

Maximizing 211 as a Service Navigation Tool

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Director | 211 Wisconsin

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Partners in Health, Education, and financial Stability



Wisconsin
Get Connected. Get Help.™



United Way of Wisconsin



Partners in helping our Neighbors Thrive

WHO WE ARE

- United Way and 211 are trusted community partners.
- Understanding the intersection between social service/nonprofits, health care, and government services is our core competency.
- Connected to the social service ecosystem needed to address individual/family needs.

WHAT WE HAVE

- Vital resources available 24/7 through 211, accessed by millions each year.
- Connections with national, state and community partners within the SDOH sphere. Statewide database of more than 30,000 services.
- 211 staff members are highly trained and follow national standards.
- We foster and maintain robust partner networks, with a national network that is hyperlocal.



211 Wisconsin at a Glance

2022 Summary

Minutes Serving Clients



362,166

Total Contacts

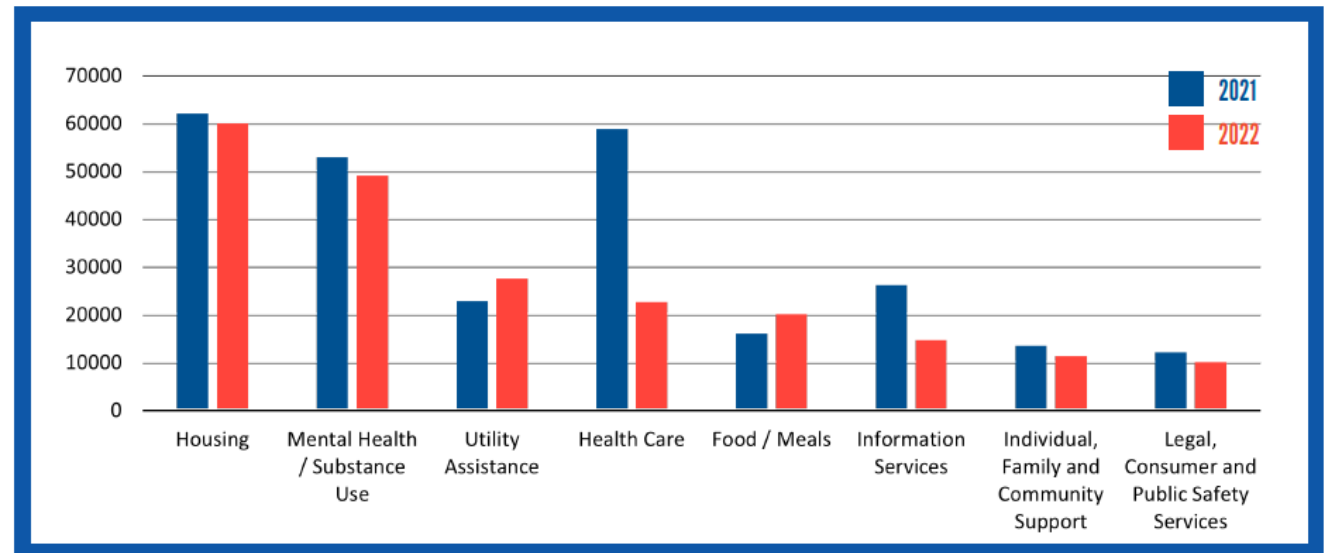
410,000

Total Referrals

Total Website Searches



Requests by Category - 2021 vs. 2022



211 Wisconsin at a Glance

Top Requests by Category - 2022



Housing

59,964



Mental Health /
Substance Use

49,049



Utility
Assistance

27,544



Health Care

22,701



Food / Meals

20,116



Information
Services

17,676



Individual, Family,
and Community
Supports

11,387



Legal, Consumer,
and Public Safety

10,129

TOP 10 WEB SEARCHES

- 1.) COVID-19 Immunization Clinics
- 2.) COVID-19 Vaccine Information
- 3.) Food Pantries
- 4.) Rental Payment Assistance
- 5.) COVID-19 Diagnostic Tests
- 6.) Low-Income / Subsidized Rental Assistance
- 7.) Rental Deposit Assistance
- 8.) Water Service Payment Assistance
- 9.) Automotive Repair and Maintenance
- 10.) Electric Service Payment Assistance

Available 24/7/365



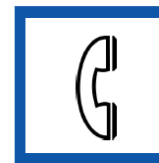
CHAT on
211Wisconsin.org



TEXT your zipcode
to 898211



SEARCH on
211Wisconsin.org

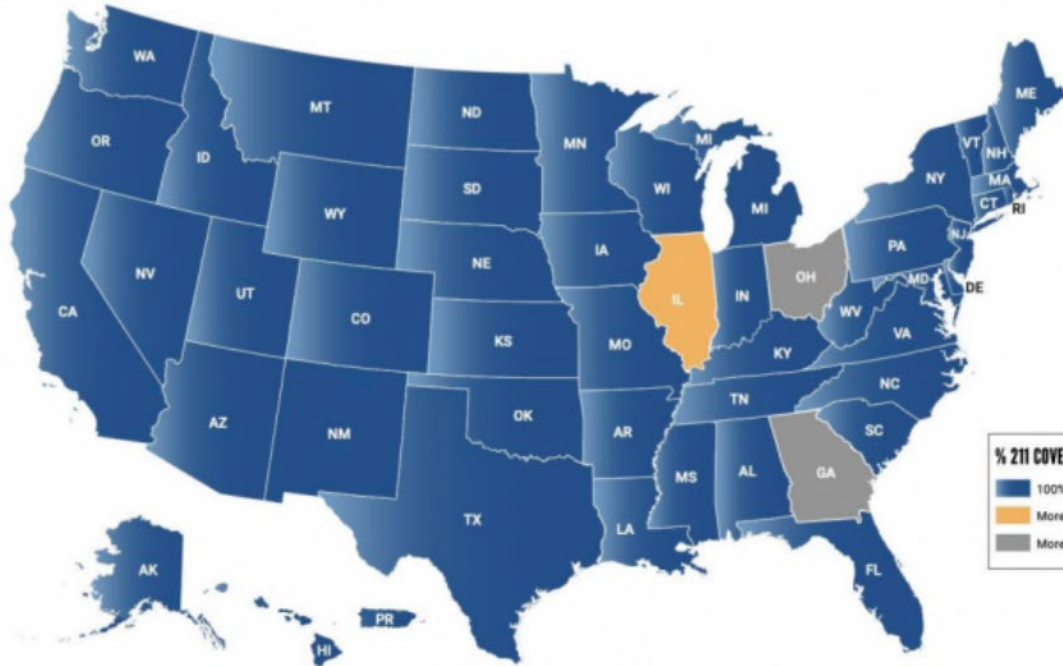


CALL 211 or
(877) 947-2211

National System with Statewide Coverage

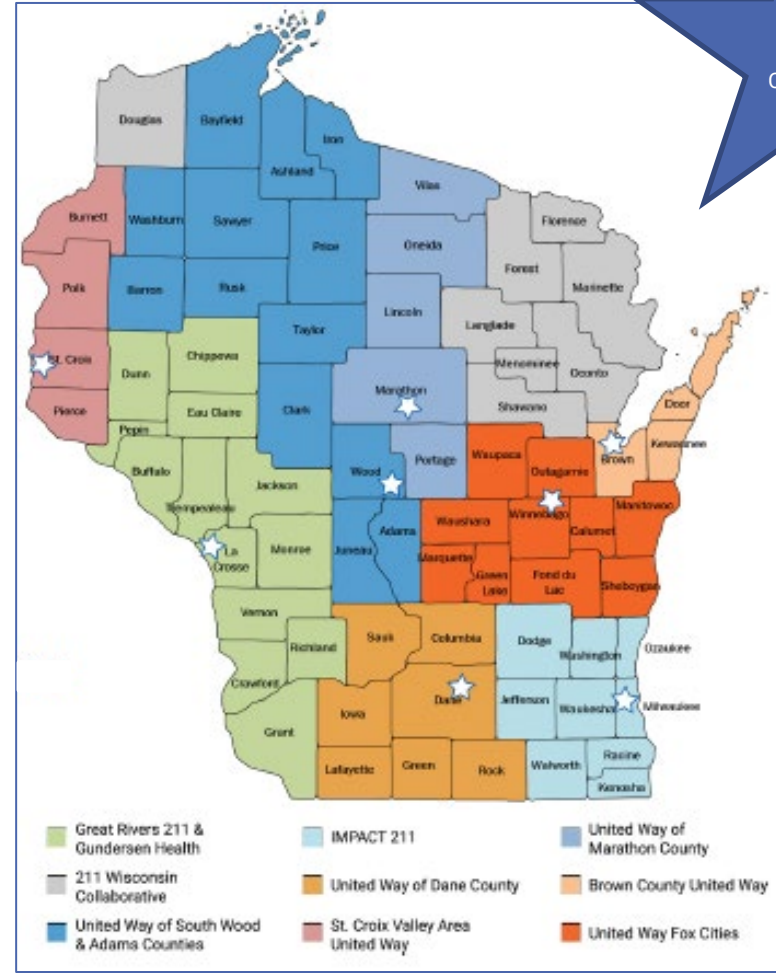
99% OVERALL COVERAGE

% of Population Covered* by 211 in Each State



% 211 COVERAGE BY STATE

- 100% Coverage
- More than 90% Coverage
- More than 75% Coverage



■ Great Rivers 211 & Gundersen Health	■ IMPACT 211	■ United Way of Marathon County
■ 211 Wisconsin Collaborative	■ United Way of Dane County	■ Brown County United Way
■ United Way of South Wood & Adams Counties	■ St. Croix Valley Area United Way	■ United Way Fox Cities



Human Needs and Social Determinants of Health

Food, clothing, shelters, rent assistance, utility assistance



Physical and Mental Health Services

Wisconsin Addiction Recovery Helpline, crisis intervention services, support groups, counseling services, health insurance, Badgercare, maternal health, children's health and more



Employment Support

Unemployment benefits, financial assistance, job training, transportation assistance, child care, and education programs.



Specific Populations

Older Adults: Home health care, congregate meals, Meals on Wheels, respite care, transportation, homemaker services
Children, Youth and Families: Childcare, youth programs, family services, human-trafficking, protective services
Support for Veterans: Healthcare, resource centers, employment, support services



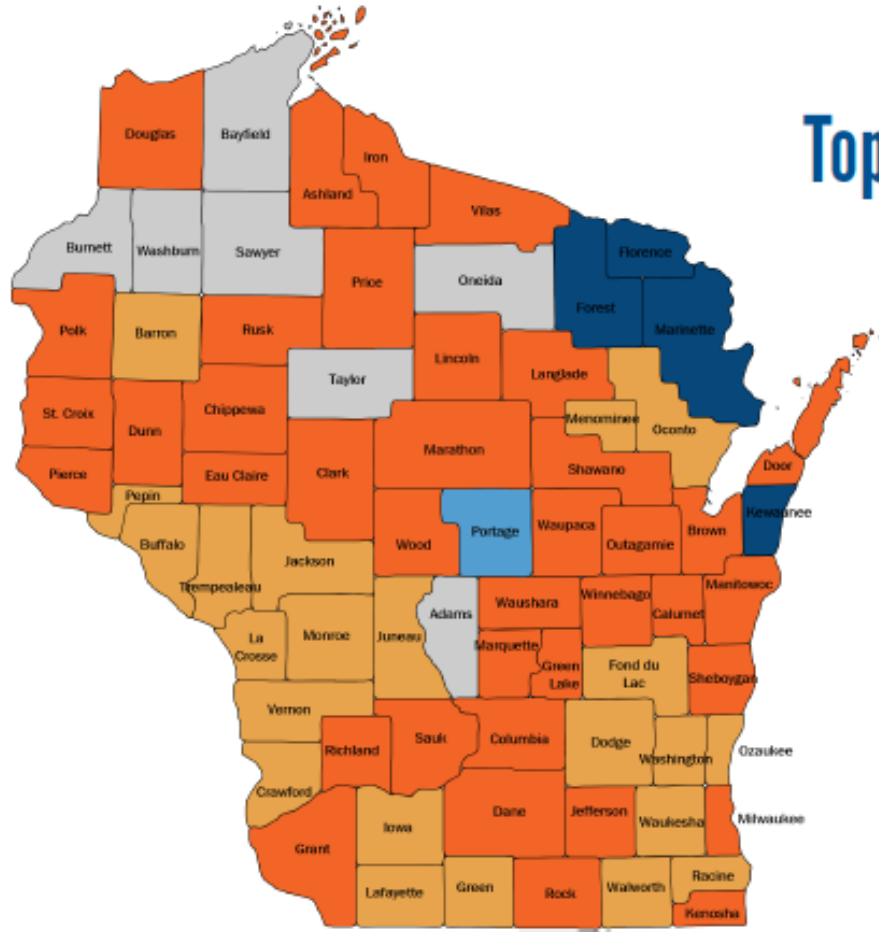
Disaster and Emergency Services

Shelter, food, public health, clean-up assistance, situational reporting, recovery services

Volunteer Opportunities, Donation Assistance, Care Coordination, Community Partnerships

Analytics and Trends

Who is Served by 211 Wisconsin



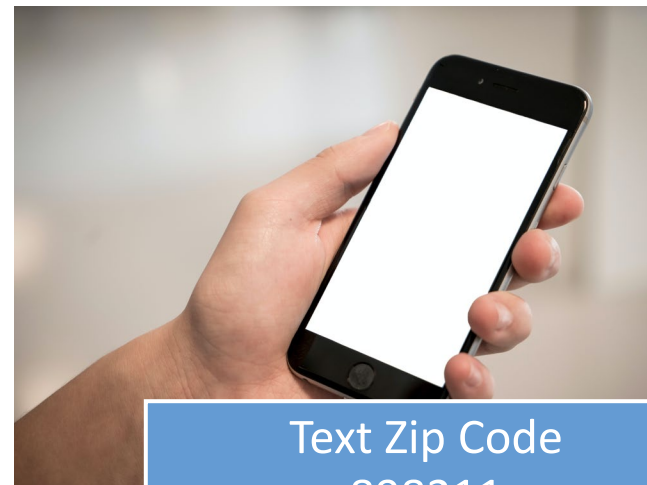
Top Need by County in 2022

- Housing
- Mental Health / Substance Use
- Healthcare
- Utility Assistance
- Income Support

211 Helps Navigate Services



Call 24/7
211 or 877-947-2211



Text Zip Code
898211

Live Chat

Thank you for contacting 2-1-1 Wisconsin. Please complete this form and click Submit.

Chat with a Human


Help Starts Here

211 connects you with thousands of nonprofit and government services in your area. If you want personal assistance call the three-digit number 211 or 877-947-2211. A friendly voice to talk with you 24/7/365.

I'm Looking For... _____

Near (ZIP Code)... _____

Search

Call Us  Dial 211

Search Online

Assessment, Referral, Follow-up Workflow

- AIRS standards
- Assessment of presenting need, secondary and root needs.
- Brief Intervention
- Referral or Warm Transfer
- Assurance of next step
- Follow-up with caller

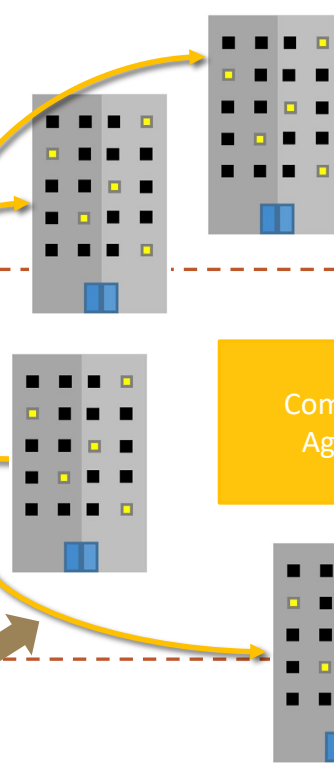
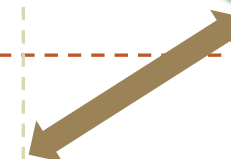
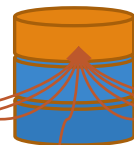


30+ Team



2-1-1

Wisconsin
Get connected. Get help.



Community Agencies

Community Resource Curation Workflow

- Partnership development
- Agency, Site, and Service identification
- Data coding
- Verification and regular updates
- AIRS standards

HOW 211 WORKS

211 Community Insights

Public Health Region

All values (5)

- Western
- Southeastern
- Southern
- Northern
- Northeastern

Call Center Site

All values (11)

- Brown County
- Great Rivers
- Impact
- Marathon
- Center Not Recorded
- Fox Cities
- Dane County
- Inner Wisconsin
- St. Croix
- Frontline
- Statewide

Public Health Domains

All values (9)

- Other
- Housing
- Hunger
- Mental Health
- Transportation
- Income/Jobs
- Health Care
- Education
- Substance Use

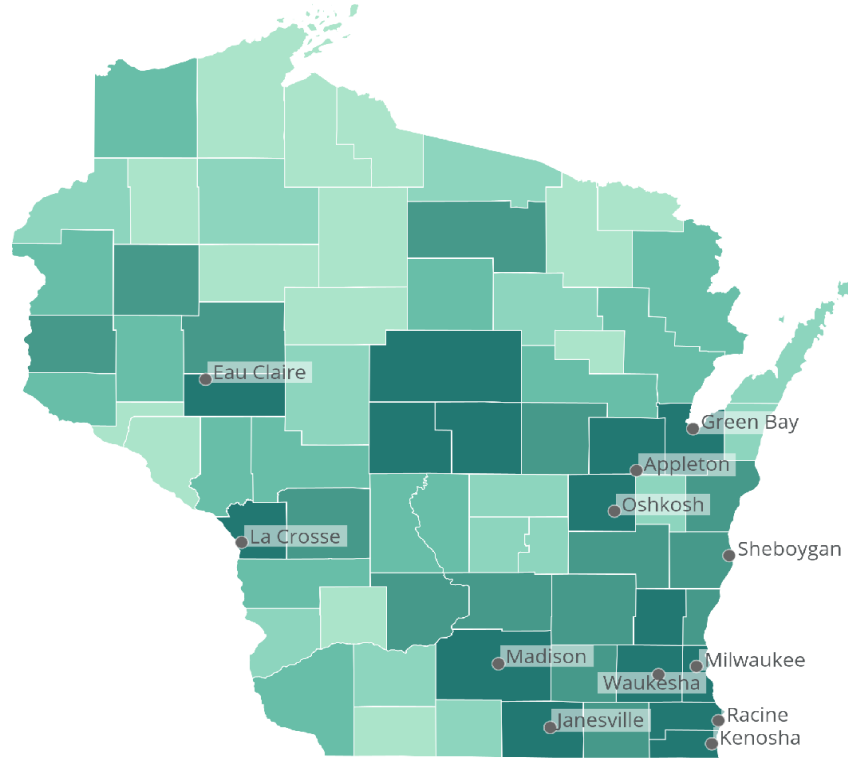
211 Problem/Needs

All values (21)

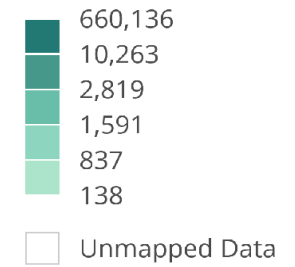
- Other
- Utility Assistance
- Information Services
- Food/Meals
- Clothing/Personal/Household Needs
- Mental Health / Substance Use
- Auto Culture and Recreation

Interactions by County

1M Distinct Interactions

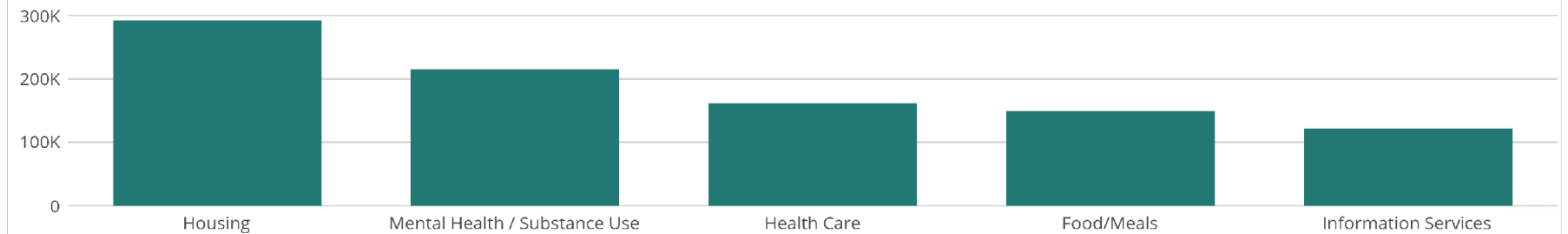


Total
1,271,615



Top 5 Problem/Needs by Interactions

2M Distinct Referrals

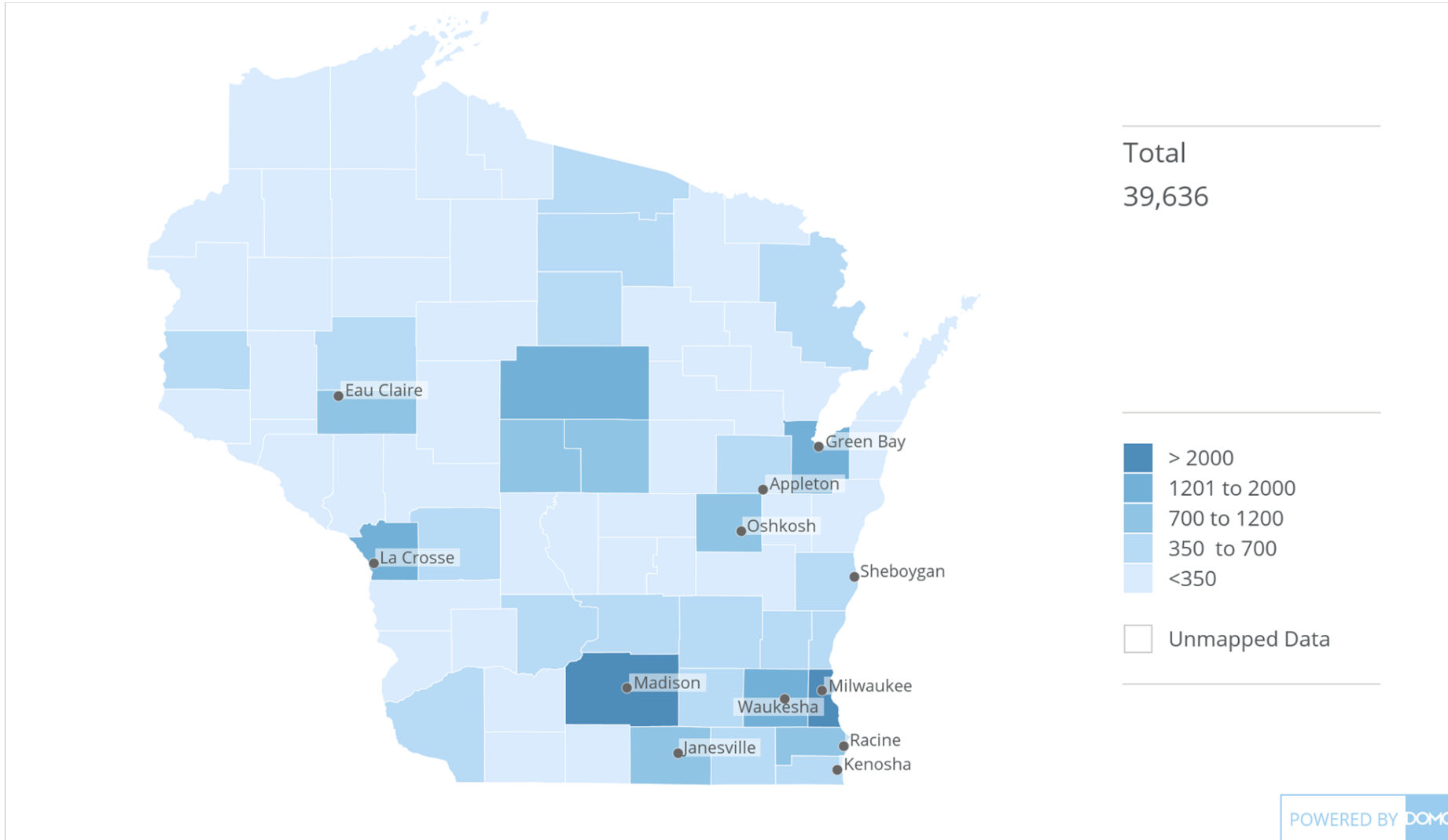


211 Uses a National Taxonomy with an Organized Filter System

Services by County

The following controls & filters were applied: servicesystem_active contains true, , false.

36,839 Distinct Services



Service and Goods Navigation

Housing

The Service Landscape of Housing

Housing has been the number one service request for 211 for the past five years.

In 2022 we had 59,964 requests for housing across the state... but what does this specifically mean.

Housing as a category covers multiple services ranging from rent assistance, shelter, home improvement, weatherization, loans, and more.

- The Following activity is to help you understand the nuances in client requests about housing and how 211 can help our communities better understand the services that are offered

Most requested Housing Services

< Specific Service Category

593,912 Distinct Referrals



Example of Distinct Shelter Services

Community
Shelters

Emergency
Shelters

Domestic
Violence
Shelters

Youth Shelters

Human
Trafficking
Shelters

Sexual Assault
Shelters

Family Crisis
Shelters

Warming
Shelters

How does someone access Community Shelters in Wisconsin?

What services do your clients need most?

Small Group Discussion

In Small Groups Please Discuss the Following



What types of housing related services do your clients need/request most often?



How do you search for these resources?



What are the biggest troubles you have in navigating housing resources?



Share Insights with the Group



211 Guided Search as a Tool

Guided Search

Aging & Disability Services	Ex-Offender Programs	Housing & Shelter	Tax Assistance
Child & Youth	Food	Human Trafficking Survivors & Victims	Transportation
Clothing & Household Goods	Health & Dental	Legal & Law Enforcement	Utilities
Domestic Violence / Sexual Assault	Hotlines, Helplines & Warmlines	Mental Health	Veterans
Employment, Education & Income Assistance		Substance Use	COVID-19

Call Us



Dial 211

Text Us



Text ZIP Code to 898211

Chat With Us



Chat Now

Search Online



Keyword Search

Advanced Search

Guided Search

Aging & Disability Services

Child & Youth

Clothing & Household Goods

Domestic Violence / Sexual Assault

Employment, Education & Income Assistance

Ex-Offender Programs

Food

Food Stamps and WIC

- Food Stamps/Food Share
- WIC (Women, Infant, Children)

Grocery and Pantry

- Food Pantries
- Food Vouchers
- Formula/Baby Food
- Grocery Delivery

Meals

- Home Delivered Meals
- Older Adult Nutrition Sites
- Soup Kitchens and Community Meals
- Summer Meal Programs

Health & Dental

Housing & Shelter

Affordable Housing

- City, County or State Housing Offices
- Low Income Home Loans
- Low Income/Subsidized Rentals

Homeless/Community Shelters

- Domestic Violence Shelters
- Drop In Centers
- Extreme Cold Weather Shelters
- Human Trafficking Shelters
- Runaway/Youth Shelters
- Community Shelters

Rent and Mortgage Assistance

- Eviction Legal Assistance
- Mortgage Counseling
- Mortgage Payment Assistance
- Rent Payment Assistance

Human Trafficking Survivors & Victims

Tax Assistance

Transportation

Bus Fare and Gas Assistance

- Bus Fare
- Gas Money

Car Repair Assistance

- Car Repair and Maintenance
- Car Repair Loans

Transit Assistance

- Community Ride Programs
- Disability Related Transportation
- Errand Running/Shopping Assistance
- Rides to Medical Appointments
- Senior Ride Programs
- Transportation for Endangered People

Transit Services

- Bus and Taxi Service
- Ride Sharing

Guided Search Results

What is your zip code?

Enter your zip code to display the results closest to you:

Zip

Sort by closest

53597

Search

View search terms. (Optional)

Click this box if you would like to view the resource categories that were used to pull the resources displayed in the search results.

Selected Service Type(s):

Includes any

Community Shelters * Single Men



Community Shelters * Families

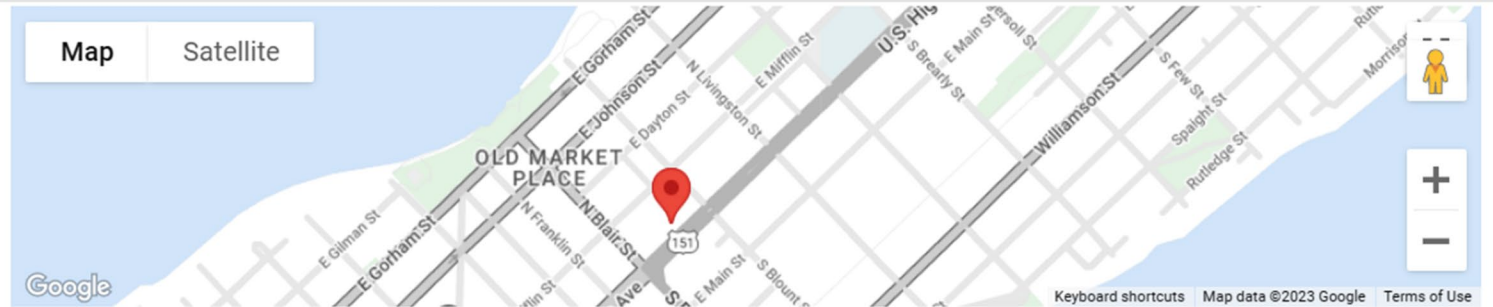


Community Shelters * Single Women

Community Shelters



Search Results



Previous 5 Results

Page 1 of 16

Next 5 Results

SINGLE WOMEN'S SHELTER by THE SALVATION ARMY OF DANE COUNTY

630 East Washington Avenue, Madison WI, 53703 Located 8.7 miles from ZIP code entered in search

NOTE: Intake includes a COVID-19 screening with nurse volunteers, and women who have used their 90 days may still use the shelter during the COVID-19 pandemic. Drop in emergency shelter and supportive services for women experiencing homelessness at a time. No need to regist ...

608-250-2226

View Website

Get Directions

Hours of Operation: Intake: 4pm-5pm, late entry may be available if contacted by police/EMS, hospital or outreach providers | Shelter: Daily 4pm-7:30am As of Monday May 2 the shelter is no longer providing 24/7 service, it has returned to an over night shelter only

Intake Procedure: Walk in, first come first served; Photo ID and/or Social Security card requested

Intake Requirements / Documents Required: Photo ID and/or Social Security card requested

THE SALVATION ARMY OF DANE COUNTY

Program

THE SALVATION ARMY OF DANE COUNTY

Service

- CHAPLAIN SUPPORT LINE
- COMMUNITY CENTER ACTIVITIES
- EMERGENCY FAMILY SHELTER**
- SINGLE WOMEN'S SHELTER
- SOCIAL SERVICES
- TRANSITIONAL HOUSING - HOLLY HOUSE

Site

- THE SALVATION ARMY OF DANE COUNTY COMMUNITY CENTER
- THE SALVATION ARMY OF DANE COUNTY SOCIAL SERVICES

Hide Menu



Service(s): Use left navigation bar to search entire agency listing

Service Details

Additional Contact Information

SERVICE DETAILS

Service Name

EMERGENCY FAMILY SHELTER

Hours of Service

Shelter hours: 24 hours/day, 7 days/week

Non-Standard Hours of Service

Intake Hours: Daily between 8am - 4pm
Shelter hours: 24 hours/day, 7 days/week

Service Description

Emergency community shelter for families with children. Family Shelter provides: dinner, evening snack, breakfast. Case management, showers and supplies offered. Referral to daytime services. No storage for family belongings.

Geographic Area Served

Dane, Wisconsin County

Dane County

Service Post

- Community Shelters BH-1800.8500-150
- Community Shelters * Families BH-1800.8500-150

CONTACT INFORMATION

Phone Number

608-250-2298

Emergency/Crisis Number

Toll Free Number

Email

Website/URL

 <https://centralusa.salvationarmy.org/danecounty>

ELIGIBILITY AND INTAKE

Eligibility

Homeless families with children

Application/Intake Process

Call for intake. Leave name, call-back number, number of people in the family, and the children's ages. Salvation Army staff will call back to tell whether or not there is room for the family. Walk ins will not be accepted.

Documents Required

Call for information

Method of Payment Accepted

Fee Structure

None

Questions?

211

Thank you

