2018 IMPACT REPORT
Connecting Eastern Oklahomans to the help and hope they need
EASTERN OKLAHOMA’S FREE AND CONFIDENTIAL LINK TO HEALTH & HUMAN SERVICES

Our mission is to provide community information and access to services through assessment of needs and connection to resources. We serve thousands of individuals and families each year who need help by connecting them to the right organizations providing help. Oklahomans can simply call, text or search online to be connected to the top, vetted services in their area.

WHAT WE DO

The Community Service Council’s 211 Eastern Oklahoma is a 24/7, free-of-charge, multilingual point-of-entry for comprehensive information on community resources and services across 37 counties. We are nationally accredited through The Alliance of Information and Referral Systems (AIRS).

Individuals in need of resources and services can call, text or go online to be quickly connected to highly-trained specialists with access to a continuously updated database of thousands of vetted community services.

In community emergencies, 211 Eastern Oklahoma operates as a clearinghouse for disaster resources, proactively disseminating timely and rapidly changing public health and safety information to thousands of Oklahomans via text.

211 Eastern Oklahoma serves nearly 200,000 people annually who reach us in one of three ways - via text messaging, online search, or by simply dialing 2-1-1. Each of these methods delivers up-to-date community information quickly and accurately for when Oklahomans need it most.

TEXT 211OK to 898-211
SEARCH online at 211EOK.org
CALL 2-1-1 for live help
WHO WE ARE

Beginning our 15th year as a resource and access point to social services for our neighbors in need across eastern Oklahoma, we consistently deliver quality services supported by advanced technologies. Our staff is made up of professional specialists who are trained and certified in Alliance of Information and Referral Systems (AIRS), suicide crisis calls, and general crisis management, and hold degrees in areas such as social work and criminal justice. Our team is always kind and empathetic to our callers, but we also value providing informed, quick and efficient access to services. To do this, we are continuously creating service delivery efficiencies to promote even timelier access to assistance for our callers in need.

Additionally, in times of community emergency and disaster, our staff works alongside city and county emergency management offices and other disaster response agencies to gather and disseminate disaster-related resources to callers, service agencies and the media.

OUR 2018 IMPACT AT-A-GLANCE

186,707 EASTERN OKLAHOMANS SERVED

1,826 UNIQUE INCOMING TEXTS

95,558 UNIQUE SEARCHES ON 211EOK.ORG

67,904 UNIQUE CALLS

16,578 UNIQUE OPT-INS TO RECEIVE 211 NEWS & SEASONAL RESOURCES VIA PUSH TEXT

4,841 TRIAGE CALLS FOR PARTNER AGENCY

Our staff are highly-trained and degreed-specialists certified in crisis management.
Individuals facing serious economic difficulties, health problems, mental illness or those needing help navigating complex service systems cannot access such assistance by dialing 9-1-1. Recognizing this need, in the year 2000, the United Way of America and the Alliance for Information and Referral Systems issued a national petition to the Federal Communications Commission to develop a single point of entry for navigating and accessing health and human services. The result was an easy to use and easy to remember three digit phone number - 211 - serving as a tool for communities to quickly access information and referral services.

The Community Service Council launched Eastern Oklahoma’s 211 program in 2005 serving a six county area, and since then, has expanded to serve 37 counties, helping hundreds of thousands of Oklahomans overcome barriers to accessing the help they need.

**IMAGINE IF THIS WAS SOMEONE YOU LOVE...**

*Following is a true story of a 211 Eastern Oklahoma caller in 2018 - just one of thousands of Oklahomans who contact us when they don’t know where else to turn.* When “Joe” called 211 in need of rental assistance, Call Specialist “Jane” learned Joe is a mentally-handicapped individual who was facing eviction, had recently lost his ID card, and was hungry. In fact, Joe had called 211 the week prior and was assigned a Case Worker, but he had forgotten in his distress. Jane located his profile and told Joe that his Case Manager had identified an agency who would help with his rent. Jane then mapped out a plan with Joe to obtain a new ID, sent a new referral to mental health services for follow-up with medications and eligibility for permanent supportive housing, and directed him to local food pantries that could provide meals without requiring an ID while he awaited his new card. By calling 211, Joe was able to receive funding to pay his rent, explore mental health services to include permanent supportive housing, make an appointment to get new a ID card, and get a meal and groceries.

**NOW IMAGINE THAT WE SERVE 200+ PEOPLE EVERY DAY JUST LIKE JOE - THAT IS THE POWER AND IMPACT OF 211.**

When time is of the essence and you don’t know where to turn, 211 Eastern Oklahoma is a quick and direct line to the top, fully vetted social services in your area. For those in need especially in times of crisis, an internet search can be time-consuming, overwhelming and often yield inaccurate or outdated results.
Why do we need 211 in the age of online search engines?
When time is of the essence and you don’t know where to turn, 211 Eastern Oklahoma is a quick and direct line to the top, fully vetted social services in your area. For those in need especially in times of crisis, an internet search can be time-consuming, overwhelming and often yield inaccurate or outdated results.

TOP 5 REASONS OKLAHOMANS CONTACTED 211 IN 2018...

- **UTILITY ASSISTANCE**
  Experiencing difficulty paying their utility bills

- **GENERAL SUPPORT**
  Seeking general support and connection to social services

- **HOUSING**
  In need of support to avoid eviction or homelessness

- **FOOD/MEALS**
  Requesting connection to food assistance/food pantries

- **HEALTHCARE**
  Looking for affordable health care options
Whether it is the person needing help or the person providing the help, 211 Eastern Oklahoma creates a direct path, making it easier to find and connect with needed assistance. Easy access to trained service specialists supported by sophisticated database tools makes us a natural partner for initiatives targeting special populations.

By simply dialing 2-1-1, texting 211OK to 898-211, or searching 211EOK.org, Oklahoma case managers, school counselors, social workers, clergy, volunteers and other professionals focused on helping others are better equipped to serve their clients and communities.

Additionally, 211 Eastern Oklahoma provides navigation services for the Community Service Council’s (CSC) Oklahoma Veteran Connections Center and CSC’s All Doors Open Homelessness Coordinated Entry System - two key 360-degree (closed loop) referral systems.
HOW WE SERVE PARTNER ORGANIZATIONS

There are several types of services 211 Eastern Oklahoma provides for partner organizations and agencies:

- **Answering of or back-up for hotline or client support line.** 211 Eastern Oklahoma is answered 24/7. We can provide specific programmed “scripts” for each partner utilizing this service. We also have the ability to provide overnight and/or after-hours support specific to your agency and/or program needs.

- **Providing access to the “back-end” of the 211 service directory.** Direct service organizations can utilize immediate and deeper-tier referral information from the database to support their clients. Additionally, we have developed an API allowing integration of our resource directory into community partners’ database systems.

- **Screening and triage.** 211 Eastern Oklahoma can utilize the phone, web and text system to screen, assess, and triage those in need of partner services. This service saves time and staff resources of partner agencies.

- **211 user data collection.** 211 Eastern Oklahoma can ask all users short, targeted questions for generalized data collection for analysis and/or follow-up.

- **Surveying.** Our staff can be utilized to complete initiated or follow-up surveys on behalf of partner agencies seeking feedback from clients and the greater community for the purposes of needs assessment and evaluation.

- **Navigation services for 360-degree (closed loop) referral systems.** A closed loop system requires monitoring of referral acceptance, service provision, and case closure. Some organizations may choose to monitor the systems internally, while others will seek support from a connection center like 211 Eastern Oklahoma.

- **Expanding 211 services for areas without the resources.** Although the 211 system covers a majority of the United States, there are still areas lacking the service, including areas in neighboring states. Economies of scale mean 211 Eastern Oklahoma could expand its existing database to include targeted uncovered areas at a relatively low cost to those communities.

A STATEWIDE PARTNERSHIP

211 Eastern Oklahoma partners with Heartline, Inc., an Oklahoma City-based organization which manages 211 for Western Oklahoma. Together, we operate 211 Oklahoma as a seamless, shared service to all 77 counties.

The implementation of 211 in this community and our state was far more than creating access to a three digit telephone number. It was an opportunity to create an integrated system of services. From its inception, we utilized a collaborative approach to eliminate duplication of effort and encourage service integration.
A CLOSER LOOK AT THE DATA

211 EASTERN OKLAHOMA CALLERS BY AGE

- <18: 14%
- 18-25: 4%
- 26-40: 8%
- 41-64: 27%
- 65+: 47%

TOP REFERRALS IN 2018

Most of our referrals go to local nonprofit and faith-based agencies, not state agencies. This is a significant benefit to the service providers in our community. Following are the organizations to which we referred Oklahomans the most, in order:

- Helping Hands Ministry
- Salvation Army - Tulsa Center Of Hope
- Oklahoma Dept. of Human Services
- Catholic Charities
- First Baptist Church Of Tulsa
- Harvest House - Rivergate Church
- Restore Hope Ministries
- Tulsa City County Library
- City Of Tulsa
- John 3:16 Mission
- Iron Gate At Trinity
- Tulsa Dream Center
- Neighbor For Neighbor
- Legal Aid Services Of Oklahoma
- Loaves & Fishes - Tulsa
- Morton Comprehensive Health Services
- Tulsa County Social Services
- Guts Church
- 211 Texas
- Free Directory Assistance
- Family & Children's Services
- Christ For Humanity

TOP 10 COUNTIES SERVED IN 2018

Only includes callers which identified their county (Note: There are 7,981 contacts which did not identify their ZIP code/county).

- Tulsa: 43,284
- Creek: 1,727
- Muskogee: 1,113
- Rogers: 1,078
- Wagoner: 965
- Washington: 746
- Okmulgee: 740
- Pontotoc: 684
- Pittsburg: 683
- Osage: 537

CALL & HOLD TIMES

Average HOLD Time
50 SECONDS

Average CALL Time
237 SECONDS, OR NEARLY 4 MINUTES
CONTACT TRENDS IN 2018

Calls & texts to 211 Eastern Oklahoma compared to online searches at 211EOK.org
A LIFELINE TO COMMUNITY SUPPORT

211 Eastern Oklahoma provides a significant amount of support to Oklahomans. We are more than a helpline. We are a bridge connecting people in need to the service providers who can help, and a support system for Eastern Oklahoma's health and human services industry.

Following are the ways we serve both our clients and partner organizations:

- **REDUCE CONFUSION** for callers, making it easy to find and access needed help fast and early;
- **HELP KEEP THE COMMUNITY SAFE** and engaged in helping during emergencies and disasters;
- **ADDRESS PEOPLE’S MOST CRITICAL NEEDS**—housing, health care, financial assistance, mental health care and more;
- **MAINTAIN A RESOURCE DATABASE** of over 12,000 services in Eastern Oklahoma;
- **BENEFIT AND STRENGTHEN** the entire service delivery system, assuring that people get to the right help;
- **APPLY TECHNOLOGY** to modernize, inform, and guide the public and helping industry;
- **PROVIDE DATA** on needs, gaps and emerging trends to help the community better utilize resources;
- **IMPACT 200,000+ LIVES** each year across Eastern Oklahoma.
TEXTING & ONLINE SEARCH FEATURES

754
Number of unique keyword texts submitted by Oklahomans in 2018.
A keyword text is when an individual texts a ZIP code and a keyword to 898-211 to receive an automated response that quickly lists services in the neighboring area based on the keyword entered.

1,072
Number of live text messages Oklahomans sent to 211 in 2018.
This is when an individual texts 898-211 and chooses to text with a 211 Community Referral Specialist to get the help they need.

195,634
Total number of push texts sent by 211 Eastern Oklahoma in 2018.
Push texts are sent only to individuals who have opted in to receive messages with community information, seasonal resources and pressing news. Push texts encourage recipients to visit 211EOK.org and other community partner websites.

211 push texts in 2018 included information on the following topics:
- Tax assistance
- School closures
- Rent and utilities
- School supplies
- Voter registration
- Angel Tree registration
- Holiday meals and gifts support
- Health-related topics like immunizations, summer heat protection, mental health awareness, and more...

95,558
Number of unique user visits 211EOK.ORG with 128,285 total sessions.