org
- Contact information:
Kate Schulz, Health Care Call Specialist
443-573-5902
kate.schulz@uwcm.org

Thank you!