



ONTARIO 211  
SERVICES  
**ANNUAL REPORT**  
**2015-2016**



## WORD FROM THE PRESIDENT/ EXECUTIVE DIRECTOR



Evelyn Brown | President

### The past year has been another incredibly busy, but productive one for 211 in Ontario!

For the last three years, we have been in a transition phase of our development – focused on building the right foundation and infrastructure to integrate our service delivery, ensure a consistent user experience and improve the way in which we partner with others to create system efficiencies. I am proud to say that we have nearly completed that phase of our work, thanks to the efforts of our Regional Service Partners, Data Partners, local United Ways and our Ontario 211 Services staff team.

Our Board of Directors made a big change in Ontario 211 Services' leadership at the end of last year, bringing on a new Executive Director to steer the ship towards the next phase of our evolution. We are confident that Karen is the right person for the job, and that our organization and our 211 system will be stronger and better-known in the months and years to come.

I want to thank my colleagues on the Board of Directors, the staff of Ontario 211 Services, and staff and Boards of Directors at our service provider organizations for their incredible efforts over the last year to bring about some significant improvements to the way we do business. In particular, we are very grateful to Andrew Benson, former Executive Director, for his vision and hard work in implementing excellent new systems and tools.

Finally, to our funders and partners, thank you for your continued support and vision. We share your interest in a strong and effective human services system, and we are confident that 211 can provide solutions for the government and for Ontario residents for years to come.

## WORD FROM THE PRESIDENT/ EXECUTIVE DIRECTOR



Karen Milligan | Executive Director

Reflecting back on the last 12 months, it is truly amazing to see how far we have come as a 211 system. As a relatively new service, 211 continues to evolve its systems and models to ensure the best service to Ontario residents and our stakeholders to position us for future growth.

From the successful implementation of a new integrated phone platform in our contact centres, to the standardization of resource databases, to the development of a powerful business intelligence platform for reporting 211 data, there has been significant change and progress in our system in the last year. We have implemented a Service Excellence Network to implement standards and monitor quality in service delivery. We have fine-tuned our processes and systems to provide a provincial response to community emergencies, and 211 has been called-upon by many municipalities in the last year to provide information and referral support to the public for major fires, water emergencies, and local flooding.

While all of these changes were being implemented, we once again won awards for customer satisfaction in our sector. And we learned recently that Ontario has the highest number of AIRS-Certified Resource Specialists and Certified Information and Referral Specialists in North America, ensuring that 211 data and calls are handled according to the highest professional standards.

We are grateful for the ongoing support of the Province of Ontario, United Ways, several municipalities and regional governments who contribute to the 211 system. We are also very grateful for the investment in 211 by Green Shield Canada for our work on the Opening Doors to Better Health project. We will continue to work with government and private sector funders to build a strong and sustainable 211 service for the long term.

We are very proud of the accomplishments of the system over the last year – and we are thankful for the army of 211 Ambassadors that help us to build awareness in communities. United Ways, municipalities, agencies, networks and the emergency response communities continue to be strong allies in our efforts to ensure that Ontario residents know about 211. With their ongoing support, we're optimistic that 211 will continue to grow and flourish in the years to come.

**391,595**  
calls to 211  
in 2015

# 2015 CALLER STATISTICS

## WHY PEOPLE CALLED 211 IN 2015

Health	49,390
Government / Economic Services	39,477
Information Services	36,320
Housing	32,793
Legal / Public Safety	30,796
Individual / Family Services	30,072
Food / Meals	22,001
Income Support / Financial Assistance	20,607
Mental Health / Addictions	20,552
Consumer Services	19,958
Community Services	13,459
Utility Assistance	12,213
Transportation	10,484
Seasonal Calls	9,714
Arts, Culture and Recreation	7,880
Education	6,503
Employment	6,293
Volunteers / Donations	3,665
Citizenship / Immigration	3,655
Disaster	1,562

## CALLER SATISFACTION

99 % of callers were satisfied with 211  
 83% of callers followed up with the referral 211 provided  
 74% of these callers got the help they needed  
 28% of calls were complicated referrals

## 211 ONLINE

211Ontario.ca Website Sessions	387,882
211 Related Portals - Unique Visitors	2,475,266
Social Media	650,709

# 2015 CALLER STATISTICS

## INCOME OF PERSON NEEDING ASSISTANCE

Full time	9%
Part time	7%
EI	2%
ODSP	25%
Ontario Works	8%
OAS	9%
Self-employed	3%
Other	25%
Pension	0%
Welfare/Social Assistance	4%
Refused	4%
Don't know	4%

## AGE OF PERSON NEEDING HELP

6 or under	1%
7 to 12 years	1%
13 to 21 year	3%
22 to 35 years	19%
36 to 54 years	33%
55 or older	41%
Refused	0%
Don't know	1%

# REGIONAL SNAPSHOTS

164,945 Calls to 211 Central

20,795	Health
17,848	Housing
14,175	Legal/Public Safety
13,863	Food/Meals
13,358	Information Services
10,755	Government/Economic Services
9,680	Mental Health/Addictions
9,173	Individual/Family Services
7,870	Income Support/Financial Assistance
6,733	Consumer Services
3,948	Community Services
3,550	Employment
3,408	Transportation
2,885	Education
2,868	Arts, Culture and Recreation
2,073	Citizenship/Immigration
1,688	Utility Assistance
975	Volunteers/Donations
118	Disaster

## Testimonial

*"Thanks for all you do. You have no idea how helpful you are. I work in Social Services and have referred 211 to many clients and you have helped them greatly! Thank you and may the need of Torontonians be lesser next year."*

## 211 CENTRAL

### YouthTO launched as web resource to help youth find the right services

As service providers, meeting needs is a complex challenge. It is not as simple as just creating a "list of services", but rather creating flexible systems, wider awareness and easier access to such services. It's about enhancing existing systems and processes to manage and deliver information to those who need it. It's about linking service information across providers to build wider awareness about how such services can better serve those at risk.

Youth in Toronto face significant challenges and barriers within a youth service system that does not always provide equitable access and outcomes to this population. Sometimes even where services exist, they are not easy to find, leaving youth exposed to social and economic marginalization. The Youth Asset Mapping Project was a City-Provincial partnership that began in 2015. The Ministry of Children & Youth Services provided funding to the City of Toronto to develop digital asset mapping tools to support the youth-focused service sector. The result was the launch of the new YouthTO portal in May 2016 ([www.toronto.ca/youth](http://www.toronto.ca/youth)), along with a new FindYouthServices tool co-developed between the City and Findhelp/211 Central:

The City of Toronto strategically partnered with Findhelp/211 Central to develop the first City web-enabled application to access live 211 data via Findhelp/211's API technology. This allows youth and service agencies the ability to directly access more meaningful and relevantly-defined youth services. FindYouthServices provides an interactive map that allows users to locate youth-oriented programs and services throughout Toronto.

This tool provides the City, other levels of governments, service providers and youth with a new information resource to support direct service access, while complimenting existing 211 services and collaborative local planning around addressing gaps in youth services. The launch of this site marks the delivery of one of the City's actions from the Toronto Youth Equity Strategy and a significant customer service improvement initiative for Toronto youth.

The leverage of vital 211 data in this manner re-enforces the important role that such information plays in the youth-service sector that then fosters collaborative local planning for youth services. Gaps and overlaps in service requirements and delivery will be much easier to identify because of this data and these tools. Youth will have a user-friendly tool to access the services they need on their own.

# REGIONAL SNAPSHOTS

**34,149** Calls to 211 Central East

<b>4,514</b>	<b>Health</b>
<b>3,842</b>	<b>Utility Assistance</b>
<b>3,166</b>	<b>Individual/Family Services</b>
<b>2,986</b>	<b>Housing</b>
<b>2,654</b>	<b>Information Service</b>
<b>2,213</b>	<b>Government/Economic Services</b>
<b>2,050</b>	<b>Legal/Public Safety</b>
<b>1,748</b>	<b>Mental Health/Addictions</b>
<b>1,732</b>	<b>Food/Meals</b>
<b>1,698</b>	<b>Transportation</b>
<b>1,541</b>	<b>Income Support/Financial Assistance</b>
<b>1,299</b>	<b>Community Services</b>
<b>1,271</b>	<b>Consumer Services</b>
<b>999</b>	<b>Disaster</b>
<b>783</b>	<b>Arts, Culture and Recreation</b>
<b>706</b>	<b>Education</b>
<b>434</b>	<b>Employment</b>
<b>433</b>	<b>Volunteers/Donations</b>
<b>81</b>	<b>Citizenship/Immigration</b>

## 211 CENTRAL EAST

### 211 Central East is the Referral Service for Doctors and Primary Care Providers

211 Central East is now the Central Referral Service for physicians and primary care providers making referrals to community support services for their patients. The initiative is led by the North Simcoe Muskoka (NSM) Community Support Services Collaborative, whose 25-member organizations provide essential services such as meals on wheels, transportation, attendant care, hearing and vision care, respite and palliative care funded by the NSM Local Health Integration Network.

211's role is to simplify information at the point of referral for primary care, improve access to community support services, and maintain a tracking system used by the Community Support Services Collaborative for system improvements.

#### Testimonial

*"211 helped when I didn't know what to do. The person I spoke with actually listened to me and was concerned for the wellbeing of my granddaughter. She provided me with resources to help my granddaughter who was addicted to heroin. Thank you for being there for people like myself who had no idea what to do."*

# REGIONAL SNAPSHOTS

**79,170** Calls to 211 Central South

<b>10,953</b>	Health
<b>10,288</b>	Government/Economic Services
<b>8,276</b>	Information Services
<b>5,767</b>	Legal/Public Safety
<b>5,031</b>	Housing
<b>4,220</b>	Individual/Family Services
<b>3,974</b>	Income Support/Financial Assistance
<b>3,962</b>	Mental Health/Addictions
<b>3,832</b>	Consumer Services
<b>2,710</b>	Transportation
<b>2,415</b>	Utility Assistance
<b>2,301</b>	Food/Meals
<b>1,727</b>	Arts, Culture and Recreation
<b>1,571</b>	Community Services
<b>958</b>	Volunteers/Donations
<b>913</b>	Education
<b>761</b>	Employment
<b>413</b>	Citizenship/Immigration
<b>101</b>	Disaster

## 211 CENTRAL SOUTH

### 211 Central South Supports the City of Waterloo's Syrian Refugees

In the Fall Canada received thousands of people fleeing Syria. Waterloo Region, as one of six Ontario Reception Centres for government-assisted refugees, welcomed more than 1000 government-sponsored and privately sponsored refugees. With an anticipated 850 Syrian refugees expected in the City of Waterloo, the Emergency Information Officer contacted 211 Central South for support. Once their information was shared, 211 was advertised as the place to call to find out how to make donations in the community, what to do if you wanted to volunteer, and who to contact if you wish to sponsor a family.

#### Testimonial

*"My wife always took care of things and she seemed to know everything. She used to say that 211 was her secret and she called you all the time. Now that she's passed, I realize what a great service this is and now I use it all the time."*

# REGIONAL SNAPSHOTS

**16,074** Calls to 211 DUFFERIN  
PEEL

<b>1,434</b>	Information Services
<b>1,044</b>	Government/Economic Services
<b>929</b>	Income Support/Financial Assistance
<b>869</b>	Community Services
<b>826</b>	Health
<b>489</b>	Legal/Public Safety
<b>487</b>	Individual/Family Services
<b>408</b>	Housing
<b>247</b>	Food/Meals
<b>228</b>	Transportation
<b>201</b>	Citizenship/Immigration
<b>184</b>	Mental Health/Addictions
<b>175</b>	Education
<b>150</b>	Consumer Services
<b>92</b>	Employment
<b>45</b>	Volunteers/Donations
<b>41</b>	Arts, Culture and Recreation
<b>0</b>	Utility Assistance

## 211 DUFFERIN PEEL

### 211 Dufferin Peel Grows Awareness of 211 with Community Agencies

Dufferin Peel continues to make connections with community agencies to build awareness of the 211 program while setting the stage for potential partnerships in the future. Dufferin Peel has reached out to schools, police, EMS and many other community agencies to present at local events and we continue to build awareness and promote the 211 services within our community.

# REGIONAL SNAPSHOTS

43,489 Calls to 211 EASTERN

9,714	Seasonal Calls
7,492	Individual/Family Services
4,642	Government/Economic Services
4,472	Health
4,241	Information Service
2,930	Housing
2,755	Legal/Public Safety
2,530	Mental Health/Addictions
2,224	Consumer Services
2,044	Community Services
1,820	Utility Assistance
1,790	Income Support/Financial Assistance
1,639	Food/Meals
923	Transportation
809	Arts, Culture and Recreation
740	Employment
654	Education
564	Citizenship/Immigration
479	Volunteers/Donations
65	Disaster

## Testimonial

**COMMUNITY RELATIONSHIPS - VICTIMS WEEK**  
*We believe that our relationships with victims support services and police services are crucial to successfully support victims of crime and their family by improving access to information through principles of empowerment. For the second year in a row, we were funded through the Victims Fund to build an awareness campaign. We communicated the value of 211 for victims of crime and for services that support them. To achieve this, we:*

- attended a total of eight events across Eastern Ontario,*
- conducted a social media campaign resulting in 200 RTs of our content on Twitter and more than 20 shares on Facebook, and*
- conducted two email blasts to promote events and liaise with organizations, reaching over 2,200 professionals working in the human services field.*

## 211 EASTERN

### 211 Helps Young Couple with a Baby and No Support

An Information and Referral Specialist (I&R) received a call from a 22 year-old woman living in a motel, who had no money and was out of formula for her newborn baby. The caller had just contacted the City of Ottawa at 3-1-1, but had been told to call 2-1-1.

Because it was after 4 p.m., the I&R Specialist was not able to contact the client's social worker. The city's after-hour social worker was unable to help. The I&R Specialist referred her to the Bethany Home, the Vanier Community Service Centre (VCSC) and the Ford Family Shelter.

The caller promptly called back stating that the first two resources were now closed and that the third one had suggested she go to the emergency department of the closest hospital instead. It was not a valid option: to get there she would have had to walk about two kilometres in -20°C temperatures. By then, other 211 team members became involved in trying to help. One of them has a husband working at the VCSC; she was asked to contact him directly to inquire if someone there could still help the caller after hours. The answer was yes, and the I&R Specialist made the referral.

The caller presented herself at VCSC quickly, with her boyfriend and their baby. The worker who had agreed to stay late gave the caller a \$25 voucher to buy formula as well as a box of diapers. The I&R Specialist's needs assessment of the caller's situation showed they lacked everything from baby clothes to furniture and social support. On the bright side, VCSC and its partners could help the client meet her needs. On learning that 211 would do a follow-up call later with the client, the worker asked that the I&R Specialist go over these facts with the young mother:

1. VCSC offers several services that will help and support the caller now and in the future.
2. It is very important that the client go back to her follow-up appointment at VCSC.

# REGIONAL SNAPSHOTS

27,824 Calls to 211 NORTH

3,738	Health
3,413	Information Service
3,009	Government/Economic Services
2,401	Individual/Family Services
1,488	Utility Payment Assistance
1,423	Legal/Public Safety
1,143	Consumer Services
1,121	Income Support/Financial Assistance
1,074	Housing
1,063	Mental Health/Addictions
929	Food/Meals
856	Community Service
424	Arts, Culture and Recreation
407	Transportation
297	Education
157	Volunteers/Donations
142	Employment
40	Disaster
29	Citizenship/Immigration

## 211 NORTH

### 211 North Allows Citizens to Report Racist Incidents to Help City

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In 2015, 211 North worked with Diversity Thunder Bay and the City of Thunder Bay Anti-racism Advisory Committee to develop a pilot project for a telephone and online resource centre for citizens to report incidents of discrimination. A proposal was developed and submitted to the City of Thunder Bay at the end of the year.

The pilot project would provide a voice for those citizens experiencing incidents of racism or discrimination and provide public education and awareness. The individuals would be able to report incidents by calling 211 or using the online form as an option. Reported incidents will be tracked, aggregated and analyzed to provide baseline data to help the City to assess and record the magnitude and patterns of racism and discrimination across the city. Calling 211 is also an alternative for those who do not want to contact police, but would still like to speak with someone about what happened and get connected to community-based programs and services.

In 2016, the City of Thunder Bay, through the Anti-Racism and Respect Committees approved the proposal and has established a working group to implement the pilot project.

# REGIONAL SNAPSHOTS

40,908 Calls to 211 SOUTH WEST

7526	Government/Economic Services
4605	Consumer Services
4137	Legal/Public Safety
4092	Health
3382	Income Support/Financial Assistance
3133	Individual/Family Services
2944	Information Services
2872	Community Services
2516	Housing
1385	Mental Health/Addictions
1290	Food/Meals
1228	Arts, Culture and Recreation
1110	Transportation
960	Utility Assistance
873	Education
618	Volunteers/Donations
574	Employment
294	Citizenship/Immigration
239	Disaster

## 211 SOUTH WEST

### 211 Follows Up with a Caller in a Vulnerable Situation

211 received a call from an elderly gentleman, who lives in a small south western Ontario town, who needed financial assistance for some personal expenses he could not afford. As a pensioner, the caller had limited income and was finding it difficult to pay for transportation, dog food for his beloved pet and other daily living expenses.

The 211 Specialist who answered the call quickly realized this caller's needs were greater than he initially presented. He also had cancer and was receiving treatment in another, larger city and admitted that he was having trouble getting around his home which is not accessible and could not take care of his own hygiene or household chores.

The 211 Specialist provided a number of referrals to this caller and offered to follow up with him in a couple of days to see if he was able to obtain some assistance.

During the follow up call with 211 later that week, this gentleman was pleased to report that an agency had visited him, completed an assessment of his needs and arranged for help with bathing and housekeeping. Numerous other agencies were also able to provide assistance and helped him better manage other daily living expenses.

#### Testimonial

*"That one call to 211 has done so much to raise the quality of my life."*

# SERVICE INNOVATION

Positioning 211 as the Front Door to Human Services

The past three years have been focused on transformation – moving from a loose network of 211 service providers, to an integrated provincial 211 system delivering maximum value to residents and to those who invest in our service. A big part of that work has included the development and implementation of shared tools and systems. All of the work described below brings us much closer to realizing the vision of having 211 be the front door to accessing human services in Ontario.

## INTEGRATED PHONE

Last year, we implemented a cloud-based phone system in our 211 contact centres, creating a virtual hub of highly-qualified resources across the province. The benefits of this system include the ability to flow calls throughout the province in peak periods or emergencies to reduce wait times for callers, and the ability to route calls according to the expertise of staff in specific locations. In both cases, 211 callers benefit by having their calls answered in the language of their choice, and by receiving a consistent level of 211 service, no matter where they are located. In addition, the system's enhanced reporting capabilities and automated feedback tools allow 211 service managers to improve staff scheduling, performance management and coaching, and the quality and efficiency of the service for callers.

This phone system also allowed us to become the “front door” to service for Good2Talk (a post-secondary mental health helpline), DSO Toronto Region (access point for adult developmental services in Toronto), and ReportON (an Abuse and Neglect Reporting line for people with intellectual disabilities). In all of these cases, trained 211 Specialists take the first call to these services, address general information and referral needs of clients and transfer callers directly to the services they need.

Early data from the phone integration suggests that by operating as a provincial virtual hub, we not only improve service to our callers, but create efficiencies by making the best use of 211 resources across the system.

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## 211 BUSINESS INTELLIGENCE

We also developed a new Business Intelligence (BI) platform that presents 211 data on program and service availability through our resource database, plus data on who calls 211, and what their needs are. This platform improves our ability to share our data with funders, planners and decision-makers to help them address the needs (and unmet needs) of Ontario residents.

Our new BI Platform has been developed in partnership with our service providers, and will soon be rolled out to other 211 stakeholders, including local United Way organizations. It is a rich tool that we anticipate will benefit the broader human services system in the very near future.

## 211 PUBLIC SEARCH OPEN DATA REPOSITORY

Work began last year to re-design our online search experience on our public website, making it much more user-friendly and delivering higher-quality search results. A proof of concept was developed and tested in partnership with our service providers, and the Ministry of Community and Social Services approved a full roll-out of the new platform. The new public website will be launched in the late Fall of 2016.

Part of the work involved in designing the new search experience last year was the creation of a separate data repository where our resource data would reside, that the search software could integrate with. This work sets the foundation for the creation of an open repository where 211 data can be integrated with other data sets (census data, municipal services data, impact data) for research or planning purposes. 211 data already feeds many local and provincial websites across the province, and we believe there are countless opportunities to share our 211 resource and caller data more broadly – reducing duplication of data collection across different sectors.

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## COMMUNITY EMERGENCY RESPONSE BEGINS WITH PREPARATION

For a number of years the Ontario 211 system has been serving communities during times of emergency such as tornados, fires and floods. 211 reinforces the messages emergency officials need to communicate such as the location of evacuation centres, road closures, safety instructions, social services to assist disaster victims and more. Impacted residents can rely on 211 for information they need to deal with and recover from a disaster. In preparation for future emergencies, Ontario 211 and the Regional Service Providers have been actively building relationships with emergency officials, encouraging the inclusion of 211 in municipal emergency response plans and participating in numerous emergency exercises.

One important exercise Ontario 211 participated in the past year was the Canada-United States Enhanced Resiliency experiment, also known as CAUSE IV which was supported by Canadian and American federal agencies. Based on a tornado situation in Sarnia, Ontario and Port Huron, Michigan, CAUSE IV sought to improve cross-border collaboration and test new technologies. Ontario 211 and Michigan 211 collaborated to create mock call scenarios that 211 would likely receive during such a disaster, agreed to collect key demographic information such as the caller's zip/postal code and used common terminology to explain callers' needs. 211 call data was then plotted on a situational awareness map that was utilized by municipal Emergency Operations Centres on both sides of the border. The CAUSE IV experiment demonstrated how 211 data could be easily shared, presented in a visual format and utilized to support decisions made by emergency officials.

Ontario 211 seeks to continually improve its ability to serve as a public inquiry line during times of disaster through internal capacity building, external partnership development and participation in preparedness activities such as CAUSE IV.

## POWERED BY PARTNERSHIPS

Last year, 211 in Ontario was once again powered by partnerships. From social service and health agencies, to first responders, to community strategy tables, to government agencies, 211's phone support and data are being leveraged by many to achieve greater impact for residents. We are proud to work with all of these partners to create better access to their services, or to support front-line workers in helping connect people to the programs and services they need.

There are hundreds of partnerships at a local or regional level where 211 is playing a front-door role or where 211 data is feeding local or specialized websites (access point for utility assistance, falls prevention information, mental health resources, youth housing support, legal services and more). Thank you to all of these partners for working with us to improve access to services in Ontario!

## OPENING DOORS TO BETTER HEALTH

Through their Front Line Care strategy, Green Shield Canada has invested \$1M over three years to help build 211's capacity to "open doors to better health" by connecting Canadians to programs and services that address the social determinants of health. Ontario 211 Services is the lead partner in the project, working closely with United Way Canada and Findhelp Information Services, as well as all of the 211 Service Partners in Ontario and in the rest of Canada. Last year, the project team completed pilot work around the follow-up process for vulnerable callers, tracking of caller needs and unmet needs for low-income residents, and building awareness of 211's capacity within the agency sectors that deal with low-income Canadians. Work has also begun to embed the pilot recommendations into our every day processes for call handling, beginning in Ontario and sharing out to the rest of Canada within the next year. We are grateful for the generous support of Green Shield in this important work.



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## GOOD2TALK – 211 BECOMES FRONT DOOR TO SERVICE

Good2Talk is a post-secondary mental health helpline for Ontario students who are struggling with mental health issues. The service provides 24/7 support, including access to professional counsellors or specialized information and referral to mental health and addictions programs. Funded by Ontario's Ministry of Advanced Education and Skills Development, the service is well-used by students with more than 40,000 calls handled since its launch. In January of 2016, 211 became the front door for Good2Talk by answering the 1-800 line and directing callers to Kids Help Phone for counselling or to ConnexOntario for specialized information and referral. Ontario's Centre of Excellence for Child and Youth Mental Health continues to oversee program evaluation – and the feedback thus far has been very positive.



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## 211 AND DSO TORONTO REGION – CALL CENTRE INTEGRATION

211 has partnered with Surrey Place in Toronto to integrate the Developmental Services Ontario (DSO) Toronto Region support line with 211's helpline in an effort to improve service for families who need developmental, caregiver or other support services. In the Fall of 2015, our 211 Central Region contact centre began to answer the first call to DSO Toronto's office and flowing to them only those clients who require, and are eligible for, DS services. To date, feedback from DSO staff and clients has been positive. Many appreciate the ability to speak with a live voice 24/7 that can explain what is available, and if eligible, connect them to a DSO case-worker for program support.

The model is working well in Toronto region, and work is underway to expand the program to other parts of Ontario.



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## 211 ANSWERS THE CALL – REPORTON HELPLINE FOR NEGLECT AND ABUSE

Early in 2016, 211 began answering the first call to the Ministry of Community and Social Services' (MCSS) reporting helpline for adults with developmental disabilities who are being neglected or abused. 211 specialists conduct a brief screening and assessment of the caller's situation, and where appropriate, transfer those callers to MCSS to conduct an investigation of the reported incident(s).

The partnership is working well so far, allowing MCSS staff to focus on those cases that require investigation, and leaving 211 to provide information and referral to other services that the clients or family members might need (legal assistance, respite care, financial support, peer support groups). A more public launch of the service is planned for the Fall of 2016.



## POWERED BY PARTNERSHIPS

Last year, 211 in Ontario was once again powered by partnerships. From social service and health agencies, to first responders, to community strategy tables, to government agencies, 211's phone support and data are being leveraged by many to achieve greater impact for residents. We are proud to work with all of these partners to create better access to their services, or to support front-line workers in helping connect people to the programs and services they need.

There are hundreds of partnerships at a local or regional level where 211 is playing a front-door role or where 211 data is feeding local or specialized websites (access point for utility assistance, falls prevention information, mental health resources, youth housing support, legal services and more). Thank you to all of these partners for working with us to improve access to services in Ontario!

## 211 AND UNITED WAY – PARTNERING FOR GREATER REACH IN COMMUNITIES

Ontario 211 Services worked with local United Ways in North Bay, Sudbury and in Prescott Russell to develop a partnership model to not only grow awareness of 211 in that region, but to strengthen both United Way and 211 in the process.

In all of these communities, United Ways sought funding to create a 211 outreach position, to meet with local agencies, municipalities and other partners to increase awareness of, and participation in, the 211 system. Information gathered through outreach visits was then shared with our 211 Regional Service Partners to include in the 211 database and to apply the data standards to the records. The partnership is working well and producing good results – from increased call volume, to more complete resource data, to new and improved relationships with 211 at a local level.

Hats off to Michael Cullen and his team at United Way of Sudbury and Nipissing, and to Jodie Densmore at United Way of Prescott Russell for their passion, and their local efforts to maximize awareness in their communities!



**United Way**

## THE PEOPLE BEHIND THE 211 NUMBER



Collectively, the people listed below represent decades of experience in the information and referral and non-profit sectors. They are experts, advisors, contributors and sometimes cheerleaders - and we couldn't do it without them.

### 2015-16 Board of Directors

President

Evelyn Brown, Bracebridge

First Vice-President

Brian Menezes, Toronto

Second Vice-President

Vacant

### Directors

Jim Alexander, Kanata

R. Kent Gillespie, Mississauga

Daniel McGoey, Thunder Bay

Jason Shim, Toronto

Mary Wilson Trider, Almonte

Vicki Trottier, Toronto

Dan Clement, ex-officio member, United Way Centraide Canada

### Governance & Nominations Committee

Jason Shim (Chair)

Kent Gillespie

### Audit Committee

Jim Alexander

Brian Menezes

Mary Wilson Trider

# ONTARIO 211 REGIONAL SERVICE PARTNERS

## NORTHERN REGION

Marie Klassen  
Lakehead Social  
Planning Council

## EASTERN REGION

Marie-Andrée Carrière  
(Manon Beaulieu)  
Community  
Information Centre  
of Ottawa

## CENTRAL EAST REGION

Pam Hillier  
Community  
Connection

## DUFFERIN PEEL REGION

Brian DeNiese  
Region of Peel

## SOUTH WEST REGION

Jennifer Tanner  
City of Windsor

## CENTRAL REGION

Sue Wilkinson  
Findhelp Information  
Services

## CENTRAL SOUTH REGION

Tammy Dumas  
InCommunities



# 211 DATA PARTNERS

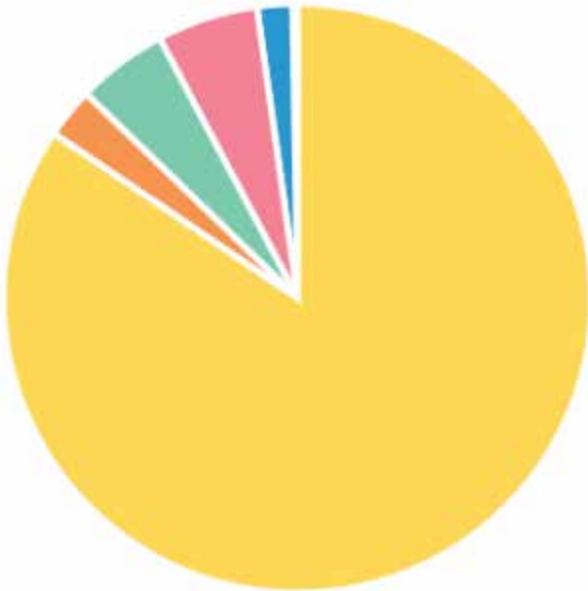
## KEEPING LOCAL AGENCY INFORMATION UP-TO-DATE

Community Information Hamilton  
Community Reach  
Community Resource Centre Killaloe  
Contact Brant  
CONTACT - South Simcoe Community Information Centre  
Information Barrie  
Information Orillia  
Information Sarnia Lambton  
Newmarket Public Library  
Northumberland United Way, Info Northumberland  
Northwest Community Legal Clinic  
Oakville Public Library for Halton Information Providers  
Oxford County  
Sault Ste. Marie Innovation Centre  
Social Planning Council of Cambridge & North Dumfries  
thehealthline.ca  
United Way of Chatham-Kent  
United Way Durham Region  
United Way of Peterborough and District, Community Information and Volunteer Services  
United Way of Perth Huron  
VCCS Employment Services, Community and Volunteer Information Program  
Volunteer Centre of Guelph Wellington  
Volunteer and Information Quinte

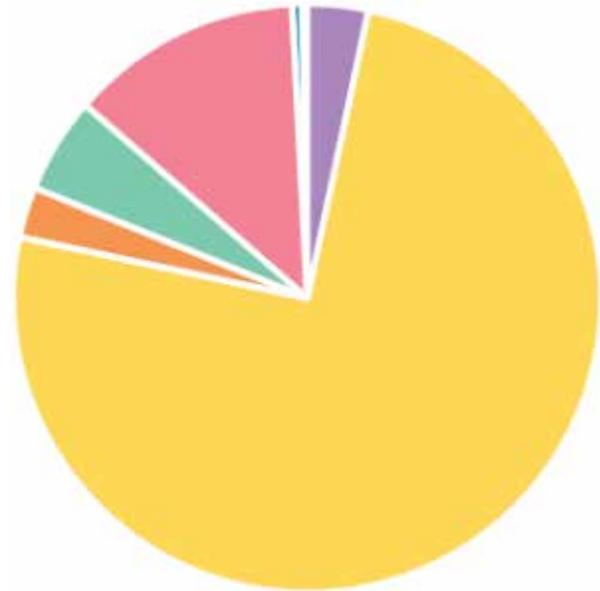
# ONTARIO 211 SERVICES STAFF

Andrew Benson, Executive Director  
Karen Milligan, Director, Partnership Development and Strategic Initiatives  
Philip Ferrao, Finance and Office Manager  
Laura Leather, Data Quality & Innovation Manager  
Destiny Bedwell, Communications and Marketing Coordinator  
Laura Smith, Data Analyst  
Mark Winfield, Data Analyst

# 2015-2016 FINANCIAL STATEMENT\*



	Province of Ontario (MCSS)	84.5%
	Good2Talk	2.8%
	Green Shield Canada Foundation	5.0%
	United Way	5.6%
	Development Services Ontario	2.0%
	Amortization of deferred contributions	0.0%



	Administrative & Office Expenses	3.5%
	Service Delivery	74.9%
	Governance & Organizational Development	0.1%
	Marketing & Communications	2.7%
	Consulting	5.3%
	Salaries & Management Services	12.6%
	Non Recoverable HST	0.7%
	Municipal Taxes	0.0%
	Amortization	0.0%

\*Note:  
Extracted from Audited Statements.  
Copies of Audited Statements are available from the  
Executive Director upon request.