



211: A Tool for Alleviating Poverty

A Vibrant Communities Canada Webinar Series featuring:

Bill Morris, Karen Milligan, and Jerilyn Dressler

TECHNICAL CONSIDERATIONS

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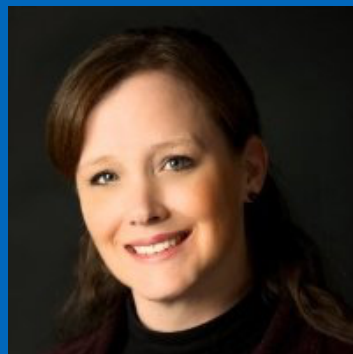
Bill Morris, Karen Milligan, and Jerilyn Dressler

TODAY'S WEBINAR SPEAKERS:



Bill Morris

National Director of Public Policy
United Way Canada



Karen Milligan

Executive Director
Ontario 211 Services



Jerilyn Dressler

Executive Director
Distress Centre Calgary

The background of the slide is a collage of two images. The top half features several strings of colorful pom-poms in shades of red, blue, yellow, and purple, hanging against a light background. The bottom half shows a close-up of a colorful patchwork quilt with various geometric shapes in red, blue, green, and yellow.

Collaborating to Build Social Infrastructure

211 – Connecting Need and Help



Award-winning help-line

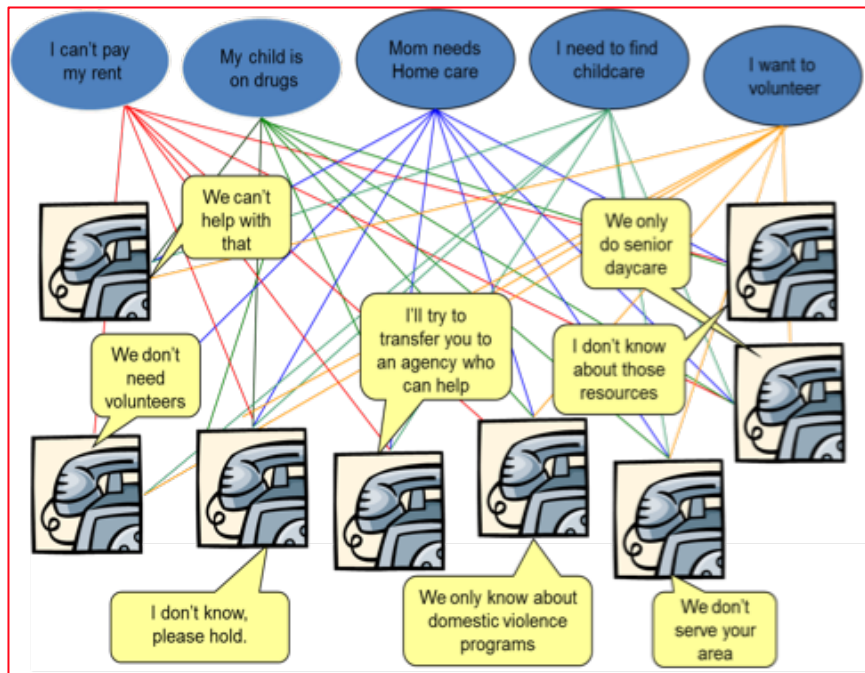
- ✓ Live answer by certified professionals
- ✓ Benchmarked, world-class quality

Online service

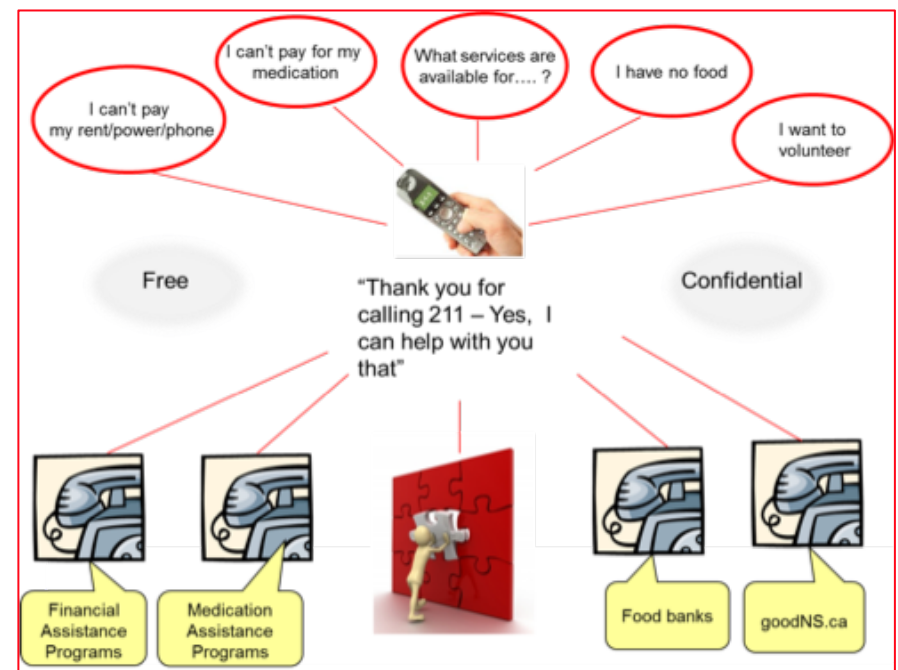
- ✓ Searchable websites for authoritative information
- ✓ Growing chat, text and social media capability

211 – Finding Information and Help

Before 211



After 211



211 – the DNA of a Social Innovation

1. Historic building blocks

- Local Helplines and Service Directories – ‘lifelines and bibles’
- Relationship – United Way + Information & Referral Providers
- Standards, Training and Capacity
- Cross-boarder ties - inspired by United Way Atlanta...

2. A National Vision & Partnership

- Reliable information and multi-lingual navigational support for all Canadians – all the time (24/7/365), any away they choose (online, phone, text, etc.)

3. A Technology Mash-up

- Three digit dialing code
- Computerized Databases
- Automatic Call Distribution (a.k.a. call centre technology)
- Emergence of the Internet

211 – Users and Beneficiaries

A wide range of Canadians needing help

- Over two-thirds are women
- Disproportionate number of newcomers
- Three-quarters have multiple needs
- More than half list government assistance as primary income source

Agencies and Front-line workers

211 helps service providers get accurate information about their programs to Canadians. Front line workers – agency staff, police and paramedics, doctors and clergy – use 211 to connect their clients with community resources.

Planners and Decision-makers

From nonprofits to government, data drives planning and innovation in the social and community services sector. 211 captures valuable information about the resources Canadians need and the supply of services in local communities, offering unique insight to inform planning and decision making.

211 Service Coverage

| Province or Territory | 211 Telephone | 211 Online | 211 Text |
|---------------------------|-------------------------|------------|---------------------|
| British Columbia | 65% | 100% | 65% |
| Yukon | nil | nil | nil |
| Alberta | 70% | 90% | 25% |
| Saskatchewan | nil 100% (April '18) | 100% | nil 100% (April) |
| Northwest Territories | nil | nil | nil |
| Manitoba | nil | 100% | nil |
| Ontario | 100% | 100% | 100% |
| Nunavut | nil | 100%* | nil |
| Quebec | 25% 65% (April '18) | 65% | 10% 45% (April) |
| New Brunswick | nil | 100%* | nil |
| Prince Edward Island | nil | nil | nil |
| Nova Scotia | 100% | 100% | 100% |
| Newfoundland and Labrador | nil | nil | nil |

*Unbranded 211 Project Site



211 and Poverty:

A resource for those on the front lines

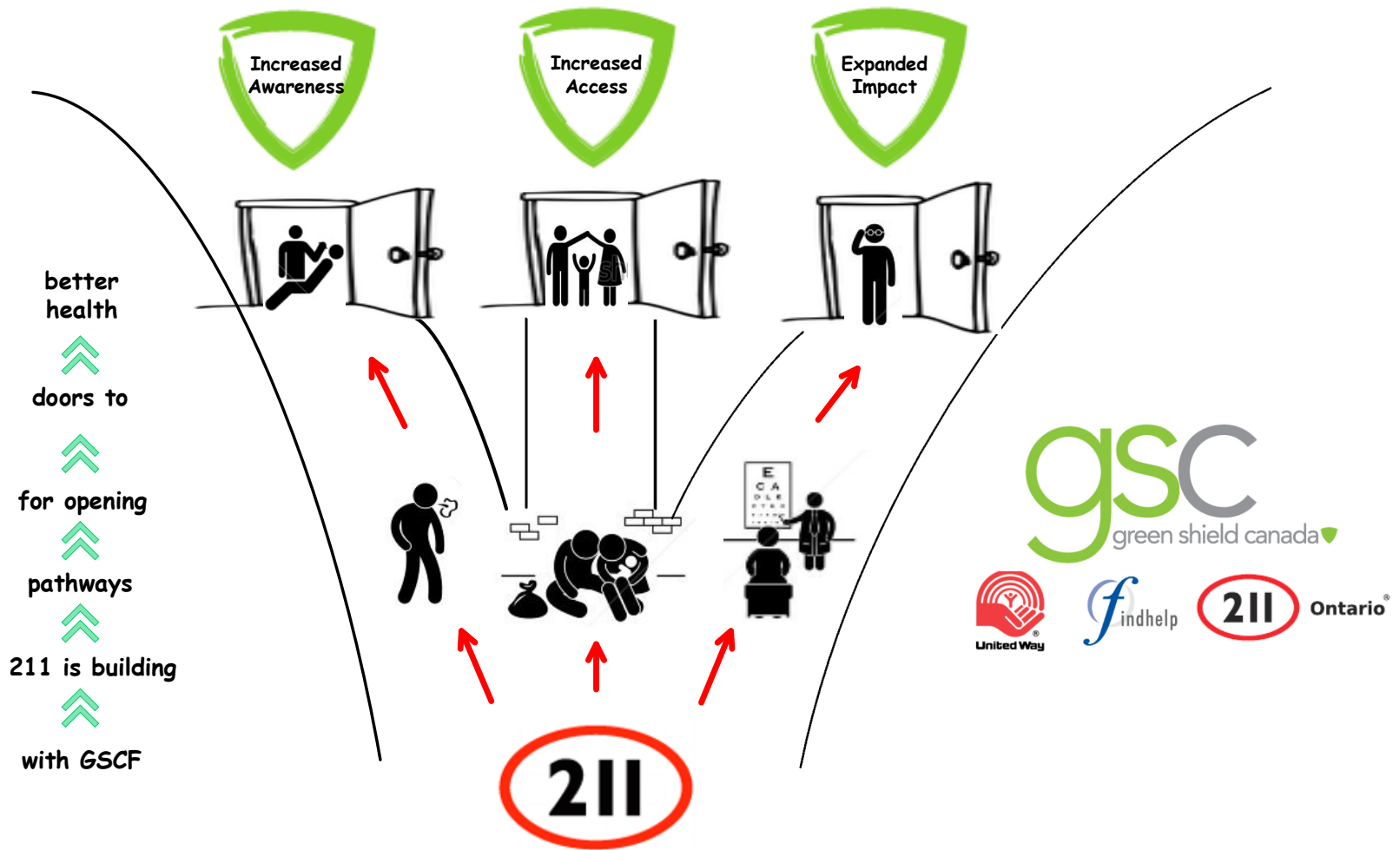
Poverty Alleviation: Skills and Capacities of the 211 system

| 211 Core Functions | Value-added Functions |
|--|--|
| Information, Assessment and Referral (Community Navigation) services delivered through professional and highly-trained staff – connecting people with programs to alleviate poverty | Light case management for vulnerable populations with complex needs |
| Advocacy and Follow-up with vulnerable contacts | Intake, Assessment and Appointment Booking for Poverty-related programs (School supplies, Christmas hampers, utility assistance, tax preparation clinics) |
| 24/7 access in more than 100 languages through an easy to remember 3-digit number | Overnight or overflow support for services offered only during business hours. |
| Access to online resource database through 211.ca (links to provincial search sites), both for the public and those working on the front lines | Specialized portals for internal or external use leveraging 211 provincial data. |
| <p style="text-align: center;">Community Intelligence: Data Collection and Reporting on demand for Demographics, Needs, Unmet Needs, and program/service outcomes</p> | |

The background of the slide is a collage of colorful, fuzzy pom-poms in various colors like red, blue, yellow, and purple, strung together on a thin rope. A solid blue rectangular banner is overlaid on the left side of the image, containing the title text.

211 and Poverty: Case Studies

211 and Green Shield Canada: Opening Doors to Better Health



211: Social Determinants of Health

211 Opening Doors to Better Health



Supported by:



Figure 1.1 A Model of the Determinants of Health

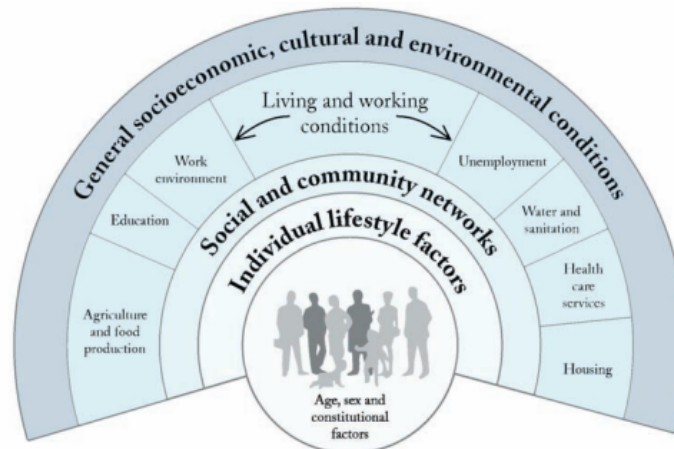
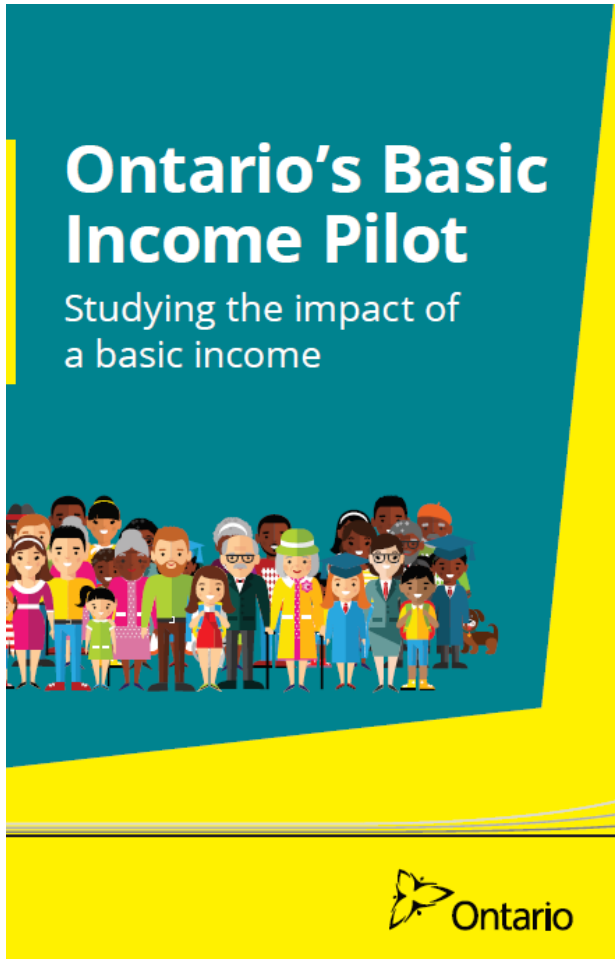


Figure shows one influential model of the determinants of health that illustrates how various health-influencing factors are embedded within broader aspects of society.

Source: Dahlgren, G. and Whitehead, M. (1991). Policies and Strategies to Promote Social Equity in Health. Stockholm: Institute for Futures Studies.

211 and Ontario's Basic Income Pilot



211 ONTARIO SUPPORT:

- Navigation support for Basic Income recipients
- Appointment bookings for local information sessions
- Training of enrollment staff re: complex needs, crisis protocols

211 and Physician's Poverty Screening Tool



Poverty: A Clinical Tool for Primary Care Providers (ON)

Poverty is not always apparent: In Ontario 20% of families live in poverty.¹

1 Screen Everyone

"Do you ever have difficulty making ends meet at the end of the month?"

(Sensitivity 98%, specificity 40% for living below the poverty line)²

2 Poverty is a Risk Factor

Consider:

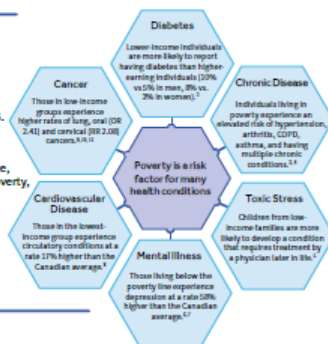
New immigrants, women, Indigenous peoples, and LGBTQ+ are among the highest risk groups.

Example 1:

If an otherwise healthy 35-year-old comes to your office, without risk factors for diabetes other than living in poverty, you consider ordering a screening test for diabetes.

Example 2:

If an otherwise low-risk patient who lives in poverty presents with chest pain, this elevates the pre-test probability of a cardiac source and helps determine how aggressive you are in ordering investigations.



3 Intervene

Ask Everyone: "Have you filled out and sent in your tax forms?"

- Ask questions to find out more about your patient—their employment, living situation, social supports, and the benefits they receive. Tax returns are required to access many income security benefits: e.g., GST/HST credits, child benefits, working income tax benefits, and property tax credits. Connect your patients to [Free Community Tax Clinics](#).
- Even people without official residency status can file returns.
- Drug Coverage: up-to-date tax filing is required to access Trillium plan for those without Ontario Drug Benefits. Visit [drugcoverage.ca](#) for more options.

Ask



Ask questions to find out more about your patient—their living situation and the benefits they currently receive.

Educate



Ensure you and your team are aware of resources available to patients and their families. Start with [Canada Benefits](#) and [2-1-1](#).

Intervene & Connect



Intervene by connecting your patients and their families to benefits, resources, and services.

more interventions on resource

November 2016, Version 1.

effectivepractice.org/poverty

Page 1 of 3



Community Organization Referral Form

Fax to: 705-445-1516

Admin: 705-444-0040 ext.249

Social Determinates of Health - 211's Community Navigators help people understand and effectively use the programs that are part of the human service delivery system. They help people make informed decisions about possible solutions. Community Navigators will advocate for people and conduct follow up with those that are vulnerable. Community Navigators are prepared to assess and meet the immediate, short-term needs of people who are experiencing a crisis.

| | |
|--|--|
| Client Name: _____ | DOB (Y/M/D): _____ |
| Address: _____ | Identifies as: _____ |
| No Fixed Address <input type="checkbox"/> | <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Other |
| Phone #: _____ | Other patient demographics: |
| Text Only <input type="checkbox"/> | <input type="checkbox"/> Indigenous <input type="checkbox"/> Francophone |
| Or Email: _____ | <input type="checkbox"/> New Immigrant <input type="checkbox"/> Veteran |
| Name/Alternate Contact: _____ | <input type="checkbox"/> Other Language: _____ |
| Phone #/Alternate Contact: _____ | Poverty screening information: |
| | <input type="checkbox"/> Has difficulty making ends meet |
| | <input type="checkbox"/> Has not filed taxes |

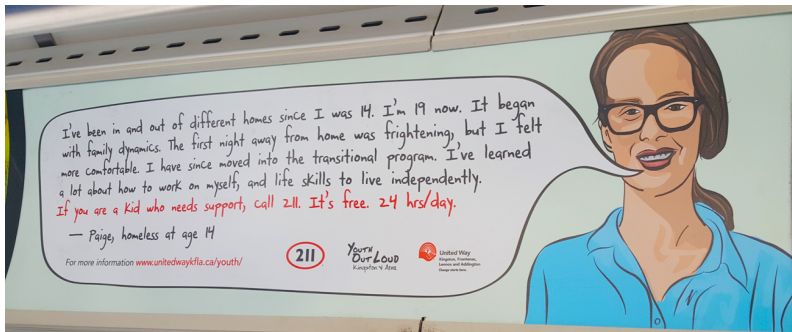
The client/patient or their substitute decision maker agrees with this referral and the collection and sharing this referral information with Community Connection/211: ☐ Yes ☐ No

| | |
|---|--|
| Identify potential problems or needs: <input type="checkbox"/> Clothing, personal, household needs <input type="checkbox"/> Employment <input type="checkbox"/> Food, meals <input type="checkbox"/> Health care options (clinics, education programs, peer support, labs, pharmacies, etc.) <input type="checkbox"/> Housing <input type="checkbox"/> Income support and assistance <input type="checkbox"/> Individual, family and community supports <input type="checkbox"/> Legal, consumer and public safety <input type="checkbox"/> Mental health and addictions (community & clinic, crisis/distress lines, peer support, counselling) <input type="checkbox"/> Transportation <input type="checkbox"/> Utility assistance | Referral notes: |
|---|--|

| | |
|--|----------------------------|
| Referring Source/Form Completed by: _____ | Date: _____ |
| Staff Name: _____ | Organization: _____ |
| Phone #: _____ | Email: _____ |

211 and Youth Homelessness Protocols

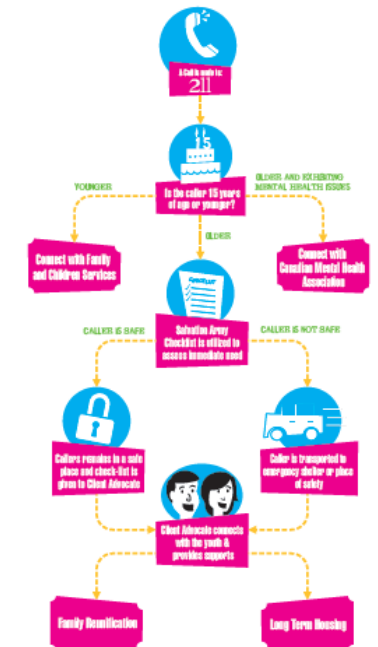
KINGSTON, FRONTENAC, LENNOX & ADDINGTON



ELGIN COUNTY



THE FLOW OF SERVICES



YOUTH CAN ENTER FLOW OF SERVICES AT ANY POINT

Distress Centre Calgary and 211

- Est. 1970
- 211 launched in 2005
- Basic needs fund and support pre-dates 211
- Historically, incorporated into crisis line and crisis counselling programs



Basic Needs Fund



Demand for BNF grew over the years

- Boom and bust economy
- Rising housing and utility costs
- Many come to Calgary to find opportunity and have little support
- One person, BNF Coordinator, could not handle the demand

211 Calgary

- Common and consistent intake, 24/7
- Regardless of capacity to distribute funds, support is received for complex needs
 - Information & Referral
 - System Navigation
 - Follow-up
 - Advocacy

Financial Empowerment

211 to be listed as primary contact for United Way Calgary's FE Initiatives

- Basic Needs Assistance
- Safe & Affordable Financial Products
- Financial Coaching
- Taxation & Government Benefits
- Education Savings
- Learning & Earning



"Poverty can be intergenerational, and it could have easily kept going and going if it weren't for the help I received."

*- LeeAnne,
Calgarian who has
lived in poverty*



211: A Tool for Alleviating Poverty

- SUMMARY: 211 providers across Canada are committed to working with partners to address poverty-related issues:
 - NAVIGATION: Helping those living in poverty or at risk of poverty understand and access the benefits and supports available to them (24/7, multilingual, free, confidential)
 - DATA CURATION: Maintaining comprehensive inventories of programs and services that help to alleviate poverty (Asset Mapping & Cross-Referrals)
 - REPORTING ON IMPACT: 211 provides planners and decision-makers with more information about their community needs, and the impact of the referrals made on well-being

QUESTIONS?

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Visit us at:

www.vibrantcanada.ca



UPCOMING WEBINAR

Strengthen Your Poverty Reduction Work: Engaging with the Health Sector

Speaker: Dr. Gary Bloch

Moderator: Trish Garner

Tuesday, February 13th from 1:00 – 2:00 pm EST

Dr. Gary Bloch and Trish Garner will share insights from their years of experience in working to improve health outcomes and the social structures that threaten our wellbeing; in particular, they will highlight specific actions that health providers can take to address the Social Determinants of Health, and critical contributions they can bring to collaborative poverty reduction efforts.



Register Now: <https://events.tamarackcommunity.ca/strengthen-your-poverty-reduction-work-engaging-health-sector>




COLLECTIVE IMPACT 3.0

February 28 – March 2, 2018
Edmonton, AB

Collective Impact 3.0 is a three-day intensive workshop for practitioners in early stage, mid stage and later stage community change work. The workshop will explore the latest in the practice of collective impact from experts, practitioners and early adopters of the work.

Registration and Event Info:
<http://events.tamarackcommunity.ca/ci-3.0>



EVALUATION MASTERCLASS: Principles-Focused Evaluation for Community Changemakers

Join evaluation pioneer Michael Quinn Patton and experienced evaluator Mark Cabaj in a one day masterclass that explores the principles-focused evaluation approach and demonstrates its relevance and application in a range of settings.

Toronto, ON - March 12

Regina, SK - March 14

Calgary, AB - March 15

Vancouver, BC - March 16

Registration and Event Info:

[**http://events.tamarackcommunity.ca/evaluation-masterclass**](http://events.tamarackcommunity.ca/evaluation-masterclass)



ASSET-BASED COMMUNITY DEVELOPMENT: For Healthy Neighbourhoods

April 17-19, 2018
Kitchener, ON

This workshop is an opportunity to learn the fundamentals of Asset-Based Community Development with a focus on Neighbourhood Development and Community Health. Join us in Kitchener, Ontario for a rare opportunity to learn from Cormac Russell and John McKnight, two of the world's top trainers in Asset-Based Community Development (ABCD), for their first time together in Canada.

Registration and Event Info:
<http://events.tamarackcommunity.ca/abcd>

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Thank you!

Please send questions, comments, and
feedback about this webinar to:

Natasha@tamarackcommunity.ca