

**COLLABORATIVE MEETING**  
**April 23, 2015 – 8:00-9:30 a.m.**  
**MIWORKS! Conference Room**  
**1209 S. Garfield Ave., Traverse City**

**Meeting called to order at 8:05 a.m. by Mary Marois**

**Welcome and Introductions – Present:**

Cathy Anthofer-Fialon, 13<sup>th</sup> Circuit Family Court  
Joe Bagby, DHHS  
Bailee Brandt, Habitat for Humanity  
Jane Butzier, MiWorks!  
Lisa Danto, Traverse Bay Area Tobacco Coalition  
Jennifer Hamilton, Salvation Army  
Jen Hutchinson, GT Pavilions/PACE North  
Mickie Jannazzo, CFS/Third Level Crisis Ctr.  
Abby Jordan, TCAPS – STEP

Karl Kovacs, Northern Lakes CMH  
Cecil McNally, Goodwill  
Marybeth Novak, Catholic Human Services  
Sara Sander, Father Fred  
Jim Scherrer, Child & Family Services  
Bob Schlueter, Area Agency on Aging Northern MI  
Ralph Soffredine, Citizen at Large  
John Stephenson, NMCAA  
Val Stone, NW Food Coalition  
Sharon Vreeland, GTCC

**Financials:** On track for this year. Probable challenge in next budget year with funding from County.

**211 Workgroup Status Update and Listening Session – Sharon Vreeland:** Please see attached PowerPoint. Representatives from United Way and collaborative coordinators from Emmet, Charlevoix, Antrim, Kalkaska, Grand Traverse, Leelanau, Benzie, Wexford, Manistee and Missaukee counties have met twice, coordinated by Tina Allen thanks to a Rotary Planning Grant, to discuss whether and how we should try to resume participation in the statewide 211 system, and if not whether we would like to explore other alternatives. Of the 10 counties mentioned, only Wexford, Manistee, and Missaukee counties are currently participating in 211. The counties served by the Traverse City-based United Way stopped receiving 211 service around a year ago. The group seeks input from area agencies to decide what, if anything to pursue further.

Currently, the two call centers from which we might receive service charge based on county population. The population of GT County per the 2010 census was 86,986. The Midland call center currently charges \$0.15 per capita, which would yield a cost of \$13,048. The Muskegon call center, which previously served us, currently charges \$0.27 per capita, which would yield a cost of \$23,486. The Midland call center indicated they might have to raise rates to expand their capacity to take us on, and the Muskegon call center indicated that if all of the counties came back to them they might be able to lower the rate. At the midpoint between the two rates, \$0.20 per capita, costs would be \$17,397/year for GT County. These charges include maintaining the database of community services and supports, fielding calls, maintaining web access to resources, and monthly reporting. They do not include PR/marketing to build awareness and usage of the system, and someone would have to oversee funding. Manistee employs an individual for 20 hours/week to perform these functions and liaise between the community and the call center. In Missaukee County, the United Way executive director appears to spearhead fundraising.

General group feedback included:

- 211 is basically a great idea.
- An opinion that the county government should fund this service, perhaps in a way similar to how 911 is funded.

- An impression that currently call centers are receiving some funding from a centralized state source for resource managers, website maintenance, and phone line costs. Some of these may be tax dollars, so if we don't participate, we may be leaving our own money on the table.
- While 211 on a state and national level has been promoted by United Way, it would likely be overwhelming for them to fund this service locally when looking at the costs versus the total United Way has to spend in the community annually.
- One reason 211 was not successful when implemented in 2013-14 locally was costs. At that time rates were a blend of per capita and per call. It was impossible to budget because nobody knew what the costs would actually be based on numbers of calls received.
- The 211 concept is wonderful, but the execution was not perceived to be effective or as promised
  - General feeling that database was not accurate or complete enough, or updated often enough
  - Website design was frustrating
  - Feeling that we desired/were promised that there would be true navigation with each caller, not just giving lists of places to call, which didn't happen.
  - Feeling that we desired/were promised that there would be follow-up with callers to see whether their need was met and if they needed additional assistance, which didn't happen. Some need more handholding than just a list of phone numbers.
- People who use the system need to be at the table to share their perspective on what is and isn't helpful, working and not working, and to get the community point of view on the benefits of the system, if it is to be successful.
- In the social media age, reliance on phone calls for information may not be optimal. Many people will instead choose to Google or use a website for resources. A mobile app would be desirable. Some people will want to talk to a human, and some will not or don't have the means and/or skills to access information electronically.
- There are already toll-free numbers for NMCAA (housing), ADRC (senior supports), Third Level Crisis Center, etc. Are these already meeting much of the need? Is 211 redundant?
- A robust asset management program is needed to make it successful. Perhaps an asset map by county, populated through the collaboratives, accessible on the web, would be beneficial.
- There needs to be better follow-up on database updates.
- A feeling that there can be great success and efficiency from a blend of centralized 211 and local crisis center service to a community.

Questions for which the group would appreciate more information:

- More information about the experience Wexford, Manistee and Missaukee Counties are having with their continued 211 service. What do the agency folk like/dislike? What do general citizen users like/dislike? How is it really going?
- More information about the experience other counties statewide are having with 211 – same questions.
- What is the reality of statewide 211 funding? Where does it come from, and where and how is it being applied?
- How does 211 fit with Michigan Prosperity Regions and the “River of Opportunity?” How is the state government supporting and promoting 211?
- What client satisfaction surveys are being done where there is service, and what are the results?
- Third Level Crisis Center provides assistance similar to 211. Are others in our community also doing this?
- What is the best practices model nationwide for 211 systems? How well is it being followed in Michigan?
- Which communities have the best 211 system sustainability models, and how do they work (suggested to look at 211/local crisis center combination models in Kalamazoo and Battle Creek, the latter being the first 211 system in the state funded largely by Kellogg.)

Generally, those present were open to learning more about the current state of 211, so as to be able to make an informed decision in the future about its potential value to the community.

**BRIEF Special Announcements & Closing Thoughts:**

- Call 211, the Muskegon call center, has terminated its contract with Third Level Crisis Center for after-hours call response, effective April 27. The drop in revenue to Third Level will be noticeable. It is unknown who will be taking over after-hours 211 call response.
- Karl Kovacs provided fliers (see attached) for mental health first aid training, which is being conducted regularly.
- On May 1, Third Level Crisis Center is holding a telethon with a goal of raising \$30,000, or \$1/call they field annually
- Addiction Treatment Services will be running sessions of the Freedom from Smoking program – see attached flier.
- The GT County Parks & Rec Committee has voted in favor of banning e-cigarette use both indoors and out on Civic Center grounds.
- Applied Suicide Intervention Skills Training (ASIST) will be available on June 10 & 11, sponsored by Third Level Crisis Center. See attached flyer.
- The Northwest Michigan Hot Jobs report, produced by Networks Northwest, is now available in a print booklet or online at: <http://www.networksnorthwest.org/userfiles/filemanager/4093/>
- Welcome to Joe Bagby, the new Community Resource Coordinator at the Department of Health & Human Services!

**Adjourn 9:15 a.m.**

**UPCOMING 2015 COLLABORATIVE MEETING DATES**

**May 28**

**June 25**

**NO MEETING IN JULY**

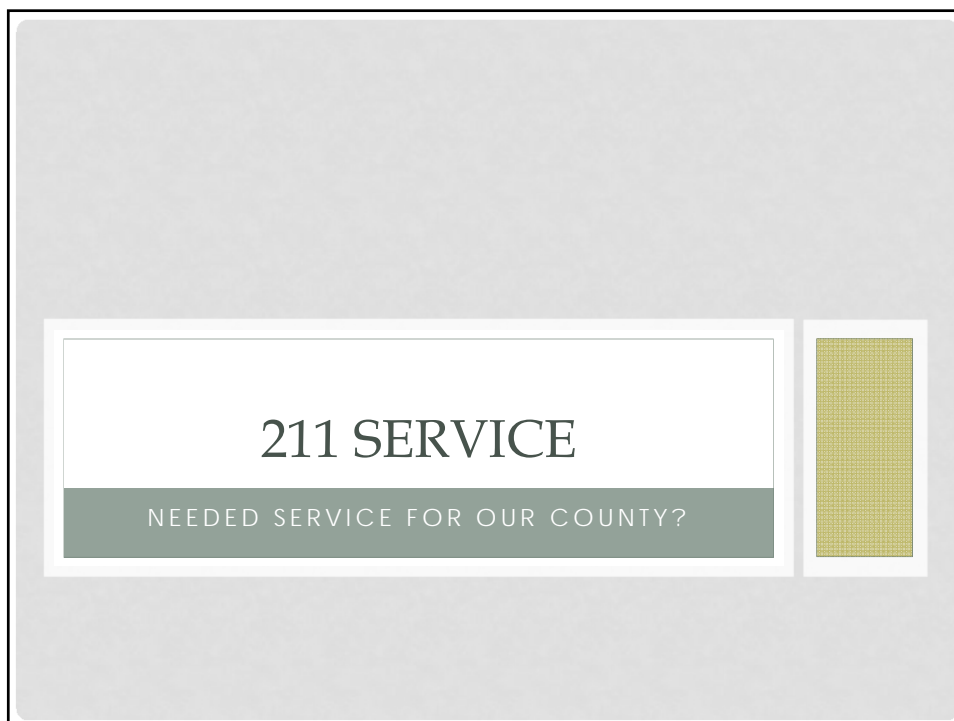
**August 27**

**September 24**

**October 22**

**November 19**

**NO MEETING IN DECEMBER**



## WHAT IS 211 SERVICE?

- **Michigan 211** is a free (to the consumer), confidential service that connects you with local community-based organizations across the state offering thousands of different programs and services for people seeking answers.
- Last year more than half a million Michigan residents turned to 211 for health and human service information and referrals and the numbers continue to grow.
- If you need help for yourself, a neighbor or a loved one, **call 211 on your phone or search the 211 website** to find out where to get help. 211 has information on more than 30,000 different programs and services across the state.
- Even if there isn't a program to meet your particular need, 211's professional and certified staff can help you figure out your options and how to move forward.

## DIDN'T WE HAVE 211 SERVICE?

- There was 211 service in all of Northwest Michigan for about 6 months during late 2013 and early 2014
- United Way of NWMI was carrying most of the cost when funding was not sustainable
- Costs at that time were charged per call so there was much fluctuation in charges. Users were asked to use the website whenever possible to lessen the costs and little outreach was done for personal callers.

## SUSTAINABILITY

There are 3 pieces of 211 service that need to be sustained:

- **Financial sustainability** requires sustainable local funding. In addition, work should be done so that future funding comes through a statewide surcharge on utility bills.
- **Sustainability and accuracy of the resource list** is dependent on local agencies buying-in and making sure that they keep their information updated. Whether it's a state-wide or call center database, the local buy-in is a necessity.
- **Marketing at the state level and outreach at the local level** must continue. Without both efforts people who need 211 will not know its benefits or use it.

## WHY ARE WE TALKING ABOUT 211 AGAIN?

- Rotary Charities has provided a small planning grant to either bring some plan for coordinated access to human services or put the idea to rest. Steering Committee is made up of the United Way Executive Directors and the County Collaborative Coordinators of the 10 NW Michigan counties.

Start thinking about (We'll get back to this at the end):

- Would some sort of coordinated access (listing, call service, or other ideas) fill a need in this community?
- What are some important aspects of that coordinated access system for this community?

## THE 211 SYSTEM

Sustainability and accuracy of the resource list is dependent on local agencies buying-in and making sure that they keep their information updated. Whether it's a state-wide or call center database, the local buy-in is a necessity.

- **Two possible options for "Call Centers"**
  - Call 211 (Lake Michigan Lakeshore inward) in Muskegon
  - 211 Northeast (Lake Huron Lakeshore inward) in Midland
- Database updated annually through requests from Call Center. Accredited model. Try to identify additional resources when see unmet needs.
- Training for Call Specialists meets national accreditation standards.
- Calls are recorded for referrals and for unmet needs. If available, 3 referrals for a given request are made during each call. If there are no resources available, unmet need is recorded.
- Service satisfaction surveys are used to improve service within state-wide quality standards.
- Basic reports are provided monthly and quarterly. Other specialized reports may be requested.

## THE 211 SYSTEM

Marketing at the state level and outreach at the local level must continue. Without both efforts people who need 211 will not know its benefits or use it.

- Outreach is primarily the responsibility of the communities. Call 211 is willing to come to local community groups to speak and provides a communications toolkit with generic marketing tools that have worked the best in other communities.

Costs vary from \$.27 per population with Call 211 to \$.15 per population with 211 Northeast. Expectation is that one will come down and one will go up if all 10 counties band together so that we would be paying about \$.20 per population.

## BENEFITS TO USING 211

- Wouldn't need to reinvent the wheel
- Base database is already available from 2013/2014 with only updating needed
- Would provide resources on a state-wide basis
- One cost for basic service for both web-based and phone-based users
- Reporting on unmet needs
- Have voice on Board of Directors

## WHETHER 211 OR OTHER SERVICE, WHAT DO WE NEED HERE?

- Do we see other options for a coordinated service?
- If so, what should that service look like?
- Can we conceive of a model for sustainable local funding?
- Are we ready to call it quits and say that this is not a community need at this point in time?
- If not, is there a message that should be carried forward to the 211 sustainability project?





**ASIST**



# Applied **Suicide** Intervention **Skills** Training

The ASIST workshop is for people who want to feel more comfortable, confident and competent in helping to prevent the immediate risk of suicide. Participation in the full two days is required. Enjoy small group discussions and skills practice that are based upon adult learning principles. Experience powerful videos on suicide intervention. Feel challenged and safe. Learn suicide first aid.

**June 10 & 11, 2015**

Wednesday and Thursday, 8:30 am to 4:30 pm

**TBA Career Tech Center**

**REMC Conference Room**

880 Parsons Rd, Traverse City, MI  
49686

Presented by: *Mickie Jannazzo, LMSW, LPC*  
*Ryan DeMarsh, MA, LPC*

**Sponsored By:**

Child and Family Services



Third Level

**Cost: \$50 includes materials and breakfast, lunch and snacks both days.**

**To register: call Mickie Jannazzo (231) 922-4800**

Are you ready to quit smoking?



† AMERICAN LUNG ASSOCIATION.

*Freedom*  
FROM SMOKING

*This class is your solution!*

**A free orientation will be on Tuesday, May 19<sup>th</sup>**

**There will be a total of 7 classes. The first is FREE.**

**Cost: \$75.00** – a sliding scale will help those unable to pay the full amount.

**To Register:** call (231) 346-5234 or (231) 409-9159

**Time:** 6:00 – 8:00 pm

**Dates:** 6 Tuesdays and 1 Thurs: May 19 & 26, June 2, 4, 9, 16, & 23. Note: 6/2 is Quit Day with extra support class 2 days later.

**Location:** Addiction Treatment Services – The Porch, 747 E. 8<sup>th</sup> Street, Traverse City

**Instructor:** Shelley Burnes MA, LPC, CAADC, trained Freedom from Smoking Facilitator, Addiction Treatment Clinical Therapist, and *former smoker!*  
***I quit, and you can, too!***

*Get your questions answered and learn about the classes!*

**FREE  
CELEBRATION  
PIZZA AT THE  
LAST CLASS**



***Class size is limited to the first 15 people!***

***If you can afford to smoke, you can afford to quit! And we will help you!***





## Increased Focus on Mental Health: How you can help!

**Sometimes, first aid isn't a bandage, or CPR, or the Heimlich, or calling 911. Sometimes, first aid is YOU!**

You are more likely to encounter someone – friend, family member, coworker, neighbor, or member of the community – in an emotional or mental crisis than someone having a heart attack. Someone you know could be experiencing a mental illness or crisis. **YOU can help them.**

**MENTAL  
HEALTH  
FIRST AID**

Mental Health First Aid teaches a 5-step action plan to offer initial help to people with the signs and symptoms of a mental illness or in a crisis, and connect them with the appropriate professional, peer, social, or self-help care. Anyone can take the 8-hour Adult and/or 8-hour Youth Mental Health First Aid course: first responders, students, teachers, Leaders of faith communities, human resources professionals, social workers, law enforcement, employers, advocacy organizations, and caring citizens. **Sometimes, the best first aid is YOU.** Take the course, save a life, strengthen your community!

### **Upcoming Courses cover Mental Health First Aid, adults and youth.**

The courses take place from 8 a.m. to 5 p.m. each day in the Northern Lakes CMH offices. The fee is \$50 per day and includes training manual for adult or training manual for youth, additional training materials, snacks, and lunch. The fee is non-refundable but substitutions are accepted.

- |                         |                          |
|-------------------------|--------------------------|
| ♥ May 19-20, 2015       | Traverse City Board Room |
| ♥ June 23-24, 2015      | Houghton Lake Board Room |
| ♥ September 29-30, 2015 | Cadillac Gym             |
| ♥ October 27-28, 2015   | Traverse City Board Room |

Registration information on reverse side.

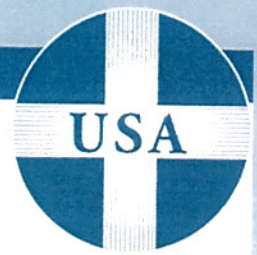
**Complete and return today, space is limited!**



**For more information on the course content contact:**

[cindy.petersen@nlcmh.org](mailto:cindy.petersen@nlcmh.org) or call (231) 935-3099 or  
[joanie.blamer@nlcmh.org](mailto:joanie.blamer@nlcmh.org) or call (231) 876-3309





**MENTAL  
HEALTH  
FIRST AID**

# Mental Health First Aid 16-hour Course REGISTRATION

(8 per day or 16 for two days)

The Mental Health First Aid program offered through Northern Lakes Community Mental Health is **approved** by the Michigan Social Work Continuing Education Collaborative for **16 continuing education credits** for both days.

**FEE:** \*\$50 (includes a training manual, lunch, and snacks per day)

**SPACE IS LIMITED:** Registrations taken on first come, first served basis. The registration fee needs to accompany this form.

 **Please check the date(s) you wish to attend:**

	Date	Location	Social Work CEUs	Cost
	May 19 Adult	Traverse City	8	\$50
	May 20 Youth	Traverse City	8	\$50
	June 23 Adult	Houghton Lake	8	\$50
	June 24 Youth	Houghton Lake	8	\$50
	Sept 29 Adult	Cadillac	8	\$50
	Sept 30 Youth	Cadillac	8	\$50
	Oct 27 Adult	Traverse City	8	\$50
	Oct 28 Youth	Traverse City	8	\$50

**MAIL TO:**  
Northern Lakes CMH

**Make checks payable to:**  
Northern Lakes CMH  
ATTN: Beth Burke  
527 Cobbs Street  
Cadillac, MI 49601

 **Please check if you would like continuing education credits:**

 **Your License Number for CEUs:** \_\_\_\_\_

Name \_\_\_\_\_

Phone number, if any \_\_\_\_\_

Email Address: \_\_\_\_\_

Confirmation letters are sent only if an email address is provided.

Occupation and employer name, if applicable \_\_\_\_\_

How did you hear about this?  TC Record Eagle  Grand Traverse Insider  Other \_\_\_\_\_

\*Registration fee is non-refundable, but we will accept substitutions



**Registration questions?**  
Contact [Beth.Burke@nlcmh.org](mailto:Beth.Burke@nlcmh.org)  
or call (231) 876-3249

Mental Health First Aid USA is coordinated by the National Council for community Behavioral Healthcare, the Maryland Department of Health and Mental Hygiene, and the Missouri Department of Mental Health.  
<http://www.mentalhealthfirstaid.org>