

2011

Community
Information
Centre of
Ottawa



**When you don't know
where to turn.™**



**Quand tu ne sais pas
vers qui te tourner.™**



[211 EASTERN ONTARIO: RENFREW]

Produced in February 2012 by the Community Information Centre of Ottawa, this report highlights the usage of the 211 service in the Renfrew region during the first year of service.

WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

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HISTORY OF 211 IN EASTERN ON

1997: The first 211 service opened in Atlanta, Georgia

2001: The Canadian Radio-Television and Telecommunications Commission (CRTC) awarded a license for reserved use of the 211 number to a consortium lead by United Way Canada

2002: The first Canadian 211 service is launched in Toronto

2005: A comprehensive business and technical plan is developed to support 211 in Ottawa

2006: United Way organizations across Ontario come together to collectively call upon the government of Ontario to “make 211 accessible to all residents of Ontario”

2008: 211 is officially launched in Ottawa on September 19

2010: 211 is officially launched in the KFL&A area on June 25

211 EASTERN ONTARIO BACKGROUND

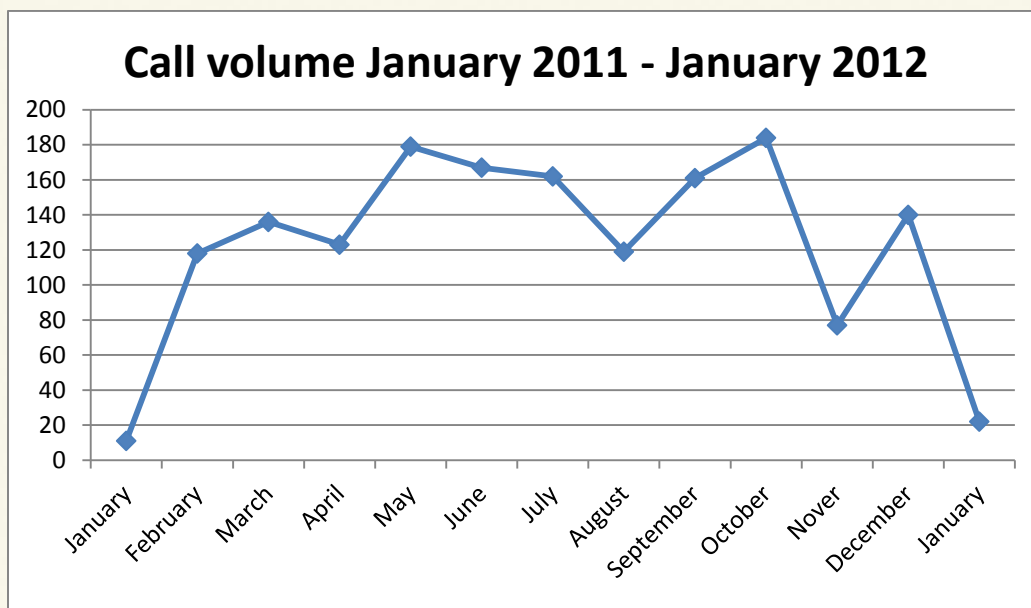
211 is an easy-to-remember, three-digit, non-emergency telephone number that connects callers to a full range of community, social, government and health service information in Eastern Ontario. Bilingual and certified information and referral specialists answer 211 calls 24 hours a day, 7 days a week. 211 is free, confidential and multilingual (150 languages). The information is also available online at www.211ontario.ca.



2011: 211 is officially launched in Renfrew County (January 28), the United Counties of Leeds & Greenville (March 22), Lanark County (May 6), the United Counties of Stormont, Dundas & Glengarry (May 19), the Counties of Prince Edward and Hastings (Nov 9th) and the United Counties of Prescott-Russell (Dec 15)

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211 EASTERN ON: RENFREW



The above chart illustrates the call volume patterns for Renfrew County during the first year of operation. Since the launch of the service on January 28, 2011, local residents have made 1,599 calls to 211.

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where to turn.™

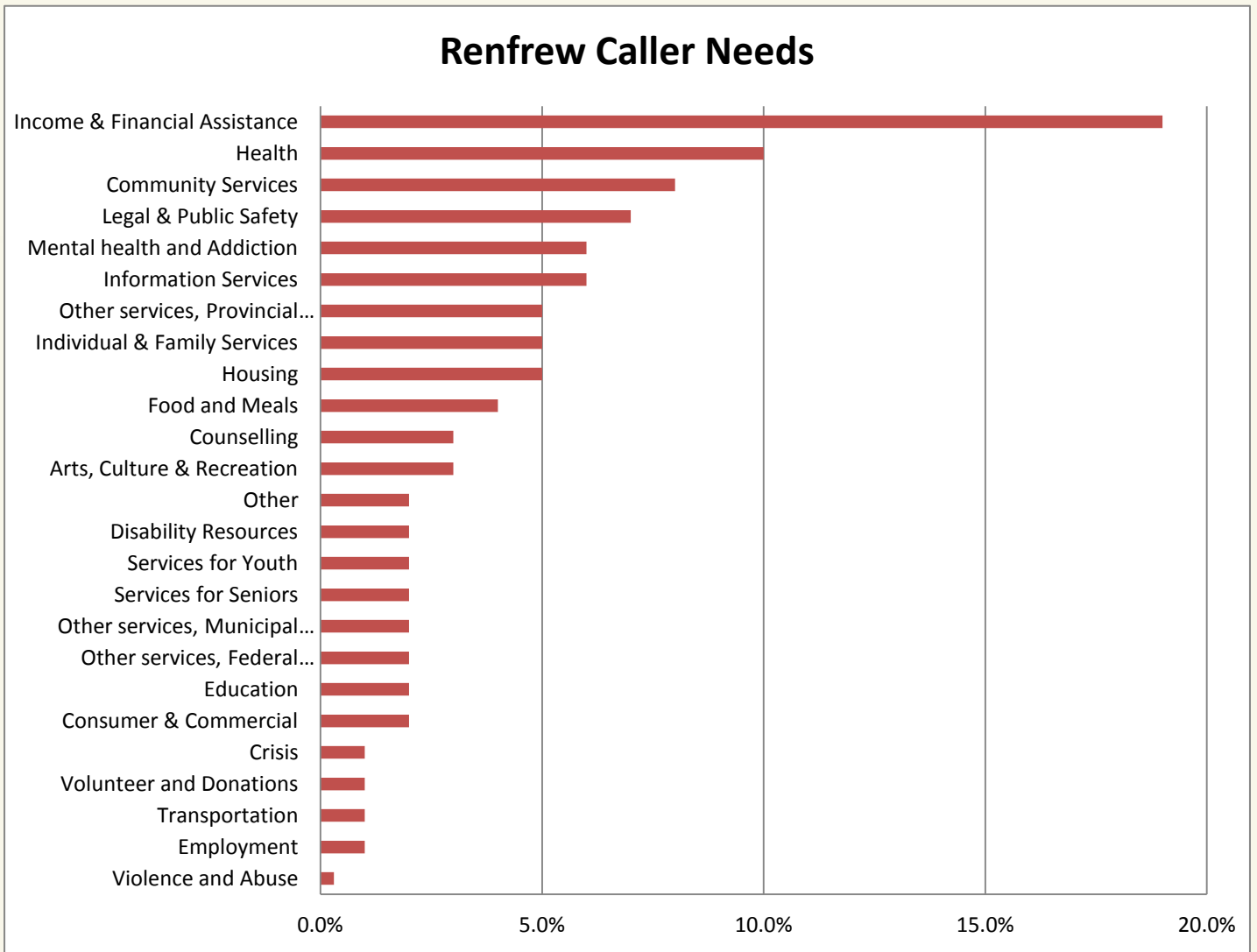


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**211 is free,
confidential
and available
24 hours a day,
7 days a week
in more than
150 languages**

WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211



The above chart illustrates the reasons for calls in Renfrew County during the first year of operation.

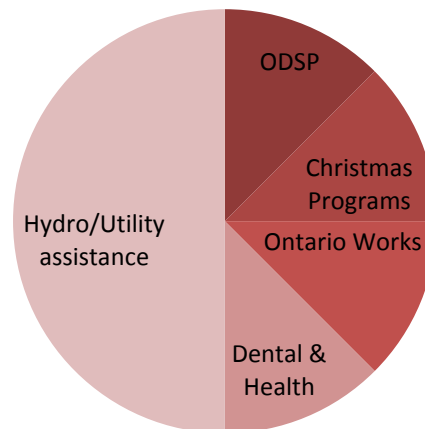
WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

CALLER NEEDS

The top 5 reasons for calls are:

- Income & Financial Assistance
- Health
- Community Services
- Legal & Public Safety
- Mental Health & Addiction

Income & Financial Assistance

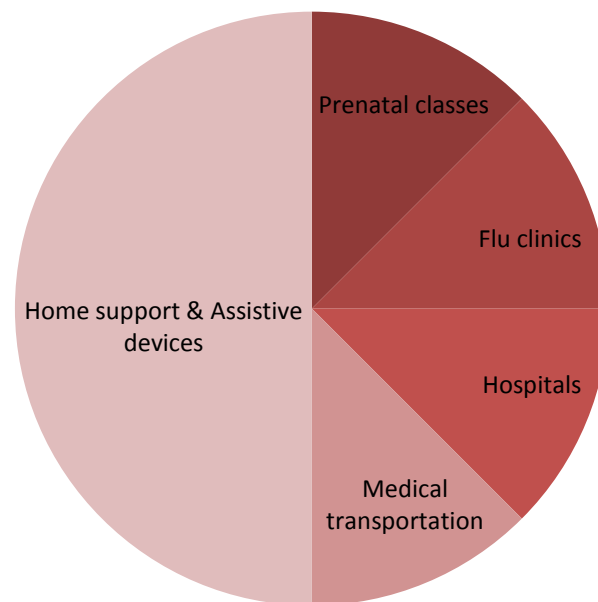


The chart above breaks down the reasons for calls related to **Income & Financial Assistance**. The highest percentage of calls in this category was related to **Hydro/Utility Assistance**. Many clients call to access programs providing financial assistance to those unable to pay their hydro or utility bills – in particular during the winter months or when facing disconnection.

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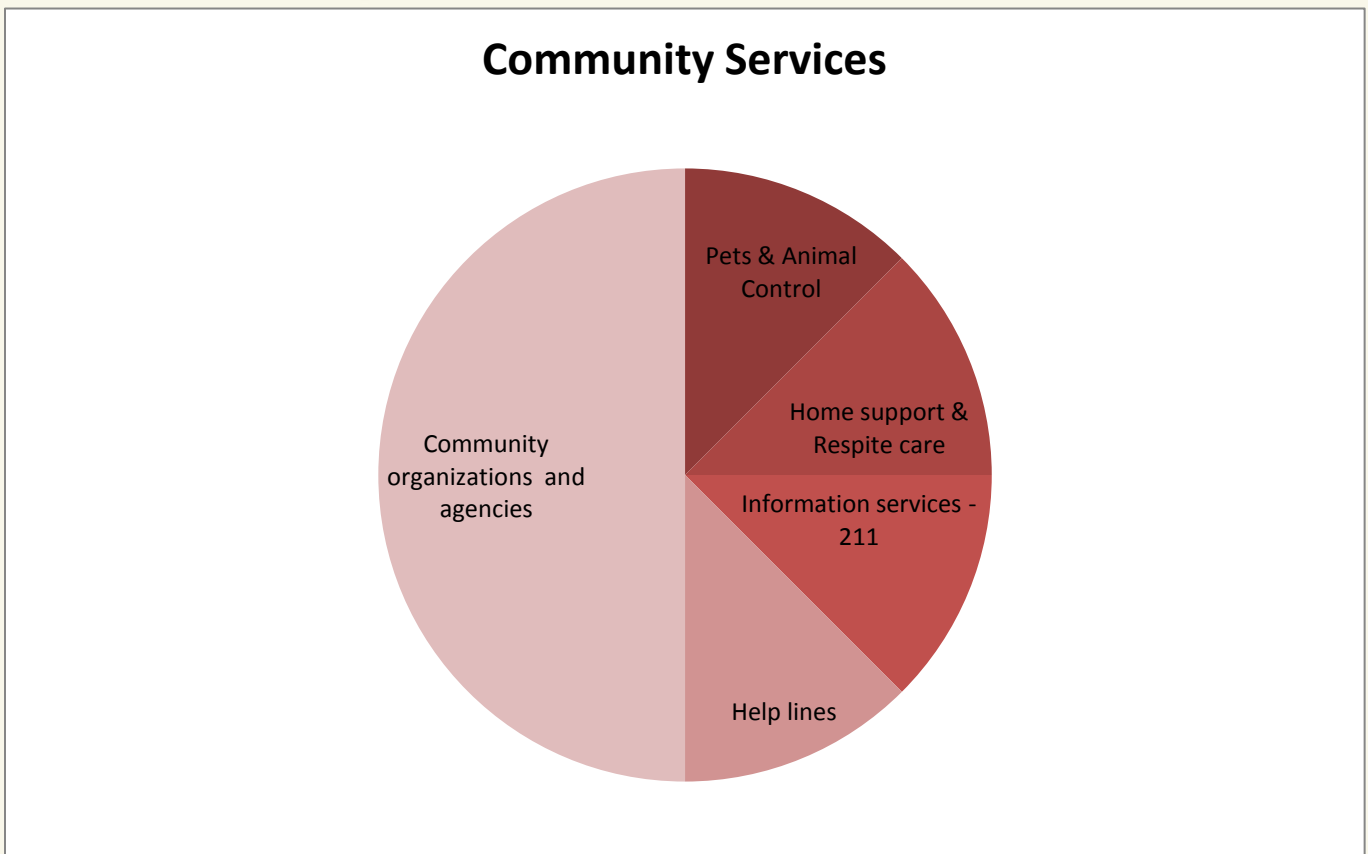
The chart below breaks down the reasons for calls related to **Health. Home Support and Assistive Devices** had the highest percentage of calls in this category. Often clients will request assistance for assistive devices and, as the call progresses, information and referral counsellors realize that home support services are also needed.

Health



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The chart below breaks down the reasons for calls related to **Community Services**. The highest percentages of calls in this category were for information on **Community Organizations and Agencies**. Clients often call knowing the name of the organization they want to reach; they are looking for a telephone number or an address they may have forgotten or misplaced.



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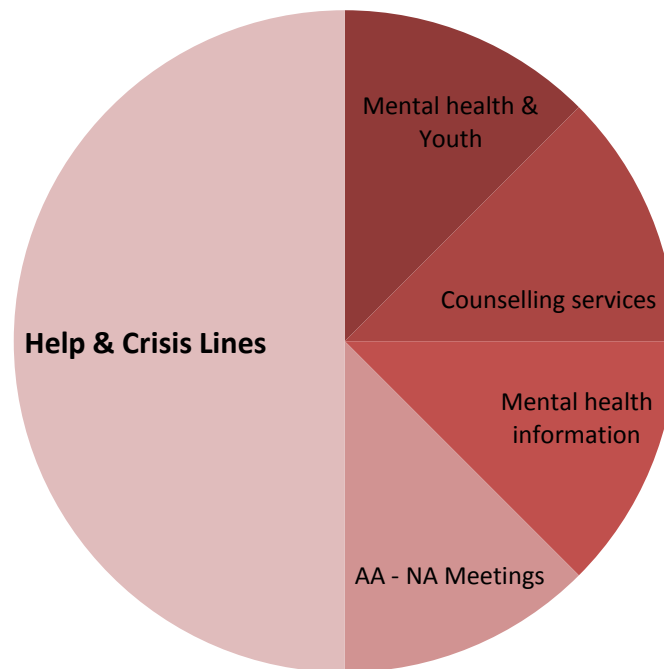
The chart below breaks down the reasons for calls related to **Legal and Public Safety Services**. The highest percentages of calls in this category were for information on **Emergency Services** for non-emergency calls. Callers often ask for their local fire department's number – for information about smoke detectors, or for their community police centre – for information on police record checks.



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The chart below breaks down the reasons for calls related to **Mental Health & Addiction Services**. The highest percentage of calls in this category is for information concerning the **Help & Crisis Lines**. Distressed clients call 211 not knowing where to turn; sometimes they call out of concern for a loved one. Our information and referral counsellors refer callers to the appropriate resources such as the local help or crisis line. At times, the counsellors do a *warm transfer* (they stay on the line with the client and a third party) – to insure that callers receive the help they need.

Mental Health & Addiction

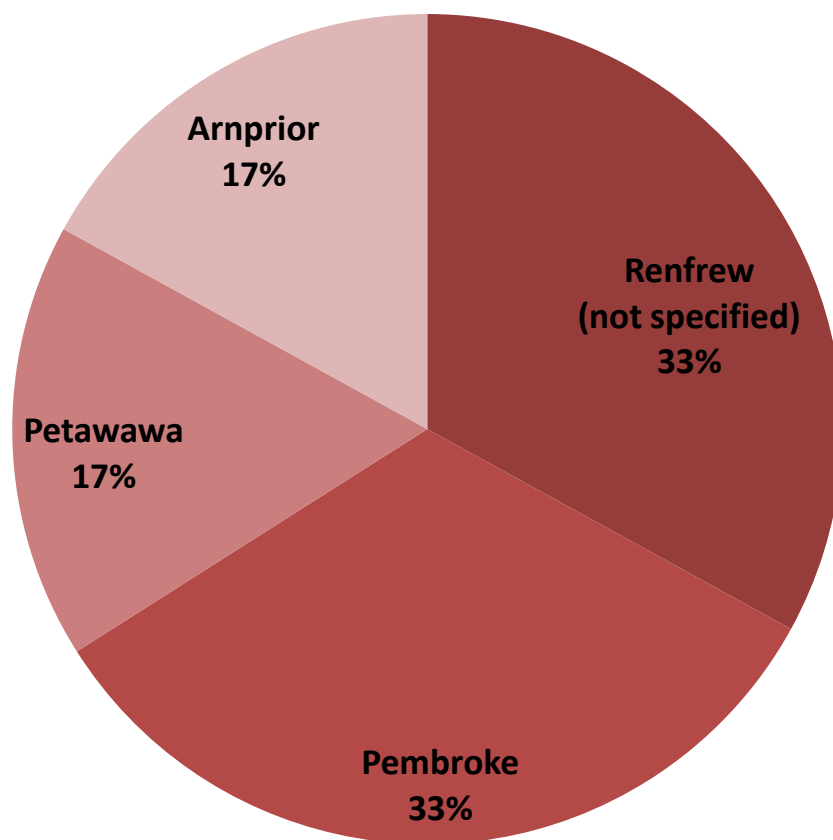


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LOCATION OF CALLER

The charts below show the breakdown of calls for Renfrew County.

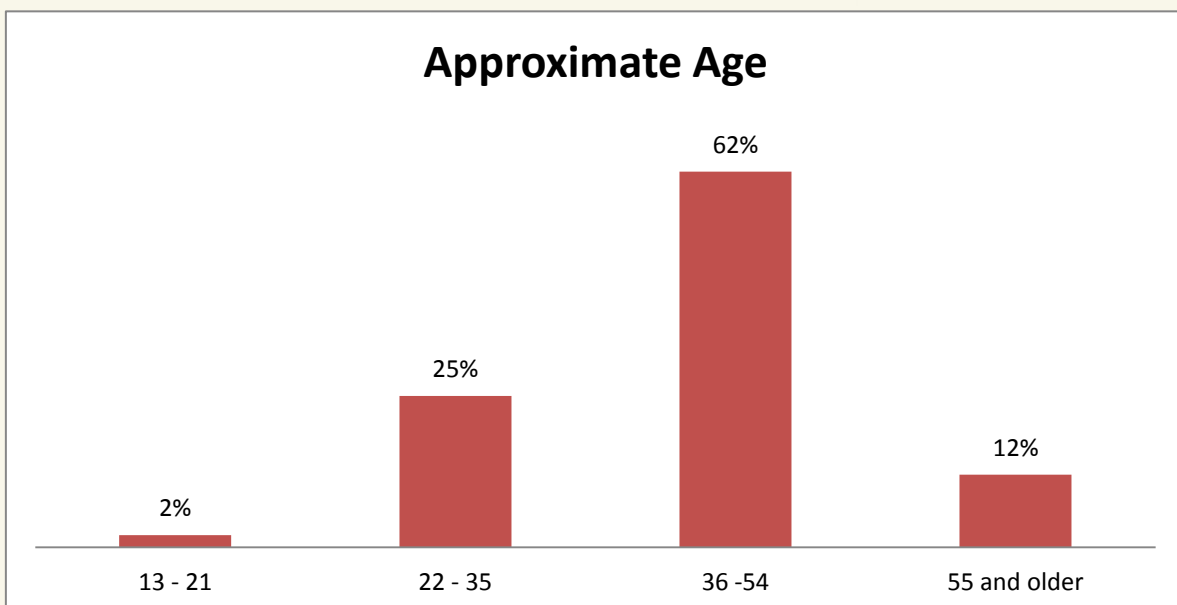
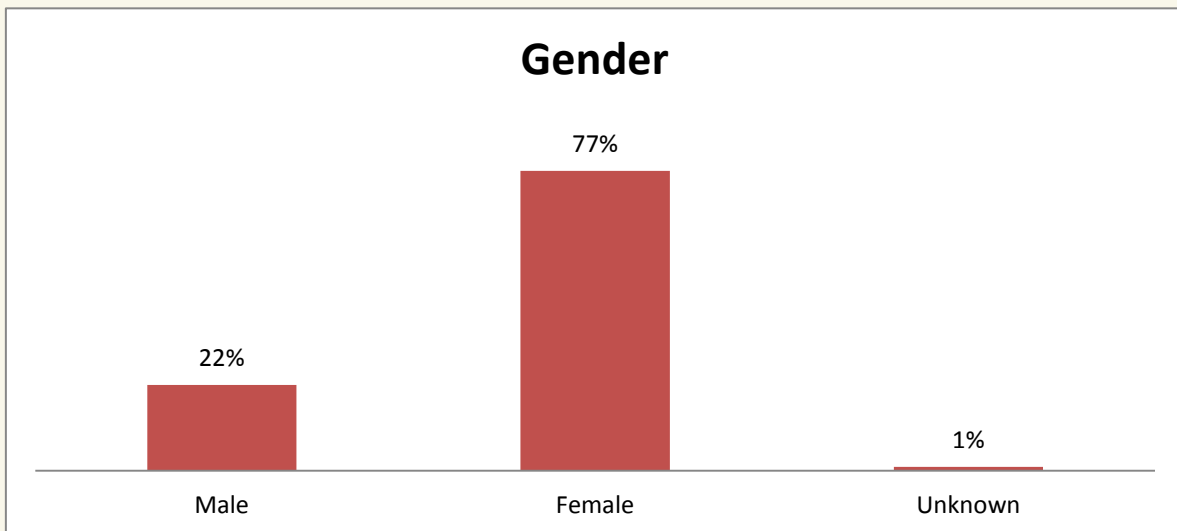
Renfrew County



WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

CALLER DEMOGRAPHICS

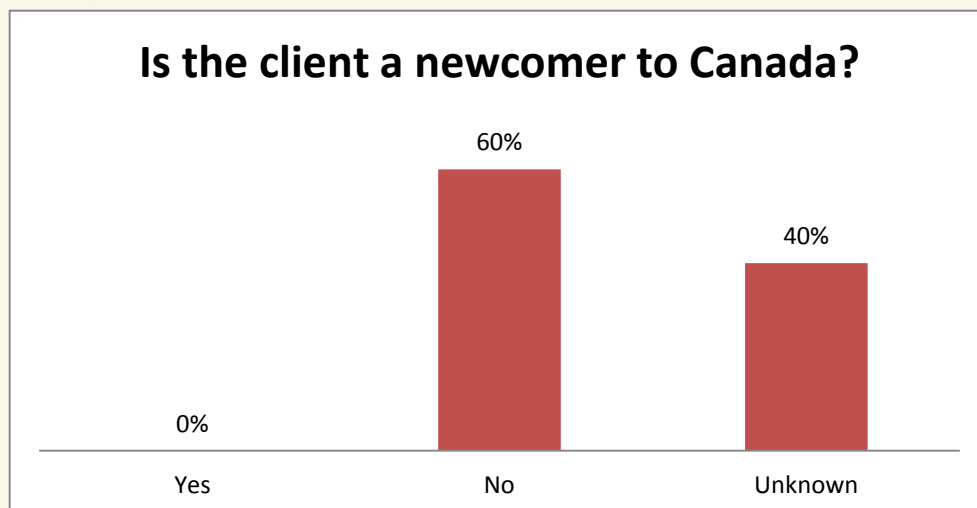
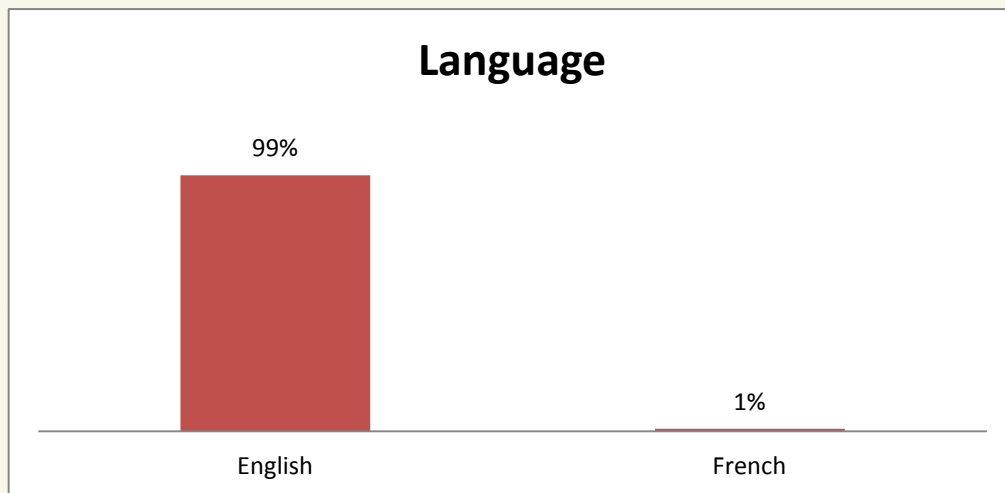
The charts below illustrate part of the caller profile for the Renfrew County, specifically gender and approximate age.



WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

CALLER DEMOGRAPHICS

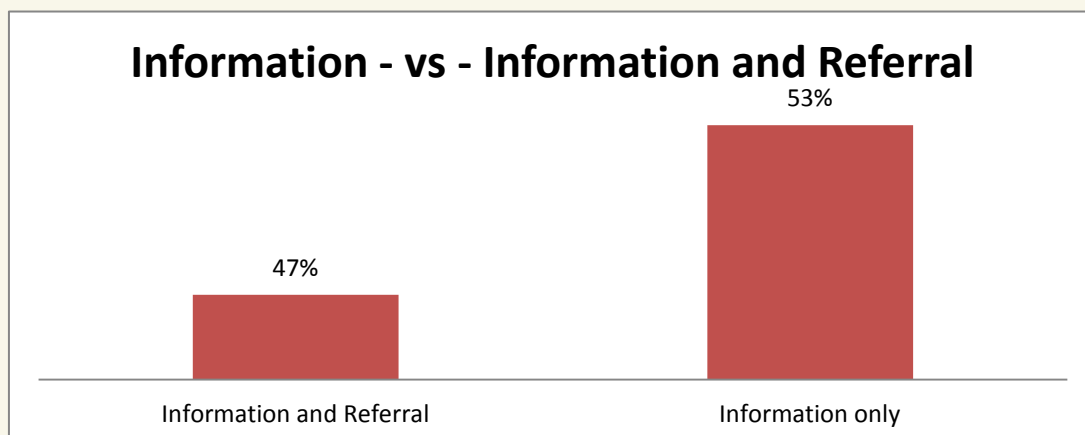
The charts below illustrate the language spoken by the caller and whether or not the caller was identified as a newcomer to Canada.



WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

CALLER DEMOGRAPHICS

The following charts illustrate the percentage of calls for *information only* or for *information and referral*. There is also information below about the percentage of calls presenting a situation of *endangerment* or of *advocacy*.



Important note about advocacy and endangerment calls

Advocacy and endangerment calls are calculated as a percentage of total call volume. Between January 28, 2011 and 31 January 2012, 7% of all calls from Renfrew County required advocacy while 0% of calls involved endangerment.

WHEN YOU DON'T KNOW WHERE TO TURN – DIAL 211

UNMET NEEDS

There were 8 unmet needs tracked during the first year of the 211 service in Renfrew County, representing 3% of all calls. The documented missing resources/services are:

- Free home help and housekeeping services for seniors in Deep River area
- Eating disorder program in Cobden area
- Men shelter in Renfrew
- An option other than police to report elder abuse, as well as a program about this issue in Petawawa
- Emergency shelter in the area of Arnprior
- Free credit counselling services for the general public in Renfrew-Pembroke area
- Driver's license workshop in town of Renfrew
- Financial assistance for working adults who can't afford dental health expenses



An "unmet need" occurs when a client's needs cannot be met for any of the following reasons:

- *The client is unable to pay for services and no subsidies are available*
- *The hours of the service (e.g. food bank)*
- *The client has no means of transportation*
- *The service is not available in the client's language*
- *The service does not exist*
- *There is a lengthy or closed waiting list*
- *The client does not meet the eligibility criteria outlined by the service or organization*

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OUTREACH & MEDIA

INFORMATION

In the first year of operation, information and brochures on the 211 service were distributed to a range of organizations throughout the Renfrew area, including but not limited to: the Petawawa branch of the Ontario Disability Support Program, municipal government offices, school boards and educational institutions, organizations providing services to survivors of abuse and sexual assault, medical clinics, public libraries, child care programs, churches, and various non-for-profit organizations.

PRESENTATIONS & DISPLAYS

A number of presentations and displays were made available to Renfrew residents throughout the year. One of our displays was featured at Expo 150, commemorating the county's 150th anniversary in June.

MEDIA

The Renfrew County United Way's website highlights the launch of 211, as well as an explanation of how the service works. Radio advertisements for 211 are also in development with local radio stations.

SOCIAL MEDIA

The 211 service is promoted through the social media site Twitter by 211 Eastern Region (@211EasternON); it is also promoted through Facebook by a group for 211 Eastern Ontario (facebook.com/211EasternOntario) – providing residents with regular updates on the use of 211 along with special notifications or information occurring throughout the year. There is also a direct link to 211 on the Renfrew County United Way's website.

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SUCCESS STORIES

Below are two of the success stories from our first year of service:

Distress

A call came in from a Deep River mother whose child had been throwing tantrums. Nothing she had done could calm the child down. Very frustrated, and unable to reach her husband at work, she was unsure of what to do or where to ask for help. The information and referral counsellor offered to refer the caller to the Child, Youth and Family Crisis Line for Eastern Ontario – they have a toll-free line for parents and youth in need of support. The caller, relieved to have someone competent to talk to, agreed to make the call. She said that she would keep that number handy for the future.

Social Isolation

A caller was concerned about his father, who lived alone and in relative isolation in Renfrew County. The man had already refused the offer to live with his son. The caller, at times unable to go to Renfrew, feared that his father had lost the ability to care for himself in his own home – and that he could be in the early stages of memory loss. Although the caller had been managing his father's care for some time, he was unsure where to start.

How to apply for Power of Attorney? The 211 counsellor referred him to the Ontario Ministry of the Attorney General, Office of the Public Guardian and Trustee, for information and practical advice on the subject. How to coordinate in-home care? The counsellor suggested the Community Care Access Centre, for information on in-home care services to help his father remain in his own residence. Finally, addressing the issue of isolation, the information and referral counsellor asked the client if he thought his father would be interested in a friendly visiting program. The visits could provide him with regular companionship. The client, surprised to hear about such a service, nevertheless said yes. He was more than happy to have made the right call for information and said he would be in touch to provide the information and referral counsellor with an update.

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INITIATIVES & PROJECTS 2011

AIRS ACCREDITATION

In the past year we have begun the accreditation process with the Alliance of Information and Referral System (AIRS), a professional membership organization comprised of more than 1,200 information and referral organizations. Our organizational materials were approved in January 2011 and we have undergone the on-site visit on October 31, 2011. We are proud to announce that we have received our certificate of accreditation.

RENFREW OUTREACH & RELATIONSHIP BUILDING

For the remainder of 2011, 211 Eastern Region and Renfrew County United Way will be promoting 211 throughout the Renfrew area and focusing on building relationships with community organizations, all levels of government, and others within the human service system. This will ensure that 211 is being accessed by those who need it the most: people working within the social services field or residents seeking assistance to meet their individual or family needs.

EASTERN ONTARIO EXPANSIONS

As of December 15, 2011 we have fully launched the 211 service across Eastern Ontario.

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A SPECIAL THANK YOU

A special thank you to all our funders, community partners and supporters, for helping the 211 service succeed!

211 EASTERN REGION SERVING RENFREW IS BROUGHT TO YOU IN PARTNERSHIP WITH:



THIS REPORT WAS PRODUCED BY THE COMMUNITY INFORMATION CENTRE OF OTTAWA, SERVICE PROVIDER OF 211 EASTERN REGION. FOR MORE INFORMATION CONTACT:

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