



2-1-1 counts



summit.211counts.org



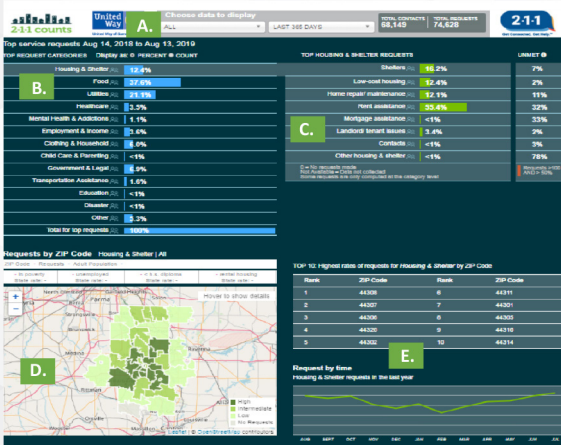
WHAT IS 211 COUNTS?

Each year, 16 million people in the United States dial 2-1-1 for help finding services and resources in their local community. 2-1-1 Counts provides real-time, searchable and visual presentations of data from 2-1-1 programs across the United States, including Northeast Ohio. Using 2-1-1 Counts, you'll find a snapshot of community-specific needs that have been received by 2-1-1 displayed by county, city or ZIP code from as recently as yesterday, enabling you to easily check trends, make comparisons and share information.

HOW TO USE 2-1-1 COUNTS

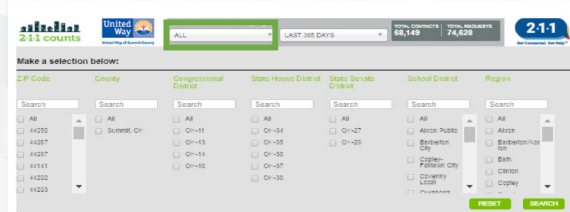
SITE OVERVIEW

The dashboard below shows the main quadrants of the 2-1-1 Counts webpage: the control panel (Fig. A), top request categories (Fig. B), subcategories (Fig. C), heat map (Fig. D), and finally, charts indicating highest rates of requests by zip code and a timeline of requests (Fig. E).



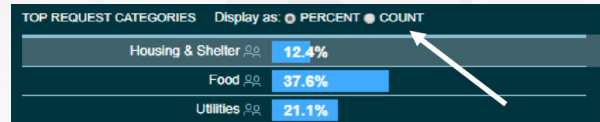
CONTROL PANEL

The control panel controls the data you see in the four quadrants. By selecting the 'All' drop-down menu, you can segment data by zip code, city, county, Congressional District, State House District, Senate District or school district. You can also choose a data range.

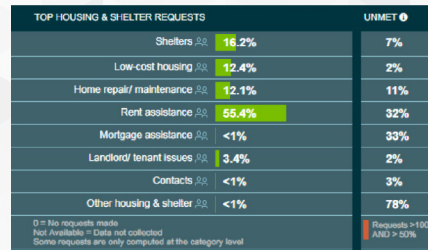


TOP REQUEST CATEGORIES AND SUBCATEGORIES

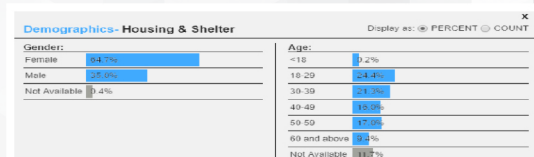
There are 13 top services categories and 76 subcategories. By default, each category is displayed as percentage of all requests. It can be changed to display by count by selecting the 'display as count' button.



Change the data displayed by clicking on a different category. The subcategories on the right will change automatically to coincide with the category selected. The map and trend lines at the bottom of the web page will change as well.

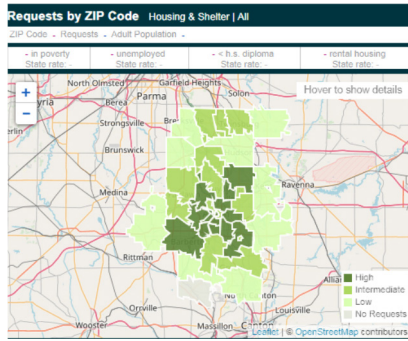


Above is a snapshot of the subcategories under 'Housing and Shelter Requests'. In the right column, you will see the number of unmet needs. Select the icon next to the subcategory name to see the demographic breakdown, including gender and age statistics.



ZIP CODE MAP

The title shows the category and subcategory selected (to view all requests, select 'Total' for top requests from the list of categories). The areas with the most requests are shown in dark green, and areas with fewer are lighter. Areas with no requests are gray. Hover over a zip code area and the map will display census information for poverty, unemployment, population without a high school diploma, and rental housing. The state averages are also displayed.



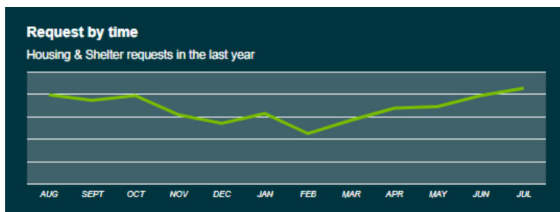
REQUESTS BY ZIP CODE & TIME CHARTS

To the right of the map you will see highest rates of requests by zip code and time.

TOP 10: Highest rates of requests for *Housing & Shelter* by ZIP Code








Rank	ZIP Code	Rank	ZIP Code
1	44308	6	44311
2	44307	7	44301
3	44306	8	44305
4	44320	9	44310
5	44302	10	44314

The requests by time chart enables you to see how the number of service requests changed for the selected area over the last 12 months. Hover over the green trendline to see specific number of requests by month.



SIDE BAR ICONS

On the side of the webpage are seven icons, each with the following functions:

-     } Share 2-1-1 Counts web page via your social media or email accounts
-  Download detailed report with all category information
-  Download brief report for specific category
-  Take a screenshot of the dashboard

How is the data collected?

Each time someone in need contacts 2-1-1 by phone or text message for help finding services, data about their needs and demographic information is captured in real-time by our trained 2-1-1 Specialists. Each night, data from the prior day becomes available on 2-1-1 Counts.

What do "Total Contacts" and "Total Requests" mean?

"Total Contacts" displayed across the top of the site reflects all calls and texts to the 2-1-1 during the selected time range. "Total Requests" reflects all unique services requested during the selected time range. One contact may result in multiple requests. "Total Contacts" and "Total Requests" do not change when a smaller geographic region is selected.

What is an "Unmet Need"?

When someone contacts 2-1-1, the 2-1-1 Specialist assesses someone's potential eligibility for each service before making a referral. An unmet need is defined as a need for which no help was available to assist the specific individual requesting help.

How are the locations and their data determined?

To avoid duplication, 2-1-1 contact data from each ZIP code is displayed in only one location in each grouping (e.g., a Congressional district). A ZIP code that spans more than one geographic area is assigned to the one that includes either the majority of contacts from that ZIP code or its geographic center.

What do the colors on the map indicate?

The colors on the map indicate the rate of the selected category or subcategory expressed per 1,000 adults living in that ZIP code. Each ZIP code is colored to reflect a "high," "intermediate" or "low" rate of calls compared to other zip codes in the region. To see the details for a specific zip code, move your cursor around the map or click on a zip code to zoom in.

What are the other sources of data that are displayed?

U.S. Census data on population, poverty rate, unemployment, high school graduation rate, and rental housing can be viewed for the selected geographic area and for the state.

How far back does the data go?

Data is available from as far back as January 2018.

Who can I contact if I have questions?

Contact 211database@uwsummit.org or 330-315-1402.

2-1-1 Counts was created by the Health Communication Research Laboratory at Washington University in St. Louis. It is currently being developed, supported and distributed by Health Communication Impact, LLC, also based in St. Louis.