

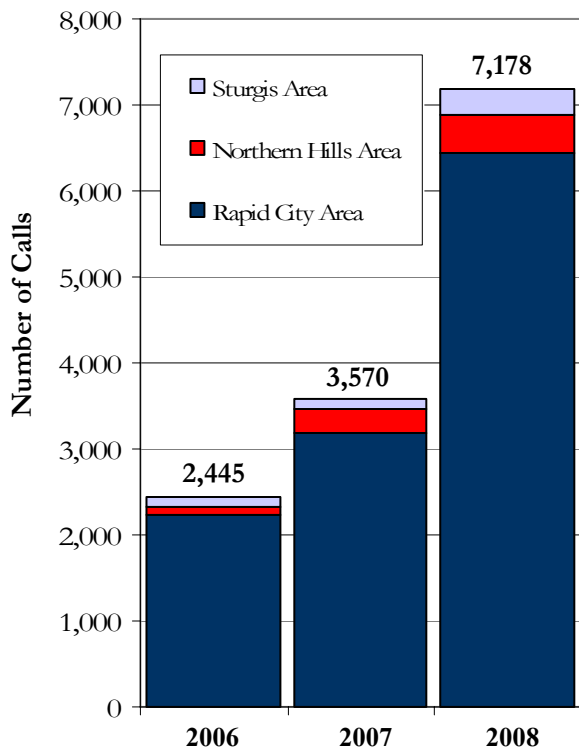
Community Trends of 2008

Rapid City, Sturgis & the Northern Hills Areas

*Strengthening individuals, families and community
by bridging people with resources and support.*



Total Calls from the Black Hills Area



- 211 began services summer of 2006.
- In addition to calling 211, hundreds of Black Hills residents searched the online database at www.211sd.org.

What is 211?

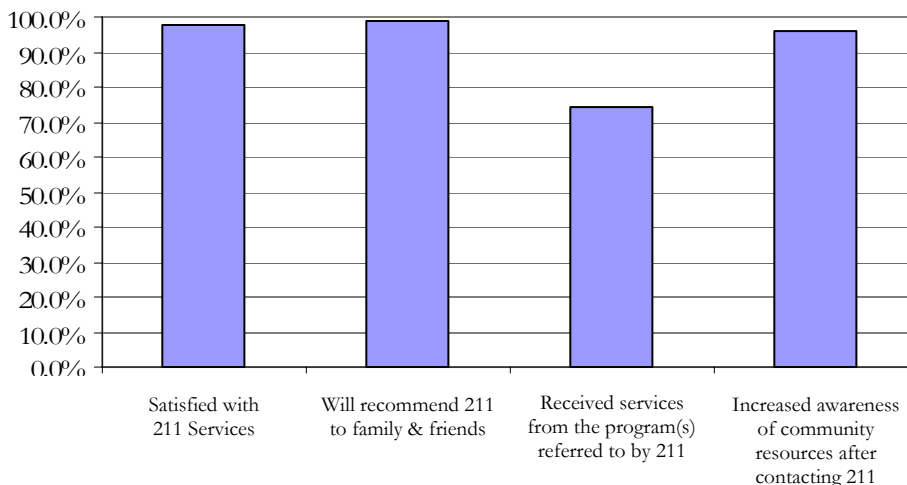
- A free information and referral helpline that provides resource information on non-profit, social service, & government programs, along with providing crisis intervention services.
- More than 700 community resources for the Black Hills Area.
- Learn about community resources by dialing 211 or search the 211 database online at www.211sd.org.

Types of Calls in 2008



Follow-Up Calls

211 conducted follow-up call evaluations with 6.5% of referral calls in 2008



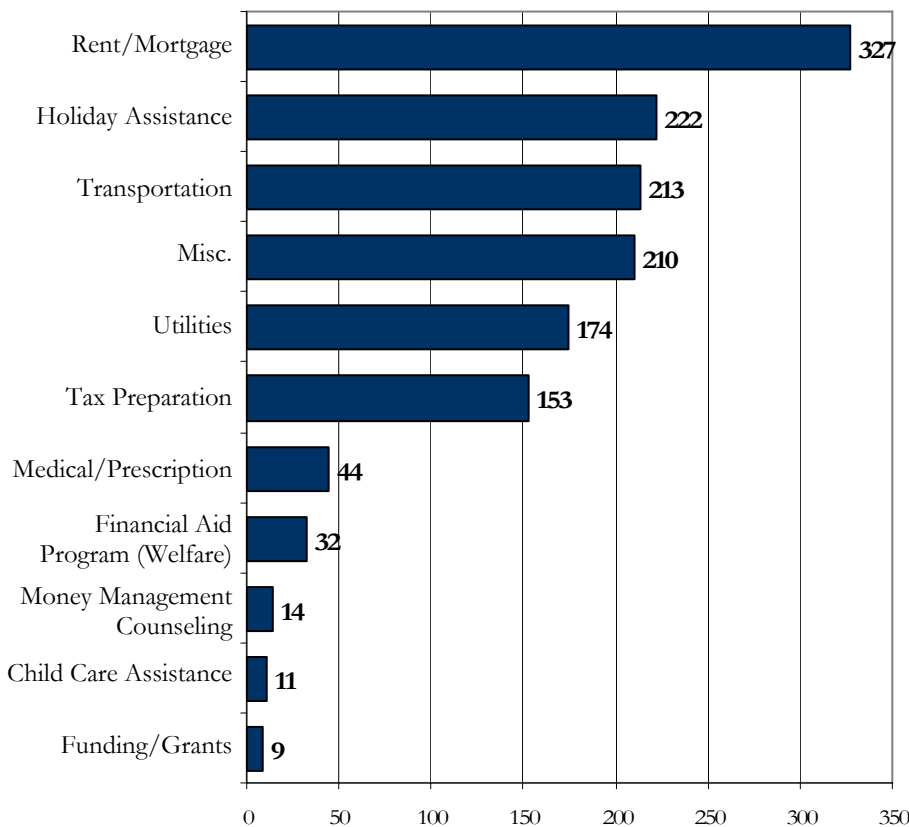
Where is 211 available?

Residents of Belle Fourche, Black Hawk, Box Elder, Deadwood, Ellsworth AFB, Ft. Meade, Hermosa, Hill City, Keystone, Lead, Newell, Piedmont, Rapid City, Spearfish, Sturgis, Summerset, & Whitewood may dial 211 from their home phones or cell phones.





Financial Assistance Related Calls in 2008



211 is so important during tough economic times. Many people feel anxious not knowing where to turn for help. Now, they can simply dial 211 to find the help they need.

Unmet Needs in 2008:

An **unmet need** is tracked when the caller has already **exhausted all of the options** of the 211 HELP!Line database or if there are **no resources available** to meet the specific needs of callers.

2.26% of all calls had unmet needs.
(162 of 7,178 calls)

Top unmet needs:

1. Rent Assistance (25 calls)
2. Support Groups (14 calls)
3. Transportation Assistance (12 calls)
4. Clubs/Organizations (11 calls)
5. Utilities Assistance (8 calls)

For a full report, call 211 or visit www.211sd.org.

"I want to thank 211 for the help you gave me and my family. A year ago, my family was in crisis. You connected us to resources and helped us stay together."
-Rapid City Resident

Trends in 2008

The following types of calls had the greatest percentage of change from 2007 to 2008. The total call volume from 2007 to 2008 grew by 100%.

	2007	2008	Increase
Transportation	68	282	315%
Education	42	152	262%
Current Events	83	284	242%
Legal	60	185	208%
Domestic Violence	40	123	208%
Government	268	753	181%
Health/Medical	178	458	157%
Mental Health	209	497	138%
Clubs/Organizations	50	117	134%
Housing	88	200	127%
Food	125	280	124%
Financial Assistance	638	1,410	121%
Emergency Personnel	78	167	114%

Help Starts Here.

Individuals no longer need to navigate hundreds of non-profit and government services to find the help they need.

Help is just a phone call away.

Dial 211.

Get Connected. Get Answers.

In 2008,
211 helped

7,178 callers
from the Black Hills

Referrals to Local Programs

The 211 database has more than 700 Black Hills area programs. Programs receiving the most referrals for 211 callers include:

1. Pennington County Health and Human Services
2. Salvation Army: Emergency Services
3. Toys for Tots
4. Love INC of the Black Hills: Short Term Needs
5. Church Response
6. Volunteer Income Tax Assistance
7. Dakota Plains Legal Services, Inc.
8. Consumer Credit Counseling: Family Financial Independence Loan Program
9. Working Against Violence, Inc.
10. Rapid City Police Dept.

During the time of a disaster, 211 will provide critical information about evacuation routes, food and shelter, and support.

Help for Helpers

211 is a free, time-saving tool for professionals who serve our community—social workers, clergy, doctors, elected officials and others.

By directing clients to 211, helpers can quickly connect clients with relevant services. Service providers who want to be included in the 211 database should dial 211.

“211 allows us to give our clients the most updated information about utilizing resources in our community and assist them in recovery efforts.”

~Richard Smith, American Red Cross

Suicide Prevention HELP!Line

1-800-273-TALK

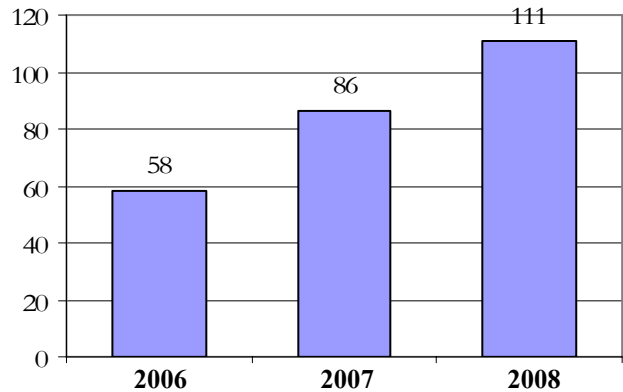
The 211 HELP!Line call center answers the Suicide Prevention HELP!Line (1-800-273-TALK) for the entire state of South Dakota.

The HELP!Line Center is accredited by the Alliance of Information and Referral Systems and the American Association of Suicidology.



Suicide Related Calls

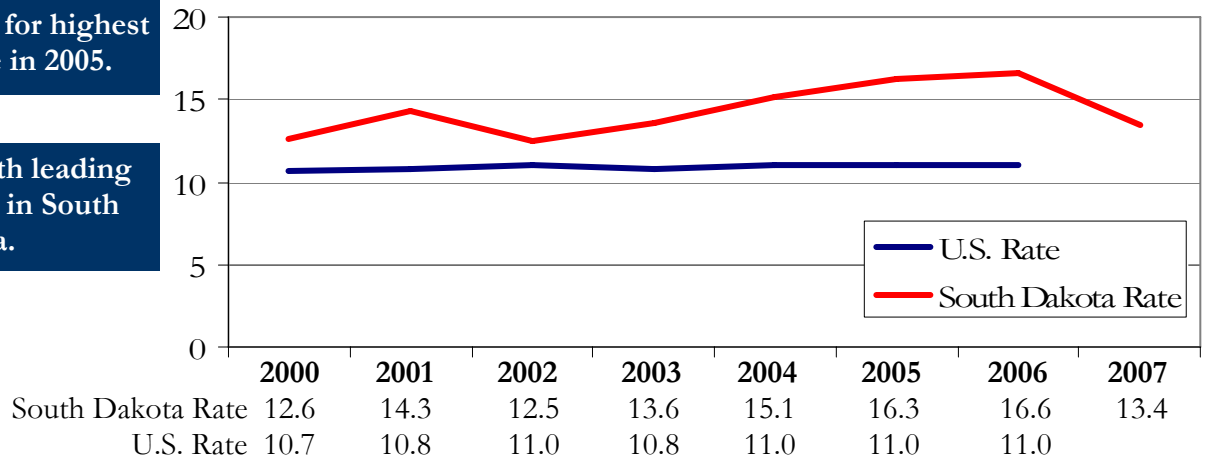
from Rapid City, Sturgis, and the Northern Hills Areas



South Dakota was ranked 9th in the nation for highest rate of suicide in 2005.

Suicide is the 9th leading cause of death in South Dakota.

Suicide Rates at the National & State Levels



crude rate = # of suicides/100,000 total population

From the South Dakota Department of Health and the American Association of Suicidology



If you would like additional information on any of the statistics provided in this document or on 211, please contact the 211 HELP!Line.

Dial 211

www.211sd.org

help@helplinecenter.org

211 South Dakota
PO Box 1215
Rapid City, SD 57709

How can you help?

- Display brochures or posters at your business, church, agency, etc.
- Use 211 yourself and encourage others to use 211 by either calling 211 or searching our online database at www.211sd.org.
- Support 211 with your financial support.
- Invite 211 to give a presentation to your staff, service clubs, or other organizations.

