



Wayne County Summary

Annual

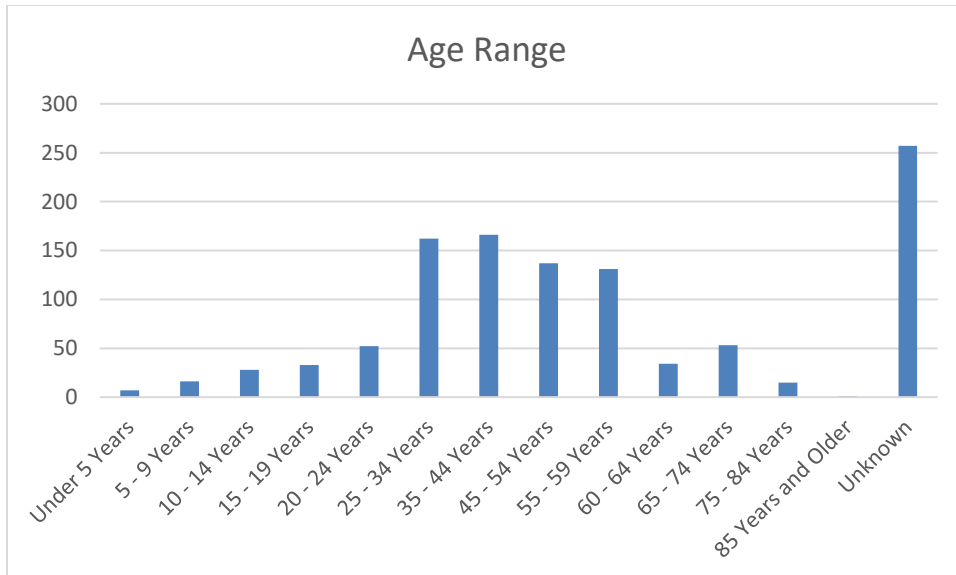
Custom Report

2018

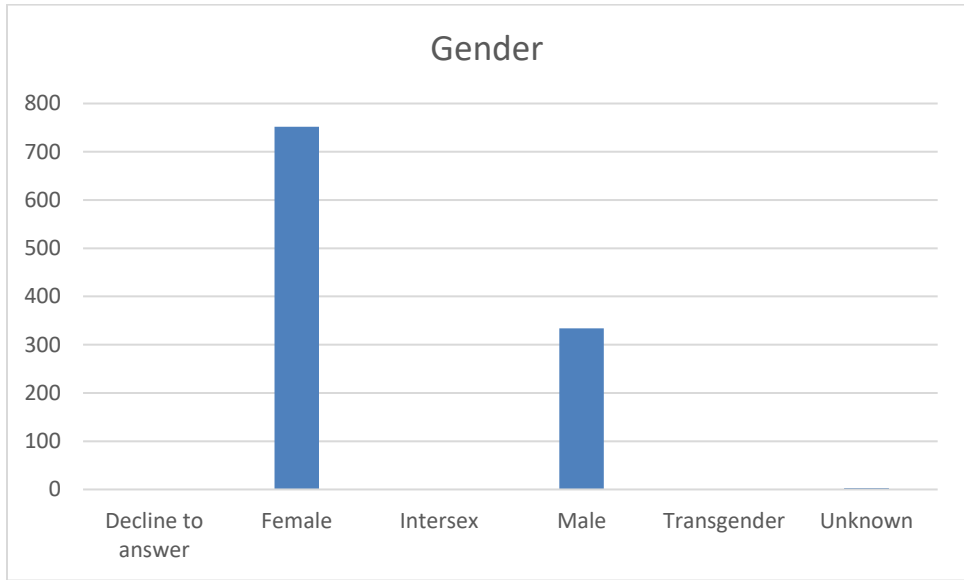


Total Number of Calls = 1,092

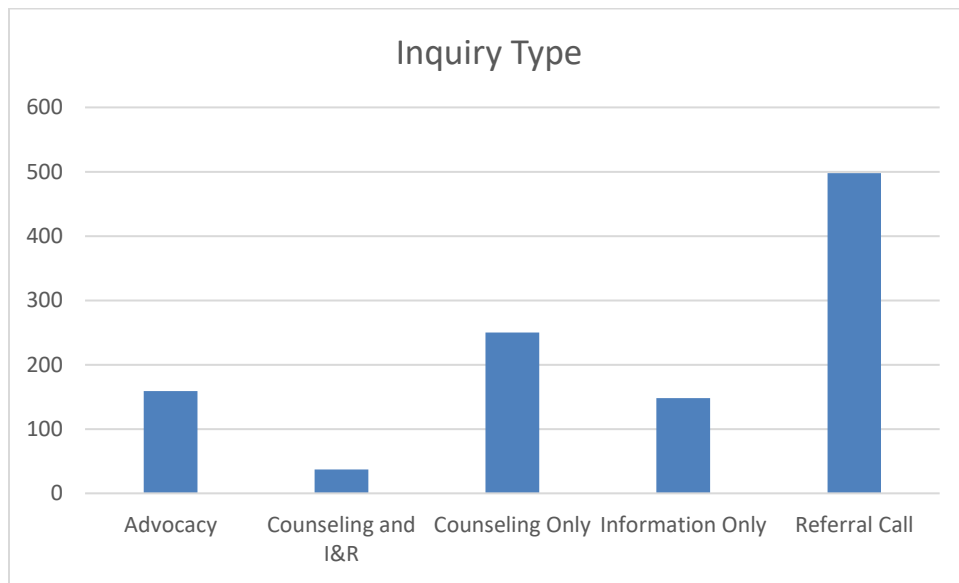
Age Range	# of Callers
Under 5 Years	7
5 - 9 Years	16
10 - 14 Years	28
15 - 19 Years	33
20 - 24 Years	52
25 - 34 Years	162
35 - 44 Years	166
45 - 54 Years	137
55 - 59 Years	131
60 - 64 Years	34
65 - 74 Years	53
75 - 84 Years	15
85 Years and Older	1
Unknown	257
Total	1,092



Decline to answer	1
Female	752
Intersex	1
Male	334
Transgender	1
Unknown	3
Total	1,092



Inquiry Type	# of Callers
Advocacy	159
Counseling and I&R	37
Counseling Only	250
Information Only	148
Referral Call	498
Total	1,092



City	# of Callers
Clyde	34
East Palmyra	12
Lyons	194
Macedon	88
Marion	51
Newark	263
North Rose	11
Ontario	60
Palmyra	77
Pultneyville	1
Red Creek	16
Savannah	14
Sodus	133
Sodus Point	17
South Butler	3
Walworth	20
Williamson	44
Wolcott	46
Unknown	8
Total	1092

Presenting Issue	Count
Abuse/Victimization	18
Family/Other Relationship	97
Financial/Basic Needs	450
Legal	19
Medical	43
Mental Health/Suicide	378
Suicide (Thoughts, Attempt in Progress, Attempt Survivor, Loss Survivor)	32
Substance Abuse/Addiction	20

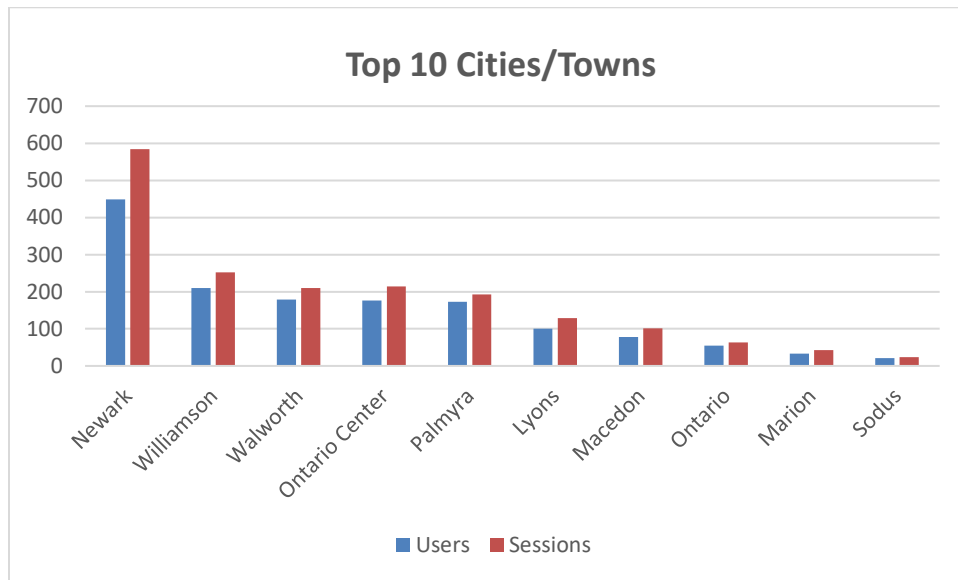
Top 25 Services Requested ****	
Need Name	Count of Need
Food Pantries	262
General Crisis Intervention Hotlines	250
Psychiatric Mobile Response Teams	168
Electric Service Payment Assistance	73
Rent Payment Assistance	72
Information and Referral	64
Homeless Shelter	39
Undesignated Temporary Financial Assistance	31
Mental Health Evaluation	22
911 Services	19
Gas Service Payment Assistance	17
Furniture	16
Suicide Prevention Hotlines	14
Diapers	12
Non-Emergency Medical Transportation	12
Family Counseling	11
Health Insurance Information/Counseling	11
Legal Counseling	11
Advocacy	10
General Clothing Provision	10
Child Abuse Reporting/Emergency Response	9
Detoxification	9
Directory Assistance	9
Food Vouchers	9
Home Rehabilitation Programs	9

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

Website Usage*

City	Users	Sessions
Newark Arcadia	449	584
Lyons	100	129
Macedon	78	101
Marion	33	43
Ontario	55	63
Ontario Center	176	214
Palmyra	173	193
Red Creek	15	17
Savannah	15	18
Sodus	21	24
Sodus Point	12	12
Walworth	179	210
Williamson	210	252
Wolcott	10	12
Wayne County Total	1526	1872

*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 that this will 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 information and referral inquires, we 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
Wayne	Finger Lakes Performance Provider System (FLPPS) Pioneer Library System Digital Inclusion Coalition Wayne County Chemical Dependency /Developmental Disabilities / MH Committee Meeting Wayne County Community Services Board and Subcommittee Meetings Wayne County Suicide Prevention Coalition

Goodwill of the Finger Lakes Thanks You for Your Partnership & Support!