

# 2-1-1 TALKS

*Helping those that help others.*

## HOW 211 DATA CAN HELP DRIVE YOUR DECISIONS

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# Using Data to Tell a Story

## People Who Need Help

Call from a 35-44 year old Hispanic Female, from Pleasant Grove, with a disability, and is single with no children. She has an associates degree with an income of less than \$15,000 per year, and is looking for work. She is a first-time caller referred to 211 by other agency, and is currently receiving Medicaid, SNAP, and SSDI.

211 followed up with the caller to learn the outcome of her referrals, which included Maternity Clothing (received), Food Pantries (received), WIC (pending), and Bus Fare (received).

## People Who Help People Who Need Help

Example: Abstract: *Identifying Risk Factors of Food Insecurity and Highlighting Food Deserts.*

## People Who Make Policy and Give Funding for Services Used by People Who Need Help

Example: VITA program and the demographics of clients not matching target of program.

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# **211 DATA**

What, Why, Where, and How  
211 data is Collected



# What Data 211 Gathers

## Provider Data

- Contact info
- Services
- Service details
- Geography served

## Interaction Data

- Call type (assessment, info)
- Contact type (call, email, text, chat)
- Demographics
- Needs
- Referrals
- Referral outcomes

The screenshot shows a web browser window displaying a call record form. The URL is `!11/com.bowmansystems.sp5.core.ServicePoint/index.html#loadCallRecord;callRecordId=514005`. The page title is "Utah 2-1-1 Call".

**Assessments**

- Utah 2-1-1 Call
- VITA
- Lethality Risk Assessment
- Special Needs Registry
- Call Follow-Up (Referral)
- Utah 2-1-1 Address
- Call Follow-Up (Denise Whitney)
- Synergy Assessment

**Utah 2-1-1 Call**

**Caller ZIP**

**Caller City**

**Caller County**

**Gender**

**Caller's Primary Language**

**Is this your first time calling 2-1-1?**

**How did you hear about us?**

**Have you contacted us in the past 12 months?**

**Household Composition**

**Children under 18?**

**Any children 8 or younger?**

**US military?**

**Documented Disability?**

**Any adults in the household looking for work?**

**Anyone without health insurance?**

**If YES and living in 84104 or 84115, please refer to UHPP**

**Over 60?**

**Remember to ask the caller if they have access to transportation and connect them to the UTA Mobility Manager.**

**May I ask your age?**

*If calling on behalf of someone else, ask the age of the individual needing help.*

**Currently receiving government assistance?**

*If YES (caller receiving current assistance), use the sub assessment below to select type of assistance*

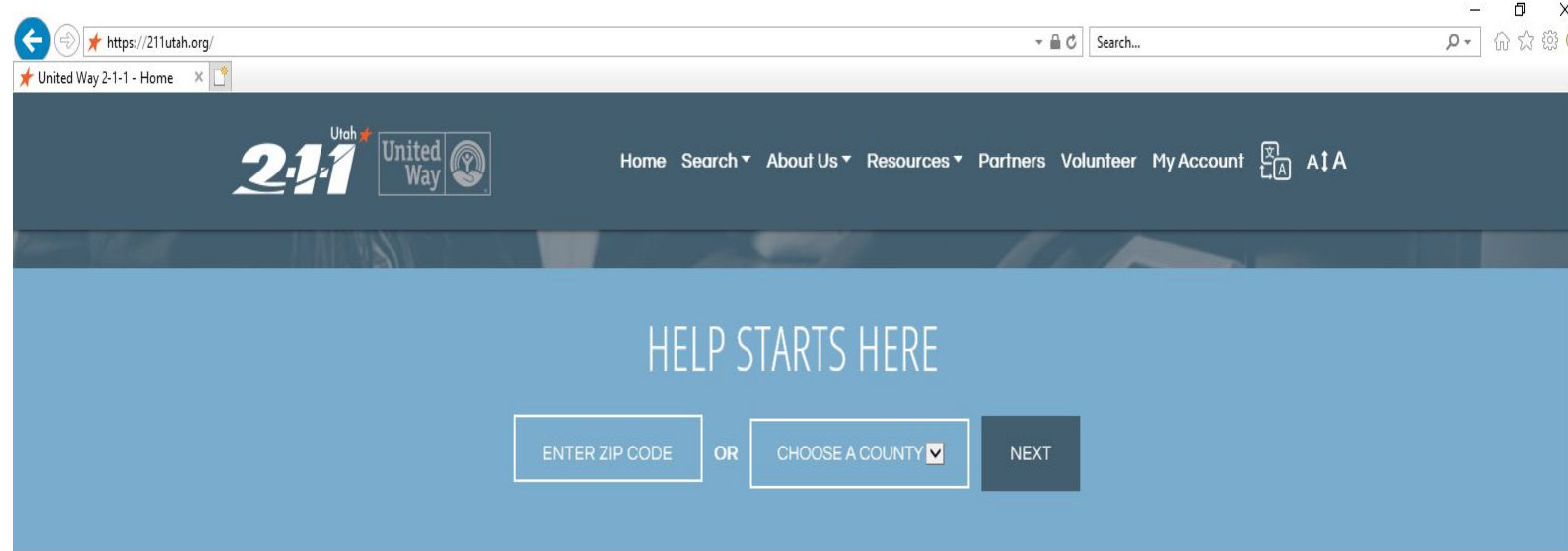
# What Data 211 Gathers

## Website Data

- # of Visits
- Page clicks
- Time spent
- Keywords searched

## App Data

- # of searches
- Top-viewed providers
- Top-viewed services
- Keywords searched



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# **211 & TABLEAU**

Understanding the 211 Dashboard



# 211 Data in Tableau

## DEMOGRAPHICS

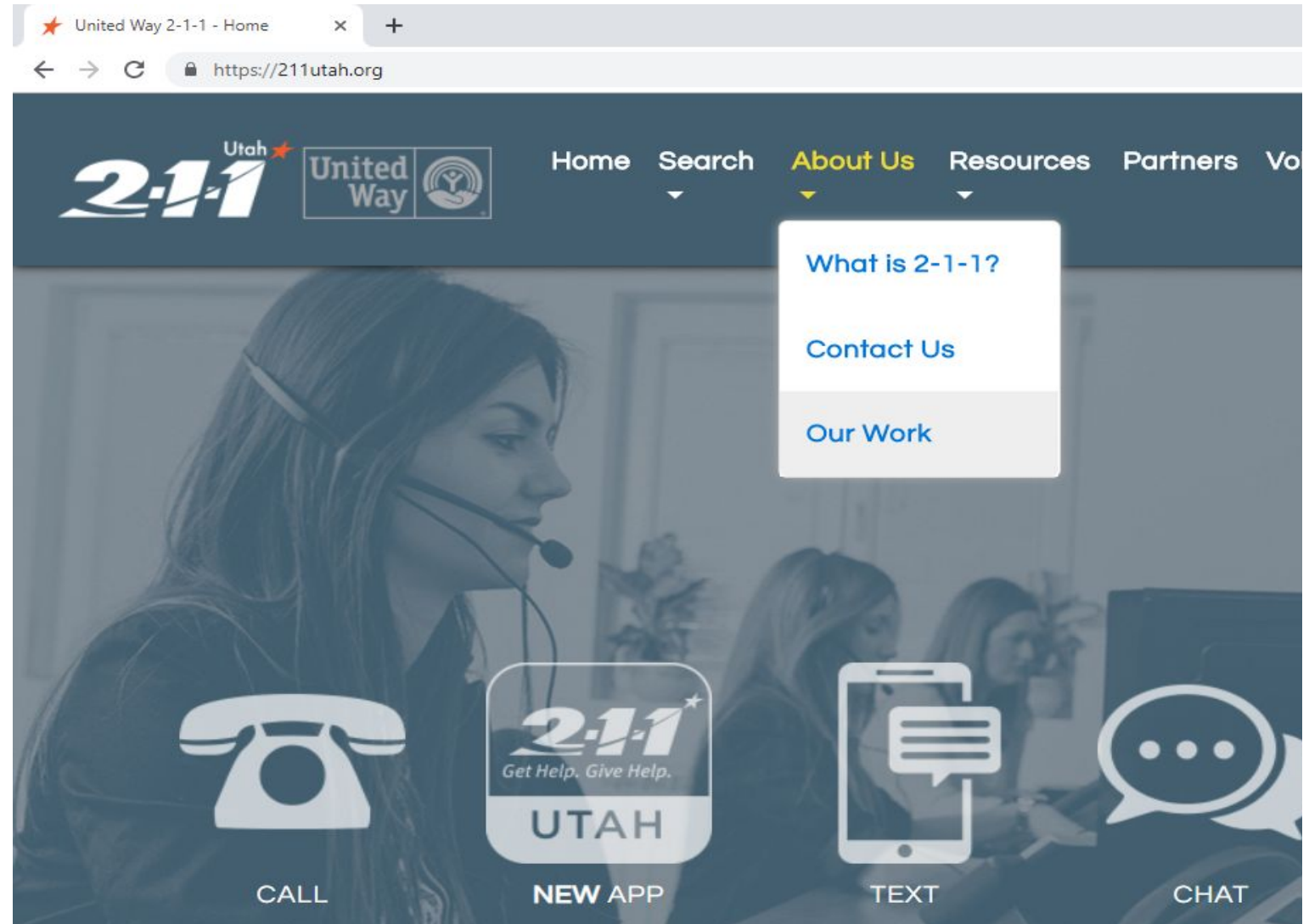
- Race/Ethnicity
- Gender
- Age
- Education
- Veteran/Military Status
- Household Income
- Disability Status
- Household Composition

## SERVICE NEEDS

- Need Categories

## TIME RANGE

- Back to 2014



# Access Our Work

## SERVICE NEEDS

Start broad!

## DASHBOARD LIMITATIONS

Response Time

Data Entry quirrkiness

Areas with any demographic <10 will not specify

Provider-Specific Data

If you've selected your filters and results are blank, send a Data Request Form

The screenshot shows a web dashboard for 2-1-1 Utah. At the top, there is a navigation bar with links for HOME, SEARCH, ABOUT US, RESOURCES, and PARTNER. Below this is a breadcrumb trail: 2-1-1 Caller Information > Top 10 Service Needs by Demo... The main content area is titled "2-1-1 Referral Information" and contains several filter sections. The first section, "Select a Broad Need Category", has a dropdown menu with "(All)" selected. The second section, "Select a Need Category", also has a dropdown menu with "(All)" selected. The third section, "Choose a Need", has a dropdown menu with "(All)" selected. Below these is a "Select a Time Period" section with a date range from 10/01/2014 to 05/18/2015 and a note: "Use slider or click on date to change." The final section is "Select Area", which includes a note: "\*Due to how data was recorded, the most accurate way to filter data is by zip code\*". This section has three dropdown menus: "Select County" with "(All)" selected, "Select City" with "(All)" selected, and "Select Zip Code(s)".



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# **211 REPORT REQUESTS**

How to Get 211 Data to Help Tell  
Your Story



# Custom Reports

## Data

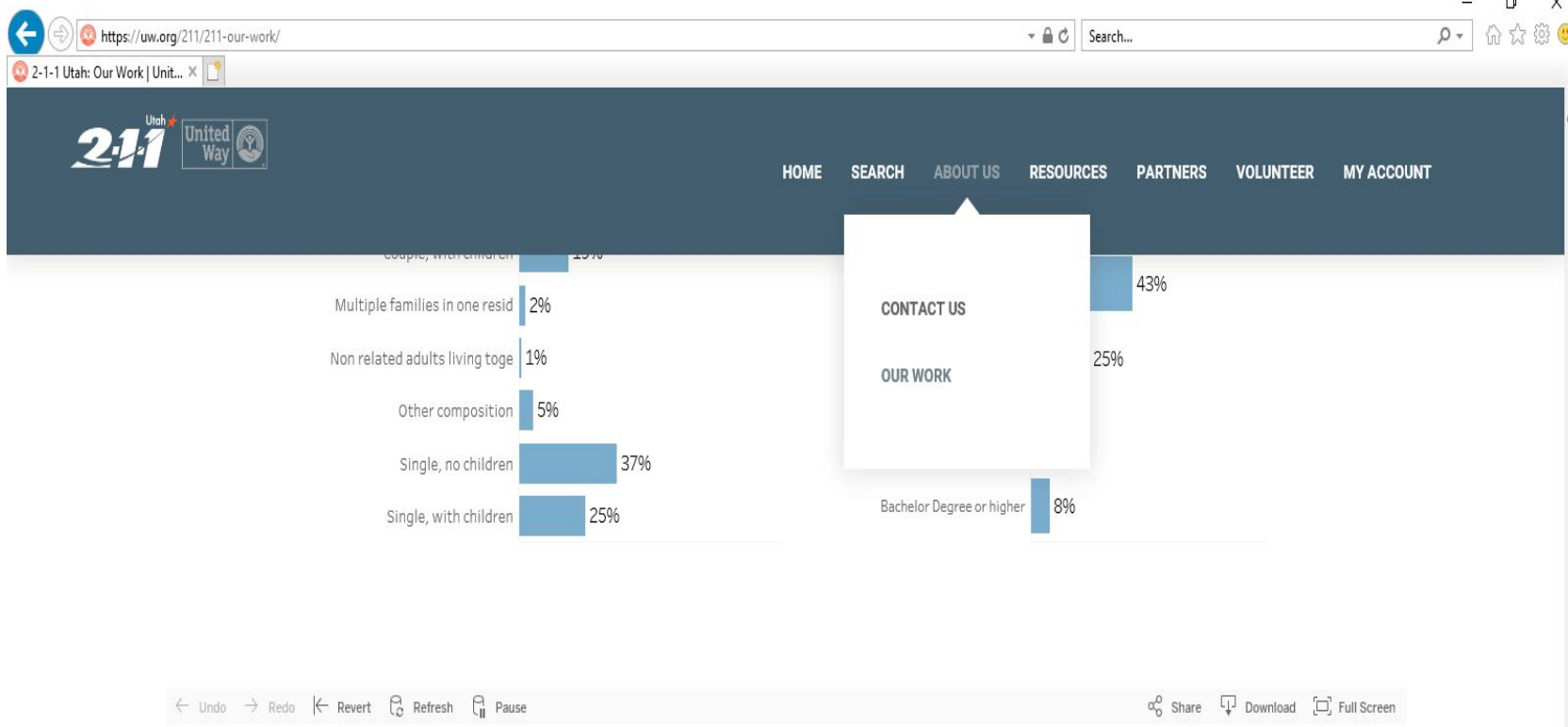
- Providers statewide
- Call numbers
- Referrals
- Geography
- Other demographics
- Referral outcomes
- Unmet needs

## Examples

- Uninsured callers
- Referral outcomes

## Expectations

- One week turnaround
- Data sharing agreement



If you are seeking specific 2-1-1 data points, please fill out [an individualized report form](#).

## ANNUAL REPORT

Learn more about how 2-1-1 connects people to an array of resources throughout the state of

<https://uw.org/211/211-our-work/>

# Custom Report Request Form

▼ 🔒 ↻ Search...

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### Report Information

During the process of connecting those in need to resources, 2-1-1 gathers many points of demographic and needs-related data that may help you illustrate the needs present in the community you serve.

Please complete the following information to be submitted to Utah 2-1-1. We will follow up with you to clarify any data points and send a data use agreement to be signed returned to Utah 2-1-1. Please allow at least one week for your request to be completed.

**Due Date:** \*

  
**Date Range for the Report:** \*  
**Geography** (Zip code, City, County, or Utah): \*  
**Details of Report Request** (what are you hoping to see): \*  
**Reason for this Report** (i.e. presentation, internal planning, etc.): \*  
**What are your Desired Deliverables?** (visualization, data table(s), narrative, other): \*

# Questions?

## Helpful Links

Tableau Dashboard: <https://uw.org/211/211-our-work/>

Data Request Form:

<https://www.tfaforms.com/4742186>

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