

CAIRS

n e w s l e t t e r

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CALIFORNIA ALLIANCE OF INFORMATION AND REFERRAL SERVICES

California 2-1-1 — Readings from a cloudy crystal ball

by Burt Wallrich

I offer two descriptions for how it feels to work on 2-1-1 in California: (1) It's like watching a Polaroid picture that is just in the process of emerging. I can see the outlines and get an idea of what the picture will be but the details are far from clear. (2) It's like riding a strong horse with a mind of its own. If you think I am in control you're wrong. I'm actually trying to keep from falling off.

Having said that, I will quickly add that the picture that is emerging is wonderful, and the horse is going in the right direction. People all over California are working to create 2-1-1 with one thing in mind: to provide the best possible net-

work of health and human services. Here are some of the emerging developments.

CPUC Action: The California Public Utilities Commission will consider the CAIRS and Statewide Steering Commission 2-1-1 Petition at its January 23rd meeting (after this is being written, but before you receive it). They will begin the process of writing and issuing a rule governing how an agency will apply to be designated as the 2-1-1 service provider for its area and what standards will apply to 2-1-1 service statewide.

Because there was absolutely no negative comment to our Petition

when it was first published by the CPUC, and because the standards we suggested are based on the AIRS National Standards for I&R, we expect that the CPUC process will be expedited. I am hopeful that a rule will be issued by mid-Summer. It could possibly be sooner. It could also take longer. You can help, even after January 23rd, by writing a letter of support to the CPUC. If you would like information about how to address the letter contact me at the address below.

You can see the complete text of the Petition we submitted, including our proposed language for the rule, at www.cairs.org/211.htm.

Once the rule is issued, agencies around the State can start applying

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2-1-1 grows across the nation and into California

by Lynn Pesely, 2-1-1 Coordinator Northern California

2-1-1 continues to grow across the nation. Ohio's PUC has ruled favorably on a 2-1-1 petition for the state. Utah has established 2-1-1 service in a three county area — just in time for the 2002 Olympics. Most other states in the U.S. are in various stages of 2-1-1 planning and implementation. The Alliance of Information and Referral Systems (AIRS) and the National United Way are finalizing a logo and tag line that will be used to promote 2-1-1 across the nation.

The events of 9/11 resulted in the creation of over 400 new information lines to assist people affected by the tragedy. Just a little duplication! 2-1-1 will decrease the duplication of services and allow limited social services funds to be used where needed rather than wasted on duplication of services.

The 400 new information lines caught the attention of Senators Clinton and Dodd, who started a

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Letter from the President...



Dear CAIRS Members,

2001 was a year marked by upheaval in our public and professional lives. The terrorist attack on September 11th immediately impacted each one of us. The events of that day continue to unfold as we adjust to a greater sense of our personal and national vulnerability. The people we serve were already experiencing difficulties as the result of the economic downturn. The recent terrorist acts escalated that economic slide. With looming cuts in governmental budgets and reduced funding available from foundations, social service organizations face a serious funding shortage in the coming year. As we look ahead, we see more people experiencing greater need at a time when agencies and organizations will have fewer resources to assist them.

At the same time, a new social utility, 2-1-1, will be launched. With the coming of this simple, three-digit dialing code, people throughout California will be able to reach an I&R professional and ask for help. By the time this newsletter reaches you, it is possible that the California Public Utilities Commission will have approved the joint CAIRS/2-1-1 Steering Committee petition. This rule will establish the procedure that enables local I&R providers to become the 2-1-1 service provider. Please see Burt Wallrich's article for more details. CAIRS will continue to assist in implementation of 2-1-1 in California in the coming year.

The Board has been considering various ways in which we can support our members and the profession of I&R during 2002. We have begun a review of the training and professional education resources currently offered. With the implementation of 2-1-1, your need for improved skills and knowledge will be greater in the coming year than it has ever been. In an effort to make more training opportunities available, and to make the training even more cost-effective than in the past, the CAIRS Board has decided to provide several one-day conferences in various parts of the state in lieu of our longer annual conference. We believe this will make training available to a larger number of people, even in a year when budgets will be tight. The first of these conferences was just held in Sacramento. Forty-eight people attended with nearly half being tested for certification. We anticipate offering another one-day conference in Los Angeles in July. Watch your mail and the CAIRS web site for more details. If you are interested in having a conference in your area, please contact your local CAIRS board member.

As always at this time of the year, the CAIRS Board must say goodbye to several members who are rotating off the board. Please join me in wishing them continued success:

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Letters to the Editor

As always, the Board of Directors is looking for your input. You can provide yours by contacting the

Editor, Rick Sakamoto [contact information in next column and on page 9].

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Sharon DeCray
President

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Vice President/Operations

Michelle Quinn
Vice President/Membership

Charles Wigle
Secretary

Lynn Pesely
Treasurer

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Please contact CAIRS if you wish to reprint any part of this newsletter.

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Vision Statement

CAIRS believes all individuals should have barrier-free access to human services to enhance their quality of life.

Mission Statement

The Membership of CAIRS provides leadership and support in the changing world of access to human services information. CAIRS promotes the right of individuals to accurate, barrier-free information.

Goals

In order to achieve the Mission and Vision, the following goals have been established:

To *provide* training and support to enhance professional skills;

To *facilitate* the exchange of information among the membership and others within the helping professions;

To *promote* awareness of Information and Referral services;

To *advocate* for the interests of the profession and the public it serves.

Meet the New Board Members

Wayne Everingham is the Senior Database Manager for InfoLine Sacramento, a program of the Community Services Planning Council (CSPC) in Sacramento. He began his career early in 1966 volunteering both as an I&R and a database specialist. Since 1997, he has been employed by CSPC to inventory communities and work with the IRis and Access databases to keep InfoLine updated, produce annual and special directories, guides, and many other service resource projects.

Wayne retired from the US Air Force with 30 years in the medical field prior to working for the Community Services Planning Council. He also did Senior Hotline advocacy work for Legal Services of Northern California in Sacramento, specializing in Grandparents Rights and their Guardianship Program.

Wayne is grateful for the opportunity to represent his area and make statewide contributions to the CAIRS Board.

Carol Hoshizaki is a data manager and analyst with more than 17 years of experience in relational database analysis, data maintenance, training and project management. She has worked in the fields of fixed assets, healthcare billing, risk management, and software product development. For the last three years she has worked at the nonprofit Community Technology Alliance on www.HelpSCC.org, the searchable resource directory for Santa Clara County, first as a data manager and now as a taxonomist. She received her CRS in April 2001, and holds a BA from the University of California, Santa Cruz. For the last two years, she has served on the UCSC Alumni Association Board as an Alumni Councilor.

Roger Pankratz was born and raised in Fresno, CA. He “escaped” to the University of California, Santa Barbara, where he received a degree in history. Following his studies at Pacific Coast Banking School at the University of Washington, he spent 20 years as a community banker, at the same time devoting considerable time to volunteer work. He traded the banker’s striped suit for a new hat as Executive Director, HOTLINE of San Luis Obispo County in June, 1999.

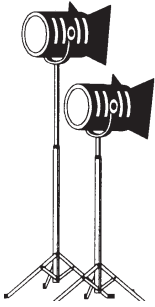
Currently Roger is a member of the United Way Board of Directors; Vice-Chair, SLO County Adult Services Policy Council; and Finance Chair De Tolosa Dental Clinic Steering Committee. He and his family reside in South County, where daughter Megan is senior at AG High School. His son, Brian, graduate of AGHS, Cuesta College, Cal Poly owns/operates businesses in the Santa Barbara area. Since 1970, HOTLINE has provided SLO County’s only comprehensive, confidential information, referral, support and crisis intervention service 24-hours a day, 365-days a year.

Anne Stundahl has been the Quality of Life Coordinator for the 12th Marine Corps District since October 1998. This service provides I&R and I&A to Marine recruiters and their family members located in 10 western states (including Alaska and Hawaii), Guam and Okinawa.

Prior to becoming the Quality of Life Coordinator, Anne worked for the Navy Family Service Centers in San Diego, CA and Rota, Spain. She has more than 20 years experience in providing I&R services to military families.

Anne’s husband, Jerry, retired after

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Spotlight on:

Marine Corps Quality of Life Program

by Anne Stundahl

Most I&R or I&A services received by military personnel and their family members are provided through a Family Support or Family Service Center program. These programs are located on military bases and provide a wide variety of resources and services. However, there are military personnel such as Marine recruiters who are not stationed on a military installation. Recruiters and their families live in "Any Town, America" and are often the only military representative in a community, especially in rural areas.

Aware of the special needs of this population, the United States Marine Corps established the Quality of Life Program. This program focuses solely on supporting the recruiter and his or her family members. The goal of the program is to inform, educate and empower clients while promoting a sense of community and self-sufficiency. The Marine Corps has six Quality of Life Coordinators assigned throughout the United States. Each Coordinator's District or area of responsibility covers approximately six to ten states. Within each District, the Coordinator is responsible for administering programs relating to the health, welfare and morale of the active duty personnel and family members assigned to the District.

As the Quality of Life Coordinator for the 12th Marine Corps District, my area of responsibility includes California, Nevada, Oregon, Washington, Idaho, Utah, Montana, parts of Wyoming, Alaska, Hawaii, Guam, and Okinawa, Japan. My District currently has 815 active duty Marines and approximately 1,500 family members.

To support these Marines and families, I provide information, referral, and support services on topics such as relocation; medical and dental benefits; legal assistance; consumer and financial affairs; family member employment; relationship issues; and family advocacy. These services are provided via educational briefings, group presentations, and one-on-one consultations. Due to the large geographical area covered by each District, most consultations are provided over the phone. Each District Quality of Life Coordinator has a 1-800 number to provide no-cost, easy access for our Marines and families. Clients needing more in-depth assistance are referred to the community or military resource most appropriate for their need.

The Marine Corps Quality of Life Program has been successfully assisting Marine recruiters and their families since its inception in 1997. □

President's Letter . . .

from page 2

Brandon O'Brien served one term with the Board during which he served two years as Vice President of Membership. As the owner of a for-profit I&R, Brandon could always be counted on to ask the tough financial questions that helped manage your membership dues.

Josie Sanchez spent one term on the Board during which she hosted a Board meeting in Fresno, worked with Membership, and served one year as Secretary. She brought her hard work and ready smile to all she did with CAIRS. We will miss her Central Valley perspective.

Ginny Stafford served one term during which she twice handled speaker recruitment and planning for our annual conferences. She'll always have a special place in the hearts of her Board colleagues as the one who kept ending up in Vallejo when she was supposed to be joining us in Alamo.

Jan Coen had resigned from the Board earlier this year as a result of a change in her career. She is a dedicated advocate of 2-1-1 and worked especially hard on its implementation. Our hope is that another career change will bring her back to I&R and CAIRS.

Marianne Nix and **Elise Levine** were both re-elected to another three-year term. New Board members are: **Wayne L. Everingham** of Info Line Sacramento; **Carol Hoshizaki** of Community Technology Alliance; **Roger Pankratz** of HOTLINE of San Luis Obispo County; **Anne M. Stundahl** of 12th Marine Corps District; and **Carolyn E. Wylie** of Riverside County Children and Families Commission.

During our recent retreat, elections were held for Board officers. **Michelle Quinn** was elected as Vice President of Membership; **Rick Sakamoto** was elected as Vice President of Operations. **Charles Wigle** was re-elected as Secretary, **Lynn Pesely** was re-elected as Treasurer, and I was re-elected as President. I am looking forward to a challenging year working with my Board colleagues on behalf of our members and our profession.

— Sharon DeCray
Board President

2001 CAIRS Annual Report

From the President

2001 was the year when our Annual Conference occurred immediately after a national disaster. In spite of that challenging situation, the Conference successfully provided needed education and training. Through the financial support of memberships and careful budgeting, CAIRS finished the year in sound fiscal condition. The Board's standing committees, Membership and Public Relations, continued their excellent work. Please read the highlights in their committee reports. 2001 was also the year when 2-1-1 moved from vague dream to concrete possibility. CAIRS members worked hard to bring 2-1-1 to California. Here are some of the successes:

- Formed the 2-1-1 Working Group within the CAIRS Board to focus on planning efforts
- Supported the creation of the Statewide 2-1-1 Steering Committee
- Wrote and submitted the 2-1-1 petition to the California Public Utilities Commission
- Met with CPUC Commissioners and staff to educate them about I&R and gain their support for the petition
- Worked with foundations to identify sources for infrastructure funding

Our goals for 2002 include the passage of the 2-1-1 petition and the successful launch of services; the development of an enriched I&R/A curriculum; and an expanded number of training opportunities in various geographic areas. We remain dedicated to our core mission to enhance the profession of I&R/A and to serve all of our members through opportunities for professional development.

—Sharon De Cray

Public Relations Committee

- Informed and educated our members on the advancements of the 2-1-1 initiative in California through our newsletter
- Developed the membership linking program to participating agency members

- Created and implemented the on-line version of the newsletter
- Developing a "knowledge sharing" page on the CAIRS web site

We look forward to an exciting 2002 and will continue to focus on our committee goal to educate and disseminate relevant I&R information to our members and the entire industry.


—Rick Sakamoto, Chair

Membership Committee

Board members continue to make a personal commitment to promote the benefits of being a member of CAIRS. We are pleased to announce that our membership increased in 2001. We now have 149 voting members composed of individuals, agencies, and associates. The goals for 2002 include boosting the current member roles and promoting regional trainings.

Thanks to all members for your continued support. To new members — Welcome Aboard!

—Michele Quinn VP of Membership



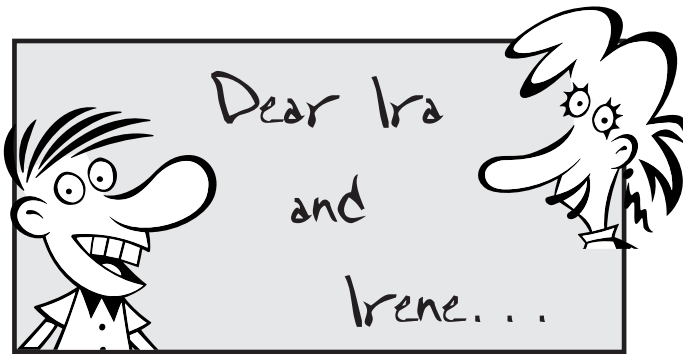
The CAIRS web page includes an on-line version of this newsletter.

The web address is:
www.CAIRS.org

Add it to your bookmarks!

CAIRS Board of Directors

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Dear Ira and Irene:

I'm so confused with emails from the various list-servs. Can you help me sort them out?

Suzie in Sacramento

Dear Suzie:

The list-serv acts a bulletin board sending out messages to everyone who subscribes. It is a great tool to allow you to communicate and learn from other I&R professionals throughout the state and the world.

There are two very valuable list-servs to help people in the I&R profession:

- The AIRS Networker, which is a mailing list to help information and referral providers find resources, ask questions related to their daily operations, and exchange information about finding and using other sources of information to enhance their operations. To subscribe to the AIRS Networker, simply email airsnetworker_subscribe@yahoo.com. This will then connect you to I&R professionals throughout the country and the world.
- The CAIRS Networker is a more specific mailing list to address issues in the state of California. To subscribe to the CAIRS networker, simply email CaAIRS_subscribe@yahoo.com.

Subscribing to both of these list-servs can help provide you with both local and nationwide resources. If you have further questions about listservs, it just so happens that one of the CAIRS board members is a moderator for both of these listservs and you can contact her at elise.levine@blueshieldca.com to help you navigate your way down the information highway. □

Board Members...

from page 3

23 years in the Navy and currently works as a civilian for the Military Sealift Command. Son Jarrod, a Lieutenant in the U.S. Navy, and his wife Jennifer are currently stationed in Keflavik, Iceland.

Carolyn Wylie became the Executive Director of the Riverside County Children and Families Commission in November of 2000. The Prop. 10 Commission is funded by the California tobacco tax initiative and it is the local body, which provides resources for initiatives, programs, and support systems for children prenatal to five years and their families.

Prior to that, Ms. Wylie worked as a Children/Youth Advocate for the Mayor of Riverside for two years. She worked for the Riverside County Superintendent of Schools for over 20 years where she headed a Division called Children and Families Services that provided Head Start/State Preschool, Child Care and Development Programs, Migrant Education, and Teen Mother programming for Riverside County school districts and community-based organizations.

The Child Care Resource and Referral organization was in her division in the County Schools office and she has long been engaged in a Community Action Planning initiative for a countywide I&R system.

Ms. Wylie is married to Deane Wylie, an editor for the Los Angeles Times, and has two grown children — Adam, who is pursuing a teaching credential, and Victoria, who is an assistant to the Dean of Graduate Admissions at UC Riverside. □

The CAIRS Mission states that it serves the membership by “providing training, facilitating networking, and sharing of knowledge, and advocating for the interests of the profession and the public it serves.” One of the vehicles that CAIRS uses to accomplish this goal is through both statewide and regional conferences.

In recognition of the needs of its members, CAIRS attempts to provide training throughout the state, either through the annual statewide conference or through periodic regional conferences. In an effort to provide more local access to members, the location of the statewide conference shifts between northern and southern California. □

California 2-1-1 . . . *continued from page 1*

to be designated as a 2-1-1 service. If our suggested language is adopted by the CPUC, an applicant will have to demonstrate strong community support in order to be approved. For that reason, agencies around the state have been holding community meetings to inform people about 2-1-1 and to determine which agency the community wants to have in that key position.

Funding: We are moving ahead to raise the money that will be needed to implement 2-1-1 and to assist I&Rs to build their capacity so they will be able to do the job. Proposals to the Weingart Foundation and to the Department of Commerce Technology Opportunities Program (TOP) will pay for Regional Technical Centers if they are successful. Two proposals to the Great Valley Center request funding for training staff at ten agencies that will serve fifteen counties and for translation and production of outreach materials. A test letter to the California Wellness Foundation is seeking funds for producing standardized 2-1-1 Policy and Procedures Manuals and Volunteer recruitment and training materials.

These proposals-in-process are in addition to ones that have already been successful. So far, 2-1-1 in California has received \$666,631 in foundation grants and approximately \$8,000 in individual and agency donations. If you would like to make a financial contribution to 2-1-1 implementation please send your check made out to "CAIRS" and noted "2-1-1 Fund."

Implementation: As soon as the CPUC says "Go!" agencies can submit their applications to be designated as the 2-1-1 service provider for their area. I have no idea how long it will take to process the applications.

Once an application is approved, an agency could start-up 2-1-1 service by arranging with the telephone companies in its area to route calls to it. We don't know at this time how much the telephone companies are going to charge. We also don't know if arriving at a fair and reasonable charge will be a cooperative or combative process. SBC/Pacific Bell has said that they don't see 2-1-1 as a profit center and their charges will be minimal. However, they proposed very high rates in Texas and Ohio and the agencies there are having to fight to get the charges reduced so we think we may be in for a fight. We expect to do this negotiating (we hope) or fighting (if necessary) at the state level so 35 or so county-level I&Rs aren't trying to get the best possible rate from two giant and about 65 small telephone companies.

We plan to route all 2-1-1 calls in California through Regional Technical Centers (RTCs). There will be at least two, and possibly more, RTCs to serve the State. The advantage of RTCs is that they can make highly sophisticated hardware and software available to all 2-1-1 service providers at a reasonable cost. The RTC will make it possible for even small agencies to provide a very high level of access for people with disabilities, to handle a high volume of calls without using a push-button menu system, and to transfer calls between agencies easily. The last feature means that an agency that is not 24/7 can have its after-hours calls handled by an I&R professional in another location. It also would permit instant transfer of calls if a 2-1-1 agency were knocked out of business by a disaster.

If a local agency is ready to start-up 2-1-1 service before the RTC serving its region has been built, it could receive calls directly and tie into the RTC later. However, it might have to pay a one-time programming charge to the telephone company when it first starts up, and later when it wants calls routed through the RTC. Until we know more about what the phone companies are going to charge we don't know whether that is so, or how much money might be involved.

For more information, please contact Lynn Pesely in northern California or me, Burt Wallrich, in the south. Our contact information is in the Board Roster. □

*Join the CAIRS
LISTSERV
and
stay connected
with other
California
I and R's.*

*To sign up
send an email
to CAIRS—
subscribe@yahoogroups.com*

2-1-1 Grows . . .

from page 1
legislative process. Senator Frist sponsored a Bioterrorism Preparedness Bill that supported 2-1-1 and proposed that ten million Federal dollars be given to support 2-1-1 activities in the U.S. Anti-bio-terrorism legislation including Federal money has been passed by the Senate. The Bill with 2-1-1 funding passed the Senate. However, the House passed a version which does not include 2-1-1 funding. The difference will be resolved in a conference committee which will meet later this month. It is important to contact your representatives in the House as well as local politicians to ask for financial support for 2-1-1 in the final bill (HR 3448). If we secure this federal funding it will help us to open doors to other funding opportunities.

In California, 67% of our counties are actively working towards bringing 2-1-1 to their communities. Countywide meetings are taking place to educate key stakeholders about 2-1-1 and plan how the service will look in the county. Current information on 2-1-1 in California, including a PowerPoint presentation, is located at cairs.org/211.htm. In order to keep 2-1-1 service local where the I&R Specialists are intimately familiar with the available community resources, it is ideal to have 2-1-1 service providers located in the county they serve. Some counties do not currently have a comprehensive 24/7 I&R so they may be looking at either expanding the focus of an existing specialized I&R, creating a new service, or partnering with an existing I&R in a nearby county. Although 2-1-1 service will be provided in a standard way across California and the nation, the implementation process and partnerships to start the service and keep it going will vary.

Most prospective 2-1-1 service providers will need to ramp up their agencies with new staff and training to effectively serve the increase in services calls that 2-1-1 is expected to bring. Call volumes are projected to be 5% of the county's population. This is often a 40-50% increase in calls but it may be more or less depending on the I&R's current call volume. Various grants have been submitted which, if funded, will pay for materials and training to help agencies increase their capacity.

Outreach materials for 2-1-1 service providers across California are being designed and will incorporate the new national 2-1-1 logo and tag line. Promotional materials will be created in multiple languages and materials will be designed to specifically target older adults and other specialized populations.

2-1-1 is growing across the nation and California is in the middle of the action. If your county is not active in

2-1-1 yet or is not as active as it could be, now is the time to work towards 2-1-1 implementation! In northern California, contact Lynn Pesely for information and assistance. In southern California, contact Burt Wallrich. Contact information for both is in the CAIRS Board Roster. □

Regional CAIRS Conference held in Sacramento

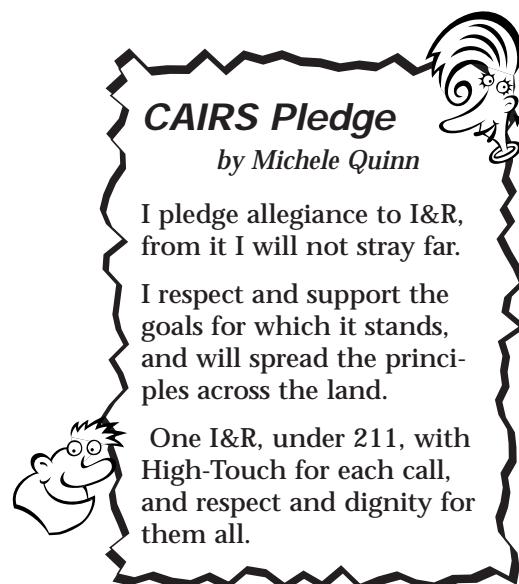
by Lynn Pesely

January 14 was the day of the CAIRS regional conference, held on the Sacramento River in Sacramento. This was the first of multiple regional conferences that will be held throughout California in an effort to make professional I&R training both accessible and affordable for our members. CAIRS members from throughout the state attended the training.

The conference was held at the beautiful Sierra Health Foundation, an independent, private, nonprofit foundation that awards grants in support of health and health-related activities in 26 northern California counties. Thank you to the Sierra Health Foundation for their generous support of this event.

The conference offered CIRS/CRS testing, and six workshops on a variety of I&R related topics including: 2-1-1, I&R 101, Using Volunteers in an I&R Setting, Housing, I&A 101, and I&R 102.

Thanks to all of you who were able to join us for the fun and informative event. We look forward to seeing you all at the next CAIRS conference! □



Contact Brandon O'Brien at (714) 639-0105 for any questions regarding CAIRS membership.

CAIRS • P.O. Box 726 • San Gabriel, CA 91778-0726

Mail this form along with your check (payable to CAIRS) to:

E-mail _____ Referred by: _____

Telephone: (_____) _____ Fax: (_____) _____

City / State / Zip: _____

Address: _____

Agency: _____ Title: _____

Name: _____

- I will permit my name to be placed on a mailing list that will be offered for sale.
- associate membership \$25
- single membership \$45
- multiple membership \$90 (please enter two names for multiple memberships)

YES! I want to be a CAIRS member. Please sign me up.

CAIRS Membership Application



California Alliance of Information
and Referral Services

P.O. Box 726

San Gabriel, CA 91778-0726

Address Correction Requested