

# CAI&RS

NEWSLETTER

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Summer 2007

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

## Solano County 2-1-1 Service Launch Announced

**H**ELPLINK, the United Way of the Bay Area Information and Referral Service is planning to pilot 2-1-1 Solano in a partnership program with the Solano County Department of Health and Social Services.

At a meeting of the Solano 2-1-1 Champions — a community wide committee of public, philanthropic, private and non-profit organizations — Supervisor John Vasquez and Department Head Patrick Duterte announced that in September the joint effort would begin for clients and potential clients of the Health and Social Services Department. HELPLINK Executive Director Ed Schoenberger and County Deputy Director of Employment and Training Christiana Smith outlined the details of the pilot program.

Since 1995, the Solano County Health and Human Services Department has partnered with HELPLINK, the information and referral organization serving San Francisco and several other Bay Area counties. HELPLINK has maintained the database for Solano County and trained county staff in Information and Referral practices and principles. HELPLINK, which has been designated by the CPUC as the 2-1-1 provider for the County, is preparing with the County to coordinate databases, call protocols and outreach plans for the pilot.

According to the Department and HELPLINK the partnership will provide:

- ♦ Improved and enhanced levels of information and referral help to clients and potential clients of the Department.
- ♦ Appropriate connections to programs and services provided by the Department.
- ♦ Enhanced hours of service and multi-lingual capacity.
- ♦ Help to some 30,000 callers a year in need of information and referral services and/or help from county service staff — currently being assisted through the County's 800 number.
- ♦ Special call protocols to refer senior, youth and mental health crisis calls directly to county crisis services.

- ♦ Regular Information and Referral Services to anyone who calls 2-1-1 in Solano County by land line or cell phone.
- ♦ An opportunity to test and develop the 2-1-1 system prior to a general county and Bay Area-wide launch of the multi-county service.

The committee and committee members adopted a plan for a full public launch in the County later this fiscal year by:

- ♦ Encouraging all non-profits and county departments to update their information through the 2-1-1 on-line reporting tool.
- ♦ Contacting agencies to educate them about 2-1-1 and its uses.
- ♦ Meeting with the Children's Network, the network of senior-serving agencies convened by Senior Information and Assistance in Solano, the Solano Coalition for Better Health and other service groups to adopt necessary call protocols and provide face to face orientation to 2-1-1.
- ♦ Planning outreach efforts to local civic, business, government and other groups to promote awareness of 2-1-1.
- ♦ Completing fundraising efforts with Bay Area-wide and Solano funders to match investments already committed by the United Way of the Bay Area and the Solano County Department of Health and Social Services.

The committee outreach to agencies highlighted the importance of 2-1-1 to community agencies by referring to:

**The Need for Help for helpers:** 2-1-1 is a great resource for professionals. Nationally, 15 to 20 percent of 2-1-1 calls come from human service professionals who call to get information to help their clients. 2-1-1 is a free, time-saving tool for social workers, clergy, doctors, legislators and others trying to help people.

**Ease of Access:** In addition to phone access, Solano residents can also search the 2-1-1 database online to find information about 1,600 community services in the Bay Area. The website [www.211bayarea.org](http://www.211bayarea.org) has additional 211 related resources and information.

*Continued on next page*

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The 2-1-1 Solano Champions and its endorsers include several County Programs, Employment and Training, Emergency Preparedness, Family Violence Prevention, Veterans Services, Maternal, Child and Adolescent Health Bureau along with the Solano Coalition for Better Health, the Solano County Office of Education, the Children's Network of Solano County, the Partnership Health Plan of California, Solano County Family and Children's Services, Youth and Family Services, Inc. First 5 Solano, Valero Energy Corporation, the North Bay Health Care Group, the Area Agency on Aging Serving Napa-Solano and many others.

The transition of Solano County Health and Social Services' 800-number to 2-1-1 is part of a pilot program that will introduce 2-1-1 to the county. 2-1-1, when it is ready to be announced throughout the Bay Area, will be launched publicly in early 2008 by all of the United Way and local non-profits involved in the provision of 2-1-1 services to Bay Area residents.

Currently 2-1-1 is available in the Bay Area in San Francisco through HELPLINK and in Santa Clara by the United Way Silicon Valley. It is currently being tested in Alameda County by Eden I&R, Inc., and by the Contra Costa Crisis Center in Contra Costa County. HELPLINK is testing the system in Marin and Napa. San Mateo and Sonoma County, the only two counties in the Bay Area not yet officially eligible to start 2-1-1 services, are in the planning stages — in Sonoma led by the United Way of Sonoma, Mendocino and Lake Counties and the Volunteer Center of Sonoma County; and in San Mateo by the United Way of the Bay Area in partnership with UW Silicon Valley.

For further information about the Solano pilot, please contact Edward Schoenberger, Executive Director, HELPLINK, UW-BA Community Information Center, 415-808-4304 or [eschoenberger@uwba.org](mailto:eschoenberger@uwba.org).

— Edward Schoenberger  
HELPLINK, UWBA



## AIRS Online Training is Affordable and Accessible

**D**o you have a busy schedule and struggle to find the time or money to attend conferences and take courses? Do you have new staff who need training now? Do you have staff who need training prior to taking AIRS Certification training? Then CEQuick AIRS is for you! These are courses you can take at your own pace — and at the times most convenient for you and your workload.

AIRS offers online training for I&R professionals. The training is easy to use, accessible 24/7, and affordable. Such topics as Elder Abuse, Working with Challenging Clients, Ethnicity, Culture and Alcohol, and Managing Teams are likely to interest AIRS/CAIRS members. The training site, CEQuick, offers these and many more courses.

AIRS has developed some initial I&R courses and will be providing additional courses on an ongoing basis. AIRS, in partnership with Essential Learning, is pleased to provide access to online training for all its members and for everyone working within the world of I&R.

Training courses include “The I&R Process” and “An Introduction to Taxonomy and Indexing.” Other courses are Introduction to I&R, Overview for Resource Specialists, Serving People with Mental Health Issues, and Working with Challenging Clients.

There are many additional courses developed by Essential Learning that cover a wider range of general organizational issues as well as specialized human services. These courses include: Domestic Violence and Intimate Partner Abuse, Calming Children in a Crisis, Adolescent Suicide, Sleep and Mental Health, Eating Disorders, and many others.

Each course provides concise, comprehensive and relevant information that will help participants improve their understanding of the course work topic areas and acquire new skills.

Costs for courses vary from \$6.00 to \$40.00, with most in the \$10.00-\$20.00 range. All AIRS members at the Enhanced and Premium Levels receive a **10% discount** for any training and education courses purchased online. Check out the AIRS website at [www.airs.org](http://www.airs.org). Go to the right column “Latest News” and click on “Online Training For AIRS Members.” It will take you to the AIRS Training Page where you register and get a list of courses.

—Elaine Martinez Curry  
EMC Consulting Services



## Letter from the President . . .

Dear CAIRS Members,

At last, I can happily report that Verizon Wireless has come on board to provide California cellular customers with access to 2-1-1 services. Verizon plans to implement the service in all counties with a 2-1-1 provider throughout the month of August. CAIRS' goal of securing 2-1-1 access from all wireless carriers is now complete due in great part to the tireless efforts of Sara Matta, CAIRS – 2-1-1 Committee Chair and Andrew Ulmer, CAIRS legal counsel (pro-bono services provided!).



It is with much sadness that we bid goodbye to Angie Baur, Executive Director of 211 Orange County and CAIRS Vice President of Operations who leaves the 2-1-1 arena to head up the South Coast YMCA as their Executive Director. Her dedication and social service expertise helped pioneer the Southern California regional launch of 2-1-1 services and helped to greatly advance the level of training provided by CAIRS. She will be missed and we wish her abundant success in her new field.

With the strong support of its Board of Directors, United Way of Fresno County has submitted to the California Public Utilities Commission their application to be designated as the 2-1-1 service provider for Fresno County. This is the first application in a series to service a multi-county region. The contact for United Way of Fresno is Anthony Richardson, Call Center Manager. With Fresno County, there will now be 20 counties in the State of California designated as having 2-1-1 providers.

Sheila Carroll, United Way of Stanislaus' new Board Chair and Tom Ciccarelli, President/CEO United Way of Stanislaus have announced plans to GO LIVE with 2-1-1 Stanislaus HelpLine, Wednesday, August 29, 2007. Liz Gimble, 2-1-1 Project Coordinator for United Way of Stanislaus also informs us that 2-1-1 San Bernardino is their partner agency for after hour service (7pm-7am M-F and 48 hours on the weekends).

CAIRS extends its warm congratulations to the United Ways of Stanislaus and Fresno for this major accomplishment!

—Maribel Marin  
211 LA County

### CAIRS Calendar 2007-2008

2-1-1 Regional Meetings - see box on Page 6.

Sept. 28 **2-1-1 Summit Meeting - Sacramento**

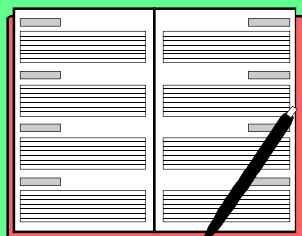
Watch CAIRS website for details on Summit meeting to build consensus on specific strategy to achieve statewide 2-1-1 coverage by 2010.

Nov. 15-16 CAIRS Board Meeting/Retreat - Asilomar

Spring 2008 CAIRS Annual Conference - San Jose, Davis or Sacramento

Visit [www.cairs.org/conferences.htm](http://www.cairs.org/conferences.htm) for more information

Dates and locations subject to change



### CAIRS Officers

*Maribel Marin*  
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The CAIRS Newsletter is published quarterly by the California Alliance of Information and Referral Services.

The CAIRS newsletter is provided as a benefit to all CAIRS members. Please contact CAIRS if you wish to reprint any part of this newsletter.

If you would like to submit an article to the CAIRS Newsletter, please contact:

Barbara Bernstein  
Editor, CAIRS Newsletter  
Eden I&R  
570 B Street  
Hayward, CA 94541  
Bbernstein@edenir.org

CAIRS is an affiliate of AIRS  
(Alliance of Information  
and Referral Systems)

California Alliance of Information  
and Referral Services  
17853 Santiago Blvd., Ste. 107-349  
Villa Park, CA 92861

[www.cairs.org](http://www.cairs.org)  
[cairs@hotmail.org](mailto:cairs@hotmail.org)

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## Taxonomy Web Site Upgrade Unveiled

The [www.211Taxonomy.org](http://www.211Taxonomy.org) Web site has been upgraded. While most of the changes support Taxonomy database maintenance functions, there are a few new things that are of importance to subscribers. The first link on the home page provides a summary of the changes you can expect to see as you move through the site. Read that before proceeding.

The first thing you will want to do is select a locale for searching purposes. Previously, when you searched, you accessed everything in the Taxonomy whether applicable or not. Now there are three choices: 1) the U.S. English locale (contains only terms that are valid for use in the United States — Canadian only terms have been eliminated); 2) the Canadian English locale (contains only terms that are valid for use in Canada — U.S. only terms have been eliminated and Canadian term names/ definitions have been substituted, where relevant); and 3) the master version (the “old” version that includes both Canadian and U.S. terms). Eventually there will be a fourth option: the French Canadian locale. You probably want to select the version that is appropriate for the U.S. or Canada. Simply click on the “change” link next to the line that reads “Viewing: Master Taxonomy”. It is located directly beneath the “Log Out” button at the top of the page. Then move to the search page and try it out. The NL section is a good place to start.

The only extraneous data you will see are some of the use references which need to be edited one by one. Included are use references with spellings that are inappropriate to each of the countries (“counseling” in the U.S. and “counselling” in Canada, for example) and use references such as “990 Forms” (a use reference for “Tax Forms” that apply in one country but not the other). We will be working on these over the next few weeks. When the Web site is next updated, you will see only use references appropriate to each of the two, country-specific locales.

There are also Canadian and U.S. versions of the XML for download purposes and as well as the PDF files. All are accessible to all subscribers.

As you search, note that the code structure has been expanded to allow for insertion of codes in areas that were previously full. This was a necessary change to enable the Taxonomy to grow. We were simply running out of space. The old code structure was AA-####.####-## where “A” is an alphabetical character and # a numerical one. The new structure will be as follows: AA-#####.#####-####.###. The code for *Domestic Violence Shelters*, for example is now BH-1800.1500.100.

We will also be adding a few level 6 terms as well as bibliographic references and a comments field. Check out the structure under *Mood Disorders*. We have inserted a level 5 term for *Depression* and have moved the concepts for specific types of depression beneath it as subsets. The bibliographic references are drawn from the “Acknowledgments” document and will allow you to copy a link to display the document(s) that were used to research the name and/or definition for the term. In some cases, the documents are no longer available, but we have retained the references to give proper credit to the sources used in our work. The comments field will allow us to provide indexing and searching suggestions regarding specific terms. None had been added when this article was written, so there are no examples to share. You can expect to see these changes when the Web site is next updated.

You will note a change in the *Recent Changes*. We did not convert the codes to their new format. The information is available but you can no longer display the term record by clicking on the term name. As changes and additions are recorded using the new code format, the record view will again be available for those terms.

This is Phase I of the Web site upgrade. Phase II will give you some new, very useful functionality including custom reports and the ability to create, save and share specialized filter sets of terms from the Taxonomy. Expect to see that in about a month.

— Georgia Sales  
211 LA County

### Reach a Statewide Audience with CAIRS

Have a conference, service or product you want to promote statewide? Consider purchasing ads in the CAIRS Newsletter. The current circulation is over 200, with membership in CAIRS continuing to grow. We are offering very low advertising rates:

**For-Profit rate = \$400 for 4 quarter page ads (\$100 per ad)**

**Non-Profit rate = \$200 for 4 quarter page ads (\$50 per ad)**

If you are interested contact Barbara Bernstein at (510) 537-2710, ext. 8; or by email: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)





## The Problem About Problem/Needs

All I&Rs are aware of their ability to provide insights into the needs of their communities by gathering and distributing information based on the needs of their callers.

But can those needs also tell a story on a regional, state or even national basis?

One of the barriers to this has been the lack of a national approach to the categorizing of problem needs.

For the past few months a small group of I&R and 2-1-1 folks from around the country (including Ellen Shannon and Georgia Sales from 211 LA County) have been discussing the creation of a national category/needs list under the AIRS flag to allow for the consistent and credible reporting of community needs across jurisdictions.

The basic premise of the group has been that:

- The finished article will not be perfect but it will be something that can be used and gradually improved.
- The problem/needs will be drawn from the hierarchy, terms and definitions of the AIRS/ INFO Line Taxonomy of Human Services.
- The number of categories should be “manageable” and understandable. There is no merit in having 48 categories that will only serve to confuse people trying to use the information. The categories should make sense within a pie chart (i.e. not be condensed into tiny slivers of the pie).
- The problem/need categories will not directly reflect target terms or the demographic groups for whom services are designed. The system will concentrate on what the need is rather than who it is for.
- Agencies must maintain the ability to categorize I&R inquiries according to the stipulations of local funders and community needs. However, it is envisioned that comprehensive I&R agencies should develop an ability to report their inquiries in accordance with the national problem/needs categories and that this ability will be mandatory for 2-1-1 services.
- Agencies who currently report their problem/needs according to the Taxonomy code of the referral provided will find ways to “point” the terms to the higher level categories of the AIRS list. Agencies that are not currently using problem/need categories that directly

relate to Taxonomy indexing, will develop equivalencies/cross-walks that are as close as possible to the definitions of the AIRS problem/needs categories. It does not always have to be a perfect match as any percentage effect on aggregate totals is likely to be minimal.

- There *will* be categories where closely related calls will be counted in different areas even though they are really more alike than not. For example, some calls on volunteer issues may be included within one category and excluded from the Volunteers category.

After several versions, a draft list of potential categories has been created and is going to be field-tested by a handful of agencies.

A detailed document will then be provided to the entire I&R field and if a strong consensus can be created, it may become our official national standard!

Here are the provisional categories just to give you some initial idea ...

**Food/Meals**

**Housing/Shelter**

**Clothing/Personal/Household Needs**

**Transportation**

**Consumer Assistance/Regulation**

**Legal/Justice**

**Education**

**Health Care**

**Employment**

**Income Support/Assistance**

**Individual, Family and Community Life**

**Information Services**

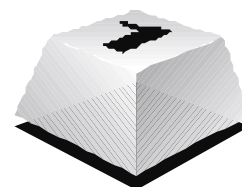
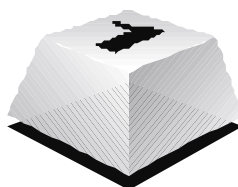
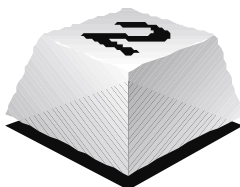
**Mental Health/Addictions**

**Volunteers/Donations**

**Disaster Services**

— Clive Jones

Sooke, British Columbia



## First 5 Funding for California 2-1-1/I&R's

FUNDING YEAR	FUNDING TOTAL	FUNDED COUNTIES
2001 to 2005	\$2,927,511	Alameda Butte Contra Costa Humboldt Nevada Orange Riverside San Diego Santa Barbara Stanislaus Ventura
2005 - 2006	\$2,694,480	Alameda Contra Costa Humboldt Los Angeles Nevada Orange Riverside San Diego Santa Barbara Stanislaus Ventura
2006-2007	\$3,010,043	Alameda Contra Costa Humboldt Los Angeles Orange San Diego Santa Barbara Stanislaus Ventura
2007-2008 and beyond	\$8,631,933	Alameda Butte Contra Costa Los Angeles Orange San Diego Santa Clara Stanislaus Ventura

**TOTAL FUNDING = \$17,263,968**

### CAIRS Regional Meeting Update

Find out how to bring 2-1-1 service to your county by attending one of the 2-1-1 planning meetings listed below.

**Redding – August 27 – 1:00 p.m. to 4:30 p.m.**

*Shasta Regional Community Foundation*

*1335 Arboretum Drive, Suite B, Redding, CA 96003*

**Sacramento – August 28 at 12:30 p.m. to 4 :00 p.m.**

*The California Endowment*

*1331 Garden Highway, Sacramento, CA 95833*

**Lunch will be served at each meeting**

Each site can only accommodate 25 attendees so please RSVP to:

**Elaine Martinez Curry, MS, EMC Consulting Services, 805 217-5994, [curryelm@verizon.net](mailto:curryelm@verizon.net)**

## CAIRS Board of Directors

**Mary L. Adams** Work: (831) 372-8026  
 President/CEO Fax: (831) 372-4945  
 United Way Monterey County  
 211 Garden Road, Suite C-100  
 Monterey, CA 93940 E-mail: [madams@unitedwaymcca.org](mailto:madams@unitedwaymcca.org)

**Tesfa Ayenew** Work: (951) 686-4402  
 Director of I & R Fax: (951) 686-6417  
 Volunteer Center of Riverside County  
 P.O. Box 5376  
 Riverside, CA 92517-6417 E-mail: [tayenew@vcrivco.org](mailto:tayenew@vcrivco.org)

**John Bateson**, VP Operations Work: (925) 939-1916  
 Executive Director Fax: (925) 939-1933  
 Contra Costa Crisis Center  
 P.O. Box 3364  
 Walnut Creek, CA 94598 E-mail: [johnb@crisis-center.org](mailto:johnb@crisis-center.org)

**Barbara Bernstein**, Communications Chair  
 Eden I&R Work: (510) 537-2710 x8  
 570 B Street Fax: (510) 537-0986  
 Hayward, CA. 94541 E-mail: [bbernstein@edenir.org](mailto:bbernstein@edenir.org)

**Elaine Martinez Curry**  
 Former Director, Cell: (805) 217-5994  
 2-1-1 Ventura County E-mail: [curryelm@verizon.net](mailto:curryelm@verizon.net)

**Nancy Findeisen**, Secretary  
 Community Services Work: (916) 447-7063 x 328  
 Planning Council Fax: (916) 447-7052  
 909 12th St., Suite 200  
 Sacramento, CA 95814 E-mail: [nfindeisen@communitycouncil.org](mailto:nfindeisen@communitycouncil.org)

**Marta Florez**  
 Housing Specialist Work: (650) 595-0783 x 118  
 Center for Fax: (650) 595-0261  
 Independence of the Disabled  
 875 O'Neill Avenue  
 Belmont, CA 94002 E-mail: [martaf@cidbelmont.org](mailto:martaf@cidbelmont.org)

**Maribel Marin**, President  
 211 LA County Work: (626) 350-1841 x2100  
 PO Box 726 Fax: (626) 442-6940  
 San Gabriel, CA 91778-0726 E-mail: [Mmarin@211la.org](mailto:Mmarin@211la.org)

**Sara Matta**  
 2-1-1 San Diego Work: (858) 300-1303  
 P.O. Box 881307 Fax: (858) 300-1301  
 San Diego, CA. 92168-1307 E-mail: [smatta@211sandiego.org](mailto:smatta@211sandiego.org)

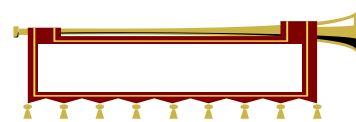
**Ed Schoenberger**  
 HELPLINK Work: (415) 808-4304  
 221 Main Street, Suite 300 Fax: (415) 856-0906  
 San Francisco, CA. 94105 E-mail: [eschoenberger@uwba.org](mailto:eschoenberger@uwba.org)

**Cory R. Scholtes**, Treasurer Work: (559) 453-4405  
 Direct Services Supervisor Fax: (559) 453-5111  
 Fresno-Madera Agency on Aging  
 2085 East Dakota Avenue  
 Fresno, CA 93726 E-mail: [cscholtes@fmaaa.org](mailto:cscholtes@fmaaa.org)

**Dave Smith**  
 United Way of Work: (805) 485-6288 x 251  
 Ventura County Fax: (805) 485-4845  
 1317 Del Norte Rd., Ste. 100  
 Camarillo, CA 93010 E-mail: [dsmith@vcunitedway.org](mailto:dsmith@vcunitedway.org)

**Tara Sullivan-Hames**, VP Membership  
 Butte County I&R Work: (530) 879-2455  
 Project HelpCentral.org Fax: (530) 895-6488  
 2445 Carmichael Dr.  
 Chico, CA 95928 E-mail: [tsullivanhames@ncen.org](mailto:tsullivanhames@ncen.org)

**Brandon O'Brien**, Ex-Officio  
 Associated Partners in Work: (714) 442-3816  
 Healthcare Fax: (714) 442-3803  
 PMB 349, 17853 Santiago Blvd.  
 Villa Park, CA 92861 E-mail: [brandonobrien@hotmail.com](mailto:brandonobrien@hotmail.com)



### Become a California Leader in the Information and Referral Field. Explore Joining the CAIRS Board!

CAIRS is looking for new leadership, new ideas and fresh energy on the Board.

Like any other professional association CAIRS does not run itself. It takes the leadership, hard work and cooperation of its members to simply survive, much less flourish, prosper and succeed. Because we do not have paid staff, it has taken the participation, planning and implementation efforts of Board members and other individual CAIRS members for our conferences, training, newsletters and advocacy to succeed.

Right now, making 2-1-1 a reality in every California community is our priority! This is a remarkable opportunity and challenge to us as the premier Information and Referral organization in the State. This is the moment for increased involvement from more of you in the field.

If you are interested in being on the Board or would like to nominate someone, please send the appropriate information to Ed Schoenberger, Nominations Committee, CAIRS at [eschoenberger@uwba.org](mailto:eschoenberger@uwba.org).

Write *CAIRS BOARD* in the subject line.

—Ed Schoenberger  
 United Way of the Bay Area