



NW-AIRS News

From the NW-AIRS Board President:

On behalf of the NW-AIRS Board of Directors, I thank you for your new and continuing memberships in our organization and your many contributions to the growth and development of information and referral. It's an exciting time in our field with many opportunities for expansion of services. Among the developments:

- Senior Information and Assistance programs around the region are transitioning to a new service model and in various stages of becoming Aging and Disability Resource Centers (ADRC's) that provide additional counseling and assistance to people ages 18 and older who are planning for health and long-term care needs.
- AIRS and NW-AIRS, in partnership with 211 programs, are participating in national advocacy efforts in support of the "Calling for 211 Act," which would provide support for the development and enhancement of 211 throughout the United States. HR211 would create a federal grant program to complete implementation of a nationwide 211 system.

NW-AIRS 2010 Conference

We are excited to present NW-AIRS upcoming conference, "Building Bridges: Spanning the Diversity of I&R," which will be held from October 6-8 in Portland, Oregon, at the Doubletree Hotel-Lloyd Center. A program of top-notch presenters has been assembled to address topics on cultural competency, ADRC's, options counseling, disaster preparedness, database and resource development, plus many workshops on I&R/A skills development. If you have not attended before, this is a great opportunity to see what it's all about! The conference provides a great way to pick up continuing education and an opportunity to network with other providers in our region.

Board Member Recruitment

The Board of Directors is composed of a core group representing Information, Referral and Assistance providers from Oregon, Washington and Idaho. An updated list of NW-AIRS member organizations is posted on our website: www.nwairs.org. Board members serve terms of two years and we are recruiting additional representation, particularly from military programs, disability services, culturally-specific services, as well as greater representation from Oregon and Idaho. If you know and would like to suggest a potential board candidate, please contact me at (360) 676-6749 or johnsjs2@dshs.wa.gov.

Hoping you are enjoying the summer and I look forward to seeing you in Portland.

Julie Johnson
Northwest Regional Council
Bellingham, Washington

NW-AIRS strives to:

- Promote excellence in the field of information and referral.
- Provide a vehicle for peer support, regular communication, and training.
- Support cooperation between information and referral providers.

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IDAHO AFFILIATES

AAA, Northern Idaho: Having moved beyond the pilot stage of ADRC, Idaho Commission on Aging has completed phase one of statewide implementation with their ADRC virtual website www.idahoaging.com, known as Aging and Disabilities Resource Connections. Expansion of the virtual website, ongoing training and education of Area Agency on Aging Information and Referral/Assistance staff, IT enhancement for sharing of data and access to information, and stakeholder involvement are the next steps. A Long Term Care Policy Advancement Steering Committee has been established to develop a 5-year plan for long-term care in Idaho, as well as to plan for a Symposium scheduled for October 26, 2010, in Boise, the state capital. Partner organizations include Idaho Commission on Aging, Area Agencies on Aging, Centers for Independent Living, Health & Welfare, Medicare, public and private service providers, nursing facilities, home health agencies, hospital discharge planners, 2-1-1,

WASHINGTON AFFILIATES

WIN211, Washington state: The WIN211 Board is committed to the continuity of 211 services in Washington state for all residents during the tumult of our current funding environment. The WIN211 Board, with input from key stakeholders, created a set of common expectations for the 211 system to assure statewide coverage. The WIN211 Board has hired a part-time consultant to assist with strategic planning, fundraising, grant writing and relationship building. Funding legislation has been introduced at the federal level and meetings with our state budget officials were scheduled. Although 211 call centers in Washington state continue to connect clients with needed services, capacity has been diminished due to state funding reductions. The WIN211 Advocacy Committee, including representation from United Ways in Washington as well as call center directors, worked hard to get the Calling for 211 Act (federal funding) out of committee into both the

OREGON AFFILIATES

211info, Portland, OR: There have been many new developments at 211info since the last report. One of our biggest endeavors was converting our resources in Oregon to a new software system called ReferNet. We and our partners went through a lengthy process selecting this software for our eventual statewide 211 system. Our goal was to be up and running for our new fiscal year, which began July 1, and we met our goal. A special hats-off to Troy Hammond and the 211info resource team, who did an amazing job working within our agency and with our data partners to make it all happen. We have now launched our new online directory using ReferNet software. Take a moment to check out www.211info.org and take a test drive. We will also be launching an entirely revamped website in September. Our plan is to feature a dynamic website that highlights not only 211info but our partners, specialized services, current happenings and links to our social media. All this work helps to move us forward in our effort to create a statewide 211 system. In the near future we will be launching another major geographic area and have other partnerships that are in the works. You can stay abreast of these developments by periodically checking our website and signing up for our e-newsletters.

BOARD OF DIRECTORS: TWO PROFILES

John Dutt is the City of Portland/Multnomah County Information and Referral Manager. John has worked in this position for 8 years and prior to that position he worked for the State of Oregon Employment Department as an Employment Supervisor. Passionate about customer service and trying to help community members access services in an efficient and effective way as possible, John is hopeful that we will see an effective 311 system implemented in the Portland area in the near future to give the community an increasingly more effective means to interact with local government and to have local government services delivered in a more efficient manner.

John enjoys many things outside of work. John is an amateur Portland historian/trivia buff, plays poker and plays as much basketball and golf as he can. John appreciates cultural things-most significantly music and theater. John is a proud father of an 8 year old boy, and 5 ½ year old girl and enjoys hanging out with them.

Marina Nazaretyan is the Senior Information and Assistance Program Coordinator for Southwest Washington Agency on Aging and Disabilities (SWAAD). Marina has been with SWAAD since May of 2007. She oversees and provides access to the service delivery system to older persons, adults with disabilities and family caregivers residing in Clark, Cowlitz, and Wahkiakum Counties, and oversight and technical support for Senior I & A offices in Klickitat and Skamania Counties.

Marina's experience providing community education and outreach started 18 years ago, in 1992. As an organizer of community events, workshops/seminars and public forums in Portland and Vancouver areas, Marina provided liaison and advocacy between participants and service providers. Her professional goals center on educating the community about the services and programs available for families, older individuals and people with disabilities.

Marina loves connecting people to the many services that their community provides and giving them different options, and knowing that the choices are always theirs. When she finds spare time, Marina

AIRS CERTIFICATION EXAMS



Examinations for Information and Referral Specialists (CIRS), Resource Specialists (CRS) and Specialists in Aging (CIRS-A) will be offered twice during the NW-AIRS conference in Portland, on **Wednesday October 6th at 3:30 p.m.** and **Friday October 8th at 12:30 p.m.**

Applications to take the certification test can be downloaded from the AIRS website under the certification tab. In order to be eligible to take the examination at the conference, the application and payment must be received and approved at the AIRS National Office by September 6th.

Certification Application Form available at AIRS.org. Please note: application for the examination is separate from the conference registration and is not included in the conference

NW-AIRS 2010 CONFERENCE



Building Bridges

Spanning the Diversity of I&R

Lloyd Center Doubletree Hotel—Portland, Oregon

October 6th—8th, 2010

NW-AIRS invites you to join colleagues and friends at the bi-annual education conference, “Building Bridges: Spanning the Diversity of I&R,” presented October 6-8 at the Lloyd Center Doubletree Hotel in Portland, Oregon. The conference provides continuing education, professional development and certification opportunities for professionals who work in 211 call centers, senior information & assistance programs, aging & disability resource centers and many other specialized I&R settings. Participants attend from Washington, Oregon, Idaho, Montana and Alaska.

CALL FOR ANNUAL MEETING PRESENTATIONS

NW-AIRS Annual Membership Meeting and Dinner
October 6, 2010—5:30 p.m.

NW-AIRS is seeking submissions for a presentation on innovative programs from around the region. Does your organization have a unique program or serve a special population? If you will be attending the conference, here’s your chance to share ideas and accomplishments with colleagues. The evening program will highlight up to 10 member programs in 5-10 minute presentation. For more information, contact Wanda Smith at wsmith@pfp.org.

CONFERENCE SCHOLARSHIPS AVAILABLE



NW-AIRS has designated a block of scholarships for the conference registration fee, [click here](#) for the application form. Scholarships are available to staff of any current member organization. Supply is limited, and in the event that demand for scholarships exceeds supply, preference will be given to organizations registering more than one person for the conference. The deadline for scholarship applications is September 1st 2010.

Wednesday October 6th		Schedule at a Glance	
3:00 - 6:00	Registration		
3:30	AIRS Certification Examination		
5:30	No Host Bar		
6:00	Annual Membership Meeting and Dinner		
Thursday October 7th		Presentations	
7:30 - 8:30	Registration & Breakfast		
8:30 - 10:00	Keynote Address - Bridging the Gap: Cultural Responsiveness in Information & Referral <i>Carol French, Figure 8 Consulting</i>		
10:00 - 10:30	Break - Visit Conference Sponsors in the Vendor Area		
10:30 - 12:00	ADRC: Options Counseling <i>Maurine Strickland, Wisconsin Aging & Disability Services</i>	Ramping up for a Disaster <i>David Lantis, GC211 Steve Pulley, InContact</i>	LGBT Elders Panel <i>Carol French, Facilitator Figure 8 Consulting</i>
12:00 - 1:30	Lunch		
1:30 - 3:00	ADRC: Program Development & Implementation <i>Maurine Strickland, Wisconsin Aging & Disability Services</i>	Make PR More Like I&R <i>Matt Kinshella, 211info</i>	Secondary Stress Affecting Professional Helpers <i>Wayne Scott, Multnomah County</i>
3:00 - 3:30	Break - Visit Conference Sponsors in the Vendor Area		
3:30 - 5:00	Care Transitions and the Coaching Model <i>Selena Bolotin, Qualis Health</i>	Developing Shared Data Systems <i>Sarah Marshall, Crisis Clinic, King County 211</i>	Rural I&A: Challenges and Solutions <i>Sharon Carter, Klickitat Co. Area Agency on Aging</i>
5:30 - 7:00	Sponsors Reception		
Friday October 8th			
7:30 - 8:30	Breakfast		
8:30 - 10:00	The Art of Referral <i>Kirsten Dahlberg, Crisis Clinic, King County 211</i>	Responding to the Needs of Immigrants & Refugee Communities <i>Victoria Libov, IRCO</i>	Customer Relationship Management and 311 <i>Bob Muellner, Lagan Technologies</i>
10:00 - 10:30	Break		
10:30 - 12:00	Managing Difficult Conversations <i>Stephanie Gallian, ProtoCall Services</i>	Serving Those Who Served Us <i>Greg Lamb, Multnomah County Veterans Services</i>	Call Center Management <i>Wanda Smith, People for People; Emily Berndt, 211info Call Center Man- ager</i>
12:30	AIRS Certification Examination		

311: INCREASING ACCESSIBILITY WHILE ENHANCING SERVICE DELIVERY



What is it?

In February of 1997 the Federal Communications Commission created 311 to help community members more easily request non-emergency assistance from law enforcement. Baltimore, Maryland was the first to implement 311 as a non-emergency line. In the dozen years since, over 60 major US cities have implemented 311 programs with growing sophistication from simple non-emergency lines to “one-stop shopping” customer relationship management (CRM) systems. 311 gives community members a single point of entry to local government services, eliminating “blue pages roulette” by shifting the burden of finding the right department from the community member to the government.

Benefits

311 is a major customer service improvement effort for most municipalities. Giving community members a single call to resolve issues reduces frustration and increases confidence in local government. It also improves communication between community members and their government as the CRM allows for the caller to track their requests from intake to resolution. The data generated by the CRM also gives policy makers reliable information to shape policy decision and improve service delivery. Instead of having only a small number of government workers or a few vocal community members shape policy, an effective 311 system gives decision makers reliable data to make better decisions allocating limited resources.

In addition to service delivery improvements, a 311 system provides a valuable resource for improving local emergency response in the event of a disaster or emergency and also provides significant relief to overburdened 911 centers. Most cities that have implemented 311 have reported a 20-40% reduction in non-emergency calls to their 911 lines.

Implementation

Over 70 major US cities including New York, Chicago, Houston, Dallas, San Francisco and Vancouver BC are currently operating successful 311 programs. Early versions of the service were operated by Police departments to field non-emergency calls. However, after realizing the service delivery and efficiency benefits that such a system can reap for the organization and the community it serves. Recent enhancements have been made by independent city agencies that are able to implement service delivery to the community with a more citywide perspective. Deploying a 311 system is a complex undertaking; cities with these programs admit that their biggest challenge is to overcoming internal resistance to the centralization of the large number of decentralized service delivery systems. Developing these programs requires a great deal of planning and organizational change management to ensure its success. In the NW-AIRS service area we have yet to see a city implement a 311 service, though several cities, including Seattle and Portland, have been investigating.

Come to the NW-AIRS conference on **Friday October 8th at 8:30am** to learn more from a panel of 311 experts who have implemented programs in their cities! Spread the word and share the excitement, so the Northwest too can enjoy all the community benefits 311 can bring!

UNDERSTANDING THE NEW HEALTH CARE REFORM LAW



What Will the New Health Reform Law Do in the First Year?

The President signed a historic package of health reforms into law in March 2010. In the first year, consumers will gain new protections from insurance company abuses and sky-high premiums, small businesses will get significant subsidies to help with cost of providing coverage to their workers, and people on Medicare will see the first step toward closing the prescription drug coverage gap—the “doughnut hole.”

(ABOVE) Betsy Bullard, Options Counselor from northern Idaho, assists a Medicare beneficiary enroll in prescription drug plan.

In the first year, consumers can expect the New Health Reform Law to:

- Provide immediate help for people with pre-existing conditions.
- End unfettered insurance premium increases.
- Guarantee that premiums pay for health care services.
- Provide free prevention benefits.
- End arbitrary limits on coverage.
- Help small businesses with insurance costs.
- End unfair rescissions.
- Help young adults stay insured.
- Reduce the Medicare doughnut hole.
- Add new Medicare benefits.
- Help early retirees keep their insurance coverage.
- Increase funding for community health centers.
- Increase the number of primary care doctors.
- Improve consumer appeal rights and patient protections.
- Guarantee clear, comparable information about health insurance plans.
- Fund grants to start exchanges.
- New Long-Term Care Insurance Program.



Find out more about the New Health Reform Law from the Kaiser Family Foundation at <http://healthreform.kff.org/>

Have a story idea for the next NW-AIRS newsletter? Know of a program or staff person you'd like to see in the spotlight? Contact Sarah Marshall at smarshall@crisisclinic.org. Your participation is much appreciated!

NW-AIRS MEMBER AGENCIES

211Info, Portland
Aging and Adult Care of Central Washington, Eugene
Aging and Adult Care of Central Washington, East Wenatchee
Aging and Adult Care of Central Washington, Spokane
Area Agency on Aging of North Idaho, Coeur d'Alene
Area IV Office on Aging, Twin Falls
Chinese Information Service Center, Seattle
City of Portland/Multnomah County Information and Referral, Portland
Clackamas County Social Services, Oregon City
Community Action Organization, Hillsboro
Community Action Partnership Association of Idaho, Boise
Community Cupboard, Leavenworth
Crisis Clinic, Seattle
Department of Human Services, Salem
Douglas County Senior & Disabilities Services, Roseburg
Evergreen Hospital Medical Center, Kirkland
Fort Lewis Army Community Service, Fort Lewis
Jeri L Shumate, Eugene
Jewish Family Service, Seattle
Klickitat Co Senior Services, Goldendale
Legal Services of Northwest Jersey, Somerville
Multnomah Co Aging & Disability Services, Portland
Municipality of Anchorage; Department of Health and Human Services, Anchorage
Northwest Senior & Disability Services, Salem
NWRC - NW Regional Council - AAA, Bellingham
O4AD, Salem
Office of Aging & Long Term Care, Kennewick
Olympic Area Agency on Aging, Sequim
Opportunity Council, Barrow
Oregon Cascades West Council of Governments, Salem
Peninsulas' 211, Bremerton
People For People, Yakima
Pierce Co Aging & Long Term Care, Tacoma
Rogue Valley Council of Governments, Central Point
Rural Long Term Care, Anchorage
Sea Mar Community Health Centers, Seattle
Seattle King County Aging & Disability Services, Seattle
Senior & Disabled Services/Lane Council of Governments, Eugene
Senior Services of Seattle/King Co., Seattle
Senior Services of Snohomish County, Mukilteo
Southeast Alaska Independent Living, Juneau
Spokane Mental Health, Spokane
SW Washington Agency on Aging, Vancouver
United Way of Pierce County, Tacoma
Volunteers of America Western Washington, Everett
Washington County Disability, Aging & Veteran Services, Hillsboro
Washington Information Network 2-1-1, Renton
Washington State DSHS/HCS-State Unit on Aging, Olympia
WITHINREACH, Seattle

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