

EDEN I & R, Inc.

2-1-1 Alameda County Monthly Narrative Report: September 2011

Noteworthy Updates	
<p>During the month of September, 2-1-1 Resource Specialists handled 9,768 calls and provided 18,378 health, housing and human service referrals. Of the unduplicated callers, 81% were female, 38% were single headed households with minor children, and 38% were disabled. Additional people are also relying on Eden I&R's online health and human services resource directory. During the month of September the online directory received 721,395 hits from 45,601 visitors.</p> <p>The Executive Director, a statewide Board member of the California Alliance of Information and Referral Services (CAIRS), attended the Annual CAIRS Conference held in Ontario, CA that focused on a multitude of issues toward strengthening 2-1-1 services throughout California. The Annual CAIRS Conference included: standardizing quality controls; enhancing marketing efforts in order to increase access to services; shared best practices; moving toward a shared statewide telephony and database system; and financial sustainability issues resulting from the continued downturn in the economy.</p>	

Call Information	
Call Examples	~ A woman in Alameda called to inquire about emergency food assistance for herself and her two children. The caller was referred to Alameda Food Bank, Telegraph Community Center, Mount Zion Missionary Baptist Church, Society of St. Vincent de Paul of Alameda County, and Alameda County Community Food Bank for emergency food assistance.
	~ A man in Berkeley called to inquire about rental assistance and tenant rights counseling. The caller was determined eligible for the HPRP program and was referred to the North County Housing Resource Center for rental assistance. The caller was also referred to East Bay Community Law Center, Centro Legal de la Raza, Bay Area Legal Aid, and the City of Berkeley for tenant rights counseling.
	~ A man in Castro Valley called to inquire about dental care for individuals with no insurance. The caller was referred to Tiburcio Vasquez Health Center, Davis Street Family Resource Center, and Native American Health Center - Oakland for dental care.
	~ A homeless woman in Hayward called to inquire about transitional housing information. The caller was referred to Family Emergency Shelter Coalition, Berkeley Food and Housing Project, Oakland Elizabeth House, and Helping Hands Homes for information on transitional housing.
	~ A woman in Livermore called to inquire about drug detoxification programs for her son. The caller was referred to Humanistic Alternatives to Addiction, Research, and Treatment and Horizon Services for detoxification programs.
	~ A Spanish speaking woman in Oakland called to inquire about low cost computer and internet services. The caller was referred to DSL Extreme, AT&T, and Comcast for internet service information. The caller was referred to Marcus Foster Education Fund for low cost computer services and Lasallian Educational Opportunities for computer related technology classes.
	~ A woman in Union City called to inquire about suicide prevention hotlines for a relative in crisis. The caller was referred to Crisis Support Services of Alameda County and the National Suicide Prevention Lifeline for suicide prevention information.
	~ A homeless man in San Leandro called to inquire about where to receive a Tuberculosis screening. The caller was referred to Healthy Oakland, Alameda County Medical Center, Berkeley Community Health Project - Berkeley Free Clinic for Tuberculosis information.
Caller Feedback	~ "[The Resource Specialist] was excellent. [The Resource Specialist] gave me terrific information. I've talked to a lot of property owners and I've talked to a lot of agencies that rent apartments. [The Resource Specialist] was the best and I really appreciate her time and effort."
	~ "[The Resource Specialist] had outstanding customer service. [The Resource Specialist] took time and was very patient with me which I appreciated. [The Resource Specialist] gave me the appropriate referrals."
	~ "I called the 2-1-1 information line and the [Resource Specialist] was very nice, very kind, took time and found quite a lot of numbers for me."
Staff Inservice Training Sessions	~ Shelter Plus Care in-service presentation
	~ Horizon Services in-service presentation
	~ Fred Finch Youth Center in-service presentation

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Resource Information And Technology Updates	
Services Database	~ Five (5) new agencies were added in the services database this month.
	~ The services database contains 1,103 agencies and 2,817 programs.
	~ The process of updating the 637 "Directory" agencies for the Big Blue Book has begun and agencies have been requested by mail, fax and email to update their program information for our database. So far information has been updated for 486 agencies.
Housing Database	~ The Housing database contains 74,857 total housing units.
	~ 331 new units were added to the Housing database this month.
	~ Housing Subscriptions (mail, PDF & OHIP) with the inventory of available units in Alameda County were sent to Community Based Organizations in Alameda County and San Francisco County.
Online Services Website	~ Eden I&R's health and human services data is provided free through the agency's public accessible websites at www.edenir.org , www.211alamedacounty.org , www.alamedaco.info as well as through www.networkofcare.org/aging/resource/find.cfm . This month 721,395 hits were received by 45,601 visitors.
Technology	~ Staff participated in a disaster preparedness webinar sponsored by 2-1-1 CA. The webinar discussed the importance of preparation and testing. Also highlighted were several lessons from Hurricane Irene, when 2-1-1s in California took calls from the affected area, as well as from residents affected by a recent extended power outage in San Diego.
	~ Eden I&R staff continued to work with staff at Bonita House, Alameda County Behavioral Health Care Services and The Support Group on the CHOICES housing project. During a monthly meeting with Behavioral Health Care Services and Bonita House final changes to be made to the CHOICES web site were decided upon. Once these final changes have been completed additional users from other organizations will be identified and asked to participate in testing prior to a public launch of the site.
	~ Modifications were made to Eden I&R's client/call database system to accommodate the collection of Medi-Cal information in both the client and general call modules. This is due to a new contract with the Alameda County Public Health Department to enable 2-1-1 to receive reimbursement for serving Medi-Cal callers.
	~ Staff performed routine software and hardware maintenance, updated the agency web site, and provided updated services data for the Healthy City and Alameda County Area Agency on Aging (Network of Care) web sites.
	~ Staff setup and tested an online faxing service for sending fax alerts to service providers in Alameda County.

Outreach/Public Information Activities	
Meetings	~ The Executive Director presented at the Pleasanton Human Services Commission meeting this month in order to update them about the ways in which their residents have benefited from 2-1-1 services over the past year.
	~ The 2-1-1 Community Programs Manager attended the monthly meeting of the Alameda County WIB ACCESS Steering Committee to provide a brief overview and status report on 2-1-1 to the One Stop Career Center site managers.
	~ The Housing Outreach Coordinator attended the General Meeting of the Alameda County Volunteer Organizations Addressing Disasters (VOAD).
	~ The Executive Director attended a regional forum related to the new healthcare navigator systems that are being proposed to assist in educating and selecting health care providers for all uninsured individuals and families. 2-1-1 is being considered as one of the "no wrong door" access points.
	~ The 2-1-1 NUMMI Resource Specialist gave a presentation about 2-1-1 to former NUMMI employees at Chabot College's Project Renew. The presentation included information on how 2-1-1 can assist former NUMMI employees connect with essential health and human service agencies and programs.
	~ The Housing Outreach Coordinator attended the Program Coordinating Committee meeting for the Alameda County Housing Authority. At the meeting, staff reported on 2-1-1 receiving it's 100,000th call this fiscal year and HPRP eligibility screening by 2-1-1

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Meetings	~ The 2-1-1 Community Program Manager and Resource Specialists met with management from the Earn It! Keep It! Save It! program to discuss volunteer recruitment for next year's tax season.
	~ As a Marketing Committee member, the Executive Director participated in a national Alliance of Information and Referral Systems (AIRS) conference call related to updating and enhancing AIRS marketing materials.
	~ The Executive Director and the Director of Information Technology met with various members of other 2-1-1 Centers as well as technical support groups to gather information about moving to statewide telephony and/or database platforms.
	~ The Executive Director assisted in the development and management of this year's annual CAIRS conference in southern California. The Executive Director was a workshop presenter related to best practices in forging partnerships that result in additional services and revenues for 2-1-1.
	~ The Deputy Director gave a presentation to Alameda County Social Services Agency program managers about services provided by 2-1-1.
	~ The 2-1-1 Supervisor participated in a CalFresh Roundtable hosted by 2-1-1 San Diego. This meeting was attended by other 2-1-1s in California to discuss challenges and best practices related to outreach, eligibility, and future development of the CalFresh program.
	~ The Executive Director attended the monthly Alameda County Emergency Manager's Association meeting during which preparations for the California ShakeOut Drill were discussed.
	~ The Executive Director met with representatives from the Bay Area Center For Regional Disaster Resilience in order to discuss the many ways in which 2-1-1 centers - locally, regionally, and statewide - have proven to assist the general population before, during and after a disaster.
	~ The Executive Director participated in the Alameda County Public Health table top exercise, held in the Emergency Operations Center/Office of Emergency Services, that focused on disaster response and recovery efforts during and after a water contamination episode. 2-1-1 would be a critical partner in getting accurate information to the public; responding to the public's questions and concerns; and helping with rumor control.
Fairs/Events/ and Outreach	~ Staff worked in collaboration with the Rental Housing Association of Northern Alameda County to do outreach to Rental Property Owners and inform them of the opportunities with RHANAC and 2-1-1.
	~ The 2-1-1 Community Programs Manager and Housing Outreach Coordinator attended the Workforce Services Orientation for Dislocated Workers for former employees, vendors and contractors of the Solyndra plant. At the event, Eden I & R staff spoke with dislocated workers about how they could be assisted by 2-1-1.
	~ Staff hosted a booth at the Mills College Health & Wellness Fair to inform and remind the community about the 2-1-1 service.
	~ The 2-1-1 Community Programs Manager gave a presentation about the 2-1-1 program to residents of the Georgian Mobile Home Park community in Hayward.
	~ The Housing Outreach Coordinator working in collaboration with the Oakland Housing Authority conducted outreach to Rental Property Owners to inform them of the opportunities with OHA and 2-1-1. Through this outreach, property owners throughout the County were encouraged to list their properties in Eden I&R's housing database at no cost.
	~ Staff hosted a booth at the San Leandro Senior Health Fair to inform and remind the community about the 2-1-1 service.
	~ The Housing Outreach Coordinator facilitated a housing workshop for the Center for Independent Living staff.
	~ Staff facilitated an inservice training for the Hamilton Family Center on the 2-1-1 program.