

## A CALL TO ACTION: DISRUPTING RACISM THROUGH DATA

### IMPACT STORY



#### ADVANCING CHANGE THROUGH KNOWLEDGE

Findhelp | 211 Central advances systemic change by working with partners to improve our understanding of the systems we work in and the communities we serve. Together, we build innovative solutions to the challenges faced in our communities, based on evidence, knowledge and diverse skills and experiences. Inclusiveness and learning were key themes in 2018/19 and enabled us to respond quickly and collaboratively when the world changed in March, 2020.

#### OUR IMPACT

For over 60 years Findhelp | 211 Central has been helping people navigate the complexity of government, community and social services through multilingual, person centred services including 211 and numerous specialty lines, websites and emerging channels to improve accessibility. We illuminate trends through data and information sharing projects that develop our understanding of systems and communities and advance change through digital innovation, partnership and collaborative system building.



#### NAVIGATING A NEW HOME, A NEW COMMUNITY

Each year across our region, newcomers are challenged by a number of factors that can make transition to a new country difficult. Isolation, differences in language and culture and unfamiliar experiences often create barriers for newcomers to access services and support. In December, a woman called 211 looking for clothing for her first Canadian winter with her children. The caller spoke Arabic and was transferred right away to an Arabic speaking Service Navigator. The Service Navigator took a few minutes to get to know the woman and understand her unique experience. She provided the immediate referrals for winter clothing and then asked a few more questions to get a better sense of how the caller was adapting to life in Canada. She learned that the caller was feeling isolated and missed speaking in Arabic so she provided additional referrals to a local multicultural centre with Arabic language, family and kids programming. Thanks to the 211 Service Navigator, the caller received more than the clothing she needed, she discovered new options to help her thrive in her new community.

### OUR YEAR IN REVIEW

- Partnered across information and referral system to establish a data sharing model and platform to standardize and blend diverse data sets for local, provincial and national systems
- Partnered with York Region on data and navigation services to improve access to services in the Region

- Completed business continuity planning, operations and simulations which led to a seamless transition to COVID protocols in early March
- Enhanced knowledge, access and navigation into health systems in partnership with Ontario Health Teams and TorCH, an innovative service navigation program in partnership with South Riverdale Community Health Centre
- Created a real-time bed availability tracking system for Unity Health Toronto, Central Access withdrawal management partnership improving access and impact
- Re-accredited through AIRS



# 2019-20 ANNUAL REPORT

## TRAINING & OUTREACH



**100+**  
COMMUNITY PARTNERS



OUTREACH ACTIVITIES  
**231**

COMMUNITY REACH  
**53.6K**

TRAINING PARTICIPANTS  
**1.3K**

E-BLASTS / RECIPIENTS  
**80 / 48.1K**

SOCIAL MEDIA IMPRESSIONS  
**489K**

PRESENTATIONS DELIVERED  
**33**

## 211 ONLINE

**2.6M+**  
ONLINE VISITORS



**7.3K+**  
AGENCY RECORDS



### POWERED BY 211

211 data contributes to decision-making, investment and program planning through a variety of online tools and directories including geo-mapping and business intelligence platforms

## IMPACTING LIVES: CALL, CHAT, TEXT, EMAIL

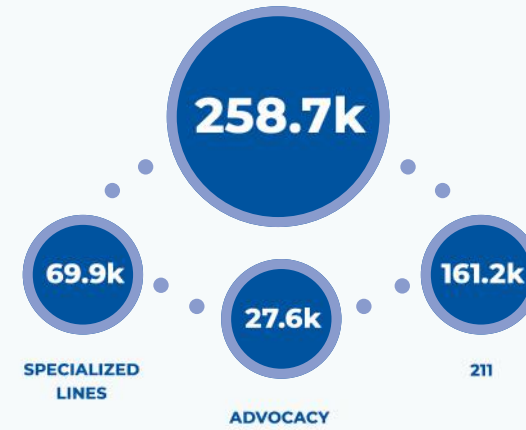
Every hour of every day people search for services they need to build & sustain healthy lives. We know that for the most vulnerable, this can seem insurmountable.

### SERVICE PARTNERSHIPS

- 2-1-1
- 2-1-1
- 1-855-272-0057
- 1-800-575-2222
- 1-866-925-5454
- 1-833-416-2273
- 1-844-287-9072
- 1-833-575-5437
- 1-855-372-3858
- 1-888-579-2888
- 1-866-887-0015
- 1-855-226-3904
- 1-866-366-9513

- 211 Central - Toronto, Durham, York & Peel
- 211 Ontario & Nova Scotia After Hours
- UJA - DoortoDoor
- MCCSS - ReportON
- Good2Talk - Post-Secondary Helpline
- Ontario Caregivers Helpline
- Child & Youth Crisis Line
- Surrey Place Children's Services
- Development Services Ontario
- MAG - Victim Support Line (VSL)
- MAG - Male Survivors of Sexual Abuse
- MAG - Independent Legal Advice for Sexual Assault Survivors Pilot Program
- Central Access for Withdrawal Management Intake Service
- Ontario Human Trafficking Helpline

### CONTACTS



## NEW THIS YEAR



### SERVICE EXPANSION

- Ontario Caregivers Association Helpline
- Online Bed Registry via Central Access
- TorCH (Toronto Coaching in Health)



### SERVICE ACCESSIBILITY

- Partnered with United Way Greater Toronto, the City of Toronto and local service agencies across Toronto to improve demographic data collection to advance equity

- Partnered with 211 Ontario, AmpleLabs and 211 partners across Ontario to support homelessness initiatives like the Chalmer's Chatbot

## PARTNERS & SUPPORTERS



### POWERED BY PARTNERSHIP

Thank you to our partners & funders for helping us create connections + solutions to build strong communities



### TOP 5 CALLER NEEDS

- COMMUNITY INFORMATION
- HEALTH
- HOUSING ASSISTANCE
- MENTAL HEALTH SUPPORT
- LEGAL / PUBLIC SAFETY

### TOP 5 LANGUAGES

1. ENGLISH
2. FRENCH
3. SPANISH
4. ARABIC
5. FARSI

### TOP 5 ONLINE SEARCHES

- FOOD SECURITY
- MENTAL HEALTH SUPPORT
- COMMUNITY INFORMATION
- HOUSING ASSISTANCE
- FAMILY SERVICES

### CALLER FEEDBACK

WOULD CALL 211 AGAIN  
**93%**

SATISFIED / VERY SATISFIED  
**93%**

RECEIVED REFERRAL  
**80%**

FOLLOWED UP ON REFERRAL  
**86%**