

211 Q&A as presently understood. (20130905)

<p>How does an agency get its information on 211?</p>	<p>Call 211. Identify that you are from an agency wishing to add information to the 211 database. They will take the required information and forward you an email outlining your next steps.</p>
<p>What should I consider when inputting information about my agency ?</p>	<ol style="list-style-type: none">1. Begin by thinking about what you are placing into the database by considering what a potential client might want and need to know.2. Give detailed information on the services or programs and their descriptions, the WHAT. Not the how or the who. Provide a record for each of these services or programs rather than putting them all into one record.3. 211 staff look at the record you provide and draw from that the keywords that would be used to search the database. You may wish to identify keywords to help them in this process for example if a program is for youth you may want to identify youth as a keyword
<p>4. I am being asked by the CCAC to provide the same information. Does CCAC work with 211?</p>	<p>Information from the Ottawa CCAC is provided to 211 however it is often stripped and certainly delayed in getting onto the 211 database.</p> <p>There is no similar arrangement with our other CCAC so at this point not sure how that happens or if that happens.</p> <p>Both CCAC's do ask for different information or additional information to that which 211 would ask for.</p> <p>SO WHAT NOW? Best thing for our children, our youth and their parents is to provide the information directly to 211 that you may also have to provide to your CCAC.</p>

<p>5. How can we tell in the future if our 211 information is being used and if so what information is being used?</p>	<p>You can contact 211 at any time to ask them for the information as to the number of hits on your particular entry. 211 collect information as to the number of hits on their database from different areas. Those areas are for Eastern Ontario Kingston and Ottawa in our case so it is mixed with other counties' information but will become more and more pinpointed over time.</p>
<p>6. Is there a template for data entry?</p>	<p>Yes you will be able to access that on our every kid website by going to the tab marked 211.</p>
<p>7. What is available to provide more information and materials for promoting 2112 my stuff and to our clients?</p>	<p>On our every kid website under 211 tab you will find answers to this question. You will find some items that you can include on your own website as well as some items that you may wish to print and post in your offices.</p> <p>In addition United Way has materials that will be provided to you at our next lead table meeting.</p> <p>For more info, promotional material go to www.211ontario.ca and look around.</p>

<p>9. What are the plans for the 211 database?</p>	<p>The database as you see it on the website was intended to support the phone line. It is recognized by 211 that many including youth do not use the phone. A new website is to be released within the next few months which will be more user-friendly.</p> <p>The database will continue to serve 211 phone calls as well as serve those who access 211 using the chat which you will find on the 211 website. Try it out!</p>
<p>10. Why 211 locally and who supports its cost?</p>	<p>10. 211 is supported by fund-raising through United Way. For many it is the answer to the dream of one place where people can go to find information.</p> <p>211 Is also supported by each of those agencies that provide accurate comprehensive information regarding their programs and services. Such information is key to addressing the six goals of Every Kid.</p> <p>There is speculation that 211 will be identified as essential in the same way that 911 has been identified and is now provincially supported.</p>

11. Where do we go from here? ...as I see it.

A. Encourage and support each member to provide client oriented comprehensive descriptions of EACH of their services and programs.

B. Monitor usage of 211 through the services they provide and request information on the number of hits on your entries.

C. With the support of 211 staff member hold a workshop for those responsible for input at each agency. Focus of such a workshop would be enhanced quality of information.

D. Provide staff members and clients with information and promotional materials related to 211 so as to allow people to know it is the place to turn when they are seeking information.

E. Within the year review the 211 website from the point of view of a child youth or parent to determine its effectiveness and to provide suggestions for improvements.