



# 2009 Annual Community Report



A partnership of Capital Area United Way, Eaton County United Way, Hillsdale County United Way, Lenawee United Way, LifeWays, Livingston County United Way, Resource Genesee, Shiawassee United Way & United Way of Jackson County

## AN INTRODUCTION FROM OUR PARTNERS

On behalf of the collaborative development team of Central Michigan 2-1-1, we are pleased to present the community with this annual report of our activities.

This 2-1-1 program is an Alliance of Information & Referral Systems Accredited, collaborative effort between Capital Area United Way, Eaton County United Way, Hillsdale County United Way, Lenawee United Way, LifeWays, Livingston County United Way, Resource Genesee, Shiawassee County United Way, and United Way of Jackson County. Central Michigan 2-1-1's approach to a regional call center is one of personal community attention that is cost-effective through utilization of a single call center with partnerships, contacts and community advisory from each community we serve.

Central Michigan 2-1-1 is an easy to remember, free phone services that links callers with the health and human services information they need, 24 hours per day, 7 days per week, 365 days per year.

This annual community report summarizes demographic data and reflects the problems or needs of those individuals who contacted Central Michigan 2-1-1 seeking information and referrals during 2009. The goal of this report is to summarize the daily issues facing the residents of our community as expressed to our 2-1-1 call center, and to bring these issues to the attention of the health and human services network and the community service planners throughout our service area.

In this year's report you find highlights on:

- How callers heard about 2-1-1,
- H1N1,
- Unmet needs in the communities we serve,
- Food trends,
- Social media,
- And our free email blast service!

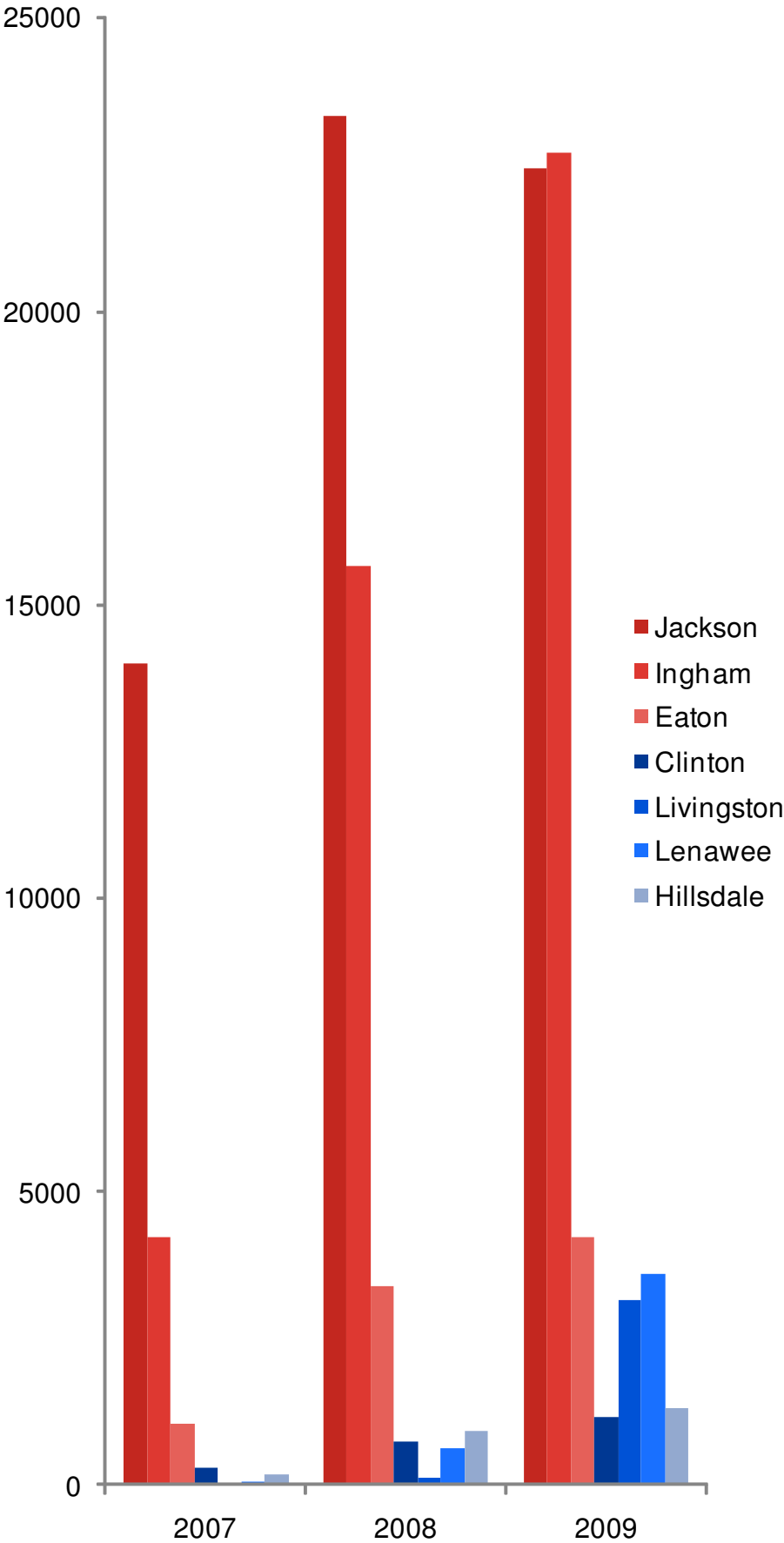
### *mission statement*

To provide accurate information and streamlined access to health and human services in an effort to build a stronger community.



*Connecting People and Services*

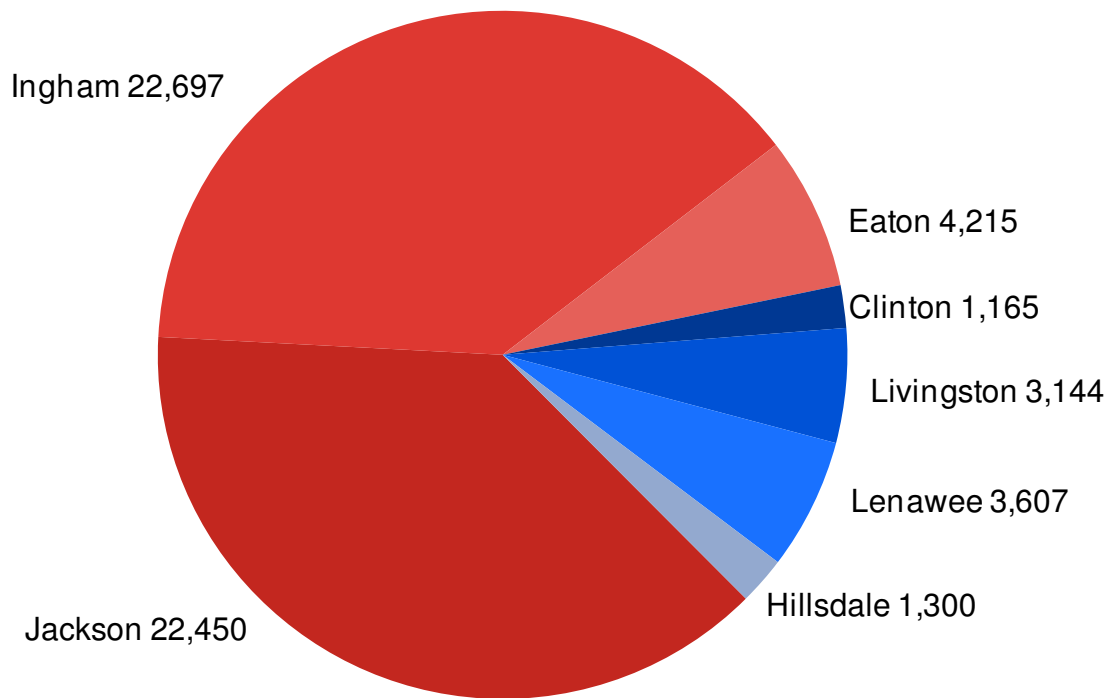
Central Michigan 2-1-1 receives calls from seven Mid-Michigan counties. Not only has total call volume increased over 195% since 2007, the volume has increased across the counties individually, as seen at left.



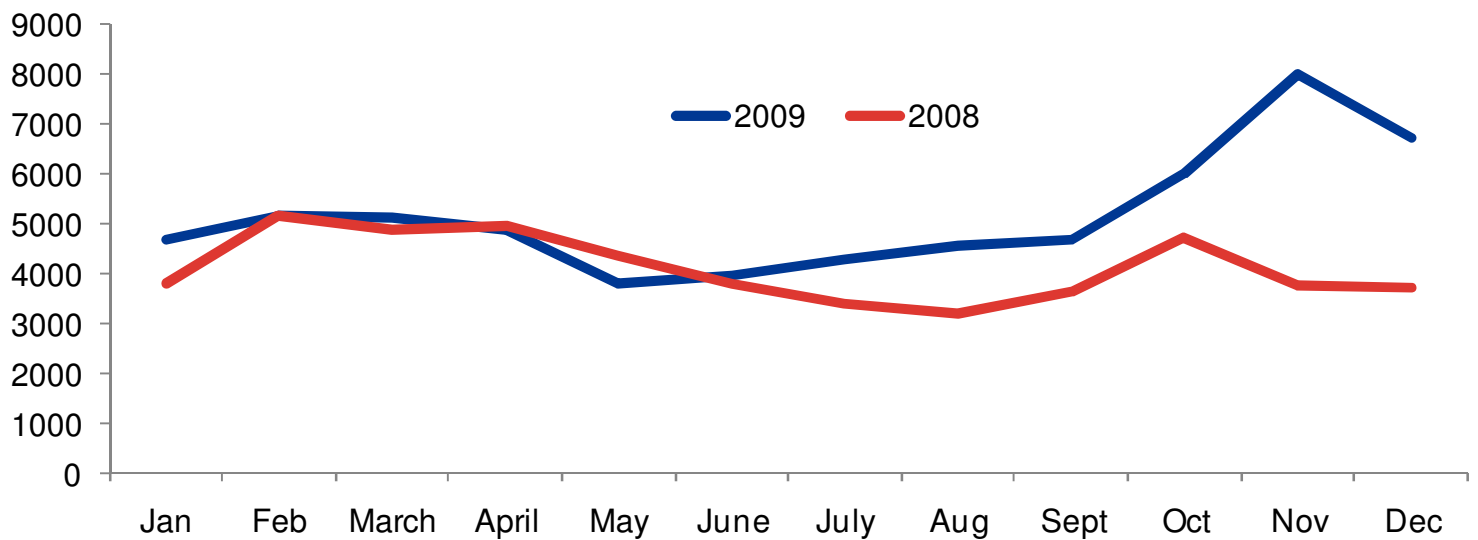
<b>Jackson</b>	<b>60%</b>
<b>Ingham</b>	<b>438%</b>
<b>Eaton</b>	<b>306%</b>
<b>Clinton</b>	<b>273%</b>
<b>Livingston</b>	<b>804%</b>
<b>Lenawee</b>	<b>495%</b>
<b>Hillsdale</b>	<b>591%</b>

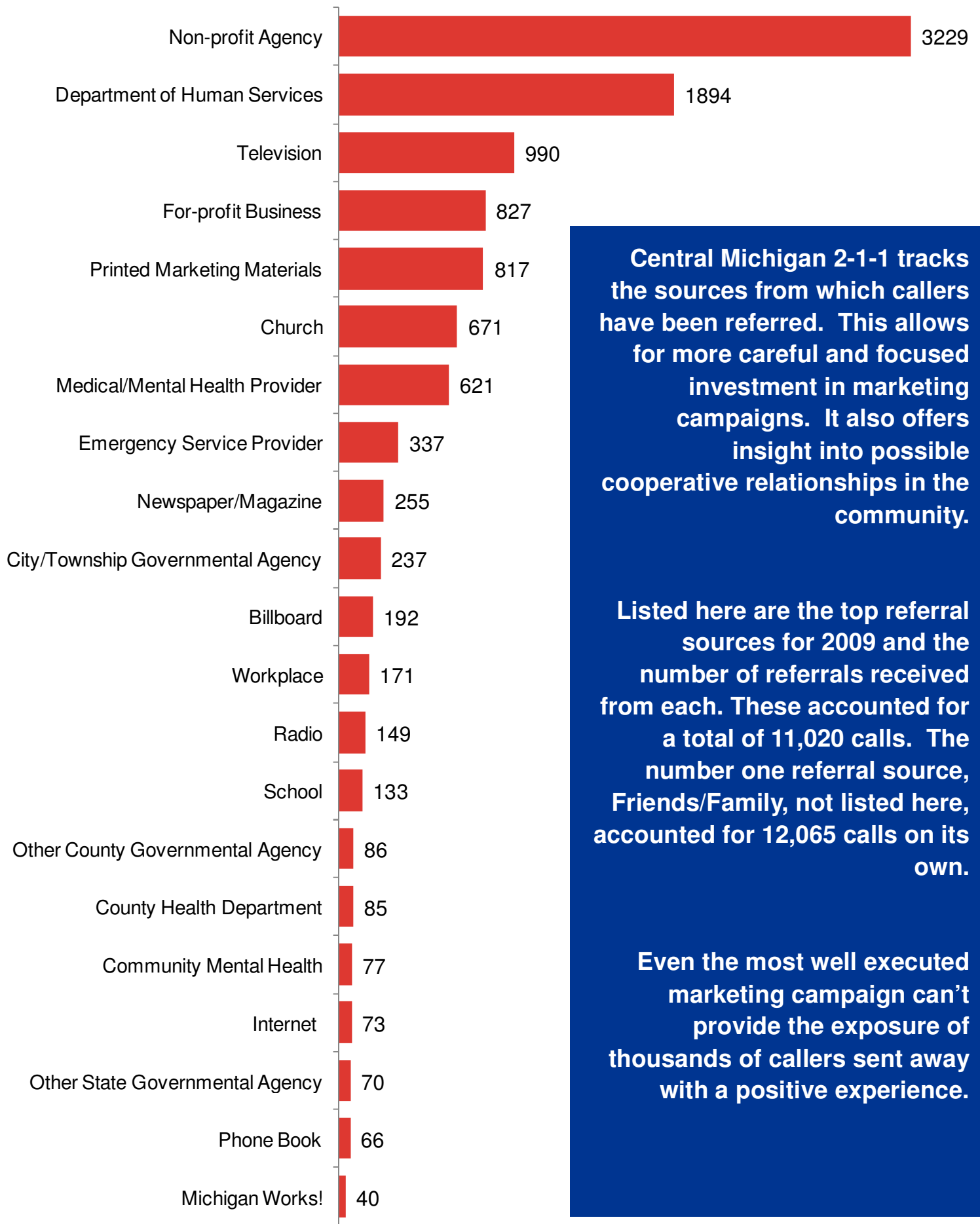
Shown above is the percentage increase in call volume for each of Central Michigan 2-1-1's seven counties from 2007 to 2009. Increases shown for Lenawee and Livingston date from 2008, the year in which these counties were officially added to Central Michigan 2-1-1's service area.

Central Michigan 2-1-1 received 61,850 calls in 2009. The 3,272 calls not accounted for in the chart below are comprised of out-of-county calls. These occur when callers who don't live in Central Michigan 2-1-1's service area are mistakenly routed to the call center.



This year saw significant increase in call volume beginning in October. The magnitude of the increase can be explained by marketing efforts aimed at making 2-1-1 the central resource for 2009 H1N1 flu information during that time.

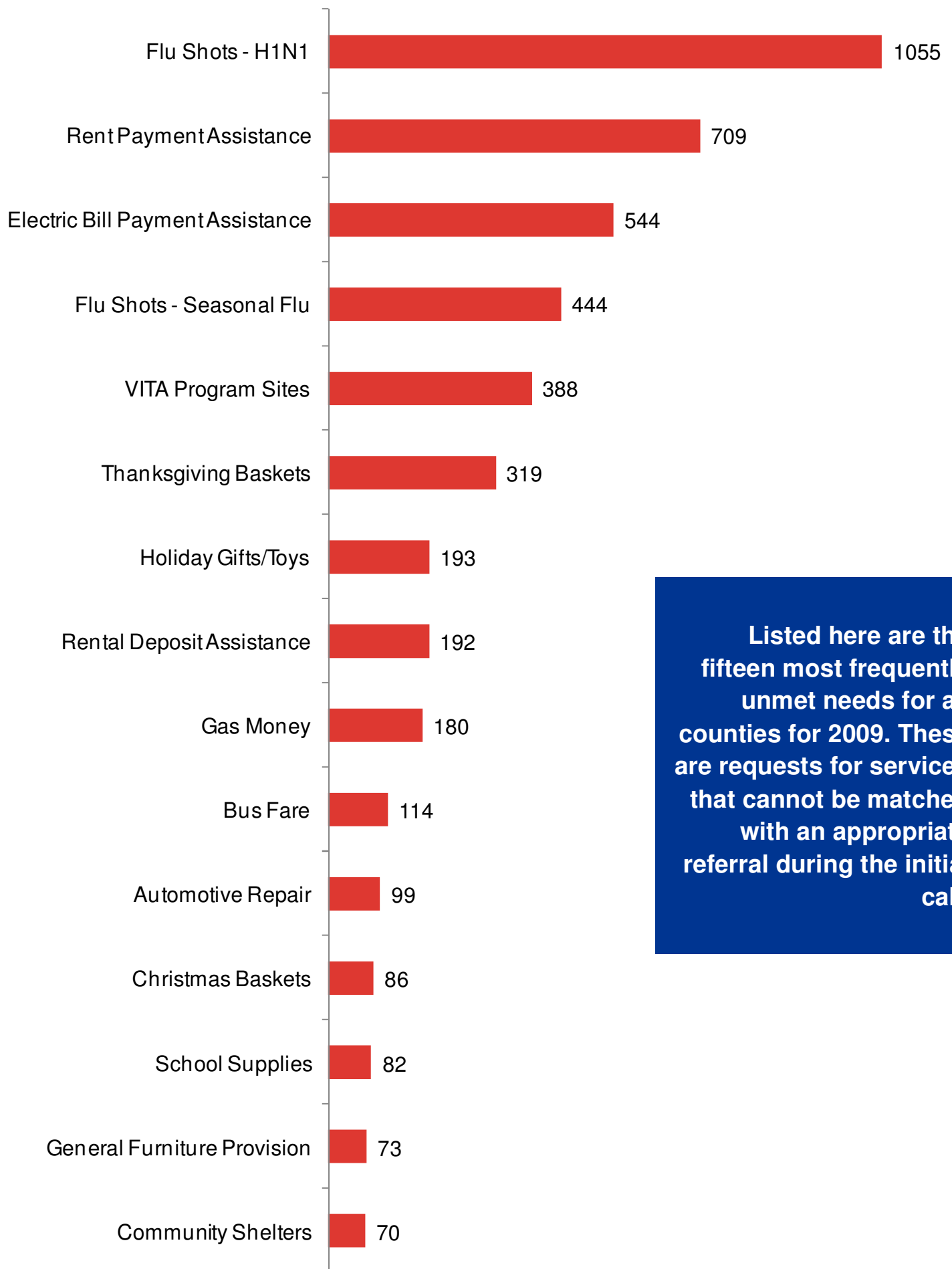




**Central Michigan 2-1-1 tracks the sources from which callers have been referred. This allows for more careful and focused investment in marketing campaigns. It also offers insight into possible cooperative relationships in the community.**

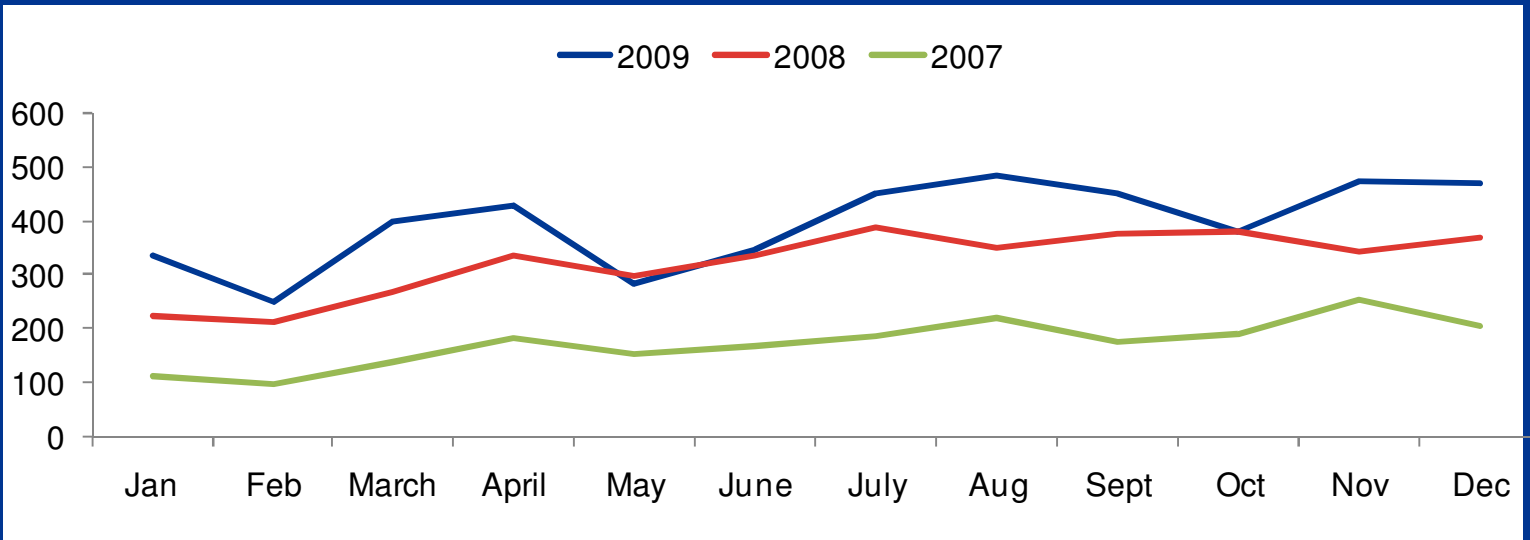
**Listed here are the top referral sources for 2009 and the number of referrals received from each. These accounted for a total of 11,020 calls. The number one referral source, Friends/Family, not listed here, accounted for 12,065 calls on its own.**

**Even the most well executed marketing campaign can't provide the exposure of thousands of callers sent away with a positive experience.**

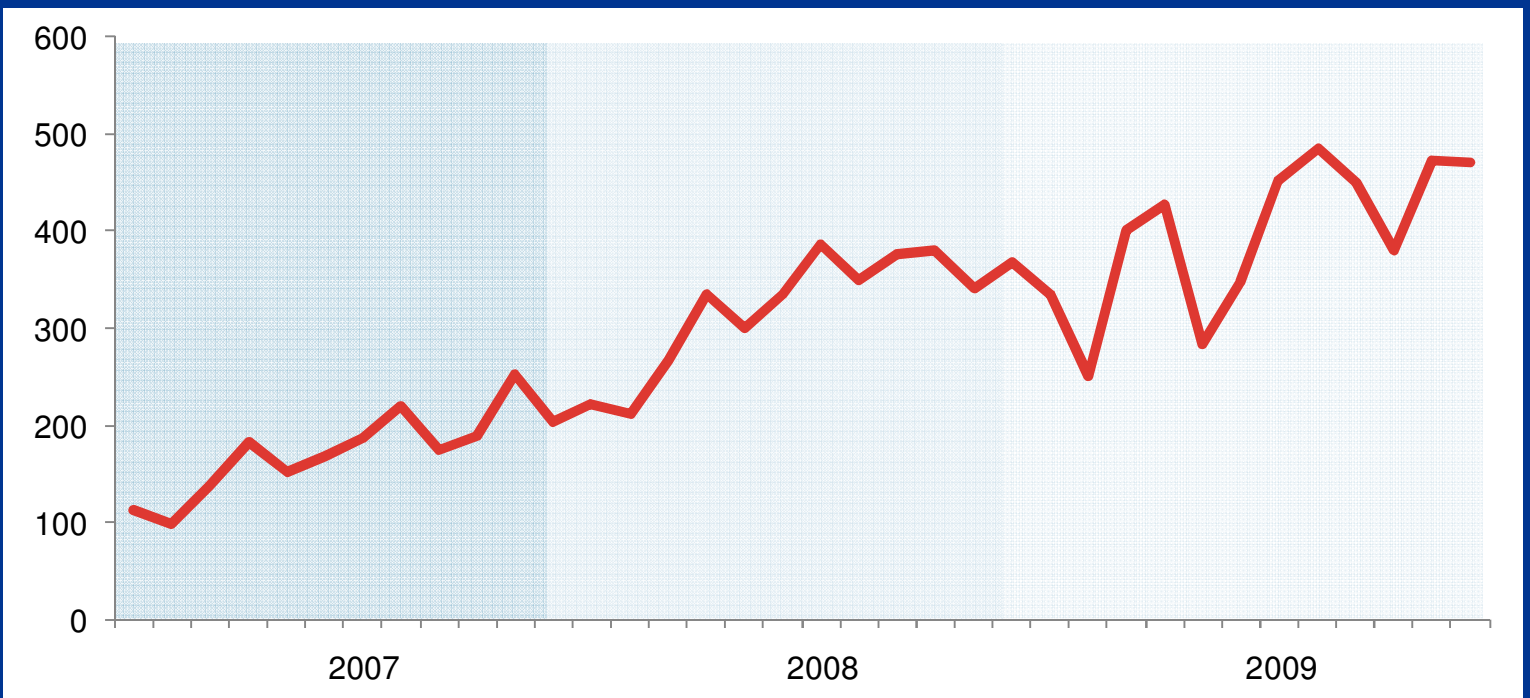


**Listed here are the fifteen most frequently unmet needs for all counties for 2009. These are requests for services that cannot be matched with an appropriate referral during the initial call.**

Requests for food assistance have increased every year for the past three years in Central Michigan 2-1-1's service area. Below is a comparative graph for food related requests during the years of 2007, 2008 and 2009. Food assistance requests include those for food pantries, food cooperatives, food stamps, government commodities programs and formula or baby food.

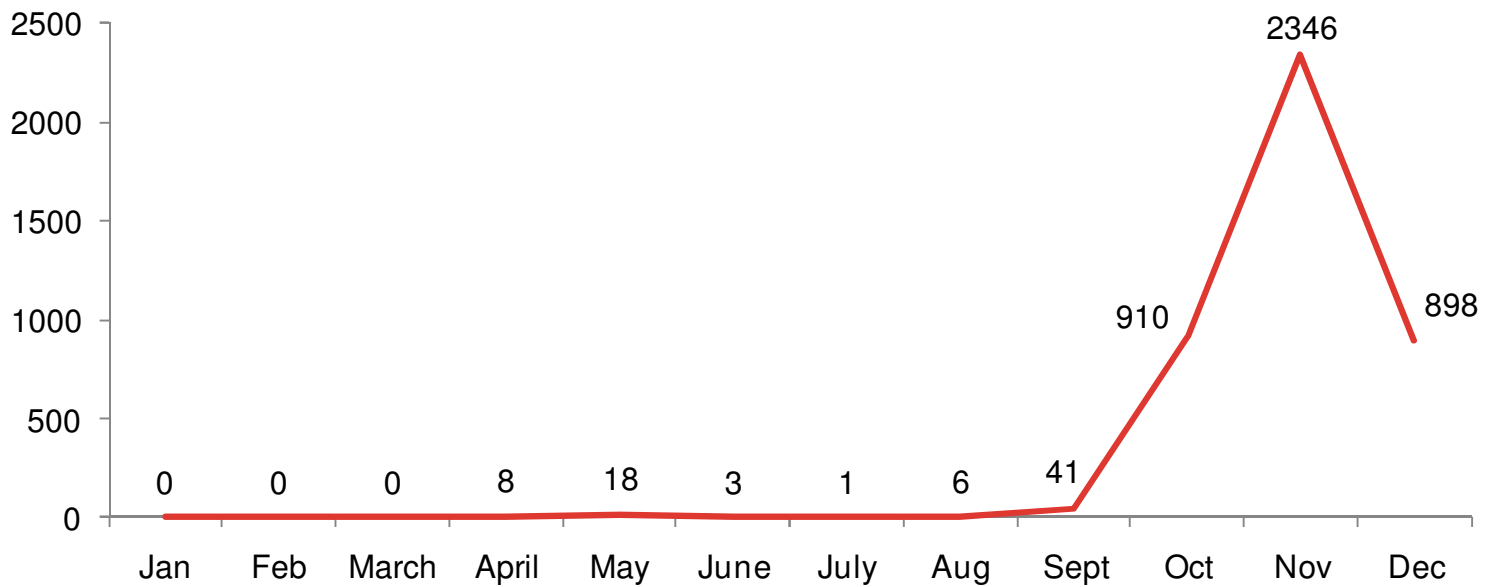


If all three years are laid out consecutively, a very clear increase in food related requests over time is visible.

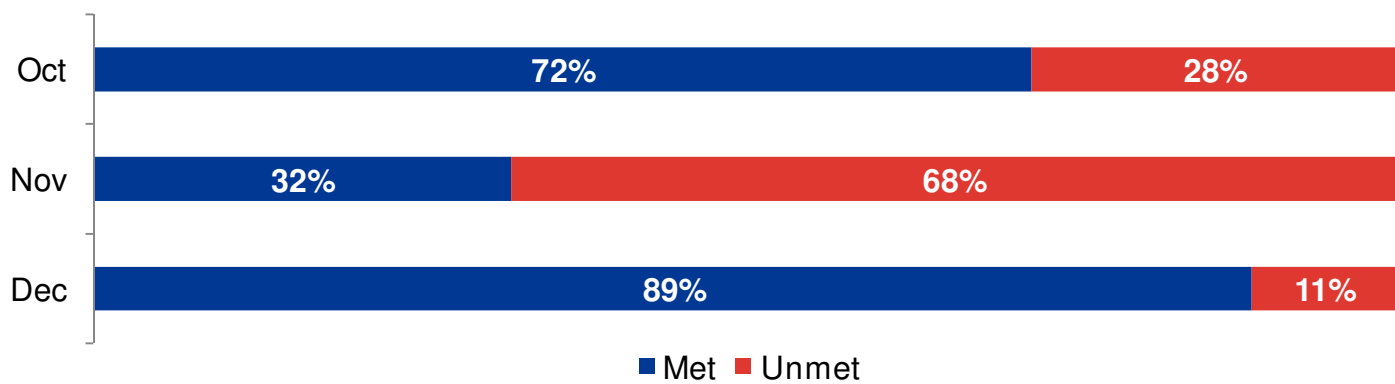


Often, food assistance requests are the first indicator that a greater problem is developing. For first time 2-1-1 callers, food assistance ranks second only to electric bill payment assistance as the initial reason for calling.

Calls for information on the 2009 H1N1 flu virus dramatically increased the volume of flu-related calls over previous years. In 2007, Central Michigan 2-1-1 received 8 flu calls. In 2008, there were 16. In 2009, 4,231 callers contacted 2-1-1 for flu information. Below is a graph of 2009 flu-related call volume by month.



Most flu calls were received between October and December of 2009. However, demand for the H1N1 flu vaccine initially outpaced availability. Below is a comparison of the percentage of met and unmet H1N1 vaccine requests during the peak months.

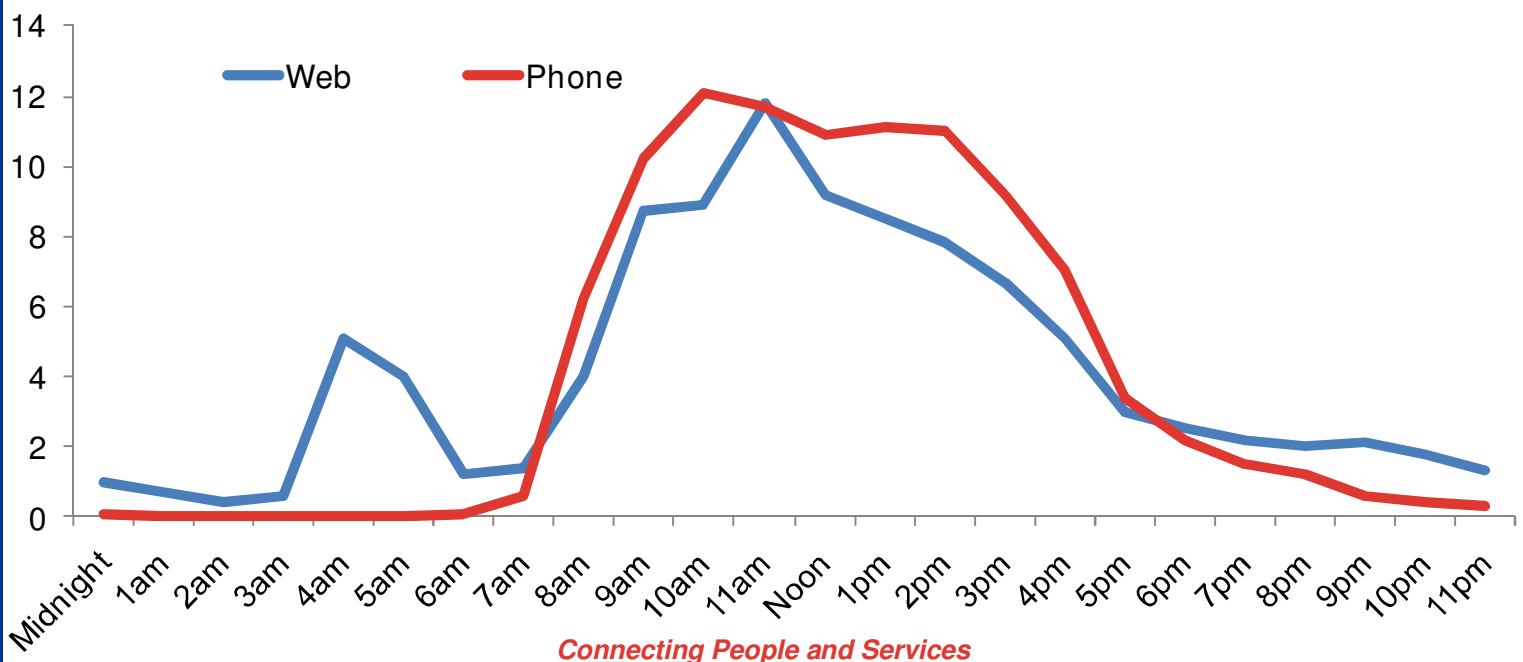


An “unmet” need in this case meant the caller could not obtain a vaccine. Most of these unmet requests, 89%, were unmet because the caller failed to meet required eligibility criteria. Usually, this meant that the caller was over the maximum age limit of 65 set by the Centers for Disease Control. The next most prevalent unmet need reason, 9%, was for a lack of available supply of the vaccine in the caller’s county of residence.

Most people seeking information and referral services from Central Michigan 2-1-1 choose to receive those services by phone. However, Central Michigan 2-1-1 also offers its full database online for those who would rather not call. During 2009, 12,427 inquiries were made via the online database. Listed below are the twelve most requested services on the 2-1-1 website along with the number of times each was requested.

Food Pantries	<b>1,620</b>	Clothing Vouchers	<b>169</b>
Food Banks/Food Distribution Sites	<b>247</b>	Home Rental Listings	<b>154</b>
Food Banks/Food Suppliers	<b>236</b>	Discounted Utility Services	<b>139</b>
Electric Bill Payment Assistance	<b>235</b>	Low Income Rental Housing	<b>139</b>
Rent Payment Assistance	<b>227</b>	Children's Clothing	<b>133</b>
Emergency Food Clearinghouses	<b>235</b>	Gas Bill Payment Assistance	<b>133</b>

Notice that four of the top six most requested needs, and the number one need by far, concern various available food resources. In fact, over 30% of all website searches were for food resources. Only 8% of phone contacts were for food assistance. Another difference between web and phone contacts is illustrated below. This chart shows the percentage of annual calls received during each hour of the day. For instance, approximately 12% of all 2009 phone requests were received between 9 a.m. and 9:59 a.m.. Notice the substantial spike in web requests between the hours of 3 and 6 a.m. compared to phone requests for the same time.

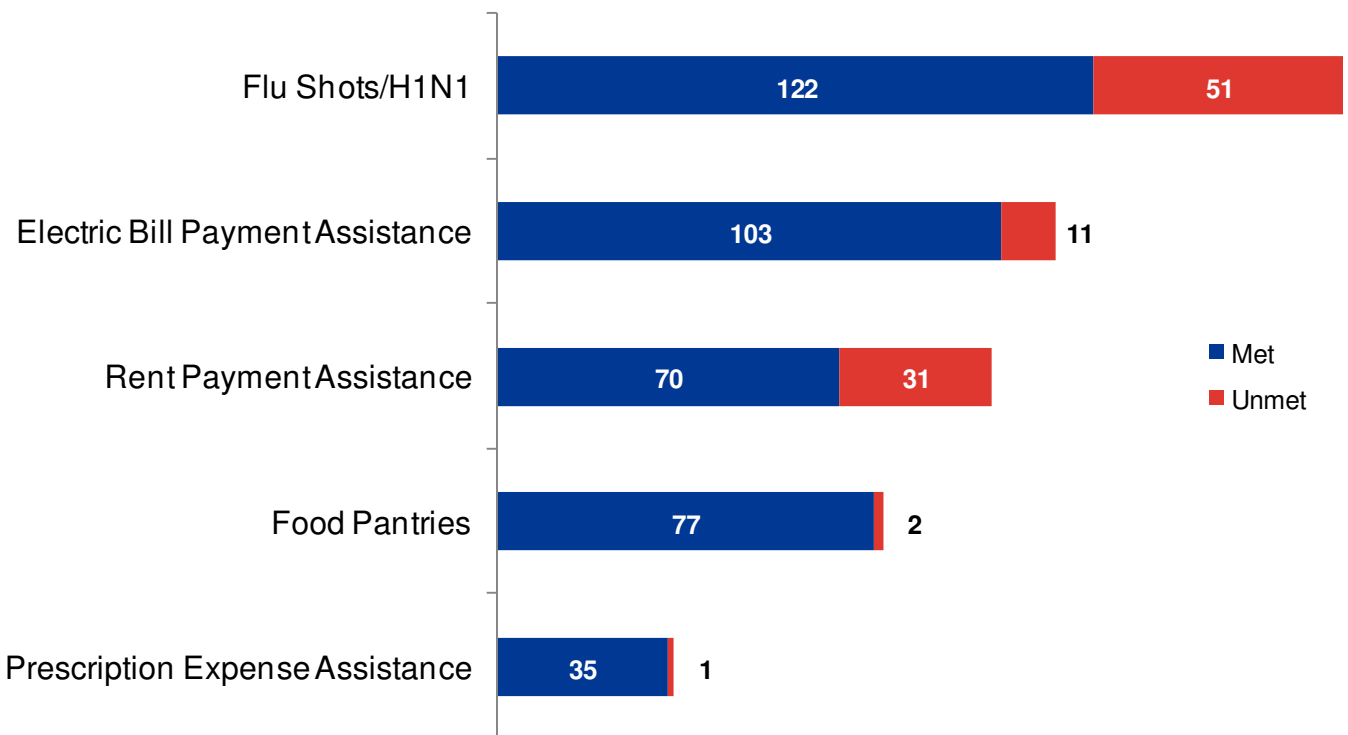


*clinton*

During 2009, Central Michigan 2-1-1 received 1,165 of its calls from Clinton County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Clinton County are listed along with the frequency by which they were both met and unmet.

**Top Ten Referred Agencies**

Mid-Michigan District Health Department	221 (19%)
Capital Area Community Services	191 (16.4%)
Society of Saint Vincent DePaul	190 (16.3%)
St. Johns Seventh Day Adventist Community Service Center	174 (15%)
Department of Human Services	170 (15%)
Capital Area Salvation Army	51 (4.4%)
Clinton County Family Resource Center	50 (4.3%)
Mt. Hope St. Johns Family Church	44 (3.8%)
Cristo Rey Community Center	42 (3.6%)
Redeemer United Methodist Church	28 (2.4%)

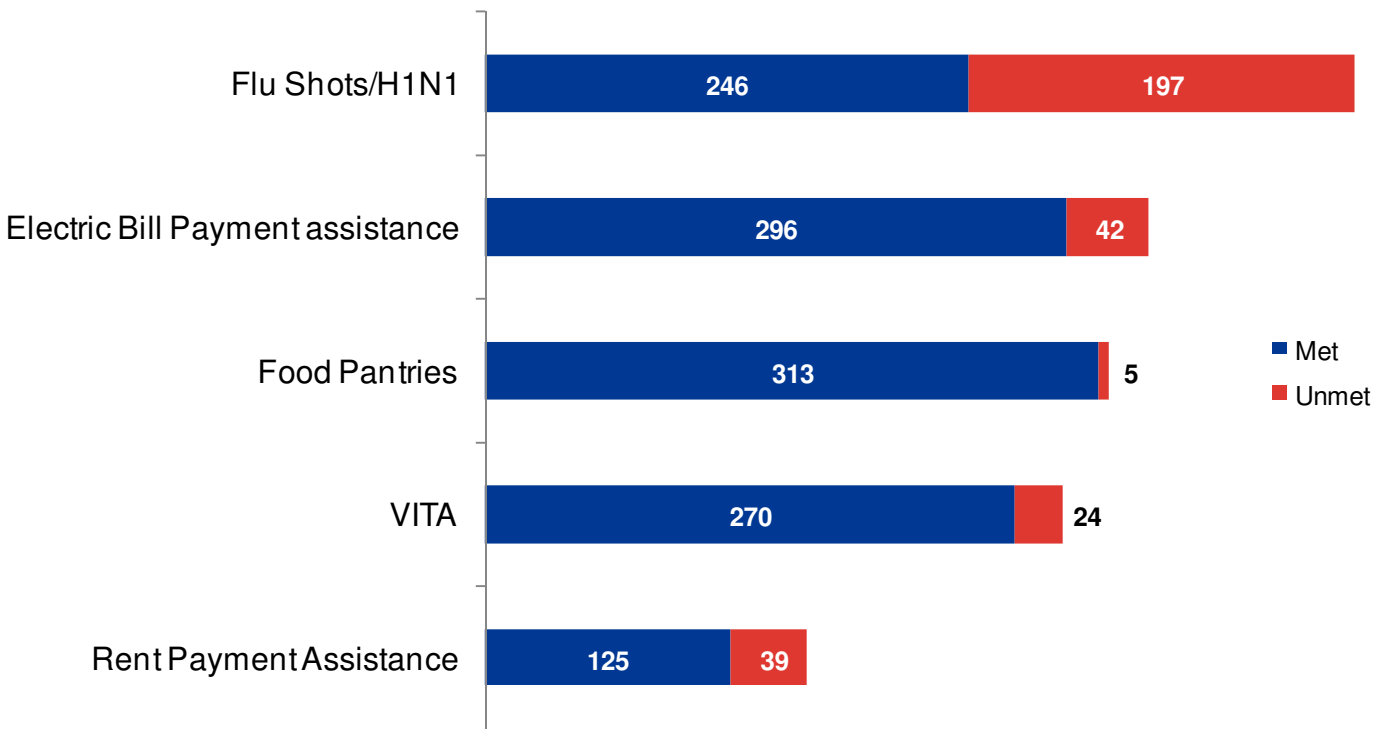


*eaton*

During 2009, Central Michigan 2-1-1 received 4,215 of its calls from Eaton County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Eaton County are listed along with the frequency by which they were both met and unmet.

**Top Ten Referred Agencies**

Department of Human Services	478 (11.3%)
Capital Area Community Services	474 (11.2%)
Barry Eaton District Health Department	395 (9.3%)
Society of St. Vincent DePaul	288 (6.8%)
Capital Area Salvation Army	195 (4.6%)
Housing Services for Eaton County	172 (4%)
Grand Ledge Emergency Assistance Program	117 (2.8%)
Capital Area Michigan Works!	110 (2.6%)
Cristo Rey Community Center	107 (2.5%)
Heart and Hands	98 (2.3%)

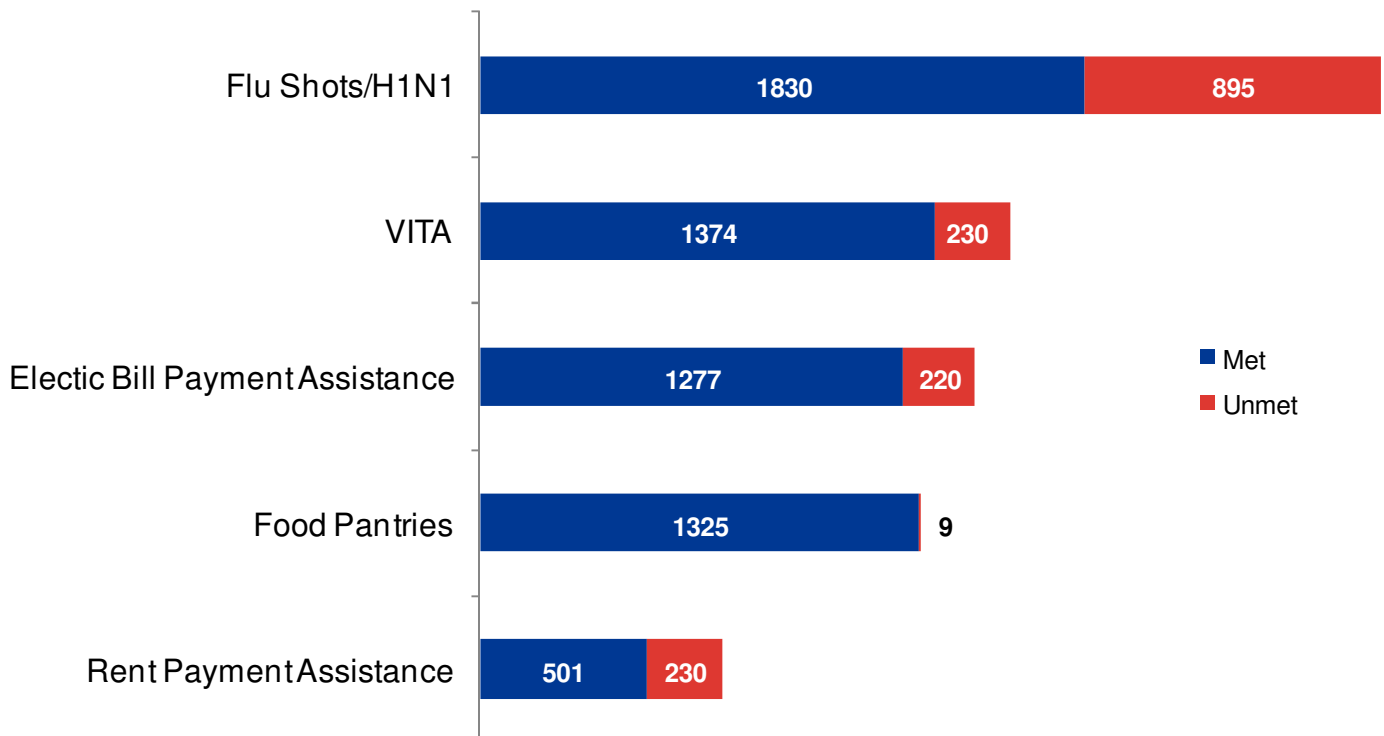


**Top Ten Referred Agencies**

Ingham County Health Department	3,330 (14.7%)
Department of Human Services	2,113 (9.3%)
Society of Saint Vincent DePaul	2,014 (9%)
Capital Area Salvation Army	1,960 (8.6%)
Capital Area Community Services	1,557 (7%)
Love, INC.	1,337 (6%)
City Rescue Mission	923 (4%)
Ingham County Food Bank	780 (3.4%)
Cristo Rey Community Center	664 (3%)
Volunteers of America	648 (3%)

*Ingham*

During 2009, Central Michigan 2-1-1 received 22,697 of its calls from Ingham County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Ingham County are listed along with the frequency by which they were both met and unmet.

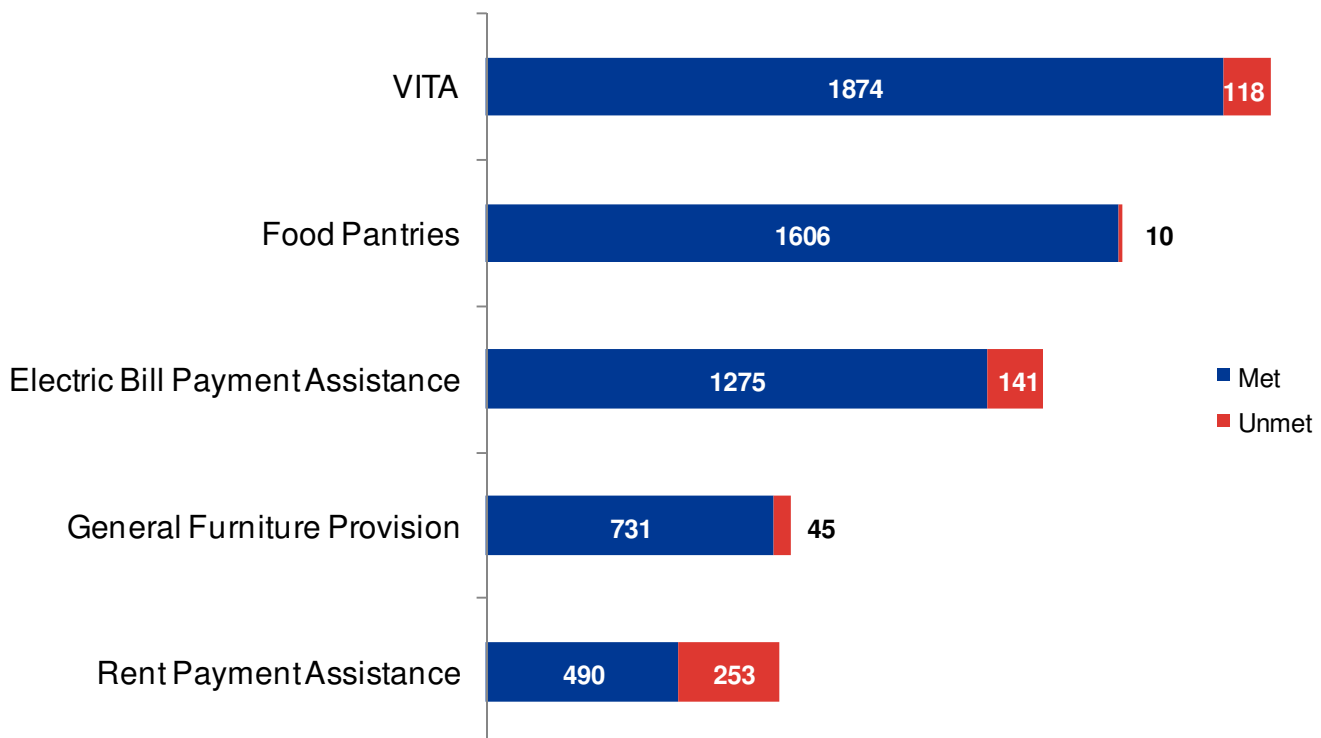


**Top Ten Referred Agencies**

St. Vincent DePaul Thrift Stores	3,474 (15.5%)
Community Action Agency	3,208 (14.3%)
Department of Human Services	2,202 (10%)
The Salvation Army	2,120 (9.4%)
Love, INC.	1,948 (8.7%)
Project Access	708 (3.2%)
Allegiance Health	544 (2.4%)
LifeWays	515 (2.3%)
Center for Family Health	512 (2.3%)
Jackson County Health Department	512 (2.3%)

*jackson*

During 2009, Central Michigan 2-1-1 received 22,450 of its calls from Jackson County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Jackson County are listed along with the frequency by which they were both met and unmet.

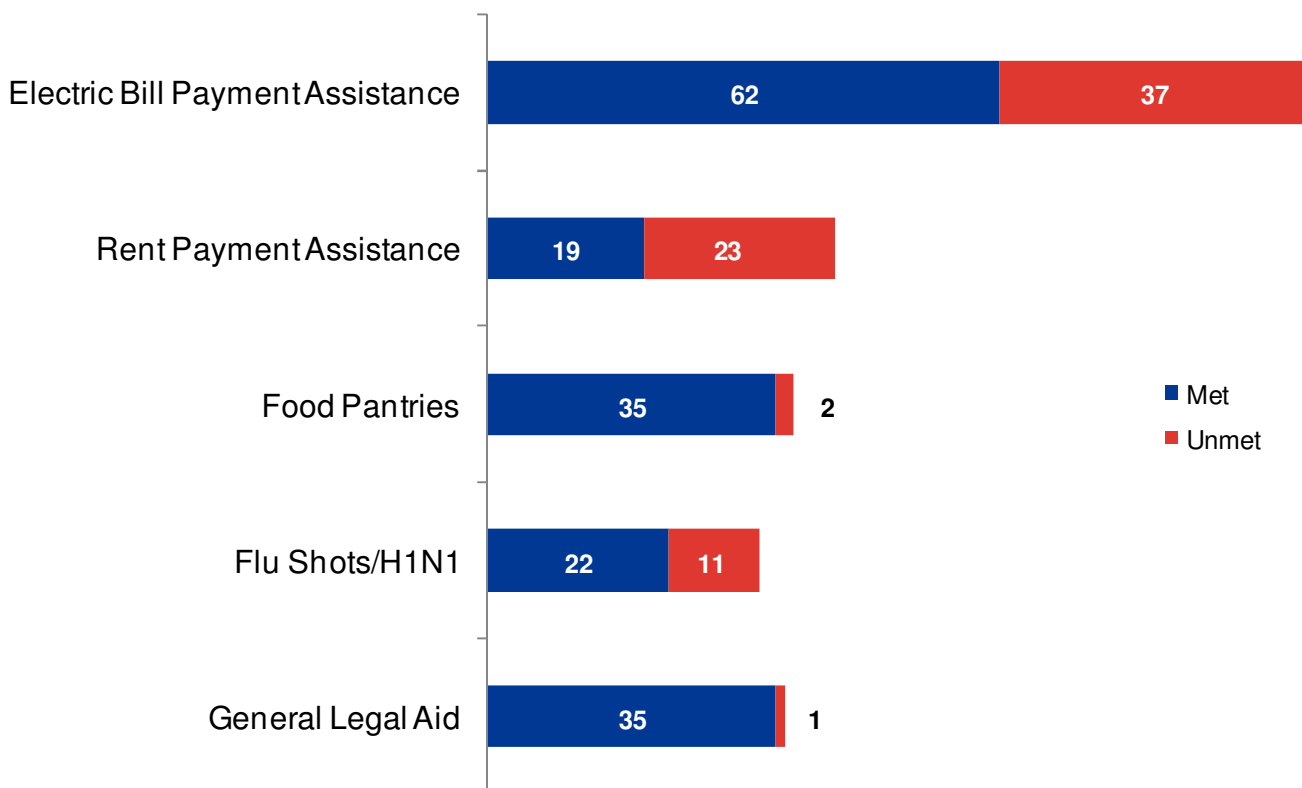


# Hillsdale

During 2009, Central Michigan 2-1-1 received 1,300 of its calls from Hillsdale County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Hillsdale County are listed along with the frequency by which they were both met and unmet.

## Top Ten Referred Agencies

Michigan Department of Human Services	216 (16.6%)
The Salvation Army	147 (11.3%)
Community Action Agency	101 (7.8%)
Community Mental Health	73 (5.6%)
Legal Services of South Central Michigan	51 (3.9%)
LifeWays	42 (3.2%)
Key Opportunities	30 (3%)
Trinity Lutheran Church	37 (2.8%)
City of Hillsdale Housing Commission	35 (2.7%)
St. Peter's Episcopal Church	30 (2.3%)

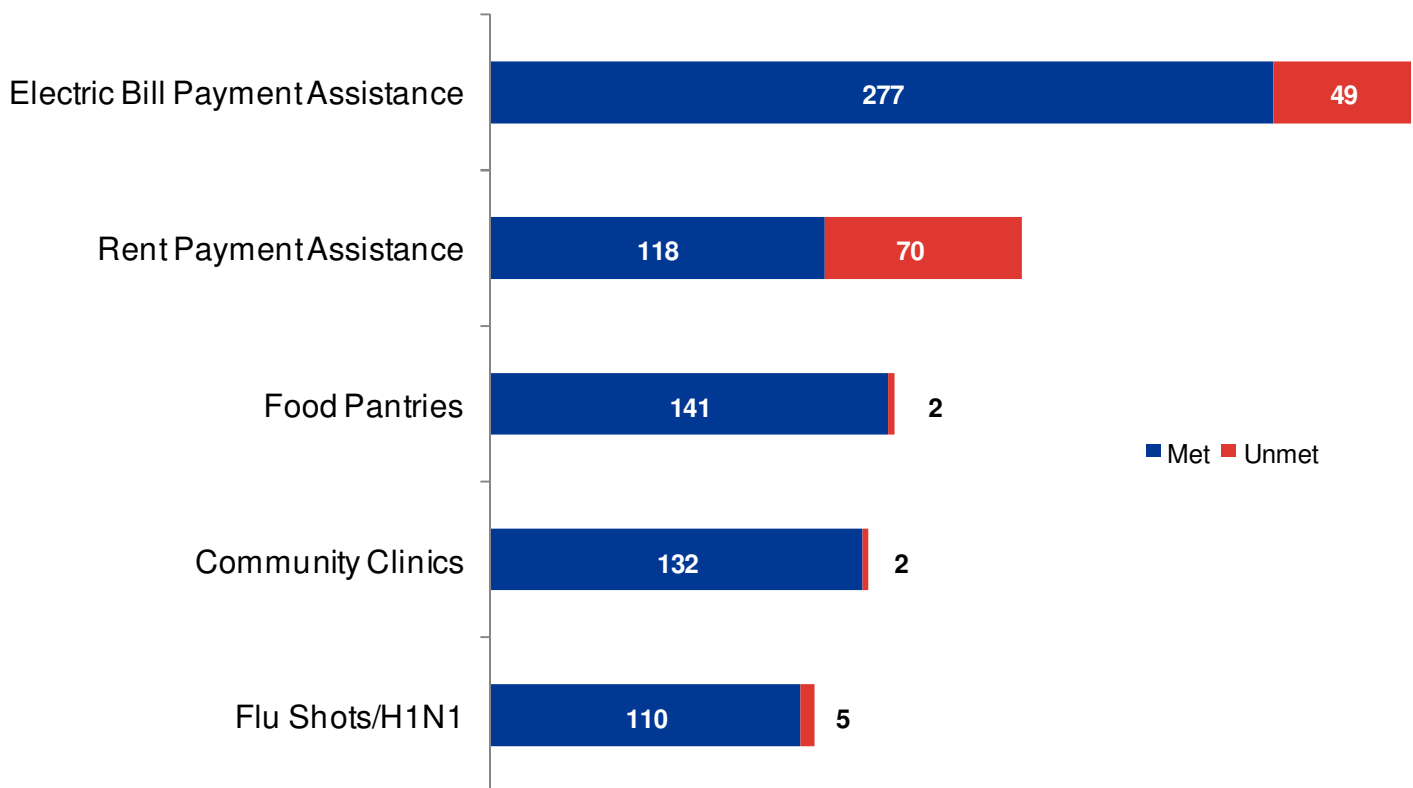


# Lenawee

During 2009, Central Michigan 2-1-1 took 3,607 of its calls from Lenawee County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Lenawee County are listed along with the frequency by which they were both met and unmet.

## Top Ten Referred Agencies

Department of Human Services	542 (15%)
The Salvation Army	370 (10.2%)
Saint Mary of Good Counsel	337 (9.3%)
Community Action Agency	309 (8.6%)
Lenawee Emergency and Affordable Housing Corporation	233 (6.5%)
County Health Department	188 (5.2%)
Family Medical Center of Michigan	134 (3.7%)
Michigan State Housing Development Authority	102 (2.8%)
Associated Charities of Lenawee County	100 (2.7%)
The Daily Bread of Lenawee	100 (2.7%)

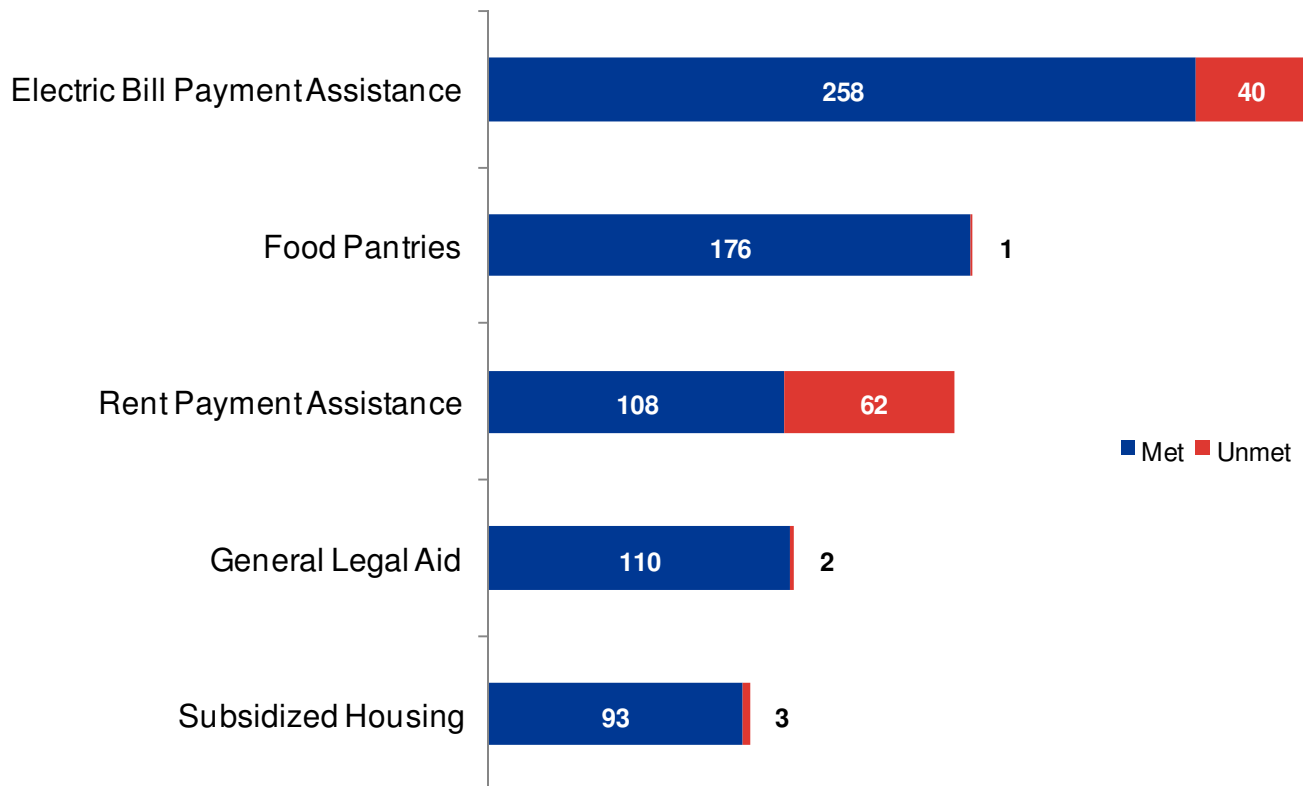


Top Ten Referred Agencies

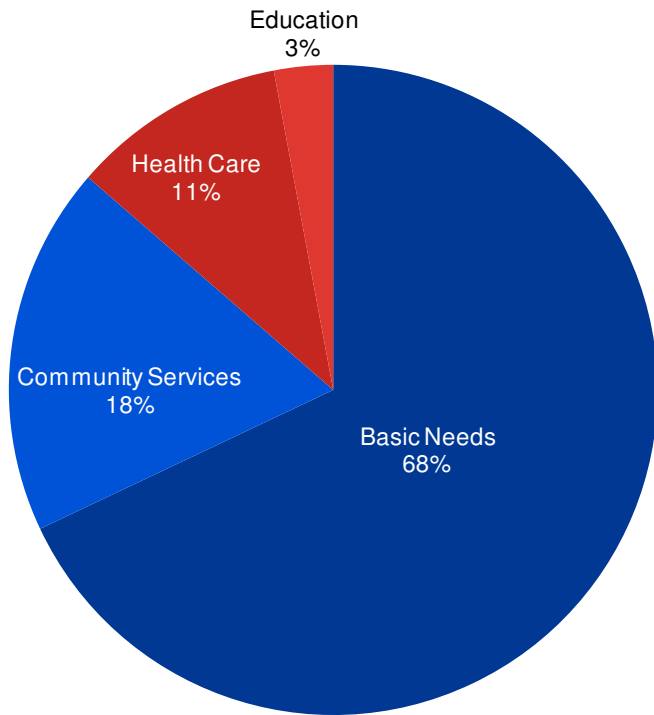
Department of Human Services	610 (19.4%)
Oakland Livingston Human Service Agency	536 (17%)
Love, INC.	480 (15.3%)
The Salvation Army	428 (13.6%)
Gleaners Community Food Bank	137 (4.4%)
Michigan State Housing Development authority	133 (4.2%)
Department of Public Health	129 (4.1%)
Greenpath Debt Solutions	116 (3.7%)
Legal Services of South Central Michigan	111 (3.5%)
Greenwich Village	81 (2.6%)

# Livingston

During 2009, Central Michigan 2-1-1 took 3,144 of its calls from Livingston County. Listed at left are the top ten referred agencies in the county and the number of referrals to each. Below, the top five requested services for Livingston County are listed along with the frequency by which they were both met and unmet.



Central Michigan 2-1-1 follows up with callers to gauge the effectiveness of its referrals and gather other pertinent demographic information from its callers. Clients are not required to participate and may answer only those questions with which they're comfortable. Illustrated below is information not only about the efficacy of referrals and the general satisfaction of callers with the 2-1-1 service but also details about the callers themselves including type of service requested and type of income.



**Did you receive referrals that were related to the services you requested?**

Yes 98.2%

**Did you receive the services you requested from the referral agencies?**

Yes 56.9%

\* No 24.9%

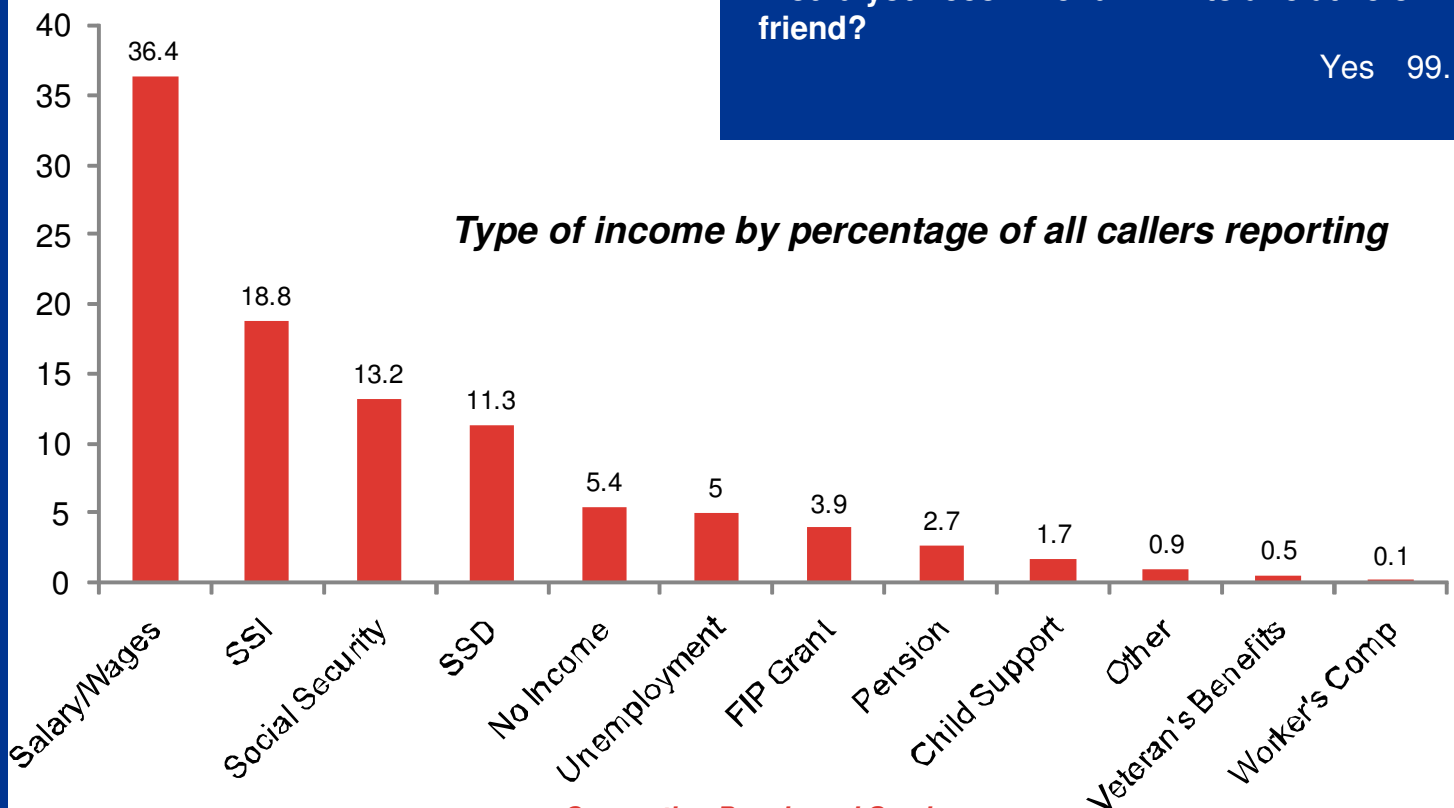
Did not contact agency 13.5%

**\* If no, can you tell me what happened?**  
(top 5 reasons)

Waiting on approval	30.4%
Ineligible for service	18.5%
No response from agency	14.2%
Agency out of funds	9.3%
Refused service	4.9%

**Would you recommend 2-1-1 to a relative or friend?**

Yes 99.1%



# Reaching out like never before!

Callers to Central Michigan 2-1-1 have access to over 1,200 agencies providing nearly 9,200 distinct services in 2,400 locations. We know how to get the word out over the phone. However, we're always looking for new ways to reach out to the public.

Recently, Central Michigan 2-1-1 created both a Facebook and Twitter account so that interested residents can keep track of the latest updates in health and human services in Mid-Michigan.

Central Michigan 2-1-1 also spreads important news and information through its Email Blast. Agencies in Jackson, Hillsdale and Lenawee counties can submit information to the Email Blast, free of charge, and that information is forwarded on to a listserv of more than 550 non-profit and governmental agency contacts in those areas. It's a great way to notify the community of upcoming events and ongoing programming.

Check us out at any of the places listed below!

twitter



**Follow us on Twitter!**

**<http://twitter.com/CentralMich211>**

facebook

**Find *Central Michigan 2-1-1* on  
Facebook!**

*Email  
Blast*

**Send an email describing your event  
or program to [211@lifewaysmco.com](mailto:211@lifewaysmco.com)**

# contact us

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*Connecting People and Services*