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Advocacy 101: Tips and Tricks for Getting Your Message Across

Many agencies are interested in legislative advocacy for their I&R program to receive more funding and attention from Congress and federal agencies but do not know where to start or how to accomplish these goals. This session will discuss ways agencies can work with members of Congress and federal agencies, provide tips and strategies on how to do that in an effective and efficient way, as well as provide updates on current federal policies and ways to influence those policies. Attendees will leave the session with practical advice and action steps for programs of all sizes to take.

Aging and Disability and AIRS Accreditation: It is Possible!

The presentation will provide an overview of the role of Aging and Disability Resource Centers in the community and why becoming AIRS accredited is important when working with stakeholders. The presentation will include a summary of the AIRS accreditation process and standards. The role of an ADRC will be connected with each of the AIRS standards to demonstrate how and why ADRCs and AIRS are related. Planning strategies will be presented to encourage how the AIRS accreditation process can look within agencies both large and small. Information will also be presented to assist with gaining buy-in from upper leadership within an agency, board of directors, and advisory committees.

Aging and Disability Symposium

Session description to follow.

Air Force Helping Agencies and Partners

The goal of the presentation is to influence the conversation about the current and future state of our available resources, beyond the Air Force. The hope is to share innovative methods of Helping Agencies have used to maintain continual contact with off-base resources for the purposes of referrals. Presenters will share ideas about how to get and stay connected with community partners, as well as methods used at Robins Air Force Base to strategically pinpoint the riskiest areas for resource referrals.

AIRS Standards Overview & Drop-In Session

This session will help AIRS Members get better acquainted with the AIRS Standards, the process of reviewing the Standards, and offer a way to share their feedback about new and/or changing aspects of the I&R field, which Standards need to address.

All Systems Go: Technology Tools to Launch I&R to the Next Level (Sponsored Session)

211 LA is far more than an award-winning, non-profit human services information and referral organization. It's a technology company strategically positioned to transform I&R delivery with a secure, interoperable data-sharing platform. With disparate, competing platforms and data-sharing technologies proliferating across the I&R industry, solutions for system integration

are critical to delivering next-level services to society. With all this in mind, 211 LA has developed the Nexus211 platform that provides partners with a suite of Application Programming Interfaces (APIs) and applications driven by its proprietary national-standard taxonomy indexing tool. Sitting on top of Nexus211 is the 211 Caresuite—a variety of innovative applications that put information at the fingertips of Community Resource Specialists (CRSs), Care Coordinators, and Resource Writers, enabling them to efficiently perform their roles. 211 LA doesn't stop there; it is also deploying artificial intelligence with recommender and referral bots to significantly reduce the time CRSs spend exhaustively searching the system.

Avengers Assemble: Discovering Heroes in Disaster Preparedness & Response

Preparing for and responding to man-made or natural disasters requires providers to stretch their capacities and work with diverse government, business, and nonprofit organizations. This workshop will explore best practices in leading an organization through a disaster. Presenters will explore building and maintaining relationships through formal practices and procedures. The workshop will also discuss creating detailed plans for preparing for the unexpected challenges that come along with disasters.

"¡AY CARAMBA!" Understanding Language and Cultural Barriers on I&R Calls

This interactive presentation shares cultural insights from veteran telephone interpreters representing 46 languages, addressing the most common language and cultural issues encountered on stressful calls. The presentation highlights language and cultural complexities encountered with limited English-speaking callers that complicate communication and offers strategies to overcome them. Along the way, the presentation provides essential tips for working more effectively with telephone interpreters to ensure clear communication. The material will increase the cross-cultural knowledge of attendees, and help them better understand and assist the clients they support.

Blue Star Families: We Make Military Life Awesome

This workshop will educate the audience on how Blue Star Families (BSF) serves the unique needs of military-connected and veteran populations by strengthening them by overcoming the challenges of frequent moves, deployments, and separations from extended support systems by facilitating free programming and events that can help bolster their sense of belonging to the local community where they are assigned to serve. BSF provides fun opportunities to connect with their neighbors as well as resources to help make their quality of life better.

ChatGPT: The Future of Contact Center Technology

Session description to follow.

Closing the Loop: How SMS Survey Technology Can Revolutionize Referrals

This presentation will showcase key results using SMS surveys to follow up with individuals who called 211. In the Stand Together Foundation's pilot project, SMS surveys demonstrated a high response rate. The presenters will discuss best practices in building affordable follow-up SMS referral survey systems, methods to analyze and implement the data, and conclusions on how to frame and structure surveys to gather the most useful data.

Connecting With the Army and What We Do

In this workshop, presenters will discuss how to connect with the local Army family programs, which starts off with our Information and Referral team.

Data Quality for Contact Specialists

This workshop is designed for front-line staff and contact specialists that will review a range of topics helping to explain how and why data quality starts with their work, and how the statistics they enter impact the use of information from data exchange, to reporting, and APIs. The focus is on explaining the use of data entered in the software, and understanding why quality data entry is key to the use of data at every level of the I&R program.

The Few, The Proud, The Military Spouse: Connecting the Military Spouse with Employment Opportunities

This presentation will provide details of resources available to military spouses at all stages of the employment journey. Resources that provide beginning employment readiness and career planning assistance and resources for job search strategies and placement. Programs covered will include those available at military installations and resources available through the Office of Secretary of Defense level programs such as Spouse Education and Career Opportunities (SEC0) and Military Spouse Employment Partnership (MSEP). Best practices for partnering with programs that support the military community will also be shared. Finally, the presentation will include information on additional employment options and connecting military spouses to those opportunities.

Frequent Callers: The Whole Story

The objective of this workshop is to provide caregiving professionals with the knowledge and skills needed to effectively manage frequent callers. The workshop will provide attendees with a comprehensive understanding of the topic, as well as practical tools and techniques for managing frequent callers in an I&R setting. By the end of the session, attendees will have the knowledge and skills necessary to effectively manage frequent callers and provide better care for those in need. Attendees will have the opportunity to share their own experiences and approaches to working with frequent callers.

Follow-Ups: What are we doing and are we getting this right?

This interactive session will use polls to demonstrate the variances in the follow-up landscape, identify different follow-up models and identify strategies for mitigating some of the challenges of conducting follow-up and how to balance the allocation of staffing resources while maintaining service levels. There will be an opportunity for participants to share their best practices and what is working. The session will also discuss strategies for evaluating and measuring the quality of I&R follow-up programs.

For the Greater Good: Enhanced Demographics in Support of Equity and Inclusion

Asking demographic questions, for many I&R specialists, is the most uncomfortable part of the job. But in this era of reconciliation and social justice, learning how to serve and uplift marginalized communities equitably is a top priority for many of our organizations. This presentation will help attendees feel more confident in the demographic process by giving context around the individual and community benefits of collecting demographic data and providing tools and scripting that can be used immediately with I&R callers/consumers to make everyone feel more comfortable.

How to Use Dashboards to Monetize, Publicize, and Analyze I&R Data

I&R data can be a gold mine, and many organizations want to use dashboards to inform their community, monetize their data and form strategic partnerships. However, most don't know how to get started. This workshop will walk them through the steps of building engaging dashboards and marketing them effectively. The workshop will give a brief history of data visualization, demonstrate VIA LINK's dashboards, review the process of building dashboards, explain how VIA LINK monetized dashboard by offering reporting dashboards as an extra service, demonstrate how VIA LINK has built partnerships around data, and discuss how VIA LINK's dashboards are used by foundations to inform funding decisions.

Identifying and Supporting Caregivers in Your Community

Did you know that 1 in 4 adults are caregivers? The percentage of people caring for a loved one is on the rise, and local 211s are responding to the need. This workshop will feature two programs that provide case management to family caregivers. It will feature how they capture data, assess resource gaps, market their programs, and engage with partners to deliver meaningful assistance to caregivers in their community. It will share practical solutions to embed caregiver support for organizations that do not have case management capacity, including how to identify caregivers who may already be calling the organization for other needs.

Improving Access to Information and Referral Services Through Technology: Best Practices and Innovations for 211 and Beyond

(Sponsored Session)

Learn how PA 211 and the United Way of Pennsylvania quickly and confidently assist Pennsylvanians through diverse communication channels and use AI that matters to make Resource Navigators more efficient and improve the customer experience, especially for vulnerable populations.

Inclusion of People with Disabilities: Right Resources Right Now for Community Resource Specialists

Attendees will be able to identify specific, federally-funded publications, guides, manuals, webinars, and other resources and research that they can use and share with clients and community partners to support people with disabilities and their inclusion in the community. Through the use of examples, attendees will learn about these resources and how to share them with clients, community partners, and funding agencies.

Motivational Interview: Another Tool for I&R Centers

Motivational Interviewing (MI) has been proven to be an effective way of engaging individuals who are struggling with a particular issue and not sure how to move forward. I&R call center staff will benefit from learning this approach, an intervention that provides a process to explore ambivalence and move people through change. The technique is meant to keep defenses down and allows for a more positive and productive conversation. MI is also a good tool for leadership conversations when having conversations with staff who may be difficult, ambivalent, or resistant to change. The participants will leave the training with not only a basic understanding of MI but also a general understanding of Stages of Change. They will be provided with specific interventions to add to their skill set.

No One Left Behind: A Case Study of Maryland's Care Coordination Program

In this presentation, 211 Maryland will demonstrate how their center is leveraging the skills of the information network team and iCarol technology to ensure discharged Emergency Department (ED) patients are supported and connected with resources. In response to increasing demand for mental health services in EDs, the Maryland Department of Health and 211 Maryland, using iCarol's Public Web Form, ReferralQ, and Provider Portal, launched a Care Coordination program in the Baltimore area in July 2022 which eventually expanded statewide. Care Coordinators are able to directly assist discharged ED patients who require additional resources to address social determinants of health and other concerns, to ensure they are connected with all available resources.

Organizing Chaos: Keys to Consistent Indexing and Making Thousands of Terms Work for You

To many, the Taxonomy is a daily tool to index services for a database of community resources. It is a tool most are familiar with in day-to-day work but might have yet to approach ways to use it beyond what you might be used to. This session focuses on best practices in using the taxonomy and optimizing the indexing process. There will be a discussion of approaches in determining an appropriate level of indexing within the Taxonomy, case studies on using a filter to define resources available that meet the needs of a particular project or encourage consistent indexing, and a review of some of the available technical tools that help power the Taxonomy. While time is limited for a workshop, time for questions/discussion will be included within the program.

Right Next Door! Building Transportation I&R Partnerships Within Your Organization

One of the biggest challenges facing older adults and people with disabilities is finding transportation services in their community that meet their needs. In many communities, information and referral assistance (I&R/A) programs are key in helping consumers navigate community transportation options and address transportation needs. Developing partnerships is critical to expanding the organization's resources and knowledge to address the mobility and transportation needs of older adults and people with disabilities and these partnerships can be forged with nearby organizations. This session will focus on how tapping into the organization's resources can be effective in meeting the needs of older adults and people with disabilities seeking transportation resources in their community and highlight the partnership between the National Aging and Disability Transportation Center (NADTC), Eldercare Locator and the Disability Information and Access Line (DIAL) and feature a local I&R program.

Scaling Up: Creating Effective Self-Paced Online Training

This presentation will share information about the development and implementation of the 988 Suicide & Crisis Lifeline's learning management portal and online self-paced training courses for all crisis counselors at the 200+ crisis centers in the Lifeline's network. The presenters will share ideas and recommendations for I&Rs interested in transitioning to the use of online self-paced training for frontline specialists, provide information and tips on effective instructional design strategies, and offer considerations and strategies for creating training effectively for specialists in responding to requests via multiple modalities (phone, online chat, or text).

Taxonomy 101 (Taught over two sessions)

Learning to use the 211 LA County Taxonomy of Human Services to index or search for services can seem overwhelming. Discover the basics of using the Taxonomy effectively so the resource database will help connect people to the services they need.

We're all in this Together: Using Person-Centered Practices to Develop and Strengthen Your Teams

Person-centered practices focus on involving people in all decisions about their life, building on their skills and interests, identifying what supports they need, and finding ways to provide that. Developing person-centered teams and organizations extends those principles and practices to staff. This workshop will take those person-centered skills and tools that we currently know and show how they can be used in recruiting, building, and maintaining person-centered teams and organizations.

Wounded Warrior Project Programs & Services

Wounded Warrior Project offers a multitude of mental health, physical health, financial services (VA benefits assistance, employment assistance, financial education), independence for critically injured TBI/spinal cord injuries, and peer-to-peer connection programs and services that are available to post 9-11 veterans and their families free of charge.

Youth Suicide: Understanding the Risk by Understanding the Brain

This presentation will provide a clear understanding of the unique presentation of youth suicide ideation. So often help givers may not have the knowledge of how youth suicide can present differently than adult suicide ideation due to brain development. This is coupled with not understanding how certain techniques are not effective due to current brain development. This presentation will explain the current state of brain development for adolescents and how this affects suicide ideation presentation, and what techniques are effective in responding to this risk.