

Butte-Glenn 211



Butte-Glenn County Highlights

- Located 1.5 hours north of California's State Capital
- Cal State University, Chico University-CSUC
- Popular hiking and fishing destination
- Robust Agricultural Community
- Our very own Bidwell Park is The original Robin Hood's-Sherwood Forest!



Our Organization

We are a local non-profit organization under the agency, Help Central Inc.
Our 211 Call Center has been active for approximately 9 years in Butte and 4 years in Glenn.



Our Mission - CONNECTING PEOPLE TO SERVICES CREATING A CARING COMMUNITY

The mission of Help Central is to connect people in need with services that offer help.

We work with partner agencies to create a caring community that links individuals and families to the support services they need. By giving accurate information and connecting people to resources, we help strengthen families and our communities. <http://helpcentral.org/about/>

We are also an organization deeply committed to resilience and recovery from community disaster.

- Unfortunately, Butte County has suffered multiple severe and catastrophic disasters in the past 4 years.
- We are a dedicated team supporting disaster survivors in their long term recovery and well being.



#LOVEMY211

Butte-Glenn 211: Special Projects

- Camp Fire and North Complex Fire Relief and Recovery- Community response information and referrals during wildfire, disasters, and evacuations
- CalHope disaster related emotional support
- Know Your Zone - assistance with looking up resident's evacuation zone in the Sheriff's online map
- COVID-19 Public Health Information and Community Response referrals
- Kick It CA- Assessment and linkage to tobacco cessation programs
- PSPS preparedness/events, Care Coordination and access to personal safety equipment and services
- Unite Us referral platform pilot
- Outreach, referrals, navigation, and follow up for vulnerable and older adults seeking services
- Live transit trip planning on the B-Line bus system
- Registration of homeless in the Coordinated Entry system for the county's housing placement list
- Help Me Grow- Linkage to First 5 Care Coordinator, and follow-ups with parents of children ages 0-5
- Registration of parents and caregivers for the Butte Diaper Bank distribution events
- CalFresh outreach, education, and linkage to application assistance
- 211 Ride- Lyft Rides Dispatch for vulnerable populations - shelter, medical care, covid19 appointments, food

Butte-Glenn 211: Special Projects

- Resource Referral online tool for locating mental health services for children and youth – www.MentalHealth4Youth.net
- Live Two-Way texting for I&R
 - Text your zip code to 898211
- Specialized Outreach Textlines – push out messages from Butte 211
 - Camp and Bear fire survivors (keyword= CAMPFIRE or BUTTE211FIRE)
 - homeless (keyword= BEHOME)
 - Chico renters (keyword= CHICORENTHelp)
 - 211Cares for PSPS Care Coordination (keyword = 211CARES)
 - Opt into special textlines by calling 211 or use key word texted to 898211



Butte-Glenn 211: Special Projects Coming Soon

- Travel Training - (program to help vulnerable populations learn to use public transportation)
- California vs Hate - (reporting and support for victims of hate crimes and hate incidents)
- Social Determinants of Health Screening (coordination with HMIS partners on referrals, follow up, and supportive services)
- Call Center Activation for Butte CalFire Incidents



Referral Program Model - Integrated Screening for Tobacco Cessation

Dials 2-1-1

Or

Texts 2-1-1



Caller in need



2-1-1 Call
Specialist

Establishes rapport

Screen all non-crisis
callers for linkage to
Kick It CA

Crisis callers are
screened later during
follow-up when no
longer in crisis

You know the flow!

Systems for Making Referrals

Navigate (ReferNet by RTM Designs) is the system that holds our comprehensive database and Call Specialists use to provide the caller with screening, service options and referrals.

We utilize unique contact markers to gather the data needed to guide our Call Specialists in referring callers to the Kick It CA program.

The screenshot displays the 'Navigate' web application interface. At the top, the header includes the 'Navigate' logo, a search bar for 'Systemwide Resources', and a user greeting 'Welcome Rina York' with a 'Logout' link. The date 'Thursday, January 26, 2023' is also visible. A modal window titled 'Data' is open, showing a 'Tobacco Cessation' form. The form includes an 'Eligibility criteria' section with several checkboxes: 'Caller is a smoker/vaper - or - Caller lives with a smoker/vaper', 'Interest in cessation services or helping someone quit', 'Consent to share information (name/phone) with CSH', 'Provides name & phone number', and 'Over 18 years of age'. A URL 'https://csh-apps.ucsd.edu/Ref211/Questionnaire/Src/HelpCentral' is provided, along with instructions on how to access the link. At the bottom of the form, there are buttons for 'Save and Email', 'Cancel', and 'Print'. A vertical label 'data for' is visible on the right side of the modal window.

Quality of Service and Support

We have a weekly in-house refresher training for our Call Specialists where we review our KIC referral data and discuss ways to improve screenings.

We also provide ongoing training for guidance on best practices and conversations to engage callers in the screening process.

Consistent follow ups with callers has been instrumental in successful referrals.



Butte-Glenn★
2-1-1™
Get Connected. Get Answers.

**ATTEMPTS ARE A
PART OF EVERY
QUIT STORY**

KICK/IT
California

Community Engagement and Outreach

Ways we engage and inform:

- Social Media
- E-Newsletter
- Educational and quit text messaging
- Mutual Trainings with Partner Agencies



Staffing and Primary Funding Sources

We are an organization that consists of 12 team members, and each team member plays a crucial role (or roles!) in our operations. Our team consists of our leadership, Information and Referral Call/Text Specialists, Care Coordinators, Disaster Navigators, Resource Database Specialists, Outreach Specialists, plus occasional interns.

Some of our funding sources include:

CalTrans 5310

Butte County Association of Governments

Butte County Department of Employment & Social Services

Butte County Continuum of Care

North Valley Community Foundation

First 5 Butte County

Glenn County Health and Human Services

United Way of Northern California

United Way Worldwide

Butte CalFire

Medi-Cal Managed Care Plans

State of CA agency contracts with 211 CA Providers Network



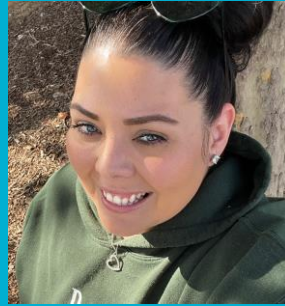
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