



# 211 San Diego

**YOUR Free Community Resource**



# Key Objectives

01

What is 211, and why was it established?

02

What is 211 San Diego?

03

How do people use 211?

04

How does 211 transform how care is delivered?

# Navigating the service Maze

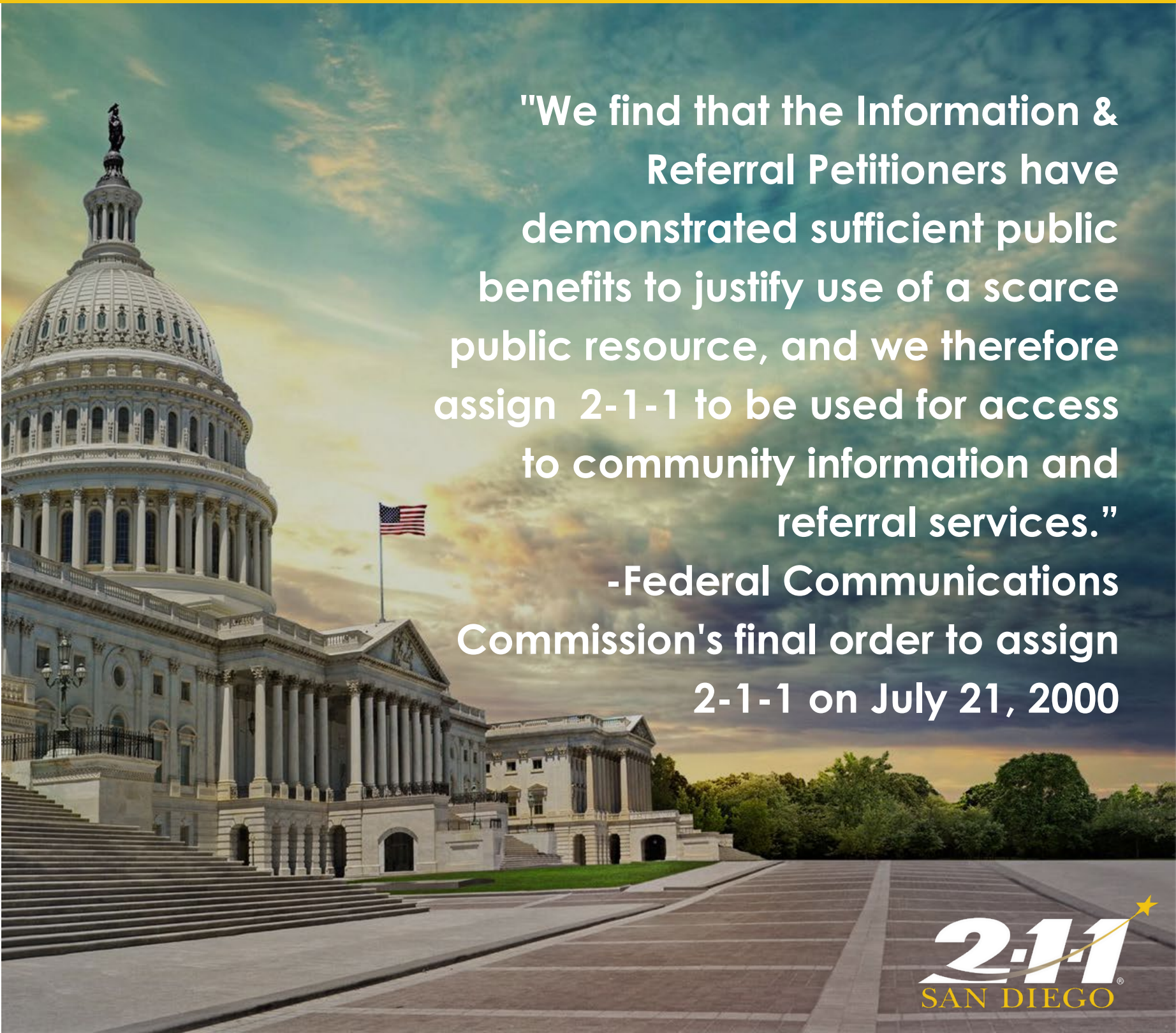
Trying to get help can feel  
confusing and frustrating.

What happens when you ask  
the wrong place for help and  
lose time or give up?



# What is 211?

An easy-to-remember number to seek community and health services from any phone in any location across the U.S.

A photograph of the United States Capitol building in Washington, D.C., featuring its iconic dome and neoclassical architecture. The building is set against a dramatic sky with soft, golden light, suggesting sunrise or sunset. The American flag flies on a tall pole to the right of the dome. The foreground shows the wide, paved steps leading up to the building.

"We find that the Information & Referral Petitioners have demonstrated sufficient public benefits to justify use of a scarce public resource, and we therefore assign 2-1-1 to be used for access to community information and referral services."

-Federal Communications Commission's final order to assign 2-1-1 on July 21, 2000



# What is 211 San Diego?



*Nonprofit serving San Diego and  
Imperial Counties*

## **Resource Database**

Search online for trusted,  
free or low-cost services

## **Contact Center**

24/7, multiple languages,  
call 2-1-1

# Which Community & Health Services?

Benefit Info &  
Application Assistance



Elder & Dependent  
Adult Care



Childcare & Family  
Supports



Health & Wellness  
Services



Disaster Info & Relief



Housing &  
Homelessness Services



Digital Literacy &  
Internet Access



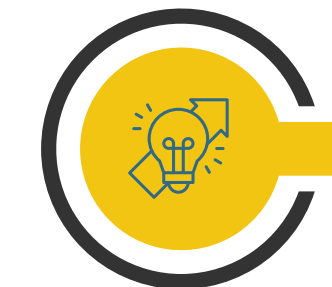
Military & Veteran  
Services



Education &  
Employment Services



Utility & Technology  
Assistance





# History of 211 San Diego



**1986:** United Way creates INFO LINE to provide information & referral (I&R) services.

**2000:** FCC designates 2-1-1 as the national dialing code for I&R services.

**2003:** INFO LINE becomes an independent 501(c)(3) nonprofit.

**2005:** 211 San Diego officially launches; signs MOU with County OES.

**2007:** Plays major role during the San Diego firestorm—450,000+ calls in 10 days.

**2010:** Wins CDSS CalFresh outreach contract; also contracts with national hospital; launches Health Navigation & Enrollment.

**2011–2015:** Expands: Courage to Call, ACCESS GI, Covered California & more.

**2016–2018:** CIE launches, transforming care coordination.

**2020–2021:** Supports COVID-19 response; CIE grows to 100+ partners.

# How is 211 San Diego funded?



- There is NO designated federal or state funding for 211 services
- <\$10,000 in donations are made annually to 211 to support unrestricted revenue streams
- Sponsorships of key events are the primary source of funds for general operations
- Grant opportunities can enhance or expand our services
- Contract funding makes up 92 to 95% of all funding
- We are always looking for new opportunities to partner in ways that align with our mission and that feasibly align with our technology and operations



# 211 Mission-Aligned Hotlines



## HCD Rental Assistance

(858) 694-4801

*Apply for rental assistance programs (including section 8), check for current status, make changes to your application, or obtain program details.*

## Courage to Call

877-698-7838

*Peer support for early intervention and prevention for military/vets/families. 8am-8pm*

## First 5 San Diego

1-888-534-7785

*Help locating services and resources for parents of children age 0-5*

## CalFresh Info Line

1-877-847-3663

*Info for CalFresh application assistance*

## Perinatal Care Network (PCN)

1-800-675-2229

*Linking eligible families to pregnancy-related Medi-Cal & care*

## Access & Skim/Scam Line

1-888-534-7785

*General info about public benefits and help for stolen EBT dollars. Mon-Fri 7am-5pm*

## Reschedule Line

866-262-9881

*Reschedule public benefit interviews & related appointments.*

## Housing First San Diego

(619) 578-7768

*Links families to Homeless Prevention & Diversion services; Also links to Landlord Engagement and Assistance Program (LEAP)*

# Disaster Response

During disasters and public health emergencies, we partner with the County of San Diego to provide official non-emergency public information. This:

- Keeps 911 available for life-threatening emergencies
- Ensures easy access to accurate and timely updates about:
  - Extent of the disaster or emergency
  - Power outages
  - Evacuation zones
  - Shelters
  - Public health orders
  - And more
- Captures rumors and trends which we share back with the County for review and action





# How Can People Use 211?



**Call 2-1-1**  
for help finding  
services

**Search Online**  
Free online database  
of trusted, free or low-  
cost community and  
health services  
[211sandiego.org](http://211sandiego.org)

**24 Hours a Day, Every Day**  
MORE THAN 200 LANGUAGES

# What Happens During a Call?



# What Happens During a Call?

*We may conduct an assessment across one or more of 14 Social Determinants of Health*



Housing



Nutrition



Primary  
Care



Legal &  
Criminal  
Justice



Transportation



Employment  
Development



Activities of  
Daily Living



Utility &  
Technology



Income &  
Benefits



Health  
Management



Education &  
Human  
Development



Social &  
Community  
Connection



Personal Hygiene  
&  
Material Goods



Safety &  
Disaster

**We assess for: 1. Immediacy 2. Knowledge & Utilization 3. Barriers & Supports**

# Traditional Information & Referral (I&R)

I&R is connecting people with resources to help them meet their needs.

I&R specialists work with clients to assess their needs and provide a list of referrals based on their preferences.



**Verbally - Write it Down**



**Send a Text**



**Send an Email**

*Connections are limited to the supply of resources available and listed in 211 San Diego's Resource Database.*



# Direct Referrals

A **direct referral is an electronic referral** sent directly through a secure closed loop referral system, connecting clients to needed services.

While a traditional referral leaves the onus on the client to take next steps, a direct referral, is proactive, connecting clients directly to services so that they will receive a follow up from the provider.

## Benefits

- Pre-screened Clients
- Improved Follow-up
- Closed-Loop System
- Enhanced Coordination
- Access to Additional Resources

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# Appointments & Enrollment Assistance



## **CALFRESH ENROLLMENT**

Call 211 to check eligibility, schedule an appointment, and get help applying for CalFresh and Medi-Cal—by phone or in person through a partner.



## **MEDI-CAL ENROLLMENT (AGE 50+)**

Call 2-1-1 to learn about Medi-Cal and get screened. If you're over 50 and likely eligible, we can schedule an appointment for free assistance applying over the phone.



## **FREE TAX PREPARATION**

Call 211 to check eligibility for free tax filing assistance and tax credits. Appointments available in-person or virtually, with services in multiple languages. File online for free at [myfreetaxes.org](https://myfreetaxes.org).



## **UTILITY DISCOUNTS & ASSISTANCE**

Call 211 to be screened for available utility discounts & assistance including: FERA, CARE, Medical Baseline, Neighbor to Neighbor, Energy Savings Assistance Program, and Power Saver Rewards.



## **TOBACCO CESSATION**

Kick It California offers free Quit Plans and a \$20 gift card for completing a coaching call. Support is available for quitting smoking or vaping—for yourself or someone else.



# Client Portal




## Register for Client Portal

\* First Name  
First Name

\* Last Name  
Last Name

\* Phone Number  
Phone Number


\* Birthdate (MM/DD/YYYY)  
Birthdate 

\* Email  
Email

\* Username  
Username

Last 4 digits of your SSN  
Last 4 digits of your SSN

\*

☐ I'm not a robot   
reCAPTCHA  
Privacy - Terms

The Client Portal offers clients a one-stop shop for managing 211 services, including referral history, favorite services, and more!

- **Get Started Fast**
- **Easily Find Resources**
- **Save Favorite Resources**
- **Track Referral History**
- **Keep Info Updated**
- **Stay Informed**
- **Control Personal Information**
- **View Care Team**



<https://211.my.site.com/s/clientportal>



# Community Information Exchange (CIE)



## 211 San Diego

- Free, 24/7 service, 3-digit dialing code
- Access to community, health, social and disaster services
- Tailored programs take the client beyond just a referral—movement towards Navigation



## Community Information Exchange

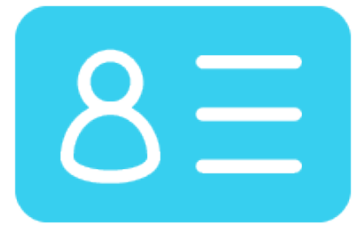
- An ecosystem of partners that fosters collaboration across multi-disciplinary networks
- Connections to 100+ organizations through direct system access or data integration between systems
- Improved health and wellness for individuals and populations.



# Community Information Exchange Partners: 139

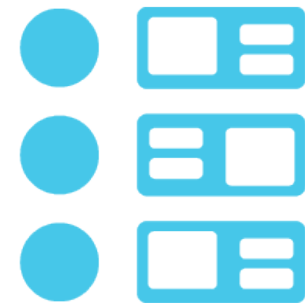


# Primary CIE Uses



## Look Ups

Searching patients/members helps see historical use of social services to tailor services and/or reach out to existing care team for support



## Screening

Shared screening or prioritization of resources (e.g. Homeless Prevention resources) help to prioritize access to services based on history or acuity.



## Referrals

Making referrals to organizations and tracking this in the client's record; may also send direct referrals for select services and track outcomes.



## Get Alerts

Join as a care team member to receive alerts for the client(s) you're serving so that you can be proactive or respond to pending situations.



Thank you!



# Stay In Touch

PRESENTER NAME  
PRESENTER TITLE  
PRESENTER EMAIL

*For presentations, social media, outreach, flyers, or more,  
contact us at [211connections@211sandiego.org](mailto:211connections@211sandiego.org)*

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