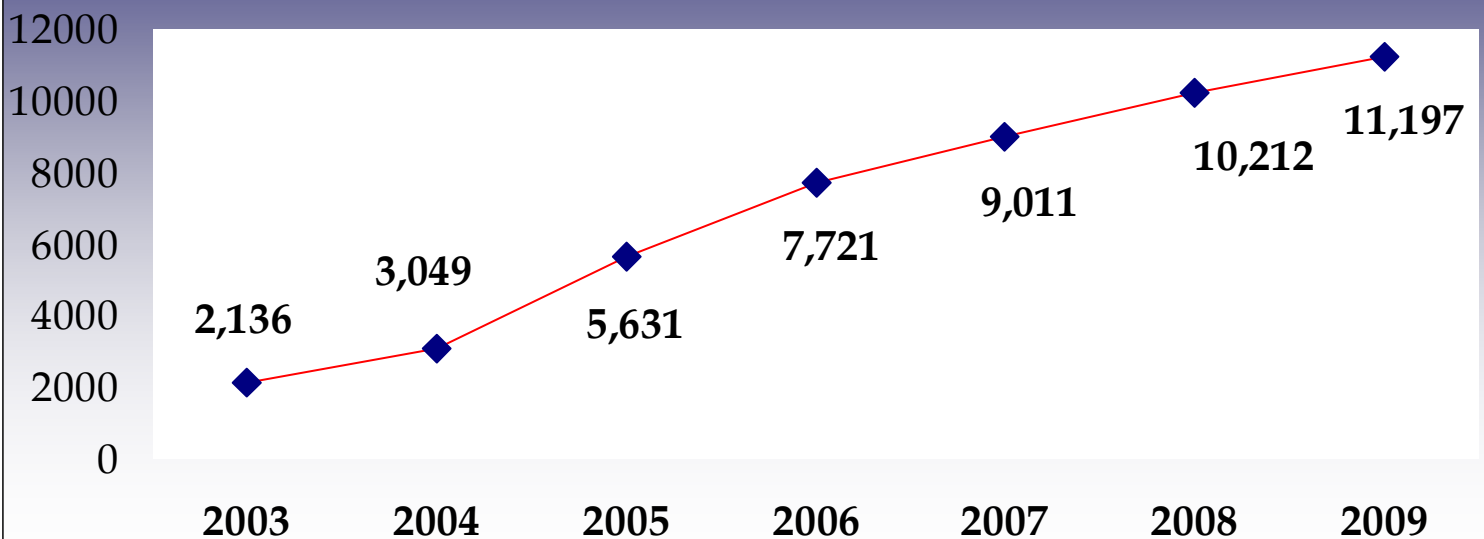




CALL 2-1-1
Third Quarter Data Report
April-June 2009



Third Quarter - Combined Call Volume Trendline
April, May and June



2-1-1 and Public Health Preparedness

Novel H1N1 (referred to as “swine flu” early on) is a new influenza virus causing illness in people. This new virus was first detected in people in the U.S. in April 2009. This virus is spreading from person-to-person worldwide, probably in much the same way that regular seasonal influenza viruses spread. On April 30th, the Michigan Department of Community Health’s Office of Public Health Preparedness announced 2-1-1 as the number to call statewide for current and accurate information about the virus. As news of the virus became more widely reported, ensuring the public received accurate information was essential. 2-1-1 helped to disseminate the most current information and was able to help with rumor control about how the virus is contracted and spread. Our Call Specialists fielded calls locally from individuals concerned about how to protect themselves and their families. Both the state and our local health departments provided us with daily communications that included updated resources, daily talking points, and the most current listing of probable/confirmed cases in west Michigan.

On June 11, 2009, the World Health Organization signaled that a pandemic of novel H1N1 flu was underway. The call center anticipates receiving additional calls related to H1N1 this fall as we move into the traditional cold and flu season.

2-1-1 Receives Outreach Grant from Holland/Zeeland Community Foundation

Like most human service agencies, 2-1-1 has experienced a dramatic increase in demand for services over the past year. Not only is call volume up, but calls have become more complicated and the number of needs each individual is facing has also increased. The stress of the poor economy is impacting families financially, emotionally, and physically and many individuals struggle to meet their basic needs. More than 60% of the calls received in recent months have included at least one referral related to housing, utilities, food, or assistance with other basic needs such as clothing, prescriptions, diapers, and formula. Calls for mental health counseling, help with substance abuse treatment, and inquiries about domestic violence shelters have also increased. Despite the increase in call volume, there are many residents of our service area who still do not know about 2-1-1 and how it can help them connect to the services they need. Sometimes people just give up, not knowing that there are community service programs available to help them in their time of need. This is the audience 2-1-1 must reach!!

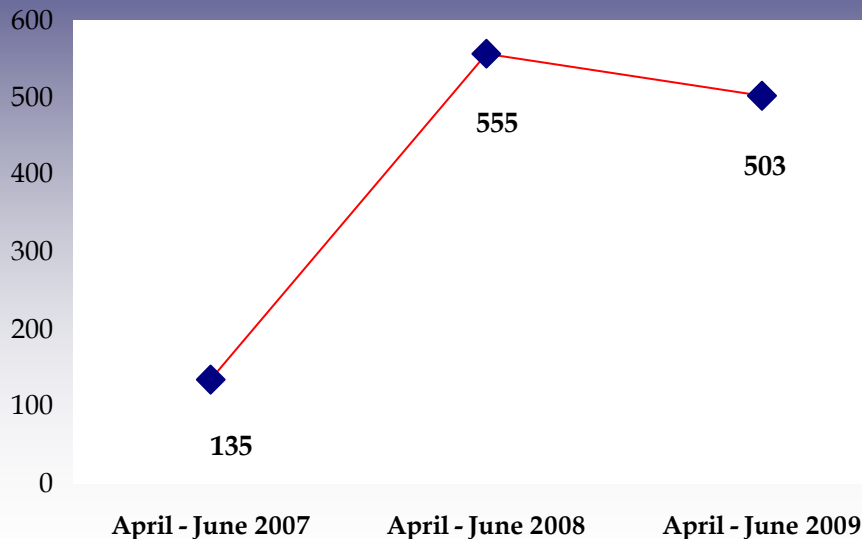
The Community Foundation of the Holland Zeeland Area has generously granted funds to support increased 2-1-1 marketing and outreach in the Holland/Zeeland area. Although spreading the word about 2-1-1 is an ongoing process, this is a new targeted marketing initiative in direct response to the current economy. The goal of this outreach is to increase awareness of the 2-1-1 service in Holland and Zeeland during a critical time when making services easier to access will benefit both the residents of our community as well as the agencies that serve them. We believe it is fundamentally important that every resident of our lake-shore community is aware of 2-1-1 and the critical role it can play in linking people in need with the many health and human services resources available.

Mason/Oceana:

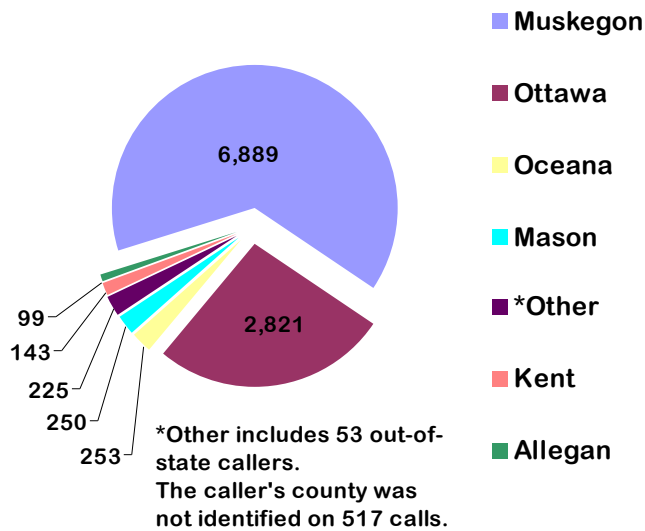
In late March 2009, Mason and Oceana Counties celebrated the **ONE YEAR ANNIVERSARY** of access to the 2-1-1 dialing code. The ability to dial the simple three digit number has expanded the use of the 24/7 Health and Human Services Hotline, with almost 4% of the population for these two counties now utilizing 2-1-1. Data shows that the call volume from these areas has tripled since implementing 2-1-1. Prior to its launch, residents could reach the call center using the toll-free number. Just under 700 callers used the toll-

free number from April 2007-March 2008 while almost 2,100 callers dialed 2-1-1 from April 2008-March 2009! The months of April, May, and June are typically our quietest time of the year, but call volume this past quarter remained strong with 503 inquiries.

Call Volume Comparison
Mason and Oceana Counties



Call Volume by Caller's County



Call Volume by County:

This pie chart breaks out call volume for each county. Calls from Allegan, Kent, and other adjacent counties were previously embedded in the total numbers reported for either Ottawa or Muskegon Counties. Call volume differs dramatically by county. This is reflective of overall population size, differences in socioeconomic need, as well as how 2-1-1 is utilized in each community. As more and more people learn about 2-1-1, we have seen increases in call volume within each county.

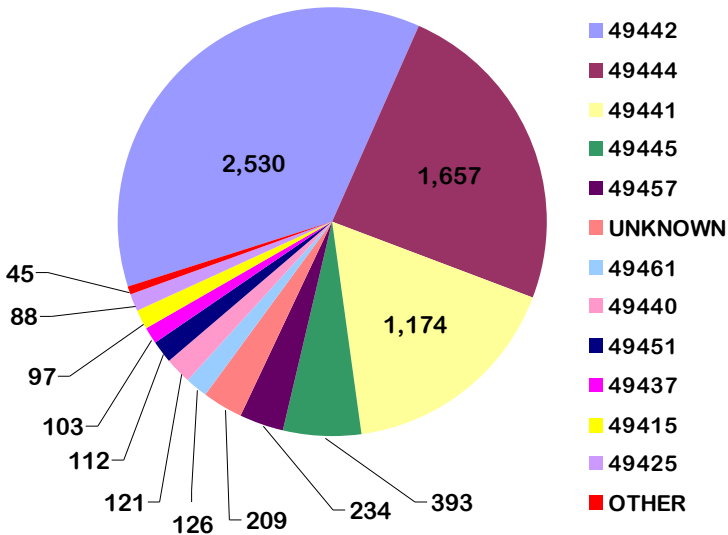
*It is interesting to note that the "Other" category includes 53 calls received from caller's outside of the state of Michigan.

CALL 2-1-1's Mission Statement:
To increase access to community services through effective and compassionate information and referral.

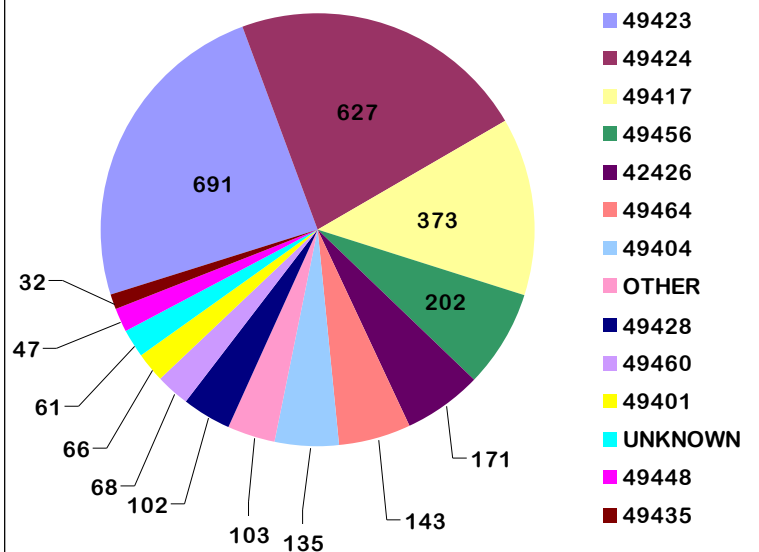
Calls by Zip Code:

11,197 callers were assisted with information and referral services over the past 3 months. The majority of these calls originated in Muskegon and Ottawa Counties. The chart below depicts call volume for the 11 Muskegon County Zip Codes and 12 Ottawa County Zip Codes with the highest number of calls. Specific information regarding service requests, referrals made, and unmet needs are available by Zip Code upon request, please contact Stacey Gomez at 231-733-8605.

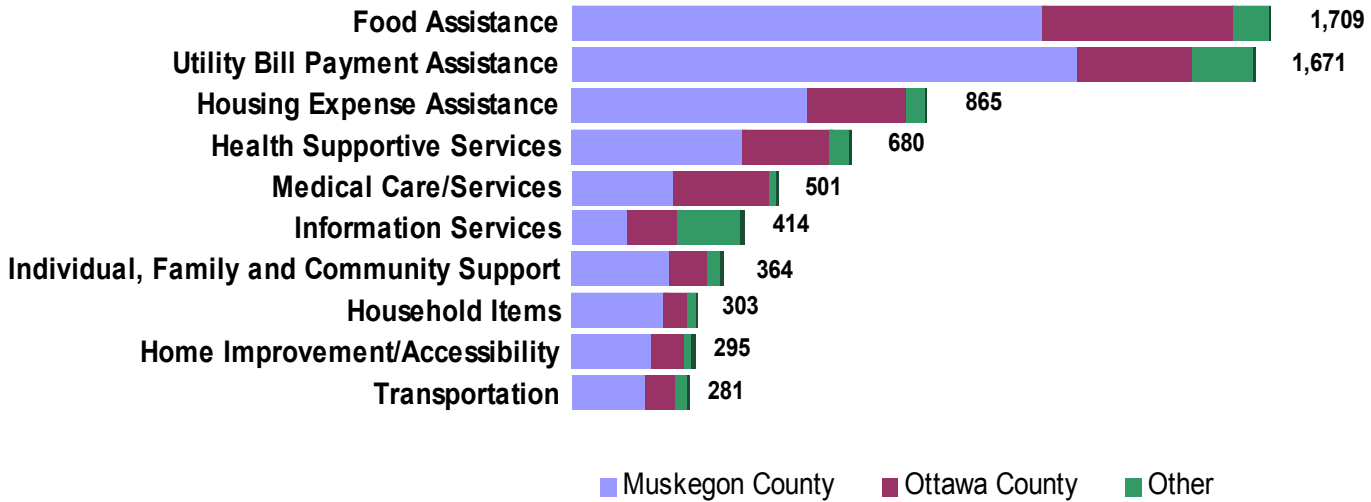
Muskegon County Call Volume by Caller's Zip Code



Ottawa County Call Volume by Caller's Zip Code



Top Ten Service Requests Categories



Expanded Outreach Using Technology

CALL's staff now has the ability to extend the reach of the 2-1-1 service by bringing technology out into the community. For many years, our staff has participated in local Resource Fairs where we educate attendees about the 2-1-1 service and encourage them to call or use the CALL 2-1-1 website. We are now taking the website to them! Our resource team has started utilizing a laptop with an internet card that allows them to connect to the CALL 2-1-1 website from any location. This allows our staff to provide on-location Information and Referral services. This past quarter, CALL 2-1-1 had the opportunity to provide outreach at the Evergreen Commons Senior Community Day, at Project Homeless Connect in Holland, at 'Transition Toward the Future' events in both Grand Haven and Muskegon, and at several employee resource fairs hosted at various Gentex sites. This new practice has been well received, and we've been able to bring 2-1-1 to individuals who otherwise may not have been able to make that connection.

Top Ten Unmet Needs Categories

