



Annual Report Executive Summary – SFY22 (7/1/2021-6/30/2022)

Over the past two years, Nevada 211 played a critical role in responding to the COVID-19 pandemic, as the public sought information on a variety of topics, including housing, unemployment, and food support. Although COVID-19 remained a significant focus of Nevada 211 over the first three quarters of the fiscal year, calls to the COVID-19 Information Line supported by the Nevada Division of Public and Behavioral Health declined and the Line ceased operations on 4/30/22. Upon program completion, Nevada 211 call center staffing levels were returned to ten full-time Call Specialists. While calls specific to COVID-19 information and resources decreased, the overall interaction volume remained at an average of 10,000 calls per month and over 300 chats/texts per month.

Other Nevada 211 highlights over the past fiscal year included the following:

- ❑ Successfully concluded the contract with the Nevada Division of Public and Behavioral Health for the State’s COVID-19 Information Line. This effort resulted in 56,161 COVID-19 related interactions and 24,392 COVID specific resources from 3/2020 through 4/2022.
- ❑ Collaborated with the State and the Nevada Broadcaster’s Association on the creation of a new marketing campaign which resulted in increased 211 utilization across different platforms, including call volume, app downloads, and website visits. Nevada 211 staff participated in 15 in-person and virtual television interviews.
- ❑ Joined the United Way Worldwide National 211 Data Platform, which is used to centralize and aggregate 211 community resource data, 211 call volume data, needs data for individuals at an aggregated level, and other relevant 211 data.
- ❑ Entered into a data sharing agreement with Unite Us, a case management and care coordination software tool that enables health care and social service organizations to provide and manage services. This agreement supports Nevada 211’s objective to be the primary resource directory to locate health and human services within Nevada by providing Nevada 211 with the funds to hire a part-time Database Assistant and increase rural Nevada outreach efforts.
- ❑ Collaborated with the United Way Worldwide on the “Ride United” program, providing over 2,500 rides to individuals across Nevada for health, food access, employment, public benefit access, and education purposes.

- Participated in work groups with the Nevada Coalition to Prevent the Commercial Sexual Exploitation of Children to begin the creation of a new human and sex trafficking page on the Nevada 211 website.
- Began implementation of the “Ride United Last Mile Delivery” program in Southern Nevada in partnership with the United Way Worldwide and Door Dash, providing a “last mile” home delivery program that brought food and essential supplies to under-invested neighborhoods. Through this program, Nevada 211 supported community agencies by coordinating the delivery of agency-provided food and supplies to their clients. Individuals who benefitted from these deliveries included seniors, individuals with health issues, clients who lived in food deserts, and individuals with transportation barriers, as well as others who may be dealing with the economic impact of COVID-19.
- Teamed up with the 988, the new three-digit line for mental health crisis and suicide response. Nevada 211 contributed the Nevada 211 resource directory to 988 to allow their National Suicide Prevention Lifeline counselors to quickly access resources for callers needing additional services.
- Participated in more than 500 community outreach events, including presentations, community events, and collaborative meetings.
- Hosted quarterly meetings of the Nevada 211 Community Ambassador Alliance to gain feedback and gather ideas from community partners.
- Continually updated and refined the existing resource database. This included the addition of 70 Agencies, 199 Programs, and 133 Sites to the database.

Key SFY22 Statistics

In addition to the statistics listed below, real-time data for Nevada 211 can be found at:

<https://nv.211counts.org/>

Phone Calls	Texts, Chats & Emails	Website & Apps
- Total Calls: 117,516 (COVID-19 Calls: 8,760)	- Text Clients: 4,651 - Chats Answered: 3,789 - Email Clients: 482	- Website Visits: 333,888 - Nevada 211 App Downloads: 5,986 - Nevada 211 Youth App Downloads: 1,856

Most Requested Referrals	
Basic Needs, includes Housing/Shelter, Food & Utilities	115,407
Individual & Family Life	18,240
Health Care	13,664
Criminal Justice & Legal Services	11,341
Income Support & Employment	10,652
Mental Health and Substance Use Disorder Services	9,872

Major Planned Activities for FY23

- Strengthen and expand relationships with rural providers and residents by increasing outreach activities in those areas and increasing the number of rural resources listed in the Nevada 211 resource database
- Continue the current media and marketing campaign to educate more people on the role of Nevada 211 via the health disparities project, in conjunction with the Nevada Broadcasting Association and the Division of Public and Behavioral Health
- Expand the “Ride United” program to offer an additional 770 rides through funding from the United Way of Southern Nevada
- Increase the number of Nevada 211 app and Nevada 211 Youth app downloads via outreach and marketing
- Expand the “Ride United Last Mile Delivery” program in Southern Nevada, with a goal of 6,500 deliveries through 12/2022
- Develop additional community partnerships
- Support state and community COVID-19 response efforts
- Create a new section on the Nevada 211 website that focuses on human and sex trafficking
- Enter into additional agreements with other 211’s across the country to assist in disaster response
- Continue to participate in the implementation of 988
- Seek out additional grant and contract opportunities to supplement the Nevada 211 budget
- Continue partnerships with United Way Worldwide to obtain coaching, resources, collaborative learning, and funding opportunities