

Washington Information Network 2-1-1 Newsletter

July-Sept 2012

MISSION & VISION

Washington Information Network 2-1-1's (WIN211) mission and vision is to answer the call to get help into people's hands statewide. WIN211 exists to make people's lives better, to enhance community resiliency, to identify and break cycles of need and to help organizations, foundations, businesses, individuals and government more efficiently distribute resources.

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Holiday Season is Near

Each year, 2-1-1 provides information about holiday assistance programs designed to help make the holidays a little brighter for those in need. These programs traditionally provide families with holiday food baskets and gifts for children. 2-1-1 staff works with nonprofit and faith-based partners to ensure up-to-date information is available to our callers about where and when to access holiday resources. Callers will be greeted with the automated menu option for ease in accessing holiday resources starting Monday, October 29, 2012. Some programs, like Toys for Tots, do not release information about their holiday giveaway dates and locations until later in the season.

Agencies and local churches are still feeling the strain of the extended economic downturn. Early reports from some community partners indicate that many programs are scaling back the number of clients they will be able to serve this holiday season, and some have closed holiday assistance programs altogether. Families in need should be prepared for the possibility of not having as many options available when requesting holiday assistance.

Although this message can be a bit disheartening, there is still time for families to plan ahead. Encourage families to look at their budgets now to determine if dollars can be set aside for a holiday meal or if they can share in the costs of a holiday dinner with family and friends. Many hot meal sites offer congregate Thanksgiving or Christmas dinners for free. For holiday toys and gifts, many stores are offering layaway options this year. Layaway gives families that option to make small payments every few weeks until the holiday, which might be more workable for a tight budget than large one-time purchases.

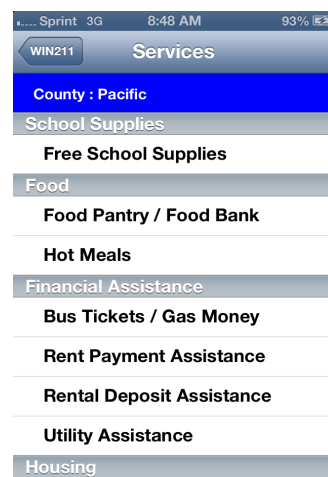
2-1-1 staff across the state are happy to answer any questions about holiday resources that families and individuals may have. Holiday information is also available on our website at www.win211.org.

WIN211 App Now Available on iPhone

WIN211 now has the WIN211 app for both androids and iPhones. With one click of a button you can be connected to the resources you need with no extra web browsing, searching or typing. The WIN211 app is available in multiple languages based on the phone language selection.

According to comScore there are over 98 million US Smartphone users and this number is increasing every month. The number of homes with a house phone are decreasing while the cell phone usage is increasing. Smartphones have become the main tool in accessing information while on the go and are replacing the PC for the younger and lower income.

Go now and download your WIN211 app at Google play or iTunes.



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"ONE CLICK AWAY FROM HEALTH AND HUMAN SERVICES"

Please help us spread the word that 2-1-1 service in WA is available in over 150 languages! Callers must press 5 for English or 6 for Spanish, and when non English speaking callers reach an Information and Referral Specialist they just need to say "interpreter" or the name of the language. Also, most centers have Information & Referral Specialists who are fluent in both English and Spanish.

The Holiday Season is a difficult time for families lacking resources. 2-1-1 Can Help!

MOST REQUESTED COMMUNITY RESOURCES

JULY-SEPTEMBER 2012	NUMBER OF REQUESTS	PERCENT OF TOTAL CALLS
Utilities	9,254	13%
Rent/Mortgage Asst/Move-In Costs Asst.	8,642	12%
Emergency Shelter	5,457	8%
Legal	4,220	6%
Housing/Low-Cost Housing	3,729	5%
Food/Food Bank Information	2,597	4%
Household, Clothing, and Personal Goods	2,399	3%
Transitional Housing Specialized	1,835	2.6%
Undesignated Temporary Financial Aid	1,828	2.5%
Transportation/Travel	1,675	2.4%

* The following chart provides a list of caller needs where resources were not available. Rent and Utility Assistance are always among the top 5 caller needs. Unfortunately, they are also at the top of the unmet needs list since requests exceed the available resources.

UNMET NEEDS* JULY-SEPTEMBER 2012	PERCENT OF CALLS
Rent/Mortgage Asst/Move-In Costs Asst.*	3.2%
Utilities	2.9%
Undesignated Temporary Financial Aid	.7%
Emergency Shelters	.6%
Transportation/Travel	.5%
School Supplies	.3%
Housing/Low-Cost Housing	.16%
Household, Clothing, and Personal Goods	.15%
Legal	.12%
Transitional/Specialized Housing	.11%

WEBSITE VISITS

* Unique visitors are first time IP addresses recognized in that month.

* Web hits also include unique visitors.

JULY-SEPT 2012	JULY	AUG	SEPT	TOTALS
Web Hits *	59,233	63,891	55,473	178,597
Unique Visitors *	9,599	10,878	10,513	30,990

JULY-SEPTEMBER 2012 CALL VOLUMES AND REFERRALS

REGION	CALLS ANSWERED	REFERRALS PROVIDED
North Sound	12,054	16,479
Peninsulas	3,336	4,387
Southwest Washington	2,015	3,601
South Sound	13,779	19,963
King County	27,075	65,982
Greater Columbia	7,665	6,706
Eastern Washington	3,739	4,830
TOTAL	69,663	121,948

SUCCESS STORIES

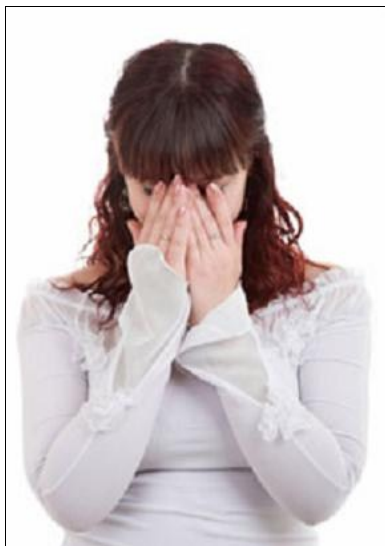
Greater Columbia:

A 2-1-1 Specialist received a call from a woman who was not easily forthcoming with her needs. After a few minutes of calming her down she said: "I'm so ashamed."

After using active listening, the specialist discovered the woman was a private person and didn't ask for help much. This call was her first call for help and was very concerned with anonymity. She was very distraught with inner pain and not sure of what steps she wanted to make to start solving her problem, only that she wanted to make a step forward to do so. The Specialist acknowledged her pain, commended her on the courage it took to make the call, reassured her that her information was and would remain anonymous, and encouraged her by reinforcing that she was strong enough to take that first step because she had already called us for the information she needed.

The woman expressed how grateful she was to be able to talk with someone who did not judge her, did not tell her what she should do or how she should do it. She stated that she was very scared to pick up the phone to call but knew she had to and was so relieved that she was able to talk to someone who understood how she felt and was willing to just listen and give her the information she needed when she didn't even know what information that was when she first called.

"I'm so ashamed,"



Our Specialists use Active Listening and know to ask the next question to empower our callers.

Peninsula:

An older 60 year old disabled man called 2-1-1. He had heard from an acquaintance that 2-1-1 could help him with needs in his area. The I&R specialist informed the man of what 2-1-1 does and asked a few questions. The I&R Specialist discovered the caller was a veteran and he had a live-in partner that had become ill. She was moved to a nursing home due to her illness which made it hard for him to get to town; he was feeling lonely and was having a hard time financially. The I&R Specialist spoke more with the caller about his situations discovering he was depressed.

The caller was referred to the Crisis Clinic of Peninsulas, a 24-hour hotline which provides a listening ear to those in situational distress, and to a counselor in his area that accepts his insurance and specialized in treating depression.

The caller was also concerned about home repairs, errands, food, rent, power and water. The I&R Specialist gave the caller information on Veterans Relief fund, Olympic Community Counsel, Catholic Community Services, MANNA, Clallam Transit, and St Vincent de Paul. The caller was amazed there were resources in his area that could assist him. The caller was so glad he called 2-1-1 for help.

Answers the call to get help into people's hand statewide.....

**WASHINGTON
INFORMATION
NETWORK 2-1-1**

Contact WIN211 with questions or comments: info@win211.org

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Maple Valley, WA 98038

milissa@win211.org

Phone.....425.264.0301

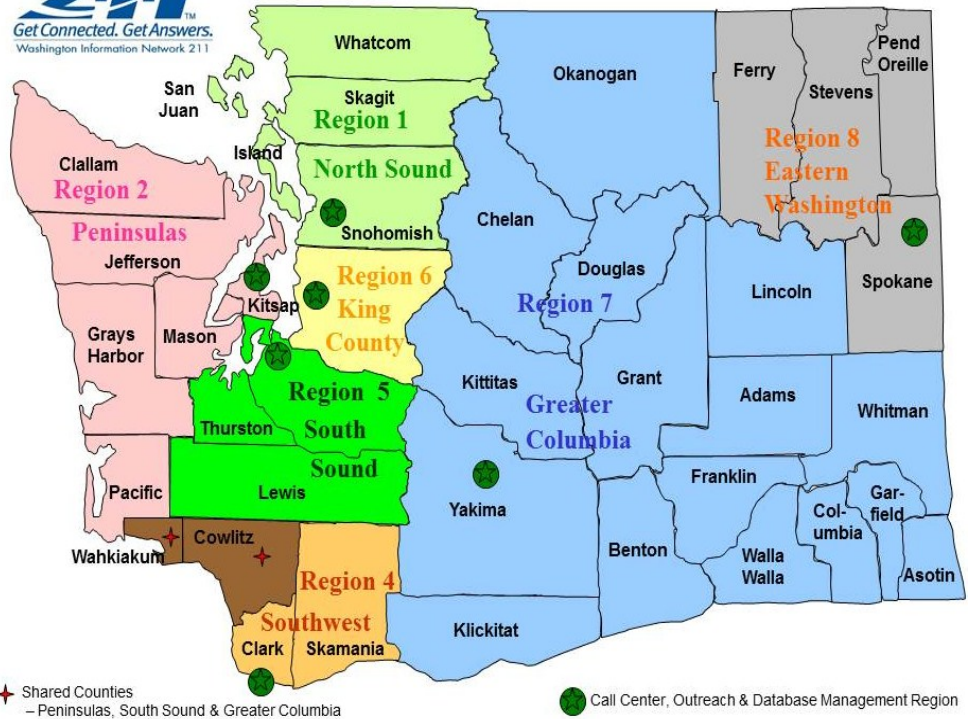
Visit our new and improved website!

www.win211.org

Washington Information Network 2-1-1 (WIN211) is a 501(c)(3) non-profit organization providing statewide 2-1-1 Information and Referral telephone and web-based services through 7 geographic regions and non-profit parent agencies. Each 2-1-1 region, parent agency, counties served and administrative contact is listed on this page.



Washington State 2-1-1 Call Center Service Areas



REGIONAL 2-1-1 CONTACTS

2-1-1 REGION	CONTACT INFORMATION & PARENT AGENCIES
North Sound 2-1-1	Bob Reese, breesee@voaww.org Volunteers of America Western Washington
Peninsula 2-1-1	Kelly Schwab, Kellys@kmhs.org Kitsap Mental Health
Southwest WA 2-1-1	Liesl Wendt, liesl@211Info.org 2-1-1 Info
South Sound 2-1-1	Shawn Parkhurst, shawnp@uwpc.org United Way of Pierce County
King County 2-1-1	Susan Gemmel, sgemmel@crisisclinic.org Crisis Clinic
Greater Columbia 2-1-1	Stacy Kellogg, skellogg@pfp.org People for People
Eastern WA 2-1-1	Jan Dobbs, jdobbs@smhca.org Frontier Behavioral Health/Spokane Mental Health