

# Pandemic Partnerships

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**How Multiple Organizations Joined with 211info to Support the Community**

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# Origin story

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## What is 211info?

- A non-profit organization that empowers Oregon and SW Washington communities by helping people identify, navigate and connect with the local resources they need

## How did we come together?

- Conversations between 211info and HealthShare sparked the idea to outreach to multiple organizations for support
- Given the early impacts of Covid, many organizations had staff with capacity
- 211info staff streamlined training and conducted virtual training for all loaner resources
- The project initiated on April 2nd, resources were identified in the subsequent week, and training completed by April 15th

# Who supplied resources

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The following organizations provided pro-bono resource support to 211info in April, May and June:

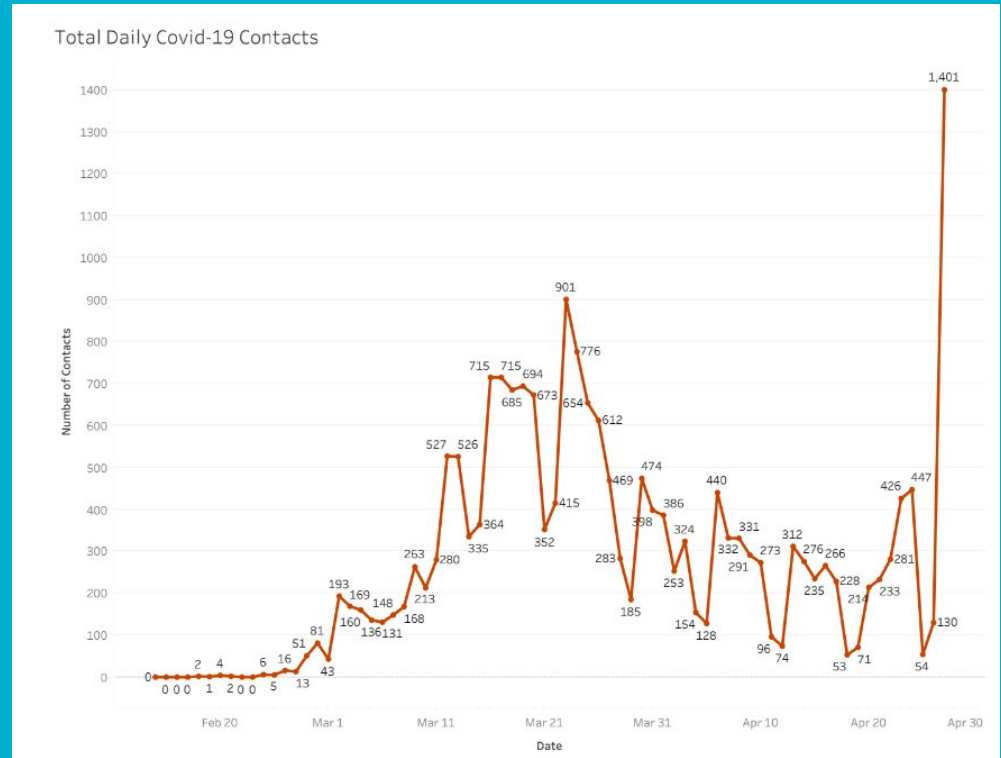
- CareOregon
- Health Share of Oregon
- Kaiser Permanente Northwest
- Oregon Health Leadership Council

Support included the following roles:

- Temporary Resource Specialist
  - Temp staff vs Existing staff
- Data and Analytics Analyst
- Project Management

# Increased social needs

- All Hands on Deck protocol
  - Phases increase every 10 minutes
  - Specialty/support staff take calls
  - COVID-19 response
    - Monday-Friday 9am-5pm
    - 7 days/week 8am-11pm
    - 24/7
- Remote Training
  - Telephony System
  - Call Shadowing
  - Resource Database Updates
  - Communication Scripting



# Weekly Tableau Dashboard

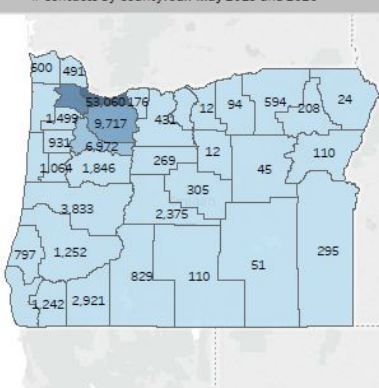
## 211 Contacts and Referrals Dashboard- May 26th, 2020

(Use filters to select month(s), need(s), or geography. Red text indicates an increase in 2020)

Select to see dashboard data by # Agency Referrals or # Contacts

# Contacts

# Contacts by County: Jan-May 2019 and 2020



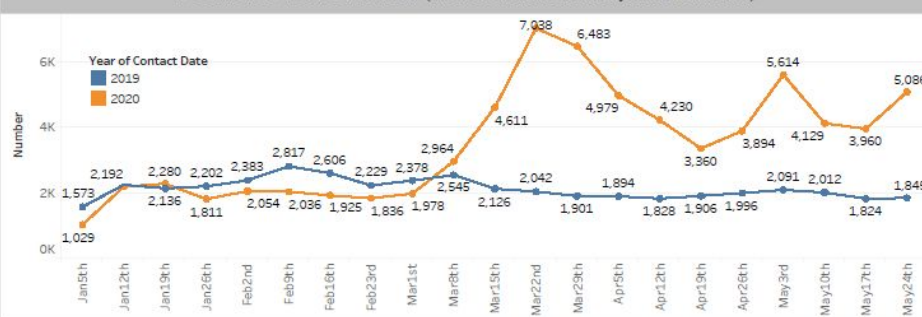
# Contacts by Month

|           | 2019   | 2020   |
|-----------|--------|--------|
| January   | 10,046 | 9,324  |
| February  | 10,085 | 7,817  |
| March     | 9,073  | 23,219 |
| April     | 8,455  | 19,130 |
| May       | 8,794  | 14,624 |
| June      | 8,396  |        |
| July      | 8,700  |        |
| August    | 9,370  |        |
| September | 8,369  |        |
| October   | 8,839  |        |
| November  | 8,175  |        |
| December  | 8,571  |        |

Jan-May 2019 to 2020 Comparison: # Contacts by Need

|  | 2019   | 2020   |
|--|--------|--------|
| Housing                                    | 17,078 | 21,271 |
| Health Care                                | 3,896  | 19,671 |
| Utility Assistance                         | 6,922  | 7,416  |
| Food/Meals                                 | 5,309  | 7,422  |
| Null                                       | 5,855  | 14,348 |
| Income Support/Assistance                  | 3,039  | 4,457  |
| Individual, Family and Community Support   | 4,286  | 3,280  |
| Legal, Consumer and Public Safety Services | 2,936  | 3,192  |
| Mental Health/Addictions                   | 1,524  | 1,516  |
| Clothing/Personal/Household Needs          | 1,388  | 1,501  |
| Information Services                       | 2,156  | 3,250  |
| Disaster Services                          | 2,412  | 1,184  |
| Transportation                             | 1,471  | 1,068  |
| Employment                                 | 290    | 338    |
| Volunteers/Donations                       | 279    | 298    |
| Education                                  | 362    | 180    |
| Other Government/Economic Services         | 263    | 435    |
| Arts, Culture and Recreation               | 181    | 146    |
| Grand Total                                | 46,453 | 74,114 |

# Contacts Year over Year (Axis labels indicate the last day of the week in 2020)



Choose need categor(ies)

All

Choose CCO region

All

Oregon Counties

All

## Dashboard captures:

- Referral categories
- Comparison to 2019
- Most common referral types
- Filterable by CCO region, county, category
- Updated weekly by Health Share with data provided by 211info

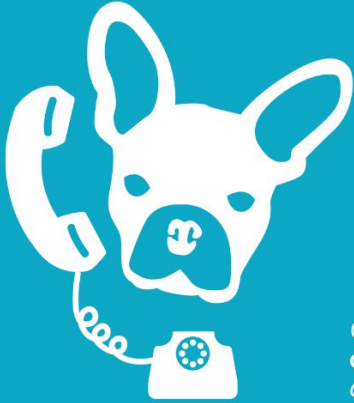
# Lessons learned

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- 99.5% up to date resource database health
- 1,400+ record updates
- 4.5 FTE to complete the work over one year = completed in 9 weeks by volunteers
- Core Resource team focused on COVID-19 agency updates
- Streamlined training found effective; 211info staff remain nimble in learning styles
- Process also proves warranted during secondary emergency incident events (wildfire response)
- Partnership alignment between different organizations helped build a foundation for future work

# How to support 211info

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## **Do you have questions about 211info?**

*Our Outreach Team can help you with:*

- 211info presentations
- Marketing materials
- 211info office tours

Contact us at  
[outreach@211info.org](mailto:outreach@211info.org)  
or visit our website  
[www.211info.org/community-outreach](http://www.211info.org/community-outreach)

## **Do you have questions about our database?**

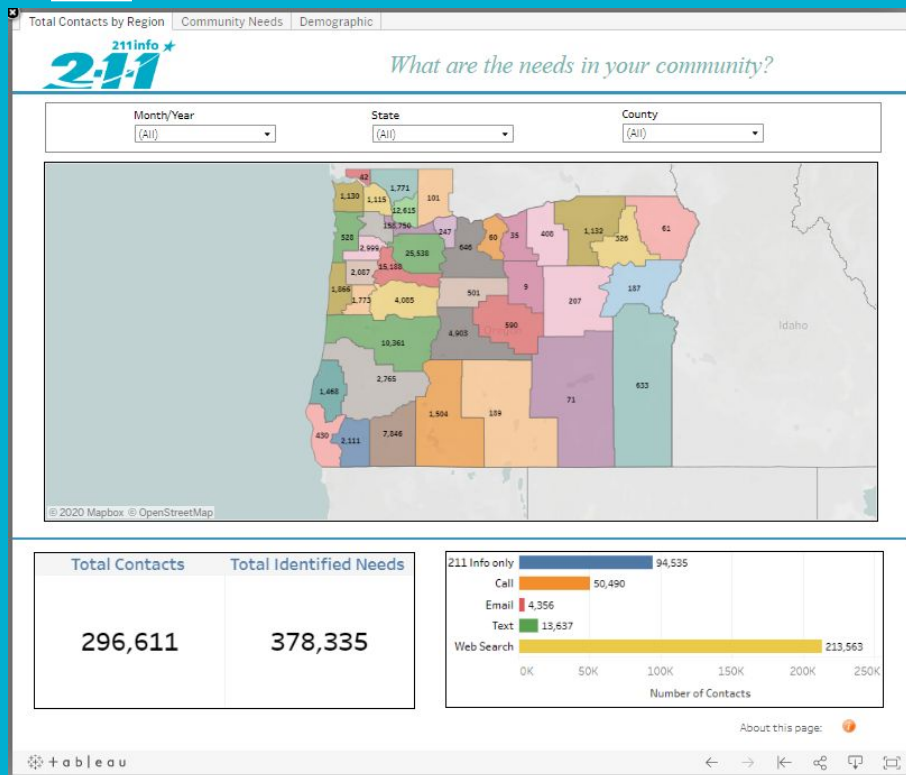
*Our Resource Team can help you with:*

- Updating your agency's record
- Getting listed in the 211info database

Contact us at 503-416-2698  
email [support@211info.org](mailto:support@211info.org)  
or visit our website [www.211info.org/providers](http://www.211info.org/providers)



# How to support 211info



- Our in-house data team compiles and analyzes information that supports social determinants of health
- Reports focus on demographic information, ongoing and emergent needs, and consumer feedback



*“The pandemic crisis meant going from 65 to 131 staff in 2.5 weeks in response to increased demand at 211info. Healthcare partners loaned 20-plus staff, which made a profound improvement in service levels. Their contributions included updating our resource database of 30,000 services; project management assistance on new initiatives and contracts; and enhancing our data reporting function to become more robust and insightful for partners, stakeholders and legislators. We're deeply appreciative for the help from CareOregon, Health Share, Kaiser Permanente, OHA/PH Tech and Oregon Health Leadership Council, which all leaned into this effort for Oregon communities.”*

**-Dan Herman, CEO, 211info**

# THANK YOU!

