



Collaborative Community Report Year End 2014

Brown County United Way 2-1-1, Family Services Crisis Center,
Aging and Disability Resource Center of Brown County

Statement of Purpose

The intent of the data presented below is to demonstrate patterns of need in the Brown County community and to educate policy makers and the public about potential service gaps in order to mobilize change. 2-1-1, the Crisis Center and the Aging and Disability Resource Center (ADRC) represent agencies that have a mission to respond to consumers who are searching for needed services. All three agencies provide reliable, unbiased information and links to community providers who have valuable services to offer. Each agency provides this service at different depths.

There are different roles played by each agency, yet all three deliver front end information and support along the continuum of Information and Referral and Information and Assistance.

I & R-Information and Referral

2-1-1 offers efficient contact with consumers and quickly links people in need with agencies that provide services to address those needs.

I & A-Information and Assistance

Crisis Center and the ADRC represent specialty agencies that provide detailed and repeated contact with consumers who fall into target populations. These contacts tend to be more involved and may result in field contacts, formal referrals, and/or follow up.

Database Collaboration

2-1-1, the Crisis Center and ADRC participate in database collaboration in order to most efficiently support one community database for Brown County. This one database is housed on the United Way and ADRC website and is available to the community at large. 2-1-1 staff enters and updates community resources that serve children and the general population, ADRC enters and updates community resources that serve adults with disabilities and aging populations, and Crisis Center enters and updates mental health resources. Together, these three organizations have created a single database with consistent resource information. The collaboration increases data-gathering efficiency and reduces requests for program updates.

**We acknowledge the reality that callers may have duplicate contacts with each of our agencies but feel strongly that working with data in collaboration, rather than in isolation, is a more comprehensive picture of our community's needs.*

Agency Overview/Role

2-1-1

The Brown County United Way 2-1-1: Get Connected, Get Answers service is an easy-to-remember and universally recognizable number that makes a critical connection between individuals and families seeking services or volunteer opportunities. 2-1-1 makes it possible for people to navigate the complex and ever-growing maze of more than 2,500 health and human services resources through three options: The call center, website and 2-1-1 PLUS sites (a physical place to access 2-1-1), available throughout Brown County. The average length of a call to the 2-1-1 information and referral system is 5.5 minutes.

Crisis Center

The Crisis Center provides crisis intervention services for residents of Brown County 24 hours a day, 7 days a week through telephone or in person crisis counseling. A crisis is defined as the state of imbalance which occurs when stress exceeds an individual's or family's resources for coping. Any individual in crisis is an appropriate referral to the Crisis Center. Accessibility of the Crisis Center and its services are critical. The immediacy of response has long been recognized as a key factor in problem resolution and in the avoidance of problem escalation. All intakes are responded to as quickly as possible and when appropriate, the response is immediate. When immediate response is not warranted the Crisis Center's goal is to respond within 30 minutes of the request for service. Sometimes during the trauma of a crisis, it is impossible or unadvisable for a client and/or family to come into the Crisis Center. The Crisis Center staff is mobile and can travel to wherever the client's crisis is occurring. This could be the client's home, school or work, jail, police station, emergency room or nursing home. The Crisis Center works closely with a variety of community service providers, such as therapists, psychiatrists, and physicians to ensure continuity of care for individuals seeking assistance at the Crisis Center. Their role is short-term, crisis intervention, however, individualized, intense follow-up via phone or face-to-face contact is a critical component of these services. Incoming calls range from one minute to over four hours in duration, averaging nine minutes. Face-to-face sessions average just over one hour, occasionally lasting multiple hours in more complex situations.

ADRC

The Aging and Disability Resource Center is the "one stop shop" for older adults and adults with disabilities. Adults 60 years and older, adults with physical disabilities, developmental disabilities, mental health and alcohol and drug use issues are the target populations served. According to the 2010 Census, Brown County has 41,160 persons 60+ years of age (4,480 are low income, 1,831 are minority and 13,754 are 75+) and 13,708 adults under age 60 with disabilities. The first baby boomers turned 65 in 2011 and the older adult population in Brown County will grow from 12% to 24% by the time the last of the "boomer" generation turns 65. Brown County's proportion of people age 65 and older is projected to be 12% or less until the year 2015. Projected increases for the next 15 years include: 12-15% in year 2015; 15-18% in year 2025; and close to 24% in year 2030. Brown County's total population is expected to increase by 29%; however, the population of persons 60 years of age and older increase by 117%. The ADRC has seen an increase in requests for assistance from individuals as they become eligible for benefits and begin navigating the complex system of benefit programs and services.

ADRC Staff is available for private, confidential options counseling and benefit counseling with consumers and their families/friends. Information and assistance, options counseling and decision support are offered to assist consumers to remain as independent as possible for as long as possible. The ADRC also provides functional eligibility screening for the long term care programs in the County. Information and Assistance Specialists take phone calls, provide office visits and meet consumers in their homes for these sessions. Formal and informal links to community services are provided. The average length of calls range from 20-50 minutes, and home or office visits range from 60-180 minutes per visit. Our role is in-depth service connection, benefit advocacy and follow up which may include multiple contacts over time.

Data Definitions

In order to pull our three agencies' data together, we needed to agree on definitions of the primary data we would collaborate on. Each agency uses a different database to collect caller information so the task has several challenges. The tables represent the data each agency can reproduce for this report according to agreed categories.

All Contacts:

All person-to-person contacts, whether on the phone, in office, or in homes. This can include follow up contacts with the consumer to assure service connections were made.

Contact Type:

Phone: All contacts that are made or received via telephone.

Office: Consumer or family came into the office for a scheduled visit or walked in for face-to-face meeting.

Home Visit: Staff goes into the field to meet the consumer for assessment or support. The field is defined as in the consumer's home, in a hospital, nursing home, or even coffee shop – wherever is requested or needed.

Urgency of In-Coming Contact:

Urgent: The caller identifies they are "in crisis" or is assessed by staff as in immediate (less than 1 hour) need of response.

Non-Urgent: Staff contact is appropriate as soon as possible but is not needed immediately.

Who is Contacting:

Self: The consumer themselves is making the call.

Family/Friend: The call/contact is being made by a family member of a consumer or a friend of the consumer requesting help for someone they know or care about. If the family member is asking for help for themselves as a caregiver they would be considered calling for themselves.

Professional: Professionals are considered anyone who is calling representing an agency on behalf of a consumer. For example, a case worker, doctor, hospital discharge planner, law enforcement, etc.

Top 10 Contact Topic/Issues:

Each agency logs what callers are requesting when they call in the categories of topics and issues. This represents the needs of callers and what each of our agencies is potentially discussing with them. Not all of the topics end up in referrals to agencies.

Top 10 # of Referrals Made:

Each agency logs formal referrals made on behalf of consumers. 2-1-1 records this when phone numbers or agency information is given to callers and Crisis Center and ADRC only log referrals that are made formally via 3-way call to connect them directly with agencies, in person, or in the form of paper or electronic referrals.

Unmet Need:

Each agency records needs that callers have where there is no service available to meet that need. There may be a long waiting list, no funds, or no program in existence at all. This area represents areas of need that the community may want to address in future planning to fill these gaps.

Top 10 Contacts Topics/Issues

January – December 2014		
2-1-1	Crisis Center	ADRC
Utilities	Mental Illness	Public Benefits -Long Term Care Waivers, Medicare, Medicaid, Senior Care, Social Security, Energy Assistance, Food Share, Veterans Benefits
Housing/Shelter	Suicide	In-home services - Home Health Care, Personal Care, Chore Services, Personal Emergency Response Systems
Health Supportive Services	Homeless	Housing -Home Repair/Modifications, Accessible Housing, Low-Income Housing, Assisted Living, Nursing Home
Food	Anxiety	Assistive Technology - Loan Closets, DME Providers, Home & Vehicle Modifications
Temporary Financial Assistance	Depression	Health -Dental Care, Alzheimer's and Dementias, Disease Related Support Groups, Fall Prevention, Care Transitions, Prevention Classes
Individual & Family Support Services	Alcohol Abuse	Food - Home Bound Meals, Congregate Dining Sites, Food Pantries, Senior Farmers Market Vouchers, Emergency Food Resources
Public Assistance Programs	Family Relationships	Transportation - Public Transportation, Volunteer Transportation, Medical Transport, MA Transport, Complaints
Transportation	Relationship Issues	Caregiving -Education, Support Groups, Classes, Respite, Counseling
Mental Health Evaluation & Treatment	Behavioral Issues	Financial Assistance - Budget Counseling, Prescription Assistance, Representative Payee, Rent/Mortgage Assistance, Reverse Mortgage
Legal Services	Medical/Physical Health	Legal Services -Advance Directives, Guardianship, Landlord Tenant Issues, Discrimination, Estate Planning

Top 10 Contacts Referrals

January - December 2014		
2-1-1	Crisis Center	ADRC
Brown County Human Services	Counseling Agencies	ADRC of Brown Co- Loan Closet, Long Term Care Options Counseling, In-Home Worker, Home Bound Meals, Benefit Specialist, Volunteers, Prevention Programs, Caregiver Support Classes and AddLife Center
The Salvation Army	Homeless Shelters	Brown County Human Services- COP (publicly funded long term care), Economic Support/Bay Lakes Consortium, Adult Protective Services, Veteran's Service Officer, Mental Health
Society of St. Vincent de Paul	Brown County Community Treatment Center	Options For Independent Living (Green Bay)
Aging and Disability Resource Center (ADRC)	Law Enforcement	American Red Cross (Green Bay)
Family Services of Northeast Wisconsin	Bellin Psychiatric Center	MTM Inc.: Non-Emergency Medical Transportation
Forward Service Corporation	Diversion	Integrated Community Solutions
New Community Shelter	Brown County-CTP, CSP, Out Patient	Bellevue VFW--Loan Closet
St. Patrick's Food Pantry	Salvation Army	Clarity Care (Green Bay)
Legal Action of Wisconsin	Hospitals	Manor Care East
De Pere Christian Outreach Center	Out of County Crisis Line/Centers	Mediation Center of Greater Green Bay

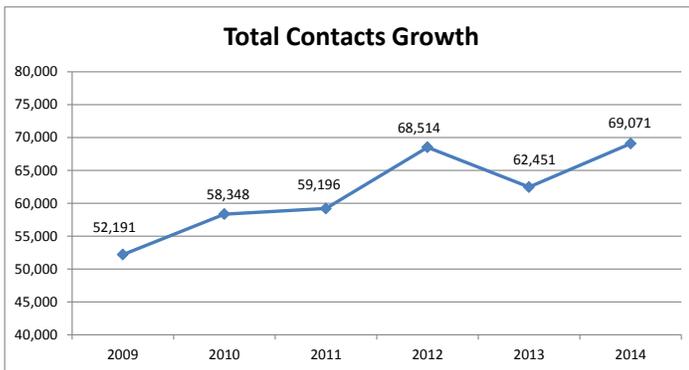
Unmet Needs

January - December 2014		
2-1-1	Crisis Center	ADRC
Electric Service Payment Assistance	Family Homelessness	Funding - Long-term Care
Community Shelters	Individual Homelessness	Housing - Subsidized
Rent Payment Assistance	Traveler's Aid	Transportation
Undesignated Temporary Financial Assistance	Mental Health Services	Employment
Gas Money	Gas Vouchers	Home Care - Non-medical
Homeless Motel Vouchers	Direct Client Transportation	Mental Health Case Management
Food Pantries	Financial Assistance (Not Rental)	Rent/Mortgage Assistance
Thanksgiving Meals	AODA Services	Dental - Medicaid
Automobile Repair Loans	Rental Assistance	Mental Health/Psychiatric Services
Water Service Payment Assistance	Medical/Physical Health Services	Home Care - Medical

2014 Trends in Community Needs:

The intent of the data presented above is to demonstrate patterns of need in the Brown County community and to educate policy makers and the public about potential services gaps in order to mobilize change. 2-1-1, the Crisis Center and the Aging and Disability Resource Center (ADRC) represent agencies that have a mission to respond to consumers who are searching for needed services. All three agencies provide reliable, unbiased information and links to community providers who have valuable services to offer. Each agency provides this service at different depths.

Together our agencies have been collecting combined data for the past 6 years and reporting the call volume, caller information, top requests for information, top referrals made, and common identified unmet needs. All three agencies would be considered “front door” services within the human service system. While the Crisis Center and ADRC are also service providers, and have specific target populations, they have highly published phone numbers that market themselves as “the place to start” to seek assistance within Brown County. 2-1-1 also markets itself as “the place to start” and does not have a specific population target group.



Outside of 2013, the three agencies have seen a collective increase in contacts the past 5 years from 52,191 in 2009 to 69,071 in 2014. The Crisis Center experienced a 49% increase in face to face contacts in the last five years. The ADRC included Benefits Counseling contacts to the data the past 2 years to demonstrate the true volume of inquiries and collect a more comprehensive picture of unmet needs and trends. While ADRC continued to see an increase in calls in 2014, overall, the largest jump in demand to date was in 2012. In addition to this overall contact increase, the 2-1-1 online database saw an over 30% increase in web searches from 2013 (10,771) to 2014 (14,106).

Topic and Service Referral Trends:

What people ask for:

The topics individuals call about have remained fairly consistent in 2014. Housing, mental health services/supports and public benefits are the top issues our 3 agencies address. Each agency’s topic list reflects the primary work they do as our programs have nicely evolved into non-duplicative roles. Overall, the Crisis Center, ADRC and 2-1-1 top ten contacts and referrals remained very consistent from those of last year, with mental health, meeting basic needs, and relationship issues being the top reasons for contact.

Other trends experienced at the Crisis Center include a dramatic increase in the number of people served with AODA issues, a 21% increase in one year. Crisis Center has also experienced a 77% increase in contact with individuals experiencing homelessness. Individual homelessness, and the needs associated, has been on Crisis Center’s top ten issues and unmet needs list for many years, but this dramatic of an increase in contacts in one year is notable. Finally, the Crisis Center’s referrals from Brown County Jail have increased 144% in one year, with over 400 face to face contacts in 2014 occurring in the jail.

Unmet Needs/Services

2-1-1

- The top area of unmet need continues to be identified as basic needs. Basic needs include food, housing, transportation and temporary financial assistance for individuals with low or fixed incomes. This may be reflective of the rising cost of living within Brown County.
- The top unmet need in 2014 was again electric service payment assistance. 2-1-1 data shows a 50% increase in this unmet need in 2013, and an even larger increase of 54% in 2014.
- 2-1-1 data shows a continued unmet need in the area of homelessness. Unmet needs for community shelters rose by 53% in 2014. The unmet need for rent payment assistance also rose, and homeless motel vouchers made the list of top 10 unmet needs in 2014.
- 2-1-1 data showed an increase in the average call length in 2013, and this trend continued in 2014. This may be the result of callers wanting or needing more resources.

ADRC

The unmet need for the ADRC in 2014 saw some small shifts. Employment assistance moved up, while prescription drug assistance fell off all together. With the implementation of the Affordable Care Act and its requirement for health insurance coverage for all community members, access to medical care has not been identified as an unmet need by callers. However, access to outpatient psychiatric care for Medicaid patients was added to the list in 2014. Mental health case management remained as one of the top 6 unmet needs.

Crisis Center

The unmet needs of the people served by the Crisis Center continues to remain consistent showing the same top needs over a number of years, with a majority falling into the category of basic human needs. Beyond basic needs, mental health services also ranked high, most of this gap existing in the area of psychiatrist services.

Financial Impact of Collaborative Database:

The collaborative efforts of our community database has resulted in saved time, saved money, and saved frustration. Prior to our partnership, community agencies received multiple requests for updated information from each agency for our separate databases. Not only were agencies frustrated, but they wasted staff time completing multiple forms. Because agencies were overburdened, they often returned inaccurate information resulting in poor quality data loaded into the database.

The cost of the software itself is a savings as only one license is purchased instead of three.

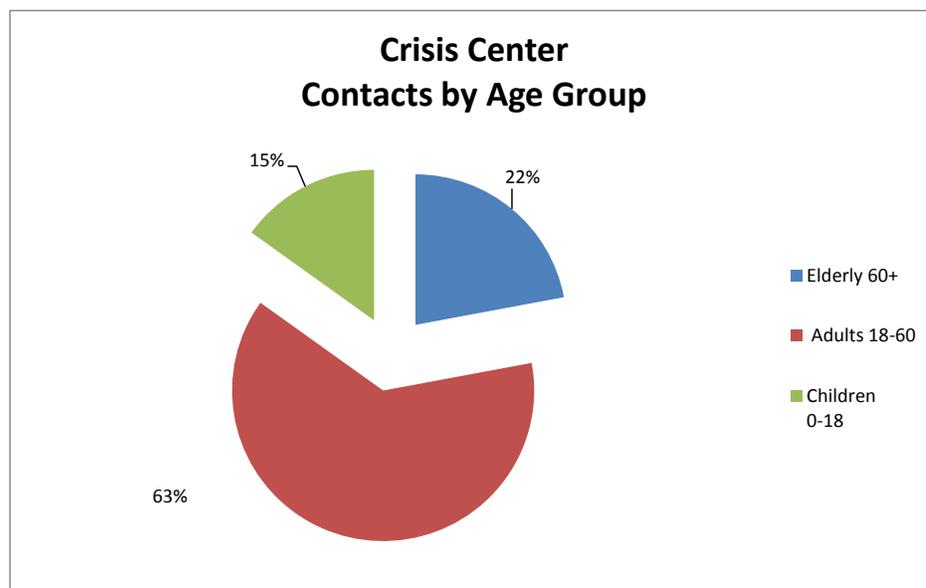
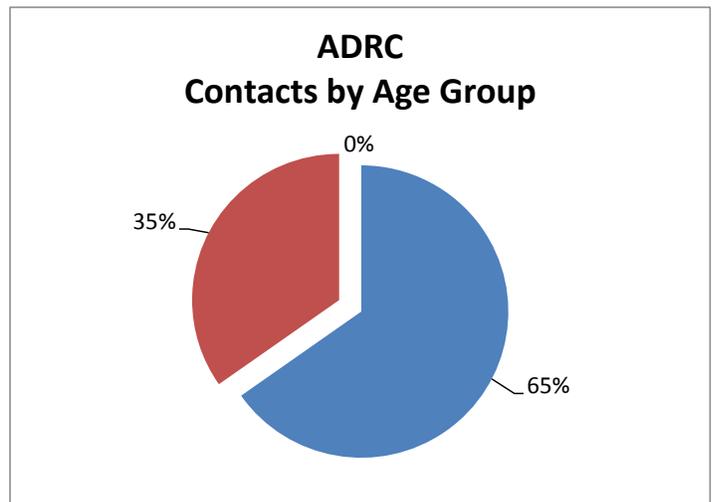
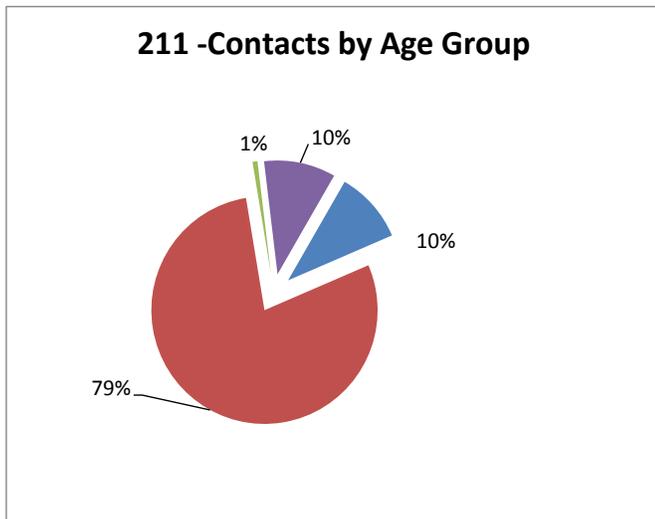
Each partner agency has saved money and staff time. Each partner agency was updating resources in triplicate. Prior to this partnership, each partner needed to update 2,500 agencies and programs individually, now the responsibility is split between three agencies. Thanks to this collaborative program, we all enjoy the cost benefit of not supporting three different databases, three different full time staff persons, and the program operations, such as mailings and maintenance that go with it. We estimate our agencies save at least \$62,000 annually.

Efficiencies in looking for resources and handling calls that were better served by the agency with the most expertise have been invaluable for staff and most importantly for consumers. For example, 2-1-1 does not try to answer questions regarding aging and disability programs or mental health but quickly connects consumers to the specialty agency in a 3-way call.

A priceless partnership has been established between three primary agencies that now collaborate on unmet needs, communicating to the community and being a voice for consumers and agencies.

Activity Reports: January - December 2014

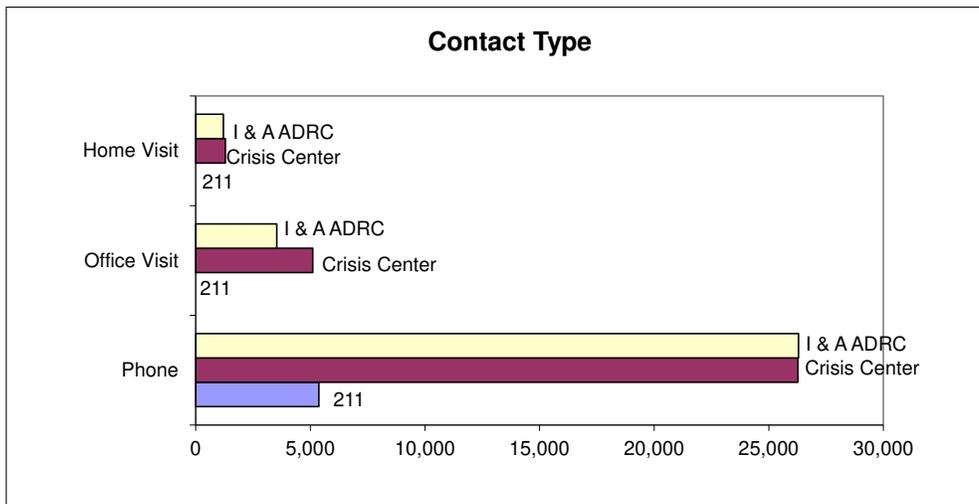
January - December 2014					
All Contacts By Age group	Total Contacts	Elderly 60+	Adults 18-60	Children 0-18	Unknown
211-(55 yrs. +)	5,370	548	4,234	38	550
Crisis Center (55yrs+)*	32,667	7,206	20,532	4,929	0
ADRC	31,034	19,536	10,409	0	1,089
All Agency Totals	69,071	27,290	35,175	4,967	1,639



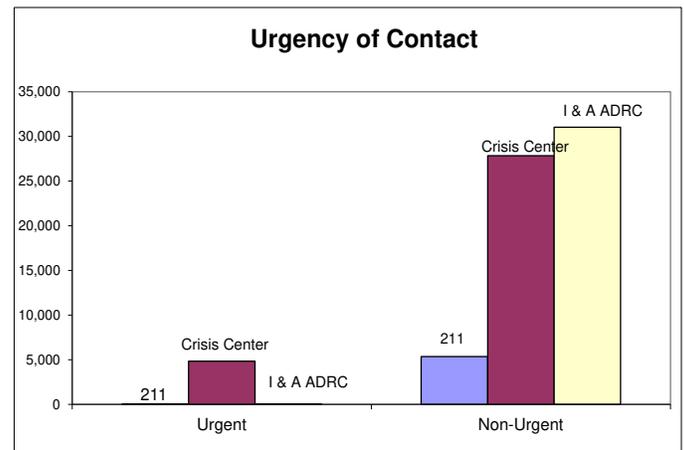
* Crisis Center age grouping are recorded in following categories as requested by United Way. 0-18 range includes 0-19 year olds; 18-60 range includes 19-55 year olds; and 60+ range includes 55+ years old.

Activity Reports: January - December 2014

January - December 2014				
Contact Type	Total Contacts	Phone	Office	Home
211	5,370	5,370	0	0
Crisis Center*	32,667	26,276	5,100	1,291
ADRC	31,034	26,296	3,536	1,202
All Agency Totals	69,071	57,942	8,636	2,493

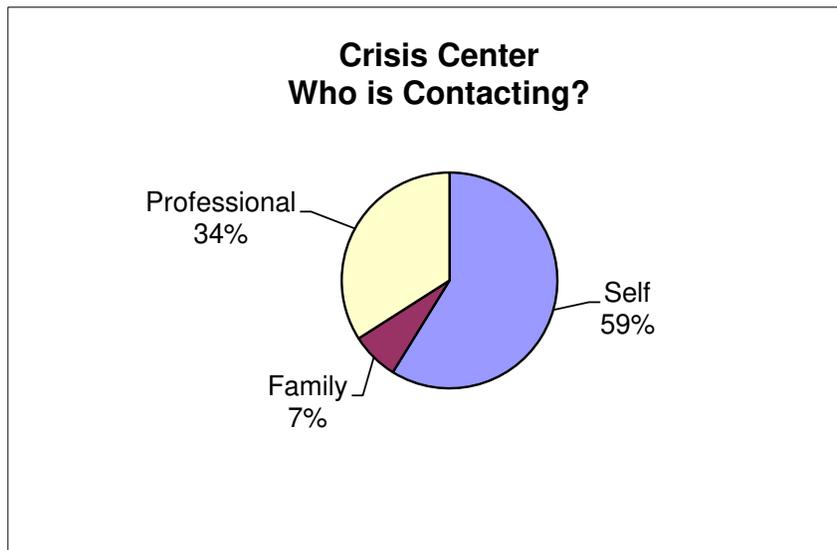
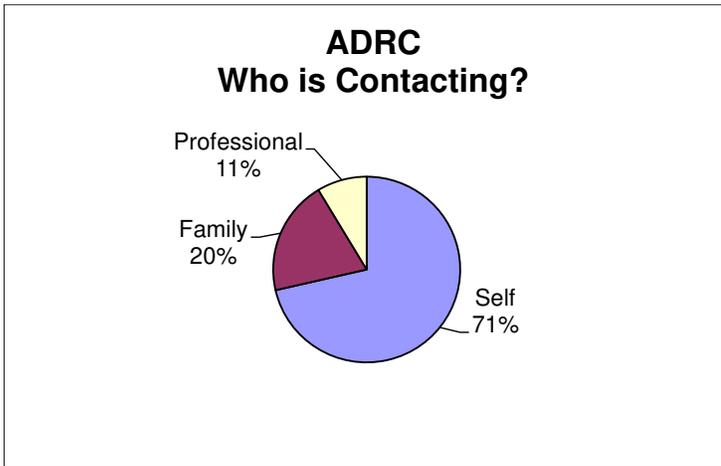


January - December 2014			
In-Coming Urgency of Contact	Total Contacts	Urgent	Non-Urgent
211	5,370	28	5,342
Crisis Center	32,667	4,819	27,848
ADRC	31,034	12	31,022
All Agency Totals	69,071	4,859	64,212



Activity Reports: January - December 2014

January - December 2014				
Who is Contacting	Total Contacts	Self	Family	Professional
211	5,370	4,670	604	96
Crisis Center	32,667	19,212	2,336	11,119
ADRC	31,034	22,165	6,190	2,679
All Agency Totals	69,071	46,047	9,130	13,894



**Crisis Center also provides intensive follow-up services. In 2014, 31,170 follow-up contacts were made with consumers of our services.