



211 Alberta – Edmonton and Area
Seniors Information Phone Line
2020 Annual Report
January 1, 2020-December 31, 2020

Highlights of the Reporting Period

- 2020 was a busy year for 211 and the Seniors Information Phone Line. We saw a 38% increase in contacts compared to 2019. This is largely due to the COVID-19 pandemic and 211 becoming an important source of information as things change rapidly.
- This year 211 also updated data collection in a number of areas including demographics, needs and follow ups. Further refinements to the demographic data collection will continue in 2021 to get more and better data.
- With the change in how calls issues, now needs; are collected we have more specific data that can be provided around the types of needs and the referrals provided on those needs.
- Overall we saw 21.24% of contacts coded as being directly related to COVID-19, we know the actual number is likely higher as mid year fewer clients disclosed COVID-19 as a reason for calling when the need was not specific to COVID-19 response
- 211 participated in several Government of Alberta initiatives that drove people to 211 including:
 - Supporting the Non-Medical Mask Distribution for those who were unable to access masks through drive thru locations
 - As the pathway to access commercial isolation hotel space if unable to safely isolate at home (211's role started in late December 2020)
- In 2020 211 Alberta launched a marketing campaign to promote 211 access across Alberta. United Way Centraide Canada has launched a marketing campaign promoting 211 across Canada, this included specific messaging for vulnerable populations including seniors. We can see from the data that drove some senior related contact to 211.
- Nationally 211 was also highlighted by Prime Minister Justin Trudeau as a go to resource.

Risks from the Reporting Period

- Fluctuating surges in demand in 2020 as a result of the COVID-19 pandemic have increased wait times overall in 2020. Additional staff were brought on to support increased demand.
- We have found that as the pandemic continues there is an increase in complexity of contacts on 211, this has resulted in longer call volumes and is also impacting wait times despite the additional staff.

Client Stories

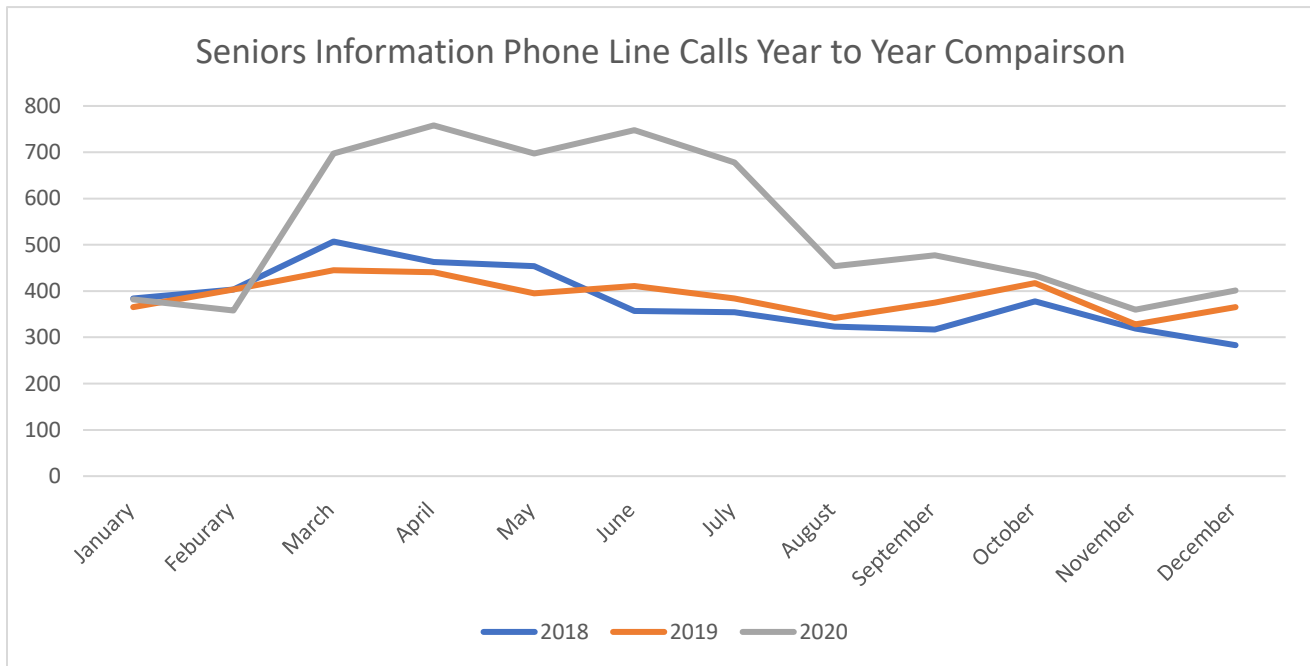
A Senior reached out to 211 for support with a number of different issues. He shared with the 211 Community Resource Specialist that he is struggling with his mental health right now, as a result of COVID-19, he has been unable to go out and do the things he enjoys including social activities and exercise. He also shared having recently had heart surgery and this is impacting his ability to do daily tasks around his home. To top it all off his landlord recently increased his rent by 30%, after living in his home for over 23 years he is needing to find a new place to live. After hearing everything that was going on for the senior the 211 Community Resource Specialist was able to ask some additional needs assessment questions and learn that the senior was already connected with an Outreach Worker at Strathcona Place 55+. A plan was made with the senior to connect with that outreach worker and talk more about his other needs. Additionally, the 211 Community Resource Specialist provided referrals for free counselling options. 211 was able to follow up with the senior a week later, during the follow up the senior shared that Strathcona Place has been really helpful. He was able to get connected to housekeeping services and has connected with a counselling service that offers groups. His outreach worker was also helping him to find other housing options and he is now looking to prepare for when he moves. The 211 Community Resource Specialist was able to provide some additional referrals to resources that will pick up items that he is wanting to donate.

A Senior reached out to 211 looking for information on how to access a food hamper. She had recently connected with the North East Edmonton Seniors Association but was unfortunately just outside their delivery zone. She shared with the 211 Community Resource Specialists that she has been isolating for quite some time as she is generally ill and often is showing symptoms, as a result she is feeling very isolated. The 211 Community Resource Specialist was able to connect the senior into the Bag Half Full Program, the Edmonton Food Bank, as well as, a friendly calling program to help with her isolation. 211 was able to follow up with the senior a week later during that follow up call she shared that she had been able to received a delivery of masks, hand sanitizer, Kleenex and coloring books. She was able to connect with the Food Bank and Bag Half Full and was working with them to get a food hamper. She was also enjoying the friendly call program as it helped her feel more connected.

A Senior was connected to 211 by Service Canada, he needed help getting his taxes done so that he can continue to receive his GIS. The 211 Community Resource Specialist was able to connect the senior to a Community Volunteer Income Tax Program provider close to where he lives. The senior also shared with 211 that his power bill has been going up as he has been spending more time at home, he is wanting to look at options to lower that expense. The 211 Community Resource Specialists was able to provide the senior with information about supports through the Utilities Consumer Advocate to look at utility rates and if better options are available for him. Finally, the senior shared that he is feeling stuck with everything going on during the pandemic, he is wondering if there are possible mental health supports or someone he can talk to. He was provided with referral for mental health supports and a connection to a friendly phone call program. At the seniors request the 211 Community Resource Specialist followed up with an email to the senior listing all of the referrals provided along with contact information and websites.

Overall Contact Volume (by year)

	2016	2017	2018	2019	2020
Calls	5045	3920	4634	4702	6576
Text					45
Chat					18
Email					44
Non-Transactional (hang-up, wrong number, blank)	88	68	94	21	239
TOTAL Real Contacts	4957	3852	4540	4681	6444



Contacts Identifying as being COVID-19 Related

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
COVID-19 Related	149	313	223	193	210	67	45	40	58	71	1369
% of Overall	21.37%	41.29%	31.99%	25.80%	30.97%	14.76%	9.43%	9.22%	16.20%	16.75%	21.24%

Demographics

Age	2020 Count	2020 % TOTAL
0-18	0	0.00%
18-24	1	0.02%
25-34	13	0.20%
35-44	30	0.47%
45-54	48	0.74%
55-64	501	7.77%
65+	3253	50.48%
Unknown	2598	40.32%

Gender	2020 Count	2020 % TOTAL	2019 % TOTAL
Female	4385	68.05%	71.5%
Male	1982	30.76%	28.4%
Non-Binary/Gender No-Conforming	3	0.05%	n/a
Unknown	74	1.15%	0.1%

NOTE: 2019 18-64 – 42.4%, 65+ - 57.4%

Contacting on behalf of	2020 Count	2020 % TOTAL	2019 % TOTAL
Self	5241	81.33%	80.0%
Family Member or Friend	903	14.01%	14.7%
Client	200	3.10%	4.1%
Agency	44	0.68%	0.5%
Private Citizen	20	0.31	0.4%
Other	10	0.16%	0.0%
Co-Worker	1	0.02%	0.0%
Unknown	25	0.39%	0.2%

How caller heard about Seniors Information Phone Line

Referral Source	2020 Count	2020 % TOTAL	2019 % TOTAL
311	52	0.8%	1.5%
Distress/Crisis Line	11	0.2%	0.3%
Education System	3	0.1%	0.0%
Friend or Relative (Word of Mouth)	453	7.3%	5.0%
Health System	131	2.0%	1.1%
Human Service Agency	711	11.0%	11.5%
Internet	88	1.4%	1.2%
Knew from before (previous caller)	2993	46.4%	56.1%
Media	122	1.9%	0.5%
Phone Book	17	0.3%	0.3%
Police/RCMP	26	0.4%	0.4%
Promo Material	70	1.1%	3.5%
Social Media	11	0.2%	0.0%
Advertising	32	0.5%	n/a
Utility Company	12	0.2%	0.2%
Unknown	1712	26.6%	18.4%

Risk Assessments

Risk Assessments	2020 Count	2020 % TOTAL	2019 % TOTAL
1 st Party Domestic Violence	57	21.03%	15.9%
1 st Party Elder Abuse	56	20.66%	22.3%
1 st Party Suicide	25	9.23%	7.1%
Assault	14	5.17%	2.9%
Perpetrator	2	0.74%	2.3%
3 rd Party Domestic Violence	21	7.74%	6.8%
3 rd Party Elder Abuse	73	26.93%	29.1%
3 rd Party Suicide	9	3.32%	7.8%
3 rd Party Child/Youth at Risk	14	5.17%	5.8%

Language Services

Eight requests, languages requested were Arabic, Cantonese, Mandarin (2), Polish, Punjabi (2), Russian

Needs Identified (Top 10) Overall

There were **8089** needs identified on seniors contacts in 2020.

Need	Count
Basic Income Maintenance Programs <i>Includes: Allowance for the Survivor Programs, GIS, OAS, Spouse's Allowance, Provincial/Territorial Social Assistance Programs, First Nations Social Assistance Programs, War Veterans Allowance</i>	604
Information Sources <i>Includes: Directory Assistance, Government Information Services, Legal Information Services, Medical information Services, Time/Temperature/Weather Information Services</i>	500
Public Awareness/Education <i>Includes: Directory/Resource List Publication, Outreach programs, Speaker/Speakers Bureaus Workshops/Symposiums</i>	488
Tax Preparation Assistance	471
In Home Assistance <i>Includes: Home Maintenance, Errand Running, Housekeeping, Meal Preparation, Yard Maintenance, Snow Shoveling, Personal Care, In Home Meal Preparation</i>	329
Multipurpose Centres <i>Includes: Seniors Centres, Indigenous Friendship Centres</i>	246
Residential Housing Options <i>Includes: Low Income/Subsidized Rental Housing, Market Housing, Subsidized Home Acquisition</i>	233
Medical Equipment/Supplies <i>Includes: General Medical Equipment/Supplies, Non-Medical Masks, Incontinence Supplies, Monitoring Equipment, Respiratory Aids, Shower/Bath Seats</i>	229
Crisis Intervention <i>Includes: Crisis Intervention Hotlines, In Person Crisis Intervention, Involuntary Psychiatric Intervention</i>	216
Undesignated Temporary Financial Assistance	182

Unmet Needs Identified (Top 10)

Overall there were **326** unmet needs logged on seniors contacts in 2021.

Need	Count	Reason need was unmet
Residential Housing Options <i>Includes: Low Income/Subsidized Rental Housing</i>	30	Agency full/waiting list (27) Agency resources depleted (1) No program found to meet need (2)
Medical Equipment/Supplies <i>Includes: General Medical Equipment/Supplies, Non-Medical Masks, Monitoring Equipment</i>	22	Agency full/waiting list (1) Agency resources depleted (4) Client ineligible for services (1) No agency open at this time (4) No program found to meet need (11) No transportation (1)
Tax Preparation Assistance	22	No agency open at this time (16) No program found to meet need (3) No transportation (1) Other (2)
Holiday Programs <i>Includes: Christmas Programs, Thanksgiving Programs</i>	14	Agency resources depleted (1) No agency open at this time (11) No transportation (2)
Local Transportation <i>Includes: Paratransit programs</i>	13	Client ineligible for services (5) No program found to meet need (7) Other (1)
Household Goods <i>Includes: Furniture, Mattresses</i>	12	Agency full/waiting list (1) Agency resources depleted (3) No agency open at this time (6) No program found to meet need (1) Other (1)
Basic Income Maintenance Programs	11	Client ineligible for services (9) Other (2)
Information Sources <i>Includes: Directory Assistance, Government Information Services, Legal Information Services, Medical information Services</i>	8	Client cannot afford the services (1) Client has used all available services (2) No agency open at this time (1) No program found to meet need (3) Other (1)
Undesignated temporary Financial Assistance	7	Client ineligible for services (5) No program found to meet need (1) Other (1)
Food Outlets <i>Includes: Grocery Ordering/Delivery</i>	7	Client cannot afford the service (1) No program found to meet need (5) Other (1)

Referrals (Top 10 by Program Name)

10,405 referrals were provided on senior related contacts in 2020

Referral	Count
Seniors Outreach	815
Seniors Financial Assistance Program	438
Seniors Home Supports Program	401
Community Volunteer Income Tax Program	356
Alberta Works – Emergency Needs Allowance	321
Health Link	233
Non-Medical Masks for Albertans	228
Continuing Care Access	202
Make Tax Time Pay	199
Distress Line	159

Referrals to Outreach Providers

Outreach Provider	Referrals	Warm Hand-Off
Bent Arrow – Pehonan Elders Program	3	0
Jewish Family Services – Seniors Making Age-Related Transitions	9	0
Sage – Multicultural Seniors Outreach Program	11	0
Shaama Centre for Seniors and Women – Seniors Outreach	4	0
Sage – Outreach/Seniors Support Services	328	6
Strathcona Place 55+ - Seniors Support Services	14	1
Edmonton Seniors Centre – Seniors Outreach	109	1
North Edmonton Seniors Association – Seniors Outreach	75	0
Operation Friendship Seniors Society – Seniors Outreach	26	0
Westend Seniors Activity Centre – Outreach	105	3
Millwoods Seniors Association – Seniors Connect – Outreach Services	25	0
SCONA – Seniors Outreach	76	0
Southeast Edmonton Seniors Association – Seniors Outreach	30	0
TOTAL	815	11

Referrals to Home Supports Programs

Provider	Referrals
North Edmonton Seniors Association	80
North West Edmonton Seniors Society	110
Millwoods Seniors Association	40
South East Edmonton Seniors Association	65
South West Edmonton Seniors Association	38
Westend Seniors Activity Centre	68
TOTAL	401

Follow Up Calls

In 2020, 211 updated our satisfaction and outcomes surveys. We now complete automated surveys immediately post call for all modes and surveys 7-10 days after the initial contact for phone contacts.

Specific to the Seniors Information Phone Line:

- 532 follow ups were offered for 7-10 days following the initial contact
- 361 participants consented to a follow up call
- 58 surveys were completed

Please see the attached supplemental document with overall 211 survey results.

NOTE: 211 staff will also offer follow ups to be completed sooner than 7-10 days to provide a check in as needed or to provide further information that was not available at the time of the initial contact. This was significantly more frequent during the COVID-19 pandemic.

What seniors are saying about 211:

"211 has been really good to me, everyone has been so supportive and [the staff I spoke with] was really nice and took the time to hear my story. I needed masks to see the doctor and 211 arranged for them to be delivered which really helped me in the pandemic!"

"Whenever have something that I can't sort out, I call you guys."

"I'd give you 5 stars every time if I could. I get what I need. It's quick and fast. I don't use the phone book anymore since I call you instead."

"Love your service - one of the best services here in Edmonton. You have an excellent database. You guys are awesome."

"The young woman who I spoke to was wonderful and very empathetic. She was really caring. It was comfortable and she was determined to find me some help."

"Thank you for helping in my time of need. I was broken when I called and I have been studying the information I was given and already have a counselling appointment set up. I want say thank you to all 211 staff - said you are doing marvelous work and I owe my stability to you"

Needs Identified by Month (Top 5)

January	Count
Basic Income Maintenance	31
Information Sources	28
Residential housing Options	23
Multipurpose Centres	18
In Home Assistance	17

February	Count
Tax Preparation Assistance	26
Residential Housing Options	24
In Home Assistance	24
Information Sources	24
Public Awareness/Education	22

March	Count
Tax Preparation Assistance	134
Basic Income Maintenance	49
Information Sources	41
In Home Assistance	27
Multipurpose Centres	25

April	Count
Tax Preparation Assistance	83
Basic Income Maintenance	59
Information and Referral	50
Information Sources	37
Emergency Food	33

May	Count
Tax Preparation Assistance	75
Basic Income Maintenance	69
Public Awareness/Education	53
Information Sources	40
In Home Assistance	36

June	Count
Basic Income Maintenance	67
Medical Equipment/Supplies	65
Public Awareness/Education	65
Information Sources	58
Tax Preparation Assistance	47

July	Count
Medical Equipment/Supplies	115
Public Awareness/Education	70
Basic Income Maintenance	65
Information Sources	52
Tax Preparation Assistance	37

August	Count
Public Awareness/Education	63
Information Sources	43
Basic Income Maintenance	42
In Home Assistance	34
Medical Equipment/Supplies	23

September	Count
Basic Income Maintenance	59
Public Awareness/Education	46
Information Sources	42
In Home Assistance	24
Tax Preparation Assistance	23

October	Count
Information Sources	49
Basic Income Maintenance	46
In Home Assistance	41
Residential Housing Options	29
Multipurpose Centres	20

November	Count
Basis Income Maintenance	42
Information Sources	35
In Home Assistance	33
Public Awareness/Education	32
Multipurpose Centres	22

December	Count
Basic Income Maintenance	55
Information Sources	51
Public Awareness/Education	41
Holiday Programs	27
Crisis Intervention	22