

November 17, 2022

3:00 PM ET

## AIM TAP WEBINAR:

### Get the 411 on WA211

Building and Implementing a  
Substance Use Resource Map

with Shanell Brown, Hannah Newton,  
& Skyler Young





ALLIANCE FOR INNOVATION  
ON MATERNAL HEALTH

**The Alliance for Innovation on Maternal Health is a national, cross-sector commitment designed to support best practices that **make birth safer, improve maternal health outcomes, and save lives.****

This program is supported by a cooperative agreement with the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number UC4MC28042, Alliance for Innovation on Maternal Health. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



# Before we get started

**AIM TAP  
Webinars  
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**Resources  
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provided for your  
convenience**

**Resources  
should be  
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discretion**

**If you need  
help during  
the call,  
please chat  
an AIM staff  
member**



# Get the 411 on WA211: Building and Implementing a Substance Use Resource Map



**Shannell Brown, BSN**



**Hannah Newton**



**Skyler Young**



# Pregnant & Parenting Recovery Services

Presented by Shannel Brown, Hannah Newton, and Skyler Young.



# The Need

- Washington State developed an Opioid and Overdose Response Plan (SOORP) to address the rising opioid crisis
- Five goals
  - Prevent opioid misuse
  - Identify and treat opioid and stimulant use disorder
  - Ensure and improve the health and wellness of people who use opioids and other substances
  - Use data and information to detect opioid misuse, monitor drug-user health effects, analyze population health, and evaluate interventions
  - Support individuals in recovery



## The Need (Cont.)

- SOORP included a gap analysis on supply and demand for treatment services for pregnant folx with opioid use disorder
  - A google search was done to create a list of available resources needed
  - The list of resources was used as a foundation for the site
  - WA 211 is the database

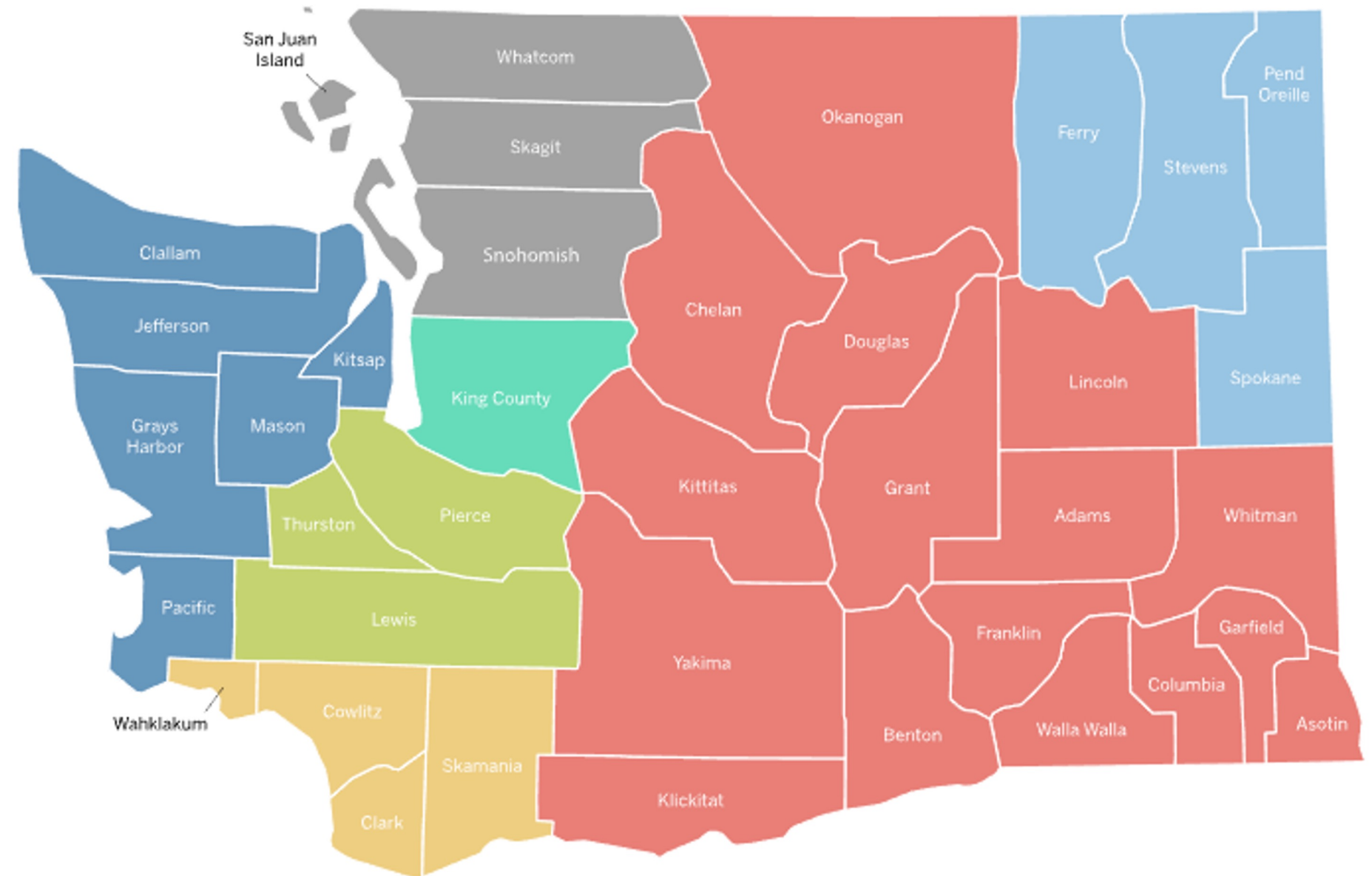


# Washington 211

Washington 211 launched as a system in 2006.

Each region has its own call center and database manager.

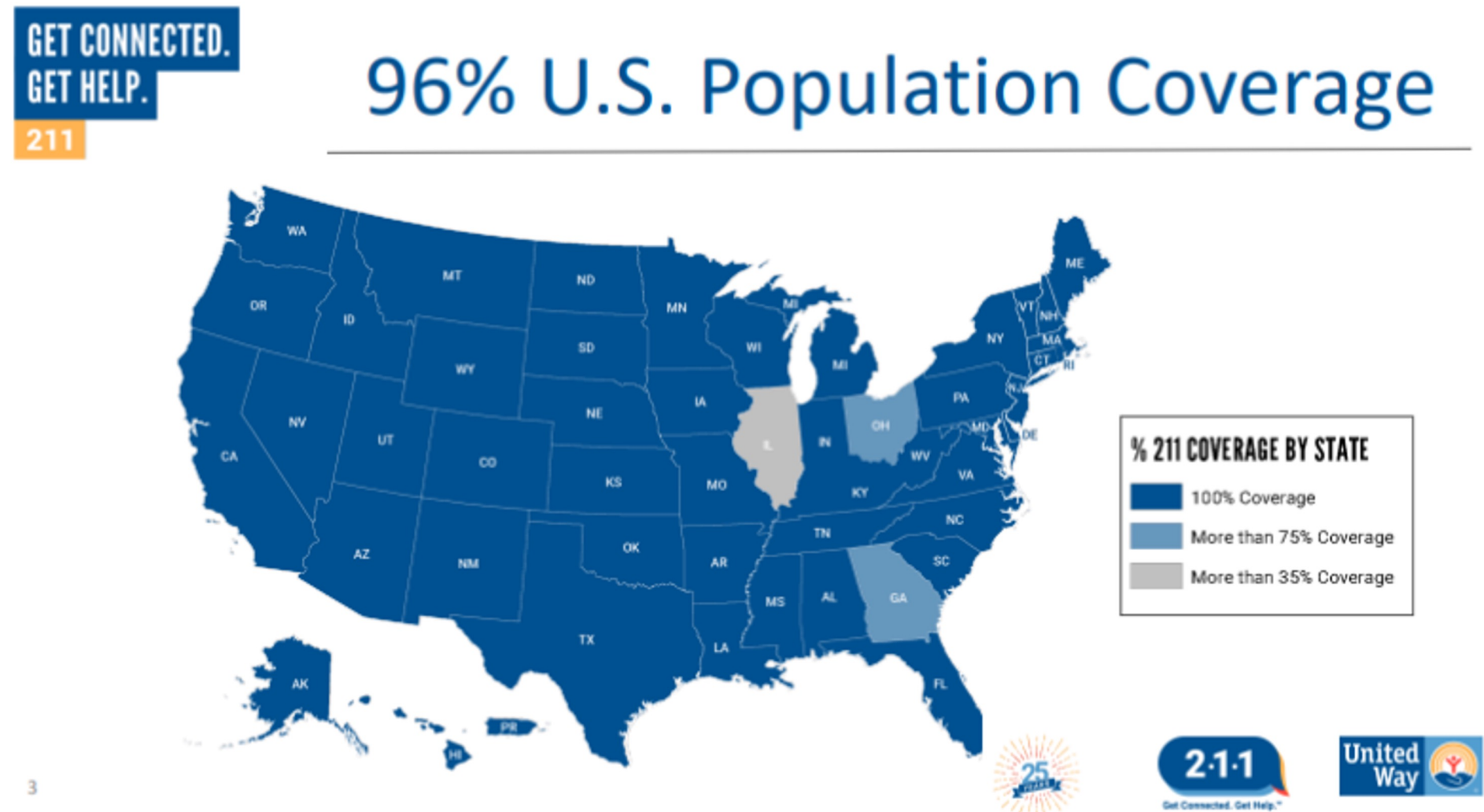
Last year WA211 received more than 600,000 calls and maintains a database of more than 15,000 resources.



# 211 in the United States

211s exist in most of the United States and are coordinated through United Way Worldwide and local United Ways.

Some states are served by a state system, and some by more loosely connected centers that may not share one database.





# <https://www.211.org/about-us/your-local-211>

The best way to find your local 211 is to use the national 211 locator tool provided by United Way Worldwide.

**Find Help Near You**

Simply call 211 to speak to someone now, or search by location for online resources and more contact information.

*Address or zip code...* **Search**

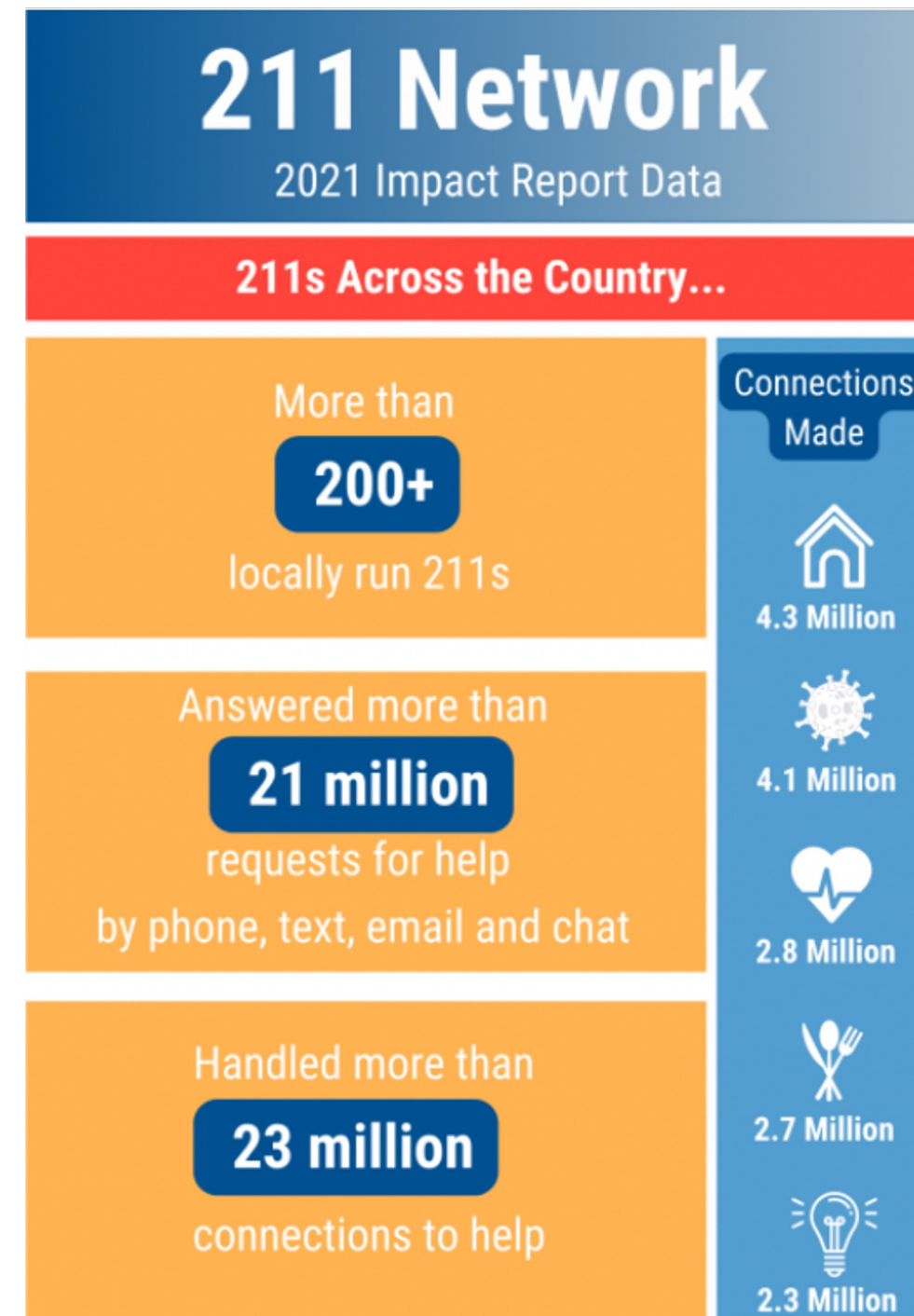
The image shows a dark blue rectangular box representing a search interface. At the top, the text 'Find Help Near You' is written in a large, bold, white font. Below this, a smaller white font provides instructions: 'Simply call 211 to speak to someone now, or search by location for online resources and more contact information.' At the bottom of the box, there is a white search bar with rounded corners. Inside the search bar, the placeholder text 'Address or zip code...' is written in a light gray font. To the right of the search bar is a dark blue button with rounded corners and the word 'Search' written in white.



Even though 211s provide information on a wide variety of resources, most people call looking for help with just a few basic needs:

- Rent/Affordable Housing
- COVID
- Primary Care
- Food
- Utilities

As you can see 211 has a different focus compared to DOH.





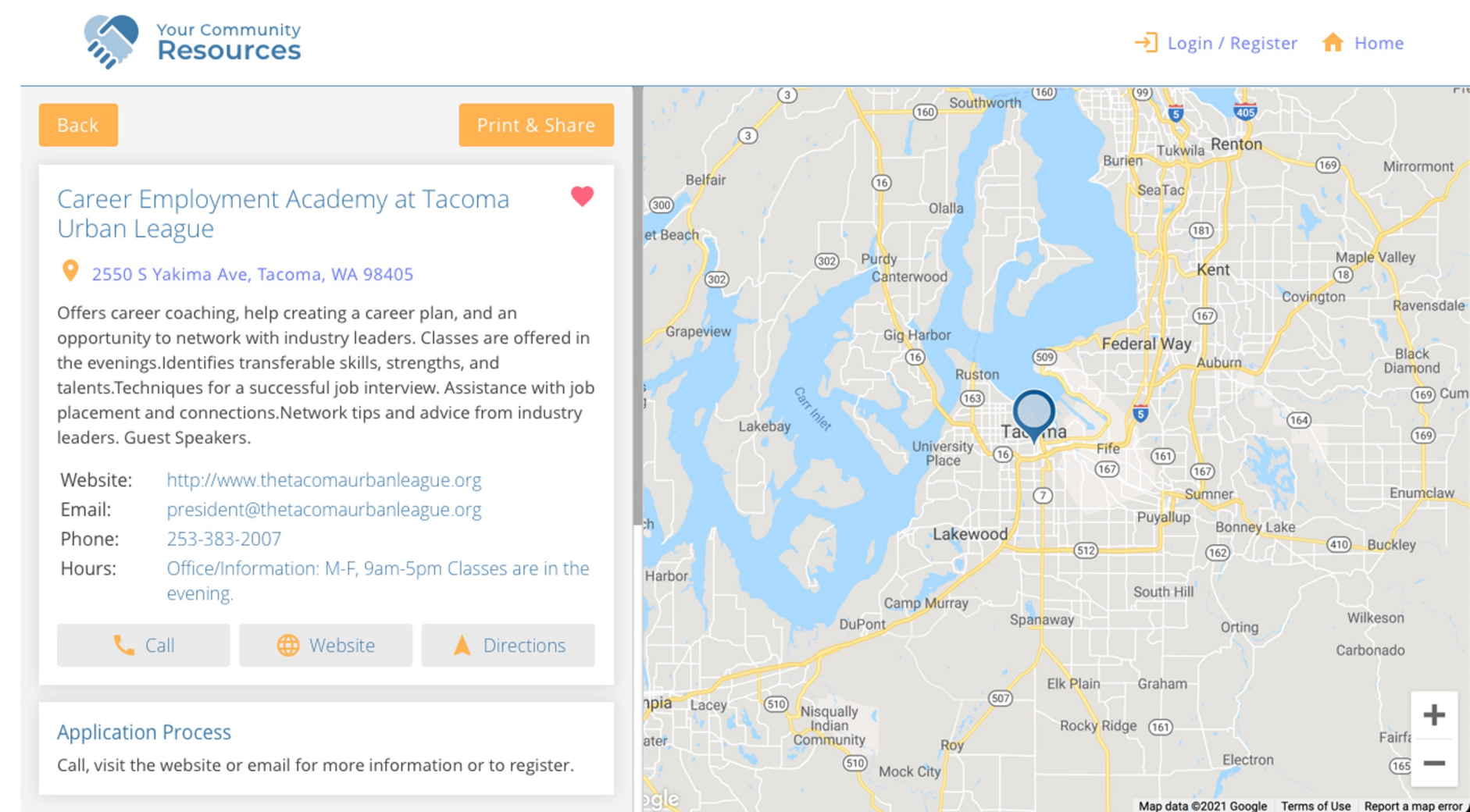
# Target Audience

- Once we established that 211 would power our search engine, we then spent multiple meetings discussing which of 211's content would be pulled for our site.
- Since this is a perinatal resource finder the team (which consisted of myself, Skyler, Hannah, and Tiffani Buck who is my fellow coworker and NP) identified areas based off of the current needs in Washington State. Our needs included housing, perinatal substance use treatment, lactation support.
- We then used these needs to create taxonomies for the search engine.

# Connect 211

Connect 211 is making open source software for human services. Deployed in five states, we help 211s (and others) make their resource data accessible to those who need it most.

Washington 211 uses our search engine to distribute resource data across the state. Further, that same search engine is customized for strategic partners who want to power their own programs with 211's high quality resource data.



The screenshot displays a web interface for "Your Community Resources". At the top right, there are links for "Login / Register" and "Home". The main content area features a card for the "Career Employment Academy at Tacoma Urban League". The card includes a "Back" button, a "Print & Share" button, and a heart icon. The listing provides the address "2550 S Yakima Ave, Tacoma, WA 98405" and a description of services: "Offers career coaching, help creating a career plan, and an opportunity to network with industry leaders. Classes are offered in the evenings. Identifies transferable skills, strengths, and talents. Techniques for a successful job interview. Assistance with job placement and connections. Network tips and advice from industry leaders. Guest Speakers." Contact information is listed below: Website: <http://www.thetacomaurbanleague.org>, Email: [president@thetacomaurbanleague.org](mailto:president@thetacomaurbanleague.org), Phone: 253-383-2007, and Hours: "Office/Information: M-F, 9am-5pm Classes are in the evening." At the bottom of the card are buttons for "Call", "Website", and "Directions". Below the card is an "Application Process" section with the text "Call, visit the website or email for more information or to register." To the right of the card is a map of Tacoma, WA, with a blue circle highlighting the location of the academy.

That's what we did for DOH: Create a focused search environment for pregnant and parenting substance users that uses 211s database under the hood.



## Tying it all together

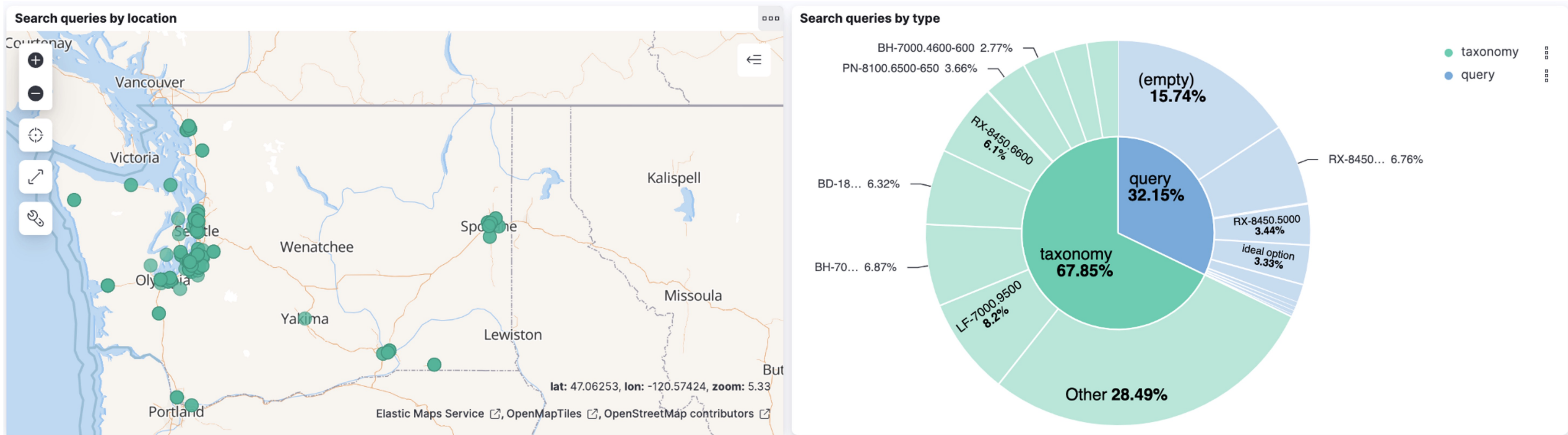
DOH now has a customized search tool that helps empower their program to reach Pregnant & Parenting Substance Users.

Data is collaboratively aggregated between the DOH and 211 teams, and professionally trained 211 data managers keep it up to date.

DOH was able to launch a supporting program tool with minimal time and setup costs, using existing software and data.

# Impact

There have been ~250 individuals helped through the search engine since August 18, 2022.





# Lessons Learned

- Majority of feedback highlighted the need for more resources near them.
  - A feedback form was created as a solution to track unmet needs.
- Even though the primary database contained a lot of resources for the target audience, we discovered that categorization could be made more consistent for resources that hadn't received a spotlight before.



# Questions & Contact

Any questions? We are open to discussion now.

Or, you can reach out to us later:

- Shanell Brown ([shanell.brown@doh.wa.gov](mailto:shanell.brown@doh.wa.gov))
- Hannah Newton ([HNewton@crisisconnections.org](mailto:HNewton@crisisconnections.org))
- Skyler Young ([sky@sitesavvy.com](mailto:sky@sitesavvy.com))



# How did you find us?

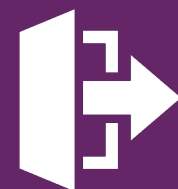




# Upcoming TAP Webinars

Register at [saferbirth.org](https://saferbirth.org) under Resources > Events

## Postpartum Discharge Transitions



December 1<sup>st</sup>  
at 3 PM ET



**Patricia Supplee,  
Ph.D., RNC-OB, FAAN**

## C/S – Coming Soon!

January 5<sup>th</sup>  
at 3 PM ET



**TBD**



**Thank you!**

**The recording  
will be emailed  
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once ready**

**AIM will also post  
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