

What is 2-1-1?

- 211 is a three-digit number that helps Canadians navigate the complex network of human services quickly and easily, 24 hours a day, 7 days a week, in more than 150 languages.
- Targeted, live, confidential help: all 211 contacts are answered by certified Community Navigators who rely on a human services resource database maintained by certified Resource Specialists
- Service is available by phone, online, email, text and chat
- First launched in Canada in Toronto in 2002. Now available to over 26 million Canadians across Canada



211 Human Service Data

- Resource Specialists manage a comprehensive inventory of community, social, health and government services, including details about the services provided and the conditions under which they are available
- All listed organizations and programs are contacted at least annually to update all of their information ☐
- Resource Specialists continually monitor news and social media for changes and additions to services as well as processing online requests for service updates
- All resources are indexed with the AIRS Bilingual Canadian Taxonomy of human services
- A published inclusion policy provides a prioritized guide to which resources are included in the database

Type of Services Included in the 211 database

- Addictions
- Child Care
- Counselling
- Education
- Employment
- Financial Programs
- Food Programs
- Government Programs
- Health Services
- Hostels/Shelters
- Housing
- Immigration
- Legal Services
- Senior Services
- Transportation
- Volunteerism
- And more...

Findhelp Information Services

- Findhelp Information Services is a charitable, nonprofit agency providing public access to information about community and social services through help lines, web directories, and specialized tools and training to help people find help.
- First and largest 211 service in Canada serving the City of Toronto as well as York, Durham and Peel Regions
- In addition to 211 Central, Findhelp operates the following specialty lines:
 - **Ontario Ministry of the Attorney General's Victim Support Line (VSL)**
 - **Ministry of the Attorney General's Male Survivors of Sexual Abuse Provincial Crisis and Support Line**
 - **Central Access** the connection to day, community and residential withdrawal management services.
 - **Ontario's Human Trafficking Help Line**
 - **Developmental Services Ontario.** Toronto and Central West Regions
 - **211 after hours and weekend service for all of Ontario and Nova Scotia**



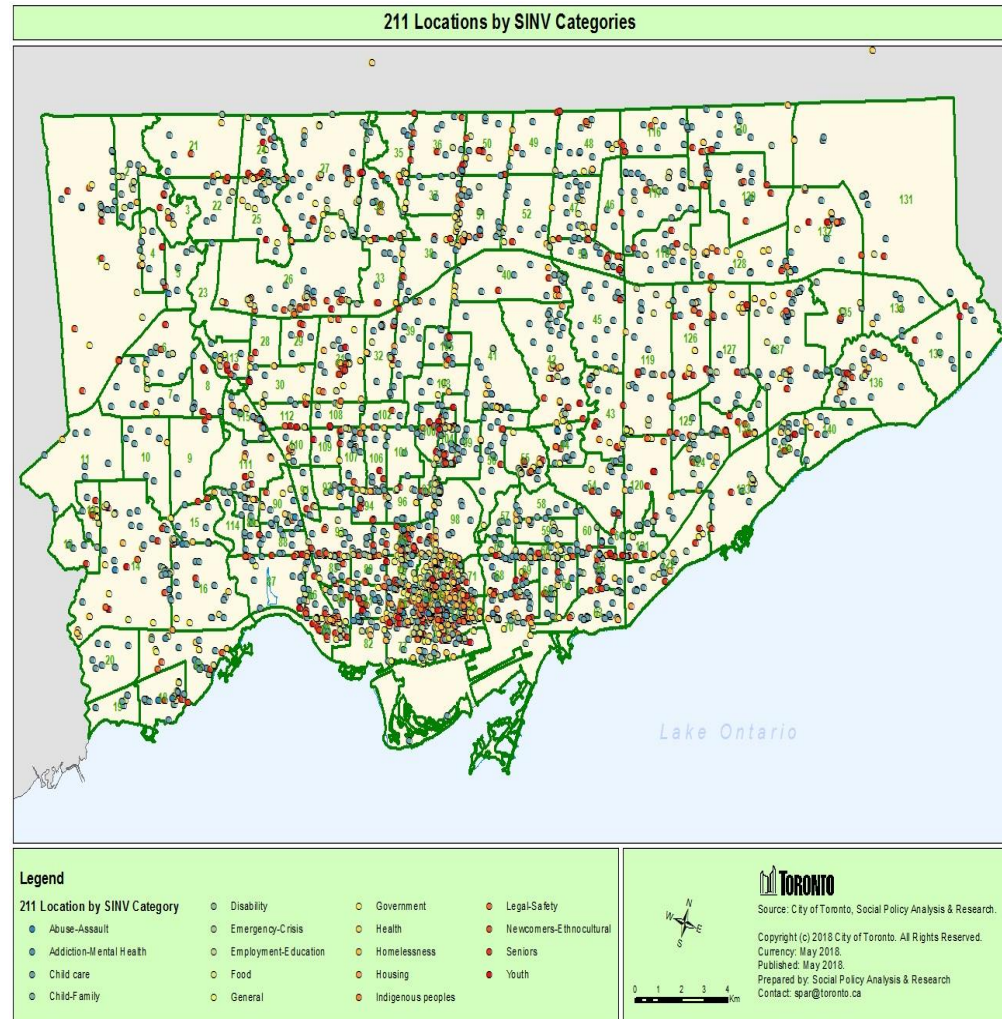
History of City/211 Findhelp Relationship

- 1) 1996: First comprehensive study of Human Service Sector in Toronto. Symbiotic relationship est'd through mapping support to *Community Information Toronto* (CIT) in exchange for data.
- 2) 1997: Review of the potential of *CIT's* Blue Book data for research purposes (e.g., roles, protocols, ownership etc.)
- 3) 1997: Refined Blue Book data (e.g., new fields of information), and incorporated into City of Toronto GIS inventory (Geographic Information Systems)
- 4) 1998: Developed a I&T process for faster data transfer between Community Information Toronto and the City of Toronto
- 5) 2002: Launch of 211 in Toronto and incorporation into [Toronto ON-LINE MAPPING SYSTEM](#) 211Toronto FindHelp Information Services is born. Separate funding agreement and SLA with 211Toronto
- 6) 2011: Transform 211 data into the first on-line mapping tools (e.g., [WELLBEING TORONTO](#)).
- 7) 2016: Leverage API (Application Program Interface) for access to live 211 data (e.g., [FindYouthServices](#)).



NEW! SERVICE INVENTORY (SINV) CLASSIFICATION CODES

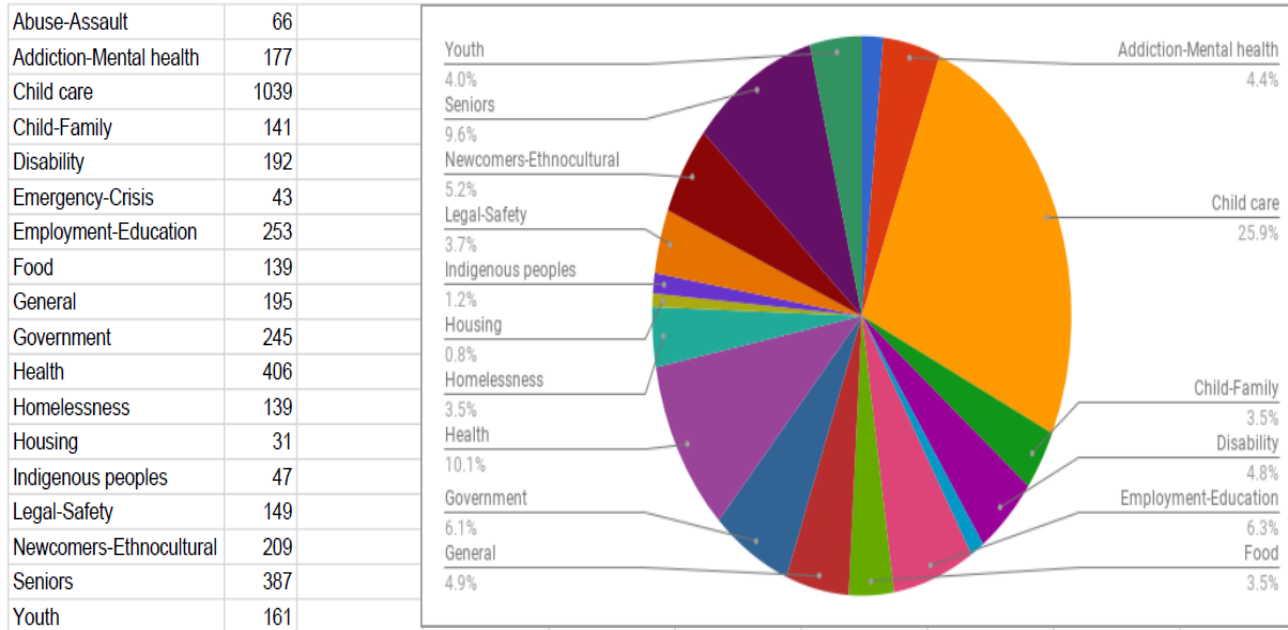
- For simplified classifications on maps and in reports, these 18 categories were developed by staff at the City of Toronto and Findhelp Information Services/211 Central.
- Each record in the services database is to be assigned **only one** of these codes, the code that best represents the service (or collection of services) described in the record.
- An agency represented by several records will typically use a variety of codes among its records, depending on the particular focus of individual programs.
- Inevitably, the limit to one code per record does involve some compromise, as agencies and programs would often be involved with several of these services or target groups. However a methodology has been developed with detailed guidelines to assure that the choices made will at least be consistent across databases.
- Editors are provided instructions on what to include or not include in each category.



Service Inventory Categories

Distribution of Categories

- There are 18 single categories that, with the exception of Child Care, are evenly distributed within the database. These categories can be turned into geospatial layers for easy drag-and-drop into maps or reports.



How 211 Data helps inform social issues:

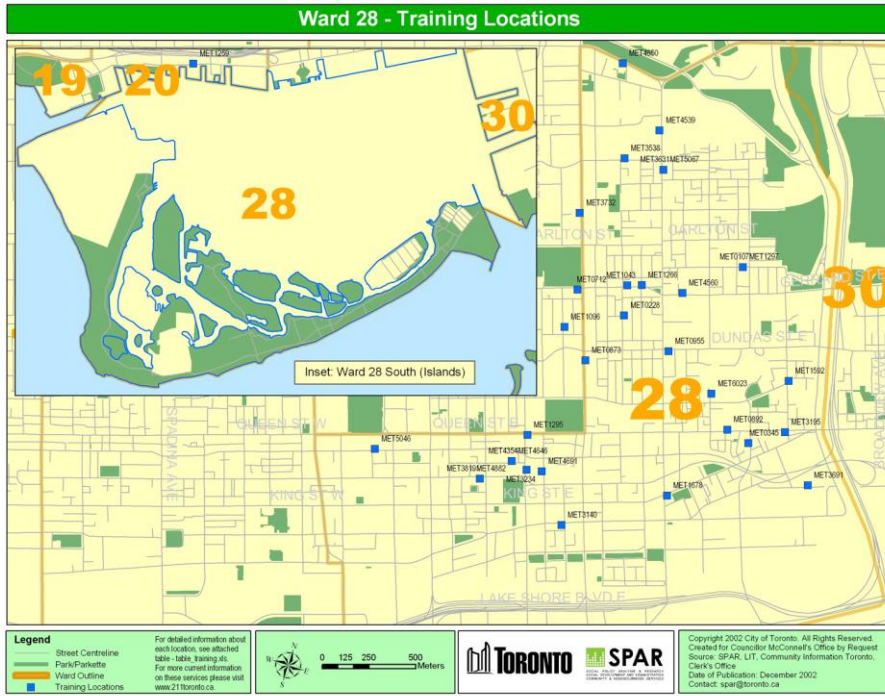
Provides:

- a “standard” and historically accepted precedence of defining the human services sector (Taxonomy, AIRS)
- a picture of a sector in constant flux (e.g., evolving definitions of human services sector, changing patterns of location)
- valuable insights about services when combining 211 data with other data sources

Effective solutions to complex problems require good data

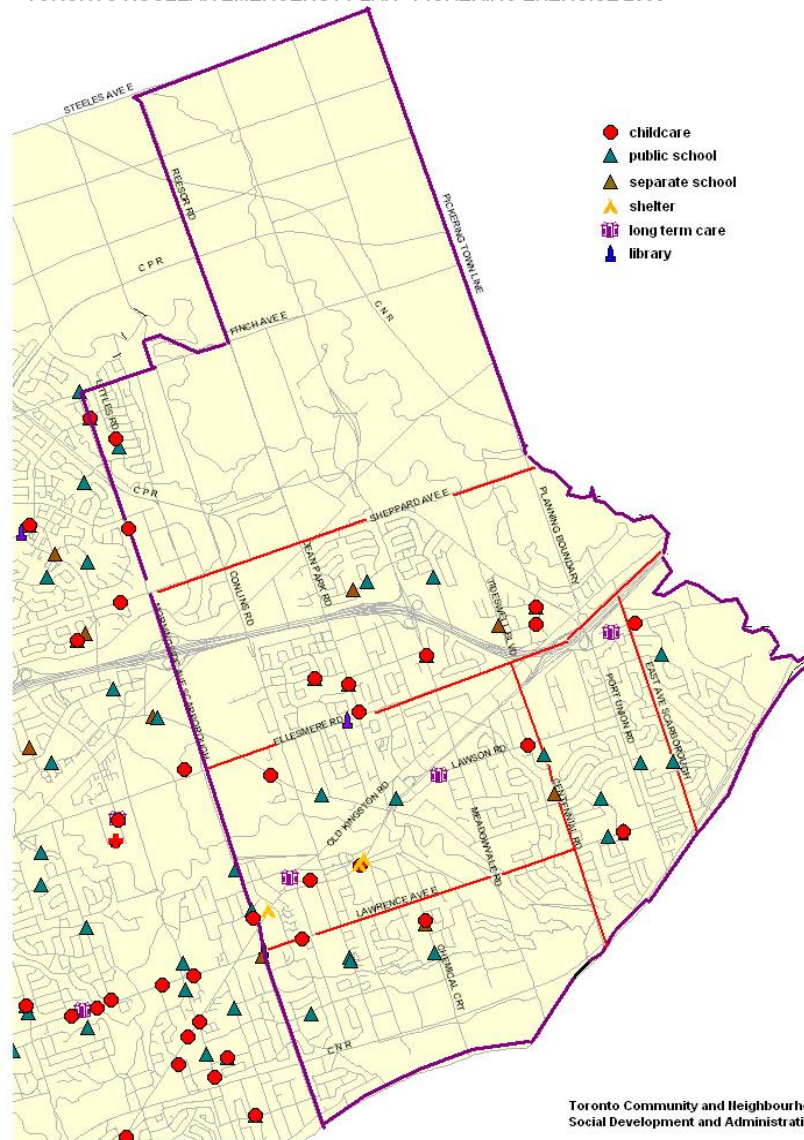
- Provides a factual base to defend or justify a position
- Used to prove/disprove a theory or assumption
- Analyzed to explore alternative options
- Strengthens organizational accountability
- **Mantra – “Evidence based decision-making”**

Information for Politicians & Decision-makers



Emergency Planning

TORONTO NUCLEAR EMERGENCY PLAN - PICKERING EXERCISE 2003



Toronto Community and Neighbourhood Services:
Social Development and Administration Division

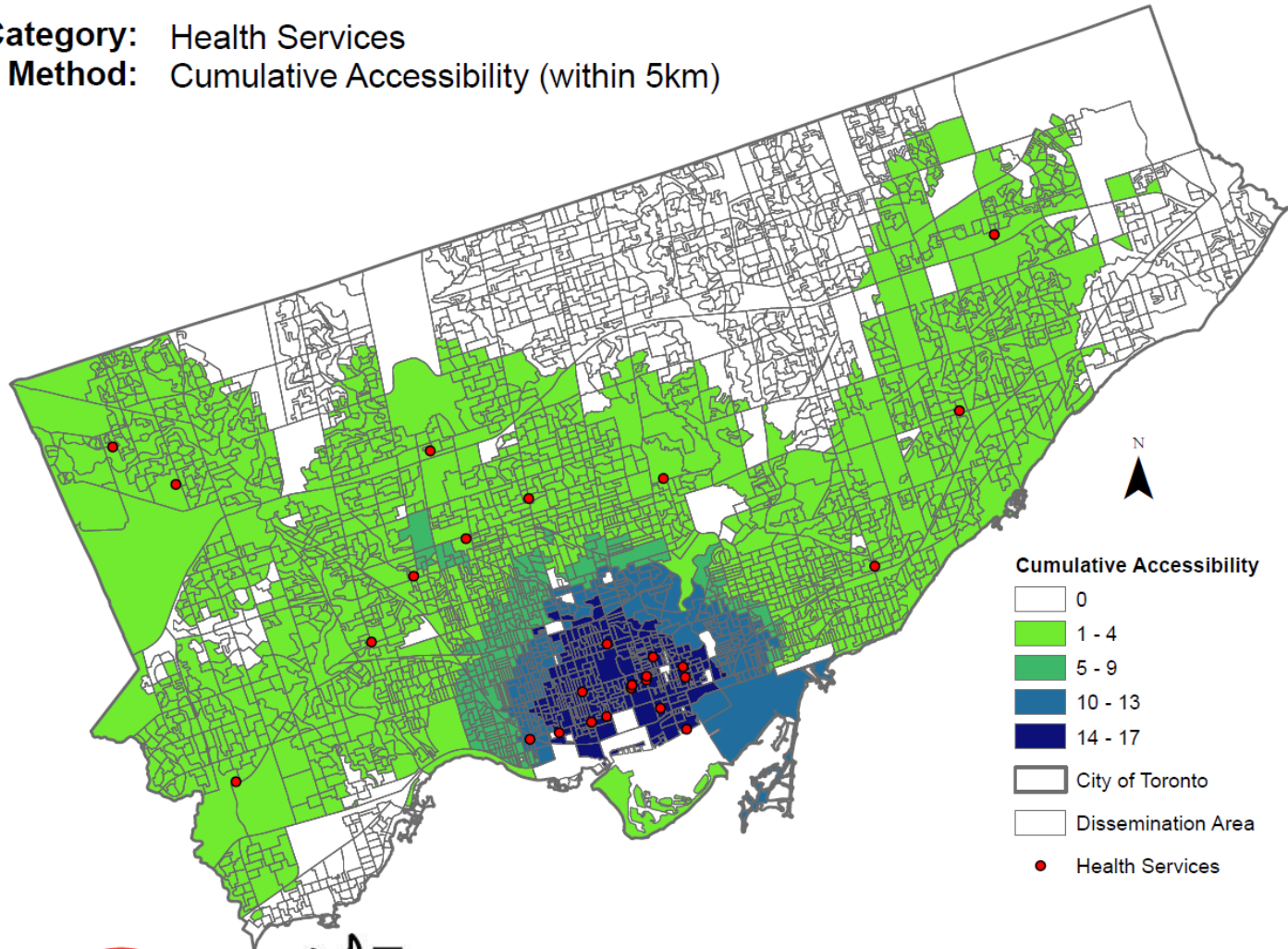
Partnerships

GEOIDE PROJECT:

A GIS Analysis of Gaps in Service Provision for Youth in the City of Toronto – Ryerson University, School of Geography, 2015

Category: Health Services

Method: Cumulative Accessibility (within 5km)

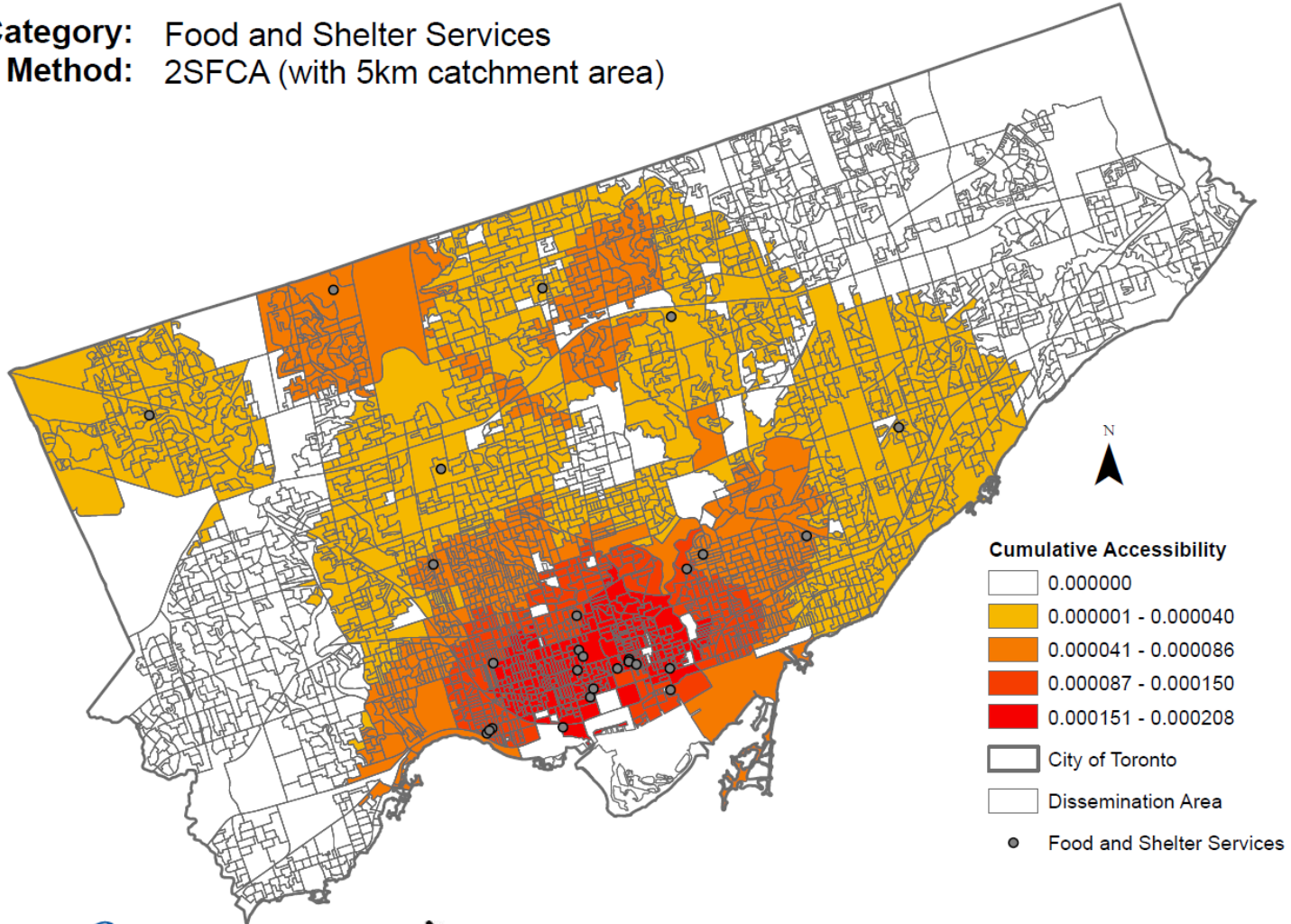


Partnerships

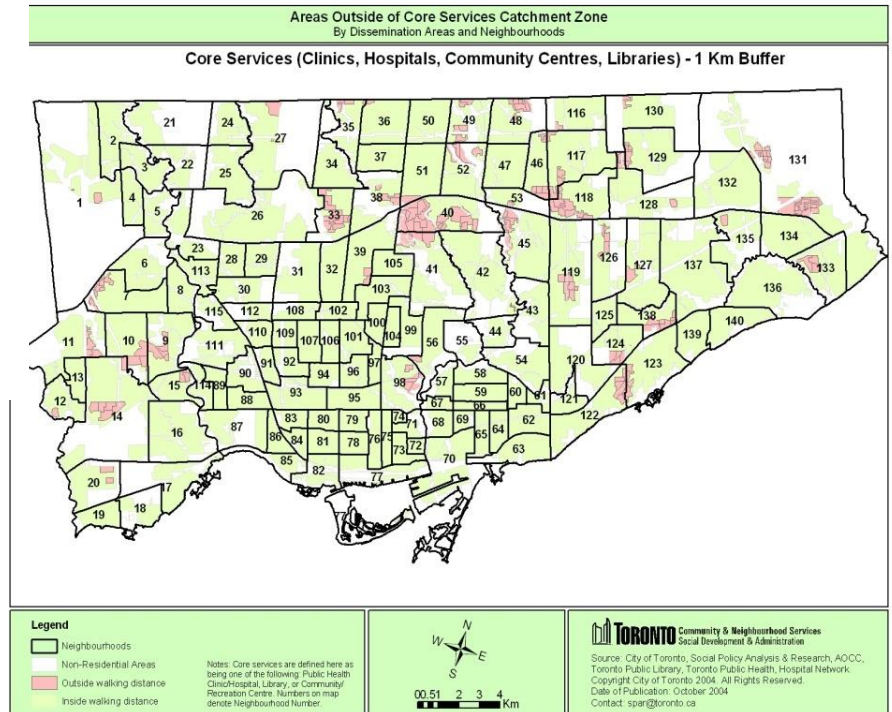
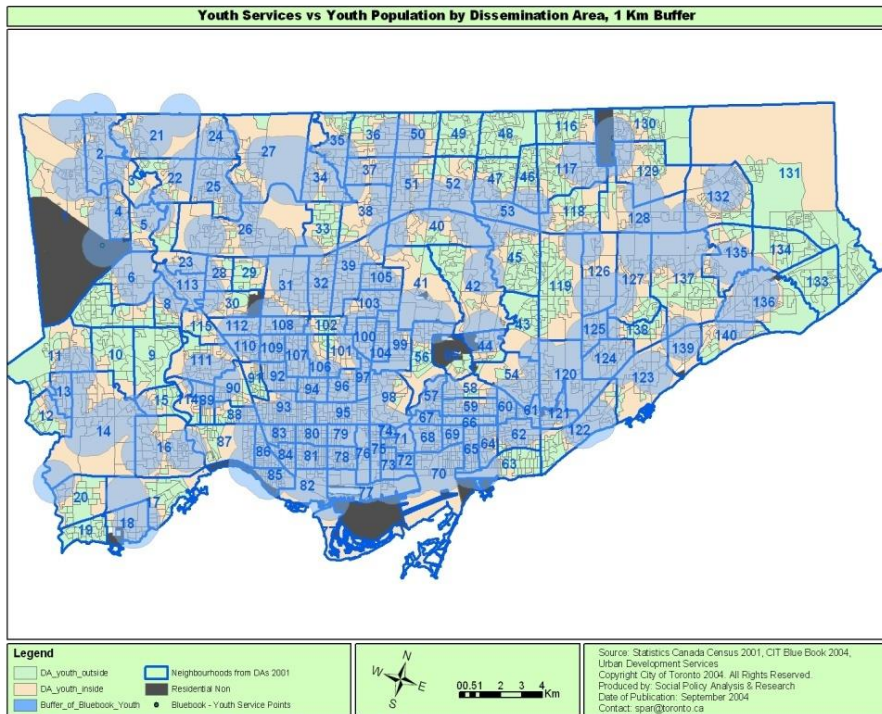
GEOIDE PROJECT:

A GIS Analysis of Gaps in Service Provision for Youth in the City of Toronto – Ryerson University, School of Geography, 2015

Category: Food and Shelter Services
Method: 2SFCA (with 5km catchment area)

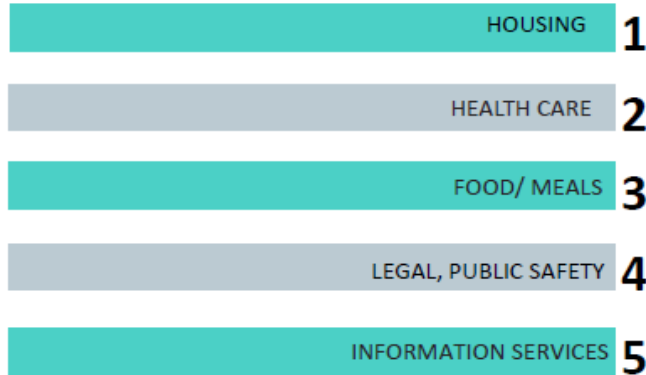


Compare services to resident population:

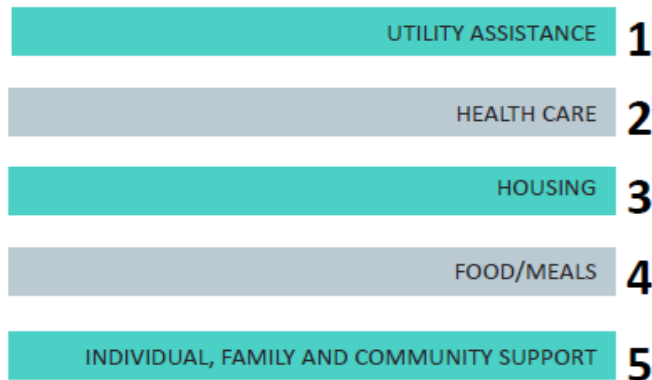


211 Caller Data - Toronto:

TOP 5 CONTACT NEEDS



TOP 5 UNMET NEEDS



REASON NOT MET

AGENCY/PROGRAM RESOURCE DEPLETED

- Utility Assistance
- Emergency Shelter
- Crisis Intervention
- Emergency Food
- Detoxification
- Early Intervention for Mental Illness

CANNOT AFFORD THE SERVICE

- In Home Assistance
- Health Care Practitioner Referrals
- Local Transportation
- Thrift Shop
- Moving Assistance

FULL/WAITING LIST

- Emergency Shelter
- Detoxification
- Housing Search and Information
- Dental Care

HOURS OF AGENCY/PROGRAM DID NOT MEED NEEDS

- Walk in Medical Clinics
- Meals
- Records/Licences/Permits
- Emergency Shelter
- Social Health Insurance
- Landlord/Tenant Assistance
- Tax Preparation Assistance

INELIGIBLE FOR SERVICE

- Utility Assistance
- Community Legal Clinics
- Housing Expense Assistance
- Employment Insurance
- Dental Care
- Basic Income Maintenance Program



Why 211 data is a good fit for the CDP

- 211 Resource data fits nicely within the CDP mandate: to monitor and report on social and economic development trends within member communities.
- Any project would start with Toronto data and could then expand to regional, provincial and national data
- Formats can be flexible although there is an emerging Human Services Data Standard (HSDS) which many application vendors are adopting
- Contact data could be made available with advice and feedback from CDP members



How 211 data will benefit from CDP inclusion

- Advice and feedback on how to make data more useful, especially call data
- Well documented terms of use
- Access limited to key stakeholders (CDP members)
- Single point of access on a well-known and respected website
- Tracking of downloads and stats