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Washington Information Network (WIN 2-1-1) Referral Partnership

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Overview

- ❖ Why 211?
- ❖ How we structured the work
- ❖ How much did it cost?
- ❖ What were the outcomes?
- ❖ What are the challenges?



What is 211?

<http://youtu.be/D69v2mFRRTk>

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What is 211?



2-1-1 is an easy-to-remember phone number for people to call for health and human service information and referrals and other assistance to meet their needs.

Statewide Database

WIN211 maintains a statewide database of community resources. You can [SEARCH](#) the online database.

Regional Call Centers

WIN211 is a network of 7 [regional call centers](#). You can call 2-1-1 and get connected to a specialist in your area. You can use 2-1-1 to find ongoing or emergency services.

Partnerships

[2-1-1 partners](#) with services statewide to meet community needs and get help into people's hands.

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WIN211 Mission and Vision

- “To answer the call to get help into people’s hands statewide. WIN211 exists to make people’s lives better, to enhance community resiliency, and to identify and break cycles of need and to help organizations, foundations, businesses, individuals and government more efficiently distribute resources.”

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Who Supports 211?

United Way of America and the Alliance of Information and Referral Systems are leading the effort to develop a nationwide, integrated 2-1-1 system.

In Washington State, the Legislature designated the Washington Information Network 2-1-1 (WIN 211) as the lead organization to plan, develop, implement and support a 2-1-1 network.

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Who uses WIN211?

- 67% age 18-59
- 33% white, 11% African American
- Reasons for calling in order: utility assistance, rent assistance, emergency shelter, legal, food
- 272k calls, 506k referrals in 2013



Were there other Health Ed offerings on 211?

When we started, no.

But 2-1-1 was eager to work with us to find the best way to connect Washington residents to the info needed.

After funding by SDPP, Health Education category was added

Subcategories for DPP and DSME program listings

Coming: CDSME listings

Future: The sky's the limit

WIN211 process

- Inform “target” organizations about 211
- Invite them to submit their agency and service information
- 211 staff take it from there
- Periodic updates requested by 211

WIN211 Project Cost

- \$90 K contract from SDPP funds
 - Develop new web pages, add categories, input organization information, develop greeting messages
 - Training 211 call center staff (what is prediabetes, diabetes)
 - Outreach events
 - Some printing and mailing



WIN211 Outcomes

- DPP and DSME presence in call center database and website
- Call center staff trained about DPP and DSME
- April thru November 2013: 267 calls, 429 referrals and 666 web hits for DPP and DSME
- 386 outreach events, 1039 outreach staff hours, 9142 pieces of promotional material, 14382 contacts

Challenges

- 211 relies on outside funding in WA (small \$\$ from cell phone parity law)
- 211 may have limited hours/geographic reach/capacity for new projects
- Some states may not have 211

A few more challenges

- Organizations concerned listings may not be kept up to date, will be added work for them
- Resistance to trying new methods
- Unfamiliarity with 211

BUT

- 211 was a great system and opportunity for increasing awareness/referrals to DPP and DSME for WA
- We plan to keep adding EBP's as money allows, and to spread the word to others
- Flexible platform for I&R for a variety of programs and services



How to get started in your state

- Alliance of Information and Referral Services (AIRS)
<http://www.airs.org/i4a/pages/index.cfm?pageid=1>
- Check with your Public Health, Health Promotion staff
- Go to www.211.org to locate 211 system in your area....input your zip code, city or state

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