One Size Does Not Fit All:

How Your Unique I&R Can Better Serve Veterans and Military No Matter Your Size or Your Structure

AIRS Conference 2015
May 30, 2015
Welcome and Introductions
All Volunteer Service

The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive the veterans of earlier wars were treated and appreciated by their nation.

~ George Washington

"The spirit of service and selflessness that is seen in military communities across our country represents what is best about America, and as a Nation we owe our brave service members and their families more than gratitude we owe them the support they have earned. Joining Forces will ask all Americans to take action, because each of us has a role to play in reconnecting with military families in our communities."

~ First Lady Michelle Obama
Our 1%

Over two million service members have deployed to fight the Global War on Terror, many for multiple tours of duty. These veterans return home not to the Department of Defense or the Department of Veterans Affairs, but to the communities in which they live and to the homes of their families.

It is the responsibility of the community to recognize the sacrifice these men and women have made on our behalf and to help those veterans who are in need.

1% of Americans may be fighting our wars, but we need 100% of Americans supporting our troops and their families.
Issues Faced

Lack of comprehensive transition navigation
Injuries and treatments
PTS and Other Mental Health Conditions
Substance Abuse
TBI
Suicide
Military Sexual Trauma (MST)
Housing Instability and Homelessness
Financial Instability
Unemployment
Education Issues
Domestic Violence
Criminal Justice Issues
Don’t Ask, Don’t Tell
Veteran Population by State: Fiscal Year 2014
**Mission Statement:** To unite our community to create a comprehensive system of care that positively impacts the lives of veterans and their families.

**Vision Statement:** To be an exceptional convener of partnerships and a provider of services for veterans and their families.
WHY TAKE ON MISSION UNITED

- **Veterans and available services**
  - Gaps in services
  - Difficult to navigate
  - Lack of trust

- **Community demand and support**
  - 110,000 vets in Broward County
  - Business leaders wanted solutions
  - United Way is perfectly positioned to convene business community, non profits and government to provide solutions
WHAT IS MISSION UNITED

• **Multi-stakeholder Advisory Council & Committee**
• **Comprehensive & Integrated Strategy**
• **Pro-bono Networks**
• **Collective Resources & Impact**
• **Data-driven & Outcome-focused**
• **Replication Potential**
HOW MISSION UNITED WORKS

MISSION UNITED is aligning and mobilizing resources to organize a comprehensive system of support.

- **Employment**: Linking Veterans to Career Opportunities
- **Education**: Creating a Path to Career
- **Health**: Accessing Healthcare after Active Duty
- **Legal Assistance**: Addressing Veteran Legal Needs
- **Emergency Financial Aid**: Providing Access to Short-Term Assistance
- **Housing**: Eliminating Homelessness
WHO MISSION UNITED HAS SERVED

- WW II: 1941-1945
- Korea: 1950-1953
- Viet Nam: 1955-1975
- Gulf War: 1990-2003
- Post 9-11: 2001-Present
WHAT MISSION UNITED HAS DONE

• Helped more than 2,000 veterans with solutions since 2013
• Engaged more than 500 volunteers (300 pro bono attorneys)
• 400 veterans provided employment assistance
• 700 veterans assisted with mental health services
WHAT MISSION UNITED HAS DONE

• **Fundraising**
  • *Campaign increase of 5% since Mission United; $650,000 to Mission United annually*
  • *New major gifts, new donors*
  • *$2,000,000 federal grant homeless vets*
  • *$1.5M capital campaign*
WHAT MISSION UNITED HAS DONE

• Recognition
  • 2014 UWW Common Good Award Winner

• Public awareness
  • Work with Office of Joint Chiefs of Staff
  • Mentioned in Congressional record
2-1-1: Building Collective Impact for Veteran Reintegration

“Serving Those Who Serve”

Cornelius Blackshear
Assistant Manager, Military Affairs
211 Texas/United Way Helpline
United Way of Greater Houston
Texas Veteran Population

**Total** = 1,680,418
*Wartime Veterans* = 1,309,440
Peacetime = 370,978

Female = 177,075
Male = 1,503,343

*includes Pre-World War II, WWII, Korean Conflict, Vietnam Era and Gulf War (pre & post 9/11) era veterans. Veterans serving in more than one wartime period are counted only once.

Veteran Population as of September 30, 2014.
2-1-1 Helps Veterans

- Link families and veterans to services, including reintegration programs in the community.
- Much of this can and is being done today; however:
  - Fragmented network of community services
  - A community may have services, yet lack the established community impact of 2-1-1 to link people to services.
Data Collective to Identify Gaps in Services

- Compile regional data to identify service needs and trends
- Regional data collaborative can identify trends in real-time
- Localized data helps organizations prioritize reintegration services
  - Needs/Trends in service requests
  - Demographics of veterans in a community
Community Outreach to Enhance Service Visibility

• 2-1-1 powerful focal-point with ability to build awareness vital to community impact work
  – Develop outreach strategies to ensure that veterans and their families are aware of resources.
  – Outreach efforts should use effective terminology and age-appropriate communication strategies and should emphasize peer-to-peer communications when possible.
Connecting Veterans to Services

• Resource information connects returning service members to services that complement national VA/military branch-related services
  – Increases access to resources needed for successful reintegration: Education, Employment and Health Care
  – Increases families ability to navigate and connect with peer groups throughout deployment cycle
  – Direct veterans and family members to needed community services
How to Engage Federal State and Local Funders

• National funding can quickly respond to rising trends. Funding partners could include:
  – Department of Defense
  – Department of Labor
  – Department of Education
  – Health Human Services

• Statewide funding can channel national funding into state-specific programs – needs may vary widely from one state to another

• Local funders can address community-specific needs within the scope of the state and national program objectives
211 Texas /United Way Helpline
Military Affairs Team
COMBINED ARMS

Community-Based Transition Assistance Program

VA

Vocational Training
College Degree
Workforce
Entrepreneurship

UW

ENGAGEMENT  INTAKE  ASSESSMENT  OUTPUT

VSO's
Schools
Units
Recruiters
Social Media
Call to Action

Discussion

What does your community need *today* to serve deployed or returning service members?
Courage to Call

A Collaborative Partnership
The San Diego Landscape

- 4,261 square miles (larger than 21 states)
- Urban and Rural
- 5th largest county in the nation and 2nd largest in California
- 18 municipalities; 36 unincorporated areas
- 18 tribal nations
- 42 school districts
- Population – 3.2 million people
- Larger than 19 states
- 6 healthcare systems
- Busiest international border crossing in the world (San Ysidro/MX)
Military and Veterans Presence

• Large military presence: San Diego has the highest number of active duty commands and largest number of active duty personnel in the country. Major commands include:
  – Southwest, Space and Naval Warfare Systems Center
  – Naval Submarine Base
  – Military Sealift Command
  – Naval Oceanographic Center
  – Camp Pendleton
  – Marine Corps Air Station (MCAS) Miramar
  – Naval Air Station North Island
  – Marine Corps Recruit Depot (MCRD)
  – Naval Amphibious Base, Coronado.

• San Diego is the home port to a large number of navy surface and sub-surface assets, as well as fixed-wing and helicopter squadrons.
• 120,000 active duty personnel with more than 150,000 dependents.
• 15,000 exiting the military with 33% remaining in San Diego County.
• Approximately 267,000 veterans in San Diego and Imperial Counties.
• One of the largest VA Health Systems in the United States.
What is Courage to Call?

- Collaborative Partnership
  - Mental Health Systems
  - Veterans Village of San Diego
  - 2-1-1 San Diego
- Prevention and Early Intervention (PEI) program
- Funded by the County of San Diego Health and Human Services Agency (HHSA)
- Serve as the contact hub for all military, veteran and their families San Diego County
- Offering a deeper level of care with a case management option.
Who do we serve?

• Active Duty Military
• Veterans
• Reservist
• National Guards
• Family Members of all stated above
  o Immediate family (we won’t turn anyone away if we can make the referral)
• All branches regardless of discharge status
• Providers
## Original Tiers of Service

### Family Support Outreach Specialist
- Peer Guidance and Support to Military Families and Loved Ones
- Direct Community Outreach
- Provide Awareness Trainings to Service Providers and the Community
- Assist with On Base, Off Base, VA, & Civilian Services and Entitlements

### Community Liaison
- Liaison with key community leaders, groups, organizations and community support to build coordination and collaboration
- Assists Organizations in Developing Programs to Meet Veteran Population Needs
- Identify and Reach-out to Special Needs Groups
- Manage Courage to Call Social Media

### Veterans Peer Outreach Specialist
- Peer Guidance and Support to Service Members, Veterans, Reserves, & Guard
- Direct Community Outreach
- Provide Awareness Trainings to Service Providers and the Community
- Assist with On Base, Off Base, VA, & Civilian Services and Entitlements

### Veteran Peer Support Specialist
- Provide a 24/7 Peer Support Line / Chat Line
- Offer Peer Support and Community Resource Referrals
- Reduce Stress and Improve Overall Mental Health
- Maintain and Update Resources and Services
Outreach Support

FREE & CONFIDENTIAL
Face-to-face peer support
Flexible meeting locations and hours

- Outreach staff consist of veterans and/or family members available to provide in person support, guidance, and information and referral services.
  - Veteran Peer specialist and Family Support Partners
- Direct community outreach at events and meetings throughout San Diego
- Provide community awareness/education of military culture and needs/gaps in services.
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Courage to Call Peer Line

FREE & CONFIDENTIAL
24/7 Informational Peer line
Around the clock peer support
providing information and referrals that can help with, but not limited to:

- Food, housing, and shelter
- Employment and transition assistance
- Counseling Services
- Family and legal resources
- VA and other benefits and information
- Counseling/Support for: PTSD, Depression, TBI, etc.
Peer Support Web Chat

FREE & CONFIDENTIAL
Informational Chat Line through 2-1-1 website

Staff consist of veterans and/or family members available to provide online support, guidance, and information and referral services.
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A Deeper Level of Care: Veteran Peer Navigators

- Provides needed support to transitioning military service member and their families
- Provides peer service coordination/ case management for assigned group of clients
- Develops, evaluates and implements intervention goals and plans in conjunction with clinical team
- Provides individual supportive coaching in all areas of client’s life
- Proactively checks-in starting at 7 days, and up to 12 months, to ensure client receives needed services & successful transition support.
Additional Key Elements and Roles

- Veteran Led
- 100% Veteran and Military Family Member Staffed
- Attend Community Meetings and Events
- Advocate for VMRGF and their Families
- Reduce Stigma Around Mental Health Services
- Identify Needs and Gaps
- Assist Organizations to Understand the Unique Needs of Military and Families
Providers

- Call 2-1-1 and speak to a Courage to Call representative to get assistance for clients
- Provide us with up-to-date information of your organization, program, and/or services
- Contact Courage to Call to connect with the outreach staff in your area
  - Presentations
  - Request site visits
  - Request informational Brochures
Resources and Referrals

- Courage to Call is linked to the 2-1-1 System
- Originally based on AIRS Standards
- Maintain an up-to-date, comprehensive health and human care database that includes specific services for military service members, veterans, and their families.
- Verifying legitimacy of organizations – more stringent vetting processes
- All Military and Veterans programs must register with 211 database
- More complete service and program descriptions and detailed eligibility criteria
- Work with service providers and coalitions to create a universal information exchange system
- Dedicated veteran resource specialist
Funding
Questions and Answers
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