



Celebrating a year of accomplishments

From hello to help, 211 is here. In times of personal need, community disaster—or worldwide pandemic—United Way’s 211 is here to answer the call for help. Through free confidential referral services available 24 hours a day, seven days a week, 365 days a year, 211 connects people to resources for food, clothing, counseling, employment, health care, legal aid, housing/shelter, utilities, and veteran/military services.



2021 highlights:

Alliance for Information and Referral Systems (AIRS) National Reccreditation: The AIRS Accreditation Program is the only credential specifically geared for programs engaged in the specialized field of I&R in the United States and Canada. It measures a program's organizational compliance with expected practices within the field as defined by the [AIRS Standards and Quality Indicators for Professional Information and Referral](#). After completing a rigorous eight-month review process, the United Way Fox Cities 2-1-1 program earned reccreditation by AIRS in October 2021.

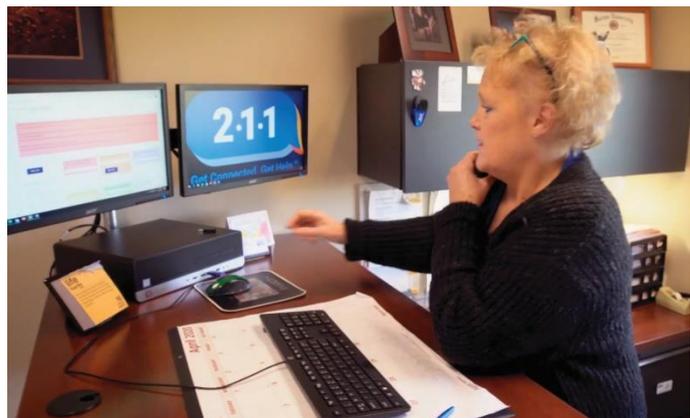


COVID-19 Response: In March 2020, 211 was formally activated statewide by the Wisconsin Department of Health and Human Services to provide live answer, 24/7 up-to-the-minute information; emotional supportive listening; rumor control; mental health support; referrals to emerging and existing local, state and national resources; and advocacy to connect vulnerable callers, including homebound seniors, directly to resources in response the COVID-19 pandemic. In 2021, DHS utilized 211 as the statewide vaccine helpline to provide WI residents with vetted information and assistance finding COVID-19 vaccine locations. Since March 2020, the statewide 2-1-1 system handled 131,000 COVID-19 related calls. Locally, in 2021, staff from the Fox Cities 211 call center handled 4,261 COVID-19 related calls.

Addiction Recovery Helpline: The Wisconsin Addiction Recovery Helpline was developed as part of the Wisconsin Department of Health Services to support people who have been impacted by substance use issues. People can call with questions about addictions whether they are struggling with an addiction themselves or are concerned for a family member or friend. The success of the Helpline can be directly attributed to strong partnerships with local treatment and recovery programs and ongoing 211 staff training specific to mental health and substance use. Lisa Smith, 211 Manager, said, "Our trained staff assesses caller needs, and in most cases transfers them directly to treatment providers, peer specialists, or recovery coaches through warm transfers. Staff also offer follow up calls to provide additional support, resources and advocacy." Since the launch of the Helpline in October 2018, over 20,000 calls for substance use help have been answered statewide. Locally, the 211 call center operated by United Way Fox Cities has assisted 1,085 individuals across the 10-county service area in their journey towards treatment and recovery.

Open Enrollment: During the 2021 open enrollment periods for the Affordable Care Act (ACA), Wisconsin residents were encouraged to contact 211 to be connected with trained, unbiased health insurance experts to help them navigate their health insurance options. Locally, 211 staff transferred 63 individuals to Certified Application Counselors at Partnership Community Health Center's Insurance and Enrollment Center.

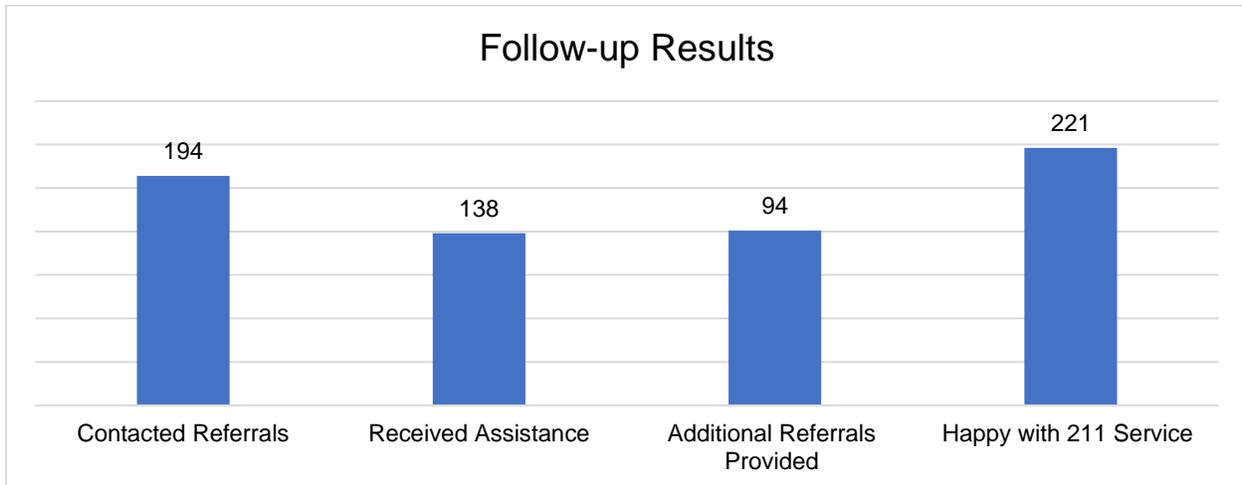
Warm Transfers: When individuals call 211 and it is deemed beneficial for them to be transferred directly to a specialized Information and Referral agency, crisis line or other service provider, 211 staff perform a warm transfer. Warm transfers occur when 211 staff conference with the outside service provider while the caller is still on the line, to make an introduction before transferring. Locally, 211 staff conducted 416 warm transfers to providers in the service delivery area.





Follow Ups

211 staff provide follow-up services and ensure individuals are getting the services they need and to offer additional help if needed. In 2021, United Way 211 staff offered follow-ups to 449 callers. 342 callers agreed to receive a follow up call. Of the 342, 244 were reached with the following results:



Contacted Referrals	80%
Received Assistance	57%
Additional Referrals Provided	39%
Happy with 211 Service	91%



Unmet Needs

Unmet needs are instances where no resources are available to meet a caller's assessed needs and no referrals can be made. Individual unmet needs may lead to identification of service gaps at the service delivery system level. 211 provides this information to United Way organizations and legislators to assist with community and policy development. Locally, 749 unmet needs were identified in the following categories:

