

CAIRS

NEWSLETTER

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Winter 2007

CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

2-1-1 Service Reaches 63% Of Californians

2-1-1 service is currently available to almost 63% of California's population as listed in the following table. 2-1-1 service is now active in Ventura, Los Angeles, Orange, Riverside, Santa Barbara, San Diego, San Francisco and San Bernardino counties.

While no public announcement has been made, Alameda, Contra Costa and Marin Counties have 2-1-1 service operating in test mode, Santa Clara is scheduled to commence February 11, 2007, and Sacramento and Stanislaus have plans to launch later in the New Year. Kern County (Community Action Partnership of Kern) has submitted its application to the CPUC. In other areas, Fresno/Madera and Napa/Solano are working on their CPUC applications; a 2-1-1 committee is forming in San Mateo in the New Year; and 2-1-1 preliminary work is under way in Monterey.

— Sara Matta, Executive Director

County	Population	% of CA
Los Angeles	9.9 Million	27.40%
Orange	2.9 Million	8.03%
Riverside	1.9 Million	5.26%
San Bernardino	2.9 Million	8.03%
San Diego	2.9 Million	8.03%
San Francisco	739,426	2.05%
Santa Barbara	400,762	1.11%
San Luis Obispo	255,478	0.71%
Ventura	796,106	2.20%
TOTALS	22,691,772	62.80%
California	32,132,147	100%

Information was derived from the U.S. Census Bureau
<http://quickfacts.census.gov/qfd/states/06000.html>



CAIRS Calendar 2007

Please note that the CAIRS Board of Directors decided at their annual retreat to have one major statewide conference in 2007. The CAIRS annual conferences will alternate each year between Northern and Southern California. The 2007 conference will be held at the beginning of May in Southern California. The structure of the conference will also be different, introducing day-long "tracks" by interest area. Additional conference information will be sent to all CAIRS members in the near future.

Letter from the President . . .

Dear CAIRS Members,

Hope you are enjoying the holiday season. The CAIRS Board recently held its annual retreat in beautiful Asilomar in Monterey. We welcomed new Board Member **Mary Adams** and said goodbye to two Board members, Allan Friedman and Brandon O'Brien. Allan's agency, the California Foundation for Independent Living Centers, Inc. has changed its focus to working almost exclusively on advocacy and legislative issues. However, Allan expresses great confidence that new Board Member, **Marta Florez** will provide a strong voice for the disability perspective on the board. Brandon steps down from the Board but remains an ex-officio member as CAIRS financial manager. Allan and Brandon, we thank you greatly for your contributions to the I&R field and for your friendship — you will be missed!



Congratulations are also due to two new CAIRS Board officers — **Nancy Findeisen** steps in as Secretary and **Cory Scholtes** is our new Treasurer. Additionally, **Sara Matta**, our outgoing President, has agreed to serve as our 211 Committee Chair for 2007. Thanks Sara for the tremendous leadership you provided this past year, lighting the way for 211's on how to access Homeland Security grant funding and continuing to press for 211 access for Verizon Wireless customers.

To date, **VONAGE**, **Time Warner**, and **Charter** digital/internet phone service providers have agreed to provide 2-1-1 access for their California customers, joining **T Mobile**, **Cingular**, and **Sprint/Nextel** who have each provided access free of charge to 2-1-1 service providers. Communication continues between the existing 2-1-1 service providers and **Verizon Wireless** in hopes that they will follow suit.

In the Year 2007, the CAIRS Board is excited to bring new trainings to the membership that focus on more intensive curriculums in the areas of call center technology, senior services and cultural competency. We also look forward to continuing our implementation of the 211 CA Business Plan as part of the 211 CA Partnership and enabled through the funding of the United Ways of California, the Irvine Foundation and the California Endowment. Finally, CAIRS has big plans for updating our website resources, engaging more with our membership via the CAIRS listserve, and providing more opportunities for AIRS certification testing. Thanks to the membership for your continued support and let us hear from you.

— *Maribel Marin, CAIRS President*

Are you a Caregiver?

Caregivers can be family, friends, partners, or neighbors. Most caregivers develop into their roles slowly by assuming a single task such as driving a family member to a medical appointment. As the care recipient becomes more dependent and/or disabled the caregiver takes on more and more responsibilities. If a family member or friend depends on you for support and assistance, you are a caregiver.

For information on caregiver issues, guidance and networking, please visit the following:

www.caregiver.org and www.nfcacares.org

or your local Area Agency on Aging at 1-800-510-2020.



— *Cory Scholtes*

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Secretary

Cory Scholtes
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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.

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AIRS/CAIRS On-line Training Beginning January 2007

Beginning January 2007, AIRS/CAIRS members will be able to access valuable information and referral training on-line. AIRS has partnered with CEQuick, a service of Essential Learning, to provide state-of-the-art training modules for members. Essential Learning is the registered provider for state and national accreditations in the health and human services sectors.

All CAIRS members will be able to access the training, but members at the Enhanced and Premium levels will receive a 10% discount on the cost of each training module. AIRS has developed five modules to kick-off the on-line training. These are: Introduction to I&R; Overview for the Resource Specialist; The I&R Process (from contact to closure); Introduction to Taxonomy and Indexing; and Handling Challenging Clients. While the entire array of CEQuick training modules are available to AIRS/CAIRS members, AIRS has identified 19 of the

current modules that are particularly relevant to I&R. In addition, AIRS is planning to develop six new modules in 2007 that are specifically aimed at enhancing the capability of the I&R field.

Most of the courses will cost from \$15 to \$40 depending on their length.

Clive Jones, AIRS consultant for the project, is excited about the opportunity for I&R staff to have access to quality training anytime throughout the year. "When we surveyed our members on their needs, on-line training proved Number One by a distance," said Clive. "The new courses are very interactive and I&R staff can complete them at their own pace."

You can check out the offerings at www.cequick.com/airs.

—Nancy Findeisen

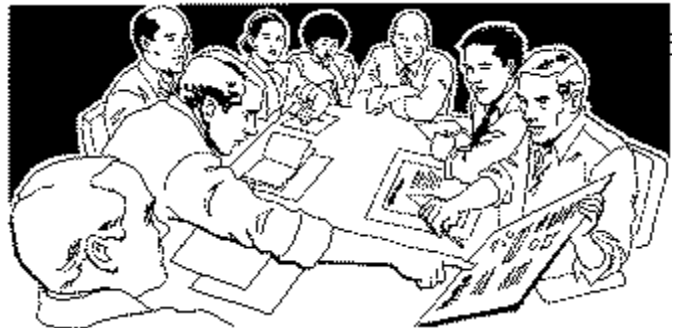
2-1-1 Planning in Monterey County

Monterey County officials in the Department of Social and Employment Services have approached United Way Monterey County to advance the concept of 2-1-1 throughout the county. A coalition of potential funding partners, information and referral specialists and United Way and county staff have met to assess possibilities. The awareness that the entire area code of 831 should be included prompted discussion about involving partners that would include Santa Cruz and San Benito counties.

Based on experience of other counties where 2-1-1 has been implemented, the coalition in Monterey County has some creative ideas on funding this service. In a county where one in every three residents uses a United Way agency annually,

the awareness of the need for 2-1-1 is daunting. The coalition will reconvene in January with the goal of crafting a braided funding plan that would make 2-1-1 a reality by 2008.

—Mary Adams



Participate in the New CAIRS Listserv

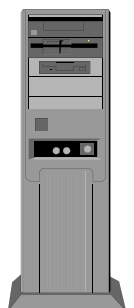
WHO: Current CAIRS/AIRS members are encouraged to visit the new Listserv and post new messages at any time.

WHAT: Listservs allow a group of people to share communications by e-mail. The new Listserv for CAIRS provides an ongoing opportunity for members to exchange ideas, ask questions, discuss solutions, promote communication, analyze issues, and give input to the CAIRS Board. The CAIRS Board uses the Listserv to conduct surveys, post timely information and updates, and participate in discussions with the membership.

WHERE: CAIRS@atnet.org is the address.

HOW: All current CAIRS/AIRS members have been added to the Listserv. If you're a new member you will receive an introductory e-mail message that will include an **unsubscribe** link if you do not want to participate as well as a **subscribe** link if you would like to add additional agency staff to the listserv.

CONTACT: Tara Sullivan-Hames, CAIRS Membership Vice President, tsullivanhames@ncen.org -- 530-879-2455 voice or 530-895-4010 fax





TeleInterpreters And AIRS

Information and Referral organizations and government agencies have a mandate to provide limited English proficient individuals with access to quality language services. That's why AIRS has turned to TeleInterpreters—The Performance Leader in Language Interpretation Services. AIRS and TeleInterpreters have recently updated and signed a new agreement which lowers AIRS and CAIRS members' rates significantly and adds translation (written word) services.

TeleInterpreters' performance-based business model uses quality as the foundation for driving cost efficiencies to provide the greatest return on investment to its customers. Each component of TeleInterpreters' language services business—interpreter resources, technology, and processes—is calibrated to quality.

Professional Interpreters

Only professional interpreters qualify to represent the multilingual voices of your customers and prospects. From Arabic to Zulu, our interpreters support more than 150 languages and dialects and are just a toll-free number away from your organization 24/7, 365 days a year. TeleInterpreters offers its customers in-language interpreter queues supporting the most requested languages and a network of more than 2,700 scheduled, professional interpreters to tap the best language skills and resources.

Setting the Standard of Excellence in Language Services

Linguistic expertise

Language proficiency may seem an obvious qualification, but at TeleInterpreters our standard is not proficiency; it's native-speaking mastery in both English and the target foreign language. This is an important quality and performance distinction, particularly from service providers that source overseas using bilinguals who may not have high-level English skills necessary for accurate and efficient interpretation.

Consecutive interpretation skills

With two decades in the language services industry, first establishing our reputation with certified Onsite Interpretation Services to support legal and medical proceedings, our Over The Phone Interpretation Services reflect the rigorous interpreter certification requirements prescribed by the judicial system. As a language interpretation company, we're not in the business of performing everyday bilingual conversation. Your critical customer applications require advanced interpreter skills.

Industry qualifications and experience

Key industries, such as healthcare, insurance, legal, and financial services, have important knowledge-base requirements. Through our industry-specific training, performance-based testing programs, and skills-based routing, TeleInterpreters ensures that these customers are connected to interpreters qualified in their industry sector.

Cultural aptitude

The world is diverse culturally as well as linguistically. In fact, in the more than 20 countries where Spanish is spoken, each country has cultural distinctions, regionalisms, and idiomatic expressions that impact language meaning. TeleInterpreters requires its interpreters to have lived in both the U.S. and the country of language origin to ensure that they have the cultural aptitude required for accurate interpretation.

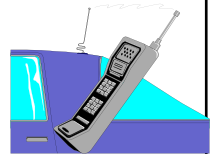
Customer service skills

We are the voice of your customers. But more than that, we're also the voice of your customer service representatives as we facilitate communication between your customer and agent. As a representative voice for your agent, TeleInterpreters understands the effect quality customer service has on multilingual markets that tend to be highly brand loyal and brand advocates within their cultural communities. Delivering a branded customer experience through quality customer service is a key objective for every interpretation call.

Quality Technology and Processes

TeleInterpreters continues to break call volume records. Our technology and operational processes ensure scalability, business continuity, and service level performance with:

- ◆ Integration of proprietary systems and advanced software and hardware from best-in-class technology providers
- ◆ Telecommunications and data infrastructure scaled to meet our rapidly expanding service volumes
- ◆ Redundancy and multi-level tested, instant fail-over for disaster recovery
- ◆ Quality monitoring technology and established processes that ensure optimal performance of our interpreters
- ◆ Information security practices that meet the stringent requirements of our financial services customers and government support programs, where confidential data must be protected
- ◆ Dedicated, proactive customer and technical support partner with TeleInterpreters for superior multilingual customer management solutions.



Dear CAIRS Members:

Because TeleInterpreters offers discounted prices to the members of CAIRS, it was decided to include information about this company in the newsletter. I welcome your comments about whether or not you find this information useful. I look forward to hearing from you. Barbara Bernstein, CAIRS Newsletter Editor, 510-537-2710, ext.8; bbernstein@edenir.org

New Congress Next for 2-1-1 Legislation

With the “Calling for 2-1-1 Act” stalled in the 109th Congress, United Way of America staff and leaders in the 2-1-1 field have turned their attention to the next Congressional session and strategies required to encourage passage of federal legislation in 2007.

According to United Way of America, the intent in early 2007 is, “to introduce and pass as robust and clean a bill as possible, as quickly as possible.” UWA officials noted they are hopeful of a positive response from the next Congress, with 199 bipartisan co-sponsors of the “Calling for 2-1-1 Act” as a testament to the strong public policy advocacy in support of this important legislation by 2-1-1’s and United Way organizations across the country.

While several amendments to the federal legislation have been made since the measure’s initial introduction two years ago, the most recent version of this legislation would have delivered important funding to the 2-1-1 process, with \$50 million available in year one following passage of the legislation, with \$50 million or less available in subsequent years. Those numbers could change when updated legislation is introduced in the next session of Congress.

The “Calling for 2-1-1 Act” is considered critical to the long-term funding needs of 2-1-1 programs, with 2-1-1 continuing to show dramatic growth nationally, with approximately 193 million Americans — over 65 percent of the population — now having access to 2-1-1 systems in all or part of 41 states, plus the District of Columbia and Puerto Rico.

According to UWA, between October 2005 and October 2006 there was a 19 percent increase in access to 2-1-1 across the United States, with a goal of service being available to 80 percent of the population by the end of 2007.

However, Linda Daily, Director, 2-1-1 United Way of America, noted, “One of the key challenges we face going forward is institutionalizing 2-1-1 in the hearts and minds of all people in North America. While 65 percent of the population has access, 65 percent do not recognize 2-1-1 for what it is and the value it brings to a community.”

— *David M. Smith, President and Chief Executive Officer of United Way of Ventura County, is a member of the United Ways of California and CAIRS leadership team that is developing a statewide 2-1-1 business plan.*

Membership Renewal Time

It’s time to renew your AIRS/CAIRS membership for 2007. You will be receiving a renewal form from AIRS, but you can also renew on-line at www.airs.org. **When you join AIRS you are also joining CAIRS and receive benefits from both organizations.**

This year AIRS is initiating on-line training for members. Please see the related article in this newsletter for more details. On-line training was a top priority for CAIRS members in our most recent member survey. Starting in January, members will be able to get training in topics ranging from Introduction to I&R to Handling Challenging Clients. CAIRS/AIRS members will be able to access training 24/7 at a convenient location where there is a computer with access to the Internet. There are over 20 training modules for I&R in this new service, and AIRS will be adding more during the year. Consider joining at the Enhanced or Premium levels to get a discount for on-line

training. Another new development for members is the addition of a Disaster Response section in the ABC’s of I&R.

With the advent of on-line training for members, CAIRS has decided to cancel its regional training conferences for the coming year to concentrate on providing services that members have asked for: more testing opportunities in convenient locations and more intensives and in-depth training at the annual conference. The annual conference is scheduled for early May in Southern California and will focus on training in three areas: Cultural Competency; Special Needs and Senior Populations; and Support for Frontline Staff—Stress Reduction, Self-Care, Dealing with Challenging Behaviors. Additional testing opportunities will be announced throughout the year in different locations throughout the state. Watch the CAIRS website for dates, times and locations, www.cairs.org.

— *Nancy Findeisen*

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



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What do you like?

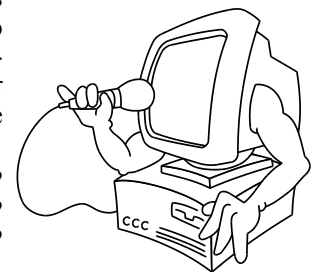
What do you like about the CAIRS newsletter?

What do you think is missing from the newsletter?

The CAIRS communications committee always seeks to make the newsletter interesting and informative. But, your feedback can help make the newsletter even better.

What would you like to see?
 More best practice stories?
 More CAIRS people stories?
 More information about I&R providers in our state? You tell us and we will continue to work hard to make the CAIRS newsletter the very best it can be.

Please e-mail your thoughts and suggestions to newsletter editor Barbara Bernstein — BBernstein@edenir.org





Vision Statement

A strong network of organizations that ensures everyone can easily access high quality information and referral for health and human services.

Mission Statement

To enhance the effectiveness of Information and Referral services through leadership, education and support.

Goals

In order to achieve the Mission and Vision, the following Goals have been established:

To *provide* training and support to enhance professional skills;

To *facilitate* the exchange of information among the membership and others within the helping professions;

To *promote* awareness of Information and Referral services;

To *advocate* for the interests of the profession and the public it serves.

Disaster and Emergency Websites

The following are national and statewide websites that are available before, during and after disasters. We encourage you to get to know these resources before you need them in response to a local disaster. You should also become familiar with your local government websites, especially those created by your county and city's fire department, sheriff department, and Office of Emergency Services.

National Weather Forecast: www.wrh.noaa.gov

Air Quality Web Site: <http://airnow.gov/>

Incident Information Website: <http://www.inciweb.org>

Federal Emergency Management Agency: <http://www.fema.gov/>

California Highway Patrol: <http://cad.chp.ca.gov/>

California Emergency Services Association: <http://www.cesa.net>

Caltrans: <http://www.dot.ca.gov/hq/roadinfo/>

Wildland Fires: <http://www.wildlandfire.com/>

Wildland Fires Southern California:
www.wildlandfire.com/arc/socalfires05.htm

Wildland Fire News: <http://www.wildlandfire.com/news.htm>

Earthquake Info: <http://quake.wr.usgs.gov/recenteqs/latest.htm>

National Interagency Fire Center: <http://www.nifc.gov/>

Federal Fire and Aviation Safety Team:
http://www.nifc.gov/sixminutes/dsp_sixminutes.php

The CAIRS Board Of Directors hard at work during the Fall 2006 CAIRS Board retreat at beautiful Asilomar

