



211 San Diego

YOUR Free Community Resource

Key Objectives

01

What is 211 San Diego?

02

How and why did we partner with First 5 San Diego?

03

How do families connect with the First 5 warm line?

04

What does our data show?

Navigating the service Maze

How does it feel to be lost
inside?

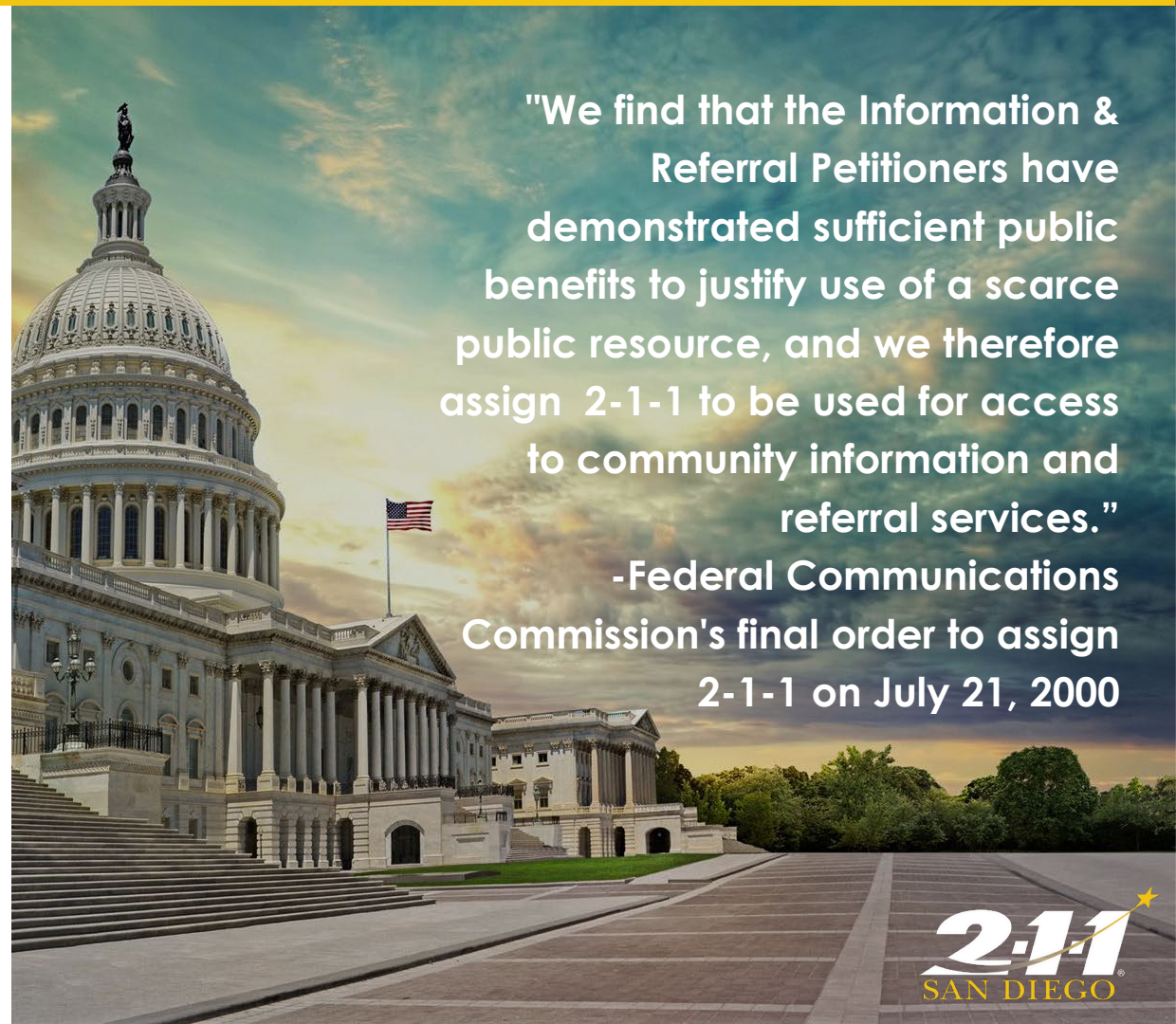
What is the cost of
knocking on the wrong
door?



What is 211?

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

211 San Diego is a nonprofit organization that can connect you to the community and health services you need.



"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

Primary Roles of 211 San Diego



Designated as the 2-1-1 provider for San Diego County

Contact Center

24/7 contact center, accessible in multiple
languages by calling 2-1-1
24/7

More than 200 languages

Resource Database

Searchable online Resource Database of trusted,
free or low-cost services

Disaster Response & Recovery

During disasters and public health emergencies,
we share official information, such as evacuation
routes, shelters, food assistance, and more!

Community & Health Services



What Happens During a Call?

Starting Point

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

Information & Referral (I&R)

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

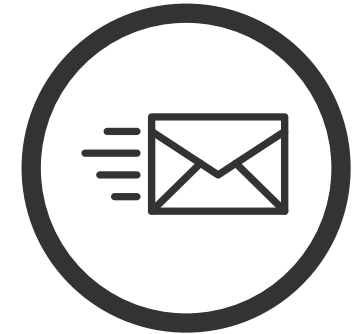
I&R specialists work with clients to assess their needs and provide a list of referrals based on their preferences.



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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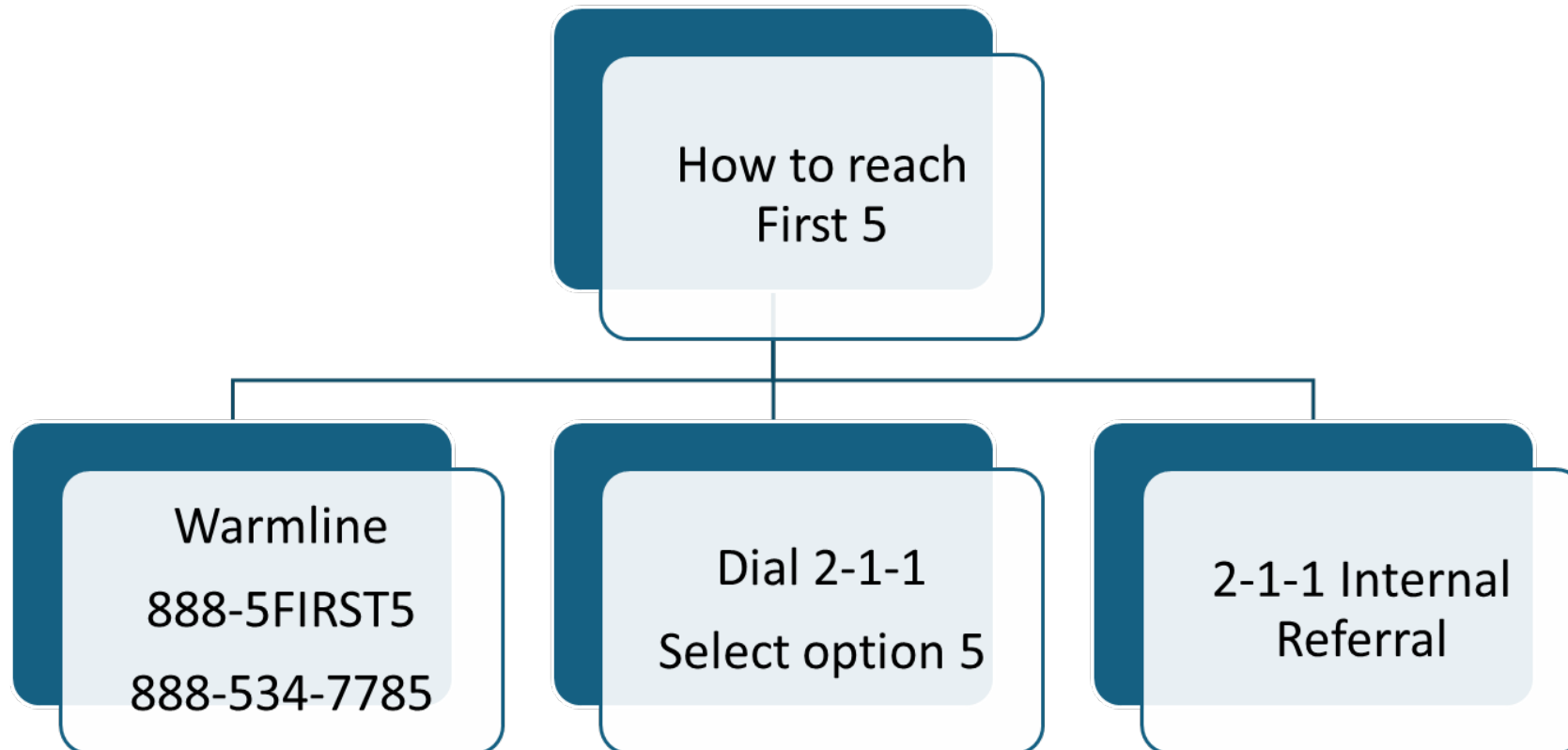


First 5 San Diego and 211 San Diego

- September 2003 - The First 5 Commission of San Diego awards \$2 million over three years to the 211 San Diego Coalition to plan and implement the dialing code in the region.
- The goal of our partnership has been to ensure that pregnant women and families with children six and under are connected to social, developmental and health related resources.
- 211 San Diego agents assess the client's needs and provide appropriate referral information and complete referral forms on behalf of clients.
- Agents also ensure that clients are connected to the resource by providing ten day follow ups and, for some referrals, thirty day follow up.



Ways to Connect to First 5 Services



First 5 San Diego Services

First 5 Services we refer to include:

First 5 First Steps (F5FS)

- Strengthens child and family relationships by providing support, education, and guidance through home visits to expectant parents.

Healthy Development Services (HDS)

- HDS provides early identification and intervention for children with mild to moderate developmental needs.

Oral Health Initiative (OHI)

- Provides oral health services, care coordination, and preventative education.






New Parent Kit (NPK)

- Comprehensive resource for new and expectant parents. Kit includes DVD on the early years, childcare, child safety, health and nutrition, discipline, early literacy, oral health, books titled "What to do When Your Child Gets Sick" and "Puppy and Friends" and materials on poison control and First 5 California.

First 5 San Diego Warmline Data

7/1/2024 - 4/2/2025

Interactions:

-  1,843 Warm Line Calls Answered
-  878 Warm Line Cases Served
-  4,800 General Line Cases Serving children ages 0-5 & pregnant women
-  509 Referrals to First 5 Programs
-  1,266 Referrals to Non-First 5 Programs










Outcomes and Impact:

-  100% Client Satisfaction Rate
-  70% Follow-Up Call Completion Rate
-  99% Appropriate Referrals
-  92% Successful Service Connections within 30 Days

Top 10 First 5 Services referred to

-  Healthy Development Services - South (SBCS)
-  Healthy Development Services - East (Family Health Centers of San Diego)
-  Healthy Development Services - Central (Family Health Centers of San Diego)
-  Healthy Development Services - North Inland (Palomar Health)
-  Healthy Development Services - North Central (Rady Children's Hospital)
-  Healthy Development Services - North Coastal (Rady Children's Hospital)
-  First Steps Family Support - East (Home Start)
-  Oral Health Initiative - Central (First 5 San Diego)
-  First Steps Family Support - South (SBCS)
-  First Steps Family Support - Central (SAY San Diego)

Top 10 Non-First 5 Services referred to

-  YMCA Childcare Resource Service
-  Alternative Payment Program
-  Perinatal Care Network (PCN)
-  Mother-To-Baby CA, Pregnancy Risk Information
-  Medi-Cal Dental Provider (Denti-Cal)
-  ACCESS Customer Service Center & Self Service
-  Keep 'Em Safe
-  Baby Ruth's Safe Haven
-  Victory Resource Center
-  Cal-Fresh Enrollment Services



Q&A