



211

GET CONNECTED.
GET HELP.

**Kick It California
Collaborative Conference
Feb 1, 2023 – Feb 2, 2023
San Diego, CA**

San Joaquin County has a population of over 750,000 people serving more than 20 cities. Stockton is the largest and most populated city in San Joaquin County.



Family Resource Center (FRC) is committed to the health and well-being of children in San Joaquin County, and the adults who care for them.

- ▶ FRC, a non-profit organization, has been serving San Joaquin County for over 40 years
- ▶ FRC manages over 28 direct service programs, which includes CalWORKs, resource and referral programs (including 211SJ), First 5 programs, health and safety trainings, and USDA food program.
- ▶ Our largest program is the subsidized child care program which serves over 5000 children per month.



**family
resource
center**

- ▶ In 2021, 211SJ handled over 161,000 calls, texts and emails received
- ▶ 211SJ has become the leading support for San Joaquin Public Health Services and the Office of Emergency Services during pandemics and disasters
- ▶ 211SJ will turn 7 years old on April 1st, 2023
- ▶ 211SJ is funded by SJ County, City of Stockton, Kaiser Permanente, CDPH, and private and local donors



San Joaquin County

211 Kick It California

In 2022, 211SJ screened over 9400 calls for the KIC program and made about 600 eligible referrals to assist individuals in quitting smoking and vaping.

KIC Screening Protocol

Upon every 211 call, our Call Specialists would share about the KIC program and the benefits of signing up for the program and proceed with screening the callers for the program if they are interested

Staff would ask the caller their preferred language to receive support and the caller's information is submitted to KIC for follow-up

The callers are reminded at the end of the call that a KIC staff will contact them to discuss the program and its benefits

We have a contest for our Call Specialists every quarter to award the Specialist who made the most referrals a gift card

Local Engagement and Outreach

Promoting KIC Program

- 211 participates in many community outreach events to educate our community about 211 and the KIC program
- KIC program is promoted on our social media platforms: Facebook, Twitter, and Instagram
- Push texts are sent out to remind our subscribers to share the program and to reach out to 211 for information
- KIC program flyers are provided to community-based organizations so that they can share the program with their clients
- KIC program flyers are also included in other FRC's program mailouts

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