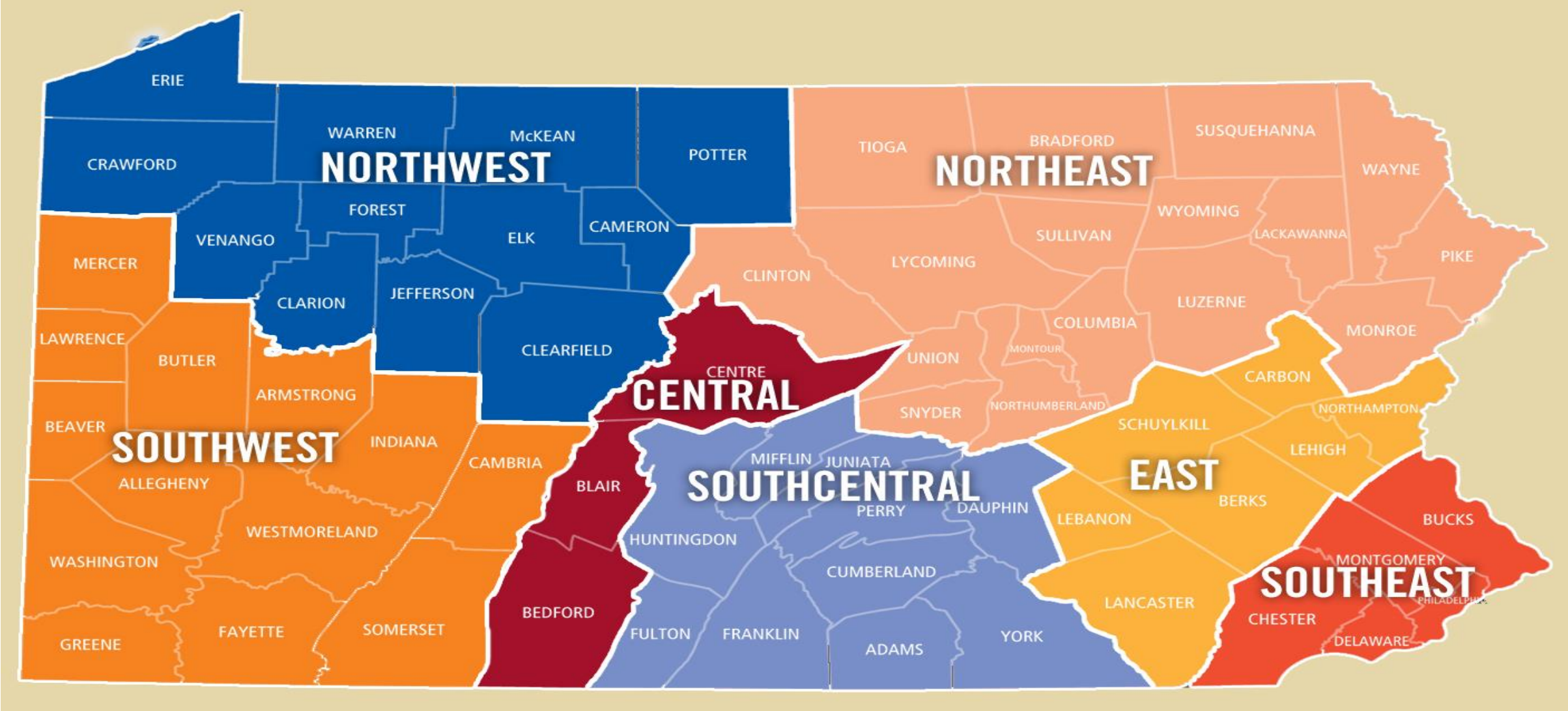




211 Training





About 2-1-1

- Available 24/7/365
- Available by phone, text, email or web in most regions
- Free and confidential connections to health and community services
- Call for yourself, a client or a friend
- In an emergency, call 9-1-1



9-1-1 for Life-Threatening or Property Emergencies

- Impaired Driving
- House Fire
- Medical Emergency
- Abduction
- Robbery
- Report Domestic Violence
- Suspicious Activities
- Heart Attack or Stroke

2-1-1 for Information and Resources for everything else

- Housing and Utility Issues
- Find a Shelter
- Locate a Food Pantry
- Natural Disaster Relief Information
- Fraud and Identity Protection
- Tax Preparation Assistance
- Veterans Services
- Support Groups and Counseling Services

MAKE THE RIGHT CALL

PA 2-1-1- A Unique Service

- **PA 2-1-1 offers an easy to remember phone number available to anyone, that gives quick access to thousands of services throughout PA**
- **2-1-1 is 1 of just 9 n11 numbers**
- **United Way of PA was granted the authority by the Public Utility Commission to hold the 2-1-1 dialing code for information and referral in February, 2010**
- **There are seven 2-1-1 regions in PA and five contact centers**
- **The statewide database is maintained by staff working in local communities. Information comes from a variety of in-kind partnerships as well. We recognize that the best information is local. We have built a database with over 33,000 resources available to those in need.**

Benefits of 2-1-1

- **Connects people in need to services efficiently**
- **Uses innovative technology – Texting referrals to customers means no lost phone numbers**
- **Offers one statewide database that eliminates need for multiple, duplicative community databases**
- **Promotes one easy to remember number**
- **Reduces the need for new 800 lines; Infrastructure already exists**
- **Supports disaster and emergency services**
- **Provides early connections to prevent more serious problems**
- **Collects valuable data**

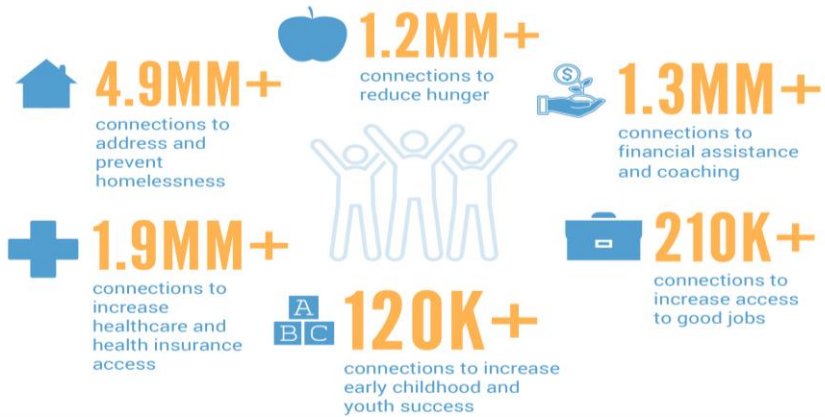
2018 IMPACT

LIVE UNITED

12.8MM+
CONNECTIONS TO HELP

14MM+
WEBSITE SEARCHES FOR HELP

HELPING COMMUNITIES & PEOPLE THRIVE



HELPING IN TIMES OF CRISIS



2-1-1 is a free and confidential service that helps people find the local resources they need 24/7.



United Way of Pennsylvania

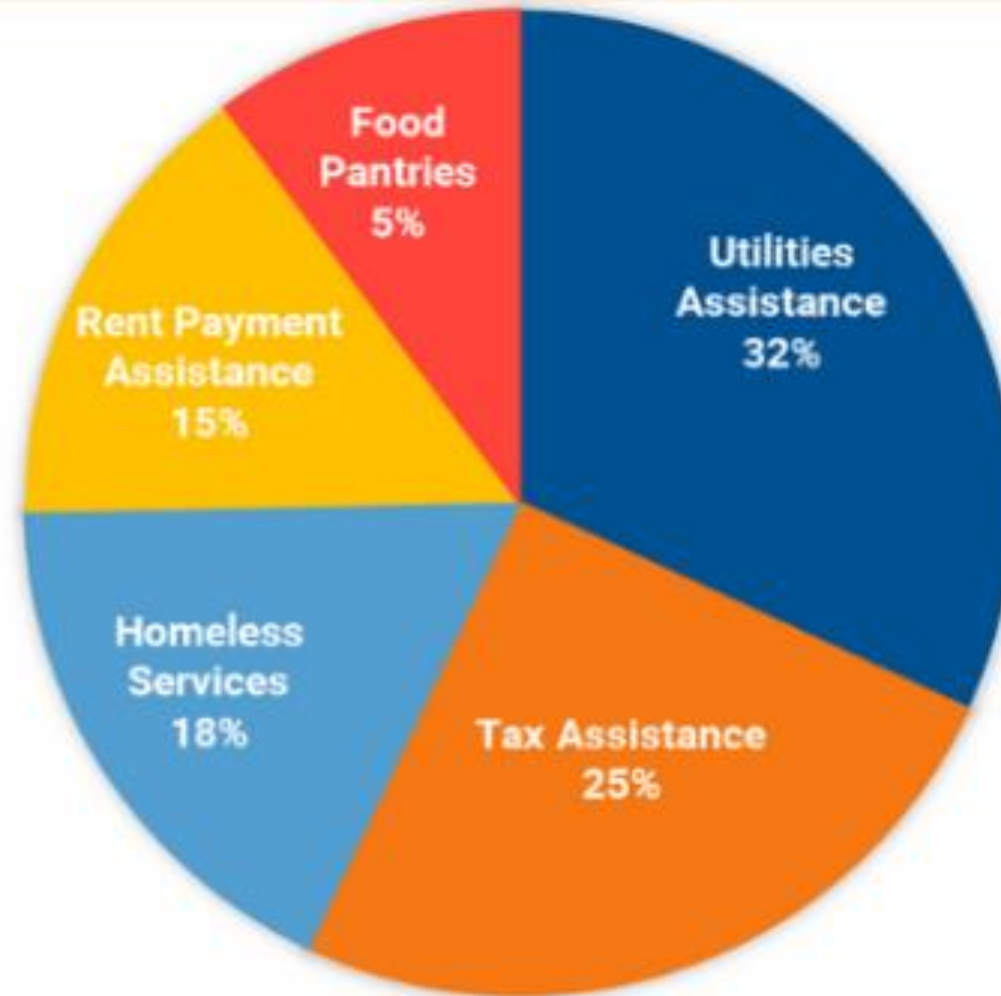
www.uwp.org



Recent 2-1-1 Contact Statistics and Trends

- **Over 200,000 unique contacts to the PA 2-1-1 network yearly**
- **An additional 120,000 web site hits**
- **PA's calls as a percentage of population and households are below national averages – we need to get the word out**
- **Nationally and in PA, *call* volumes are decreasing but text, chat and web site are increasing.**
- **The number of chat/text interactions with 2-1-1 clients is increasing nationally.**
- **Nationally, 2-1-1s answered calls equivalent to more than 10% of all U.S. households (some households called more than once)**

2018 top needs based on calls to 2-1-1 in PA



Southwest 2-1-1

RESULTS START HERE

71,643

Total Contacts

50,708

Basic Needs
Assist Contacts

1,082

Dual Needs

46,276

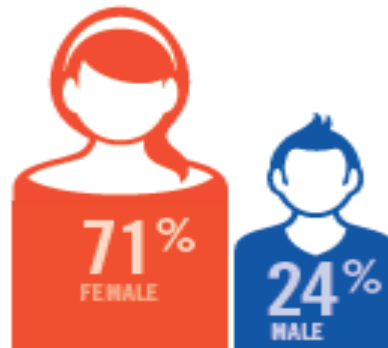
Unique Website Visits

4,603

Military/Veteran
Contacts

2017-18 At A Glance

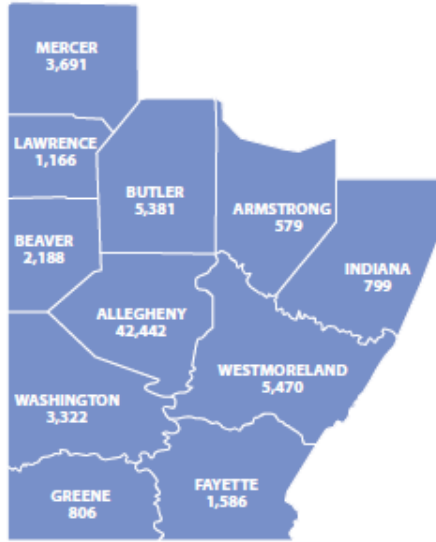
Whether you need help finding child care, food assistance, care for an aging parent or utility assistance, **2-1-1** is the number to call. Our expert Resource Navigators are trained and specialize in finding you the help you need, for any of life's tough situations, from our comprehensive (and ever-growing) directory of social services.



Majority of Callers

Were between the ages of 55-64
38% were first-time callers

Total Contacts by County for 2017-18



Incoming Chats



Incoming Texts



LIVING STARTS HERE

50,708

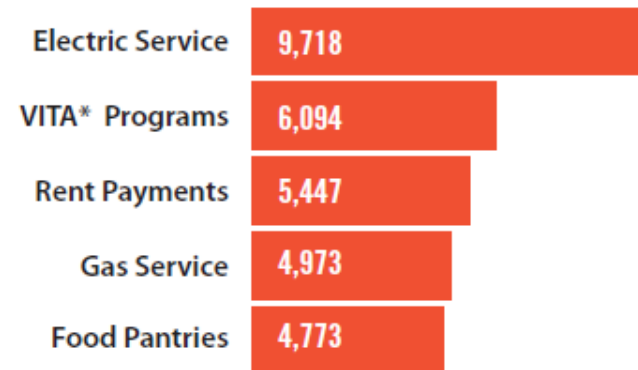
Basic Needs
Assistance Contacts

“PA 2-1-1 Southwest helped me find a solution after I lost my job and couldn’t pay my rent.”
- Roslyn

Help for Basic Needs

The volume of basic needs assistance calls shows that many people still need help to feed, clothe, and provide shelter for their families. Help is available for people like Roslyn, a single mom of four, who had been out of work for months and was behind on her bills.

Top Five Needs in 2017-18



*Volunteer Income Tax Assistance

2-1-1 Quality Measures

- **24/7/365 service**
- **Multi-Channel Access – phone, text, chat, web, social media**
- **Service provided by a live, trained I&R Specialist without being required to leave a message or hang up and dial a separate number.**
- **Call monitoring – internal and external**
- **Customer satisfaction surveys**
- **Follow-up with 10% of callers**
- **AIRS Accreditation**

You are in good hands with 2-1-1

- **Call specialists receive ongoing training on agency services and emerging trends**
- **Call specialists meet national certification standards, and are members of AIRS , the national professional association for information and referral**
- **Utilizing a national translation service, 2-1-1 can respond to callers in over 250 languages; some regions have bilingual staff**
- **Protocols are in place with crisis services so that callers can be warm transferred as needed**

PA 2-1-1 database

- **PA 2-1-1 has developed a comprehensive statewide database that all regions use. The database has been developed by 2-1-1 working with local data partners**
- **Visit PA211East.org or PA 2-1-1 Southwest to see the database in action**
- **The web site is updated on a regular basis based on feedback from the agencies listed in the database**
- **Agencies are required to update their information at least annually**

Contacting 2-1-1 by text

- **Text a zip code to 898-211**
- **Information is tailored to individual's needs**
- **No phone minutes? Text!**
- **Used by all ages and for all topics**
- **Some people prefer to use text for sensitive topics**
- **Easy and preferred**



2-1-1 TM 
Get Connected. Get Answers.

Easy, convenient
and always at
your fingertips

Text your zip code to 898211

Standard msg&data rates may apply. Text STOP to opt-out. For end user privacy and terms and conditions of texting with 898211, go to: <http://www.preventionpays.com/policies/>
Powered by PreventionPays Text.

How 2-1-1 Texting Works

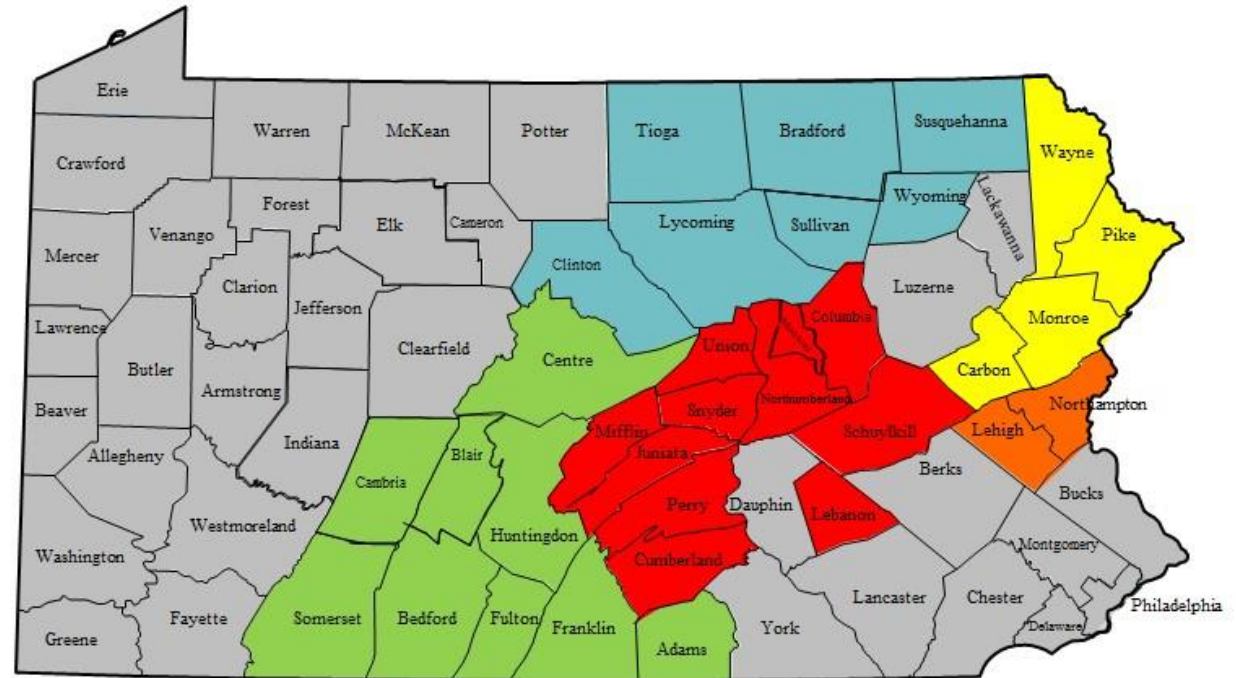
- **Two-Way Texting**
 - **Text your zip code to 898-211**
- **Push Text Messages – Great possibilities for partnerships**
 - **Utility assistance programs open today. Apply here:**
www.utilityhelpnow.org
 - **Summer food is here. Stretch your food budget!**

2-1-1 Project: Disaster Relief

- **A part of 2-1-1 business is to provide assistance to communities in time of disaster, allowing 9-1-1 to work primarily with first responders**
- **2-1-1 partnered with local VOAD and emergency management agencies to respond to highly localized flash flooding and other natural disasters in Pennsylvania.**
- **2-1-1s in the United States regularly provide assistance across state lines to respond to flooding, wildfires, hurricanes, and even man-made disasters such as the September 11 attack**
- **We do not currently have the capacity to activate on every disaster**

2-1-1 Project: Housing

- HUD lists 2-1-1 as an access point for housing services.
- PA 2-1-1 provides Coordinated Entry Services for 33 counties in PA for the Eastern PA Continuum of Care. We assess housing needs and place those who meet the HUD guidelines on the community queue for housing services.
- We are involved in screening for housing services in a total of 37 PA counties.



The Future of PA 2-1-1

- **PA 2-1-1 will provide service to every resident of PA by the summer of 2019 through public and private partnerships with the bulk of the money being invested by the United Way system.**
- **With statewide coverage, we are poised to work on statewide contracts on projects where we can use the strengths of our data and our highly trained and skilled staff to provide efficient solutions to human service problems.**
- **We look forward to using cutting edge technology to make accessing services easy.**

2-1-1 Phone Service

- **Reaching 2-1-1 from a cell phone or residential line**
 - **Calling 2-1-1 should always work. if it doesn't, please check with your phone company and let us know**
- **Reaching 2-1-1 from a business**
 - **Some phone networks or PBX systems that use a “9” or other outside line access code may need to be adjusted so you can dial 2-1-1. Your telecommunications staff or service provider should be able to make this simple adjustment**

Follow-up

Questions about 2-1-1? Please contact:

Anne Fogoros, PA 2-1-1 Operations Director
afogoros@uwp.org

United Way of Pennsylvania
412-478-6731

LIVE UNITED

Thank you



United Way of Pennsylvania
www.uwp.org

