



Ontario County Summary

Annual

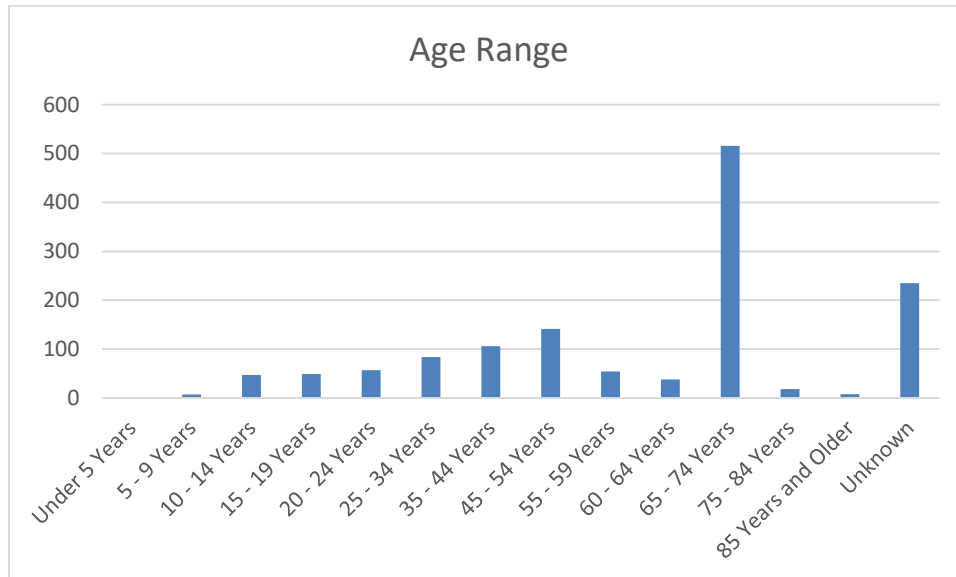
Custom Report

2018

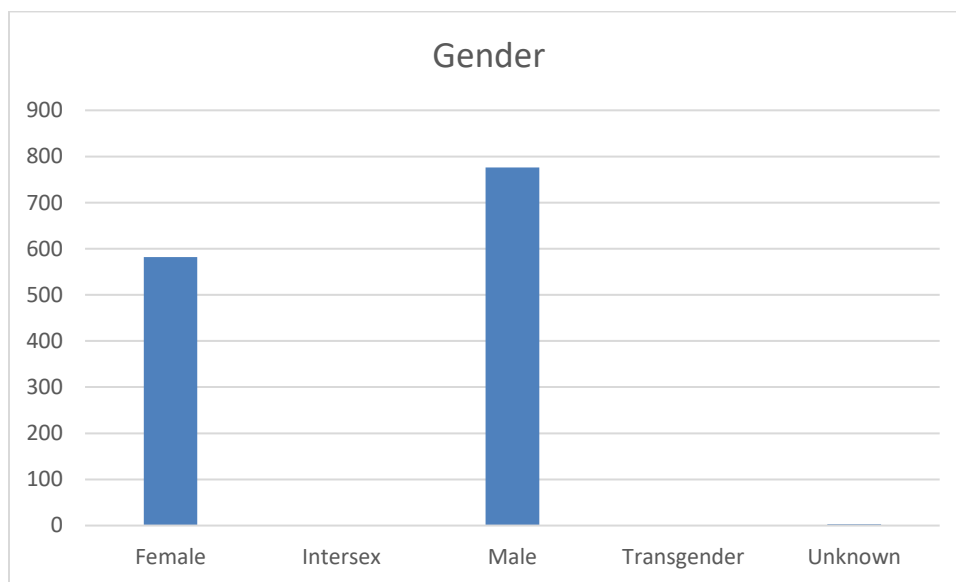


Total Number of Calls = 1,362

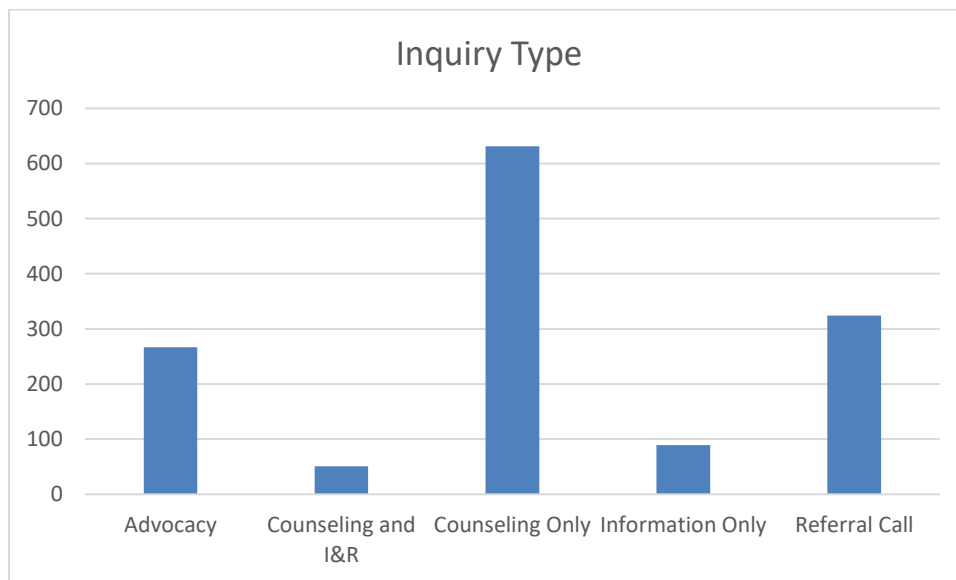
Age Range	# of Callers
Under 5 Years	2
5 - 9 Years	7
10 - 14 Years	47
15 - 19 Years	49
20 - 24 Years	57
25 - 34 Years	84
35 - 44 Years	106
45 - 54 Years	141
55 - 59 Years	54
60 - 64 Years	38
65 - 74 Years	516
75 - 84 Years	18
85 Years and Older	8
Unknown	235
Total	1,362



Gender	# of Callers
Female	582
Intersex	0
Male	776
Transgender	1
Unknown	3
Total	1,362



Inquiry Type	# of Callers
Advocacy	267
Counseling and I&R	51
Counseling Only	631
Information Only	89
Referral Call	324
Total	1,362



City	# of Callers
Bloomfield	31
Canandaigua	722
Clifton Springs	50
East Bloomfield	5
Farmington	60
Fishers	3
Geneva	159
Hall	2
Honeoye	75
Ionia	1
Manchester	14
Naples	22
Phelps	11
Seneca Castle	2
Shortsville	38
Stanley	9
Victor	73
Unknown	85
Total	1,362



Top 25 Services Requested ****	
Need Name	Count of Need
General Crisis Intervention Hotlines	636
Psychiatric Mobile Response Teams	289
Homeless Shelter	105
Information and Referral	94
Food Pantries	74
Rent Payment Assistance	26
Suicide Prevention Hotlines	24
Individual Counseling	16
Mental Health Evaluation	13
911 Services	10
Advocacy	10
Detoxification	10
Undesignated Temporary Financial Assistance	10
Electric Service Payment Assistance	9
Furniture	8
Home Rehabilitation Programs	8
Domestic Violence Shelters	7
Home Barrier Evaluation/Removal Services	7
Home Health Aide Services	7
Non-Emergency Medical Transportation	7
Benefits Assistance	6
Dental Care	6
Mobile Markets	6
Prescription Expense Assistance	6
Case/Care Management	5
Children's In Home Respite Care	5
Christmas Baskets	5
Conjoint Counseling	5
Gas Service Payment Assistance	5
Home Nursing	5
Legal Counseling	5
Low Cost Home Rental Listings	5

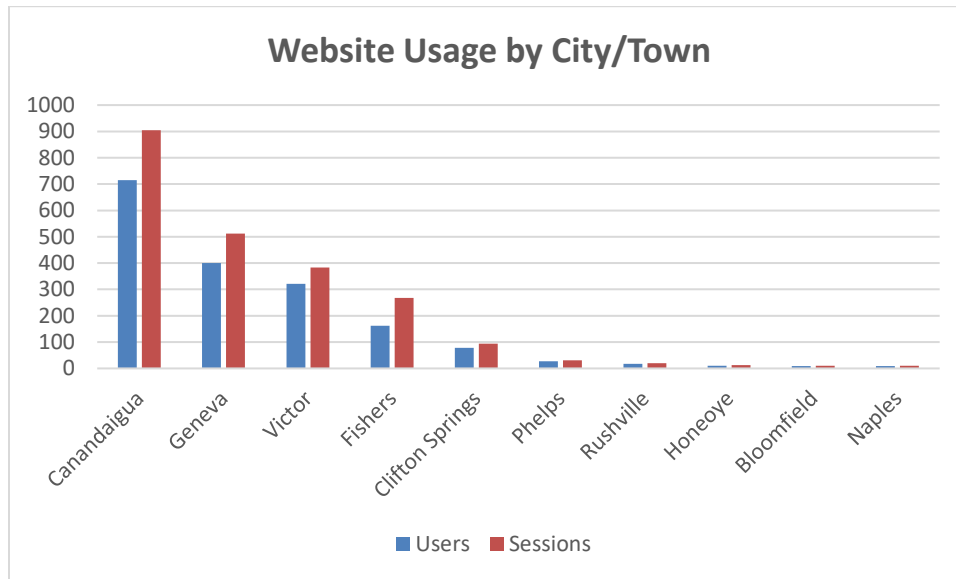
**** A complete breakdown of service requests is available upon request.



Website Usage*

City	Users	Sessions
Bloomfield	9	10
Canandaigua	715	905
Clifton Springs	78	94
Fishers	162	268
Geneva	400	512
Honeoye	10	12
Naples	9	10
Phelps	27	31
Rushville	17	20
Victor	321	383
Ontario County Total	1,748	2,245

*Towns not listed here were unavailable in Google Analytics



Outreach Plan and Goals

2-1-1/LIFE LINE's outreach plan currently focuses on creating and maintaining awareness of its services through community organizations working directly with community members. We plan outreach goals and activities for both the program's general services, as well as for specific strategic projects that aim to enhance or leverage our services in collaboration with other agencies, such as our work with Finger Lakes Performing Provider System (FLPPS) to provide enhanced referral and follow-up services for certain callers.

Our core outreach plan aims to:

- Increase hits to our [website](#), where people searching for less urgent services may access information as a potentially faster alternative to calling.
- Increase overall contact from more suburban and rural areas in our coverage area.
- Improve general understanding of services we offer among individuals receiving services and providers.
- Increase responses to verification attempts with agencies through clear and effective communication.

Our outreach methods include:

- Regular attendance and interaction with local provider coalitions, committees, and groups.
- Frequent participation in events offering tabling opportunities.
- Maintaining updated materials, including bilingual (English/Spanish) content.
- Ongoing distribution of materials to agencies, particularly in areas where we are aiming to increase contact.
- Tracking outreach events and approximate number of individuals reached.
- Maintaining strong social media presence, particularly Facebook, where we have seen increased engagement.

**all our current materials can be access through our website 211lifeline.org for printing.*

2018 Changes that will Impact 2019

Over this past year, we have seen a dramatic increase in our national suicide prevention calls due to the recent celebrity suicides, which impacted our answer rates and service levels for our I&R contracts. With this information, we were able to reevaluate our capacity needs. Although this program has functioned with paid staff, we made the decision to hire a full-time Volunteer Coordinator to assist with recruitment of volunteers wishing to be trained and help individuals having thoughts of suicide. We anticipate this only benefit our program by having a strong base of volunteers to help assist in answering the growing demand of individuals in crisis, therefore keep the lines open for our 2-1-1 I&R calls.

We were very fortunate to receive a grant to re-do our website, increase access to our community with an easy-to-search and -navigate database. In 2018, we increased our website usage by 200%. This also helped motivate and jump-start our efforts to get involved with the 898-211 texting platform, allowing individuals to reach us via text. In November 2018, we started taking basic I&R inquires via text and anticipate being able to handle more contacts through texting, making it easier for community members to seek assistance.

Current initiatives we are a part of:

2-1-1/LIFE LINE works hard to be an engaged partner in our coverage areas community initiatives and networking with key partners. We encourage our United Way Partners to keep us up to date and invite us to community events and conversations to better support the programs making an impact.

County	Meetings/ Initiatives
Ontario	Finger Lakes Performance Provider System (FLPPS) Ontario County Suicide Coalition Meeting OCCSAM (Ontario County Collaborative of Service Agencies Meeting) Ontario County VOAD Pioneer Library System Digital Inclusion Coalition