

211 in Ontario

Navigating the maze of services is confusing



**Parents. Seniors. Homeless. Families. Immigrants. Teens.
Survivors. Victims. Job hunters. Vulnerable. Communities.
They all find help.**

211 speaks their language. Bilingual with access to over 150 languages.
7 days a week. 365 days a year.

Easy to remember

- **A two channel information system**
 - Three-digit phone number – **2-1-1**
 - Internet service – **www.211ontario.ca**
- Free, confidential, anonymous
- First point of access to community resources
- Information & Referral to social, health, government services



Current Barriers to accessing services

- Access to a phone or internet
- Out-of-date information
- Frustration or confusion with
 - automated telephone system
 - lengthy hold times
- Social isolation and poverty
- Language and culture
- Literacy and education
- Addiction and mental health



Calling 211

- Live person at the other end, not machines
- Certified information and referral specialists
- I&R is focused on callers' needs
- 365 days a year,
 - Currently 90 hours a week; 24/7 in the fall
 - Over 150 languages, bilingual



211 service: I&R Specialist

- Information and referral
- Assessing caller's needs
 - Crisis intervention
 - Identifying other challenges that caller may be facing
 - Support, using active listening skills
 - Assisting the client in making informed decisions
 - Providing options, 3 referrals where possible
- Advocacy and follow up
- Identifying service gaps and potential solutions to filling these gaps



Website: 211Ontario.ca

- Fully searchable, continually updated
- Bilingual – English and French
- Proximity mapping
- Resource professionals and the public
- More information, more features



211 Data

- Comprehensive human services data records
- Public accessibility
- Local data collection
- Periodic, seasonal programs, services, events, etc.
- Transaction data – why people call/click, what they seek, who they are, where they live
- Service gaps and unmet needs



211 in Canada

30% of Canadians, 10 million people, have access

- 2001 – CRTC assigns 211
- 2002 – Toronto starts 211 service
- 2004 – Edmonton
- 2005 – Calgary, Niagara and Simcoe
- 2007 – Peel, Halton and Windsor
- 2008 – Thunder Bay, Ottawa and Quebec City
- 2010 – Kingston,

Coming soon – Vancouver, Halifax and Saskatchewan.



Call 2-1-1 or search www.211ontario.ca
to find the best help in your community.

Find Help. Give Help.

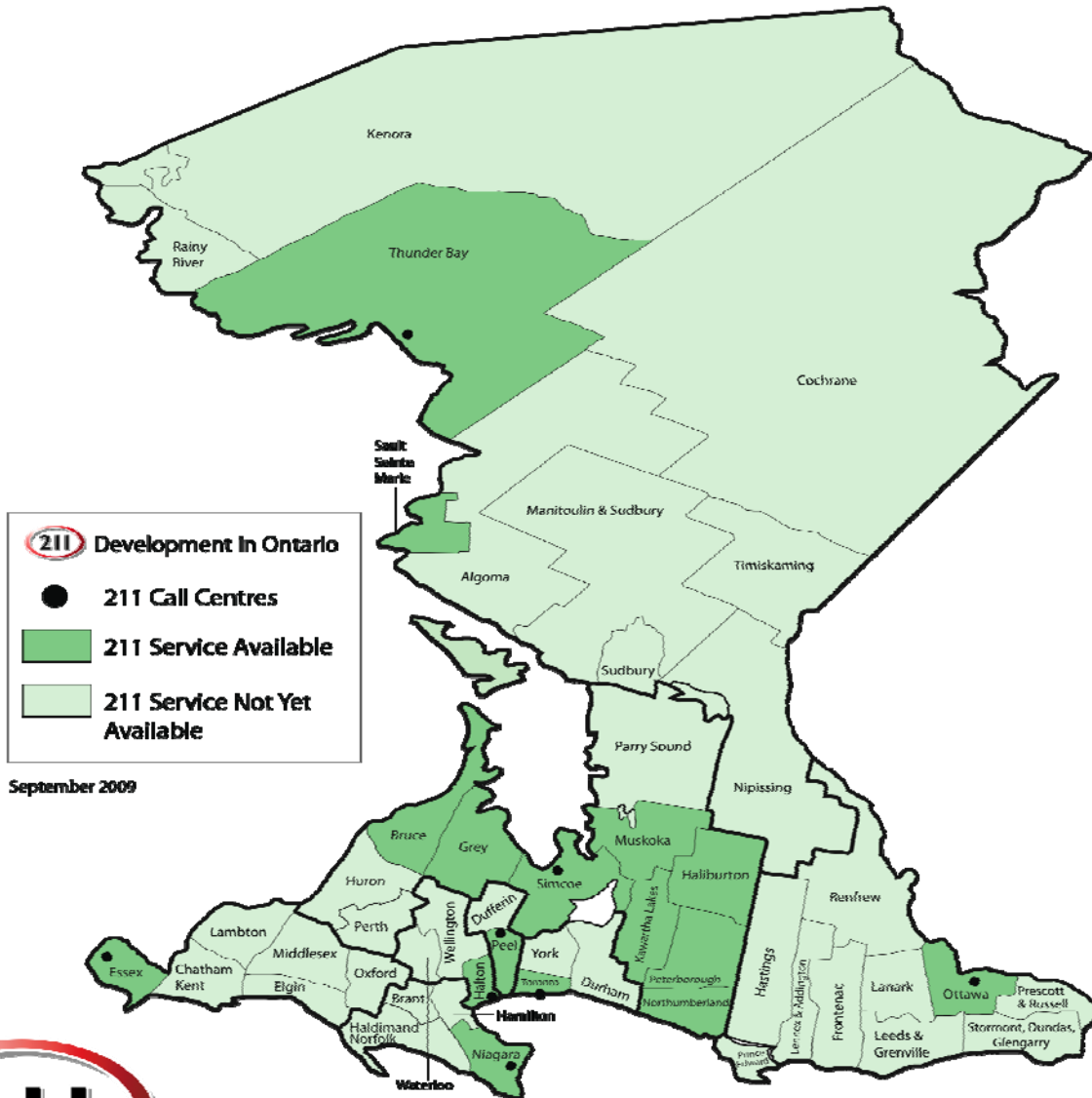


211 Ontario

- Eight regional call centres
 - Toronto, Niagara, Windsor, Peel, Halton, Thunder Bay, Simcoe, Ottawa
- Coordinated telecommunications ability
 - Routes calls between 211 centres to effectively pool resources
- Local database collection: local data for regional services



211 in Ontario



Coming in 2010

- York Region
- Durham Region
- Dufferin
- Perth
- Huron
- Waterloo
- Brant
- Oxford
- Chatham Kent
- Kenora
- Algoma
- Rainy River
- Cochrane
- Sudbury
- Kingston
- Frontenac
- Lennox & Addington
- Hastings
- Prince Edward
- Hamilton
- Haldimand & Norfolk



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Status of 211 in Ontario

2-1-1 Internet Service

- Province-wide

2-1-1 Phone Service

- Goal: all Ontarians to have access by 2012
- April 2010 – 55% of population can call 211
- Dec. 2010 – actively implemented to 80%
- Sept. 2011 – actively implemented to 100%



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211: Eastern Region

Call centre in Ottawa for Eastern Ontario

- One of eight call centres
- Bilingual – French, English; Multilingual (150 languages)
- Cost effective as region only pays incremental expense
- Efficiencies in regional approach

Data, I&R in KFL&A

- VIK closed early 2009: Lack of sustainability
- Need to protect existing community database
 - United Way funding for I&R service transferred to 211
 - Municipal support & funding for 211
 - Database continues to be updated locally
- 211 Ottawa provides administration and I&R service



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Top reasons for calling

- Multiple needs.
- Getting help sooner prevents a more serious crisis
- Government services
- Basic Needs (Food, Shelter, Clothing)
- Housing
- Education
- Financial Assistance
- Home Support



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Caller Facts

- 70% of callers are women
- 60% lack full-time employment
- 10% are seniors
- 42% first time callers (58% repeat callers)
- 94% followed up on the referral
- 87% got the help they needed
- 100% would call again, and tell family and friends about 211



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Who benefits from 211?

Residents:

- Easy access to community services
 - either by phone or via the internet
- Overcomes barriers to accessing services
 - Reduces isolation for seniors, vulnerable population
 - Provides access for those with low income, lack of transportation, literacy challenges
- Information is current and accurate
 - Reduces lost time looking for services
- Confidence and ability
 - Allows callers to make informed choices



Who benefits from 211? (cont'd)

Agencies:

- Reduces number of misdirected calls
- Provides access to a comprehensive database of services to assist their clients
- Time saved by individuals and organizations

Governments, funders:

- Data collected from calls to 211 help to identify needs and possible service gaps in communities served
- Reduction in the number of 1-800 numbers and other information lines
- Reduction in non-emergency calls to 911



Who funds 211?

- Federal: Citizenship & Immigration Canada
- Province of Ontario
- Municipalities
- United Ways



Funding for 211 in KFL&A

- ☎ 211 Eastern Ontario Region, including KFL&A
 - Citizenship & Immigration Canada
 - Province of Ontario
- ☎ Expansion to Kingston, Frontenac, Lennox & Addington
 - United Way serving KFL&A
 - City of Kingston
 - Frontenac County
 - County of L&A



Questions?

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