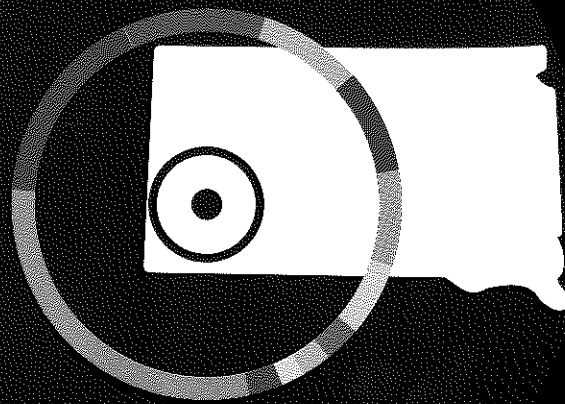




2013

COMMUNITY TRENDS

Black Hills Area



GOAL OF COMMUNITY TRENDS

This document provides an overview of the trends and needs identified by the Helpline Center based on 2-1-1 call data from 2013, and previous years, from the Black Hills area.

2-1-1 is an information, referral and crisis helpline that provides resource information on non-profit, social service and government programs. 2-1-1 answers a wide variety of calls from people requesting information or assistance with crisis intervention, financial assistance, donation information, volunteer opportunities, child care, disaster needs, mental health and other areas.

2-1-1 is an easy-to-remember, three-digit telephone number that connects callers with information and referrals to appropriate health and human service organizations available in the community. 2-1-1 can be dialed 24/7 from any telephone. In South Dakota, the 2-1-1 service is available in the greater Sioux Falls area, Black Hills area and Yankton area.



For Simple Answers or Serious Help

DIAL 2-1-1
helplinecenter.org

2-1-1 CALLER NEEDS CLASSIFICATION *From Black Hills Area*

Category and Definition	# of requests in 2012	# of requests in 2013
Organizational, Community, International Services Programs that provide any of a broad spectrum of services that benefit entire communities, such as government services, disaster response and donations to non-profits.	2,048	4,301
Basic Needs Programs that help individuals and families with basic need resources, such as food, housing, material goods, transportation and utilities.	2,463	3,169
Individual and Family Life Programs that promote the personal, social and spiritual development of people in the community, such as recreational program, volunteer opportunities and assistance with disaster recovery.	378	1,231
Mental Health and Substance Abuse Programs that provide preventive, diagnostic and treatment services in a variety of community and hospital-based settings to help people regarding mental health and substance abuse issues.	942	604
Consumer Services Programs that provide for the education and protection of individuals who buy products and services.	410	590
Healthcare Programs whose primary purpose is to help individuals and families achieve and maintain physical well-being.	535	516
Criminal Justice and Legal Services Programs that promote and preserve the conditions that enable the community and residents to live in a safe and peaceful environment through the enforcement of laws.	509	472
Income Support and Employment Programs that help to meet the economic needs of the community by helping residents prepare for, find and sustain gainful employment; or assisting individuals in understanding eligibility for public assistance and support.	426	407
Education Programs that provide opportunities for people to acquire the knowledge and skills to enable them to fully participate in the community.	143	196
Environment, Public Health and Safety Programs that protect and conserve natural resources, promote public health and implement measures for safety education.	202	106

TOP UNMET NEEDS

An unmet need is when a caller has exhausted known resources, caller is ineligible or there are no programs to meet the caller's need. The unmet needs identified are a snapshot as 2-1-1 does not know the final outcome for each caller.

- 1 Housing** Callers looking for rent payment assistance, rent deposit assistance, shelter or moving assistance.
- 2 Transportation** Callers looking for help with gas money, bus tickets/fares and car repair.
- 3 Utilities** Callers looking for assistance to pay electricity, gas and other utilities.
- 4 Holiday** Callers looking for holiday assistance such as holiday gifts and Thanksgiving and Christmas food baskets.
- 5 Temporary Financial Assistance** Callers looking for resources regarding certificate and license fees, identification cards and haircuts.

TOTAL CALLS

Category	2012	2013
Total Black Hills 2-1-1 Calls	8,447	9,706

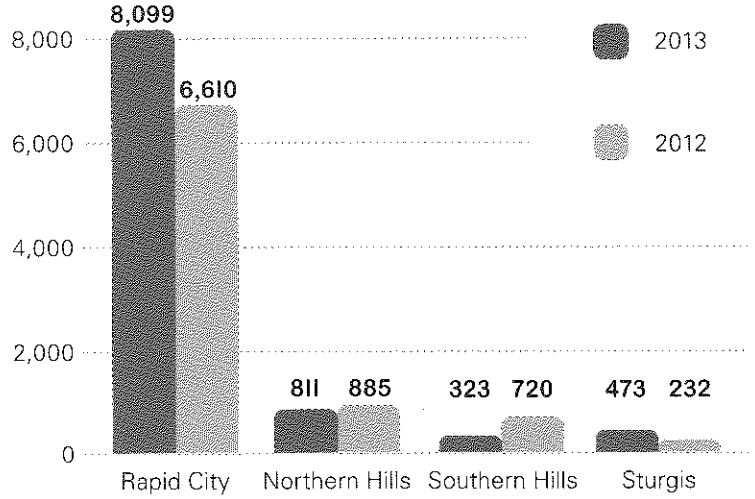
Age Range of Callers: 10 to 97 years

70% Female Callers 

30% Male Callers 

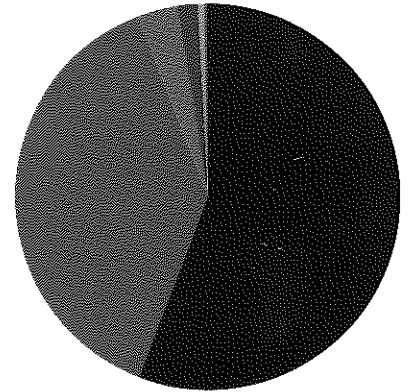


ALL BLACK HILLS CALLS



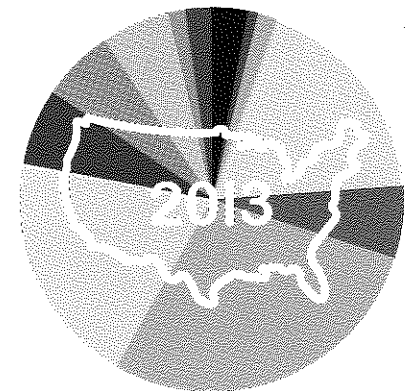
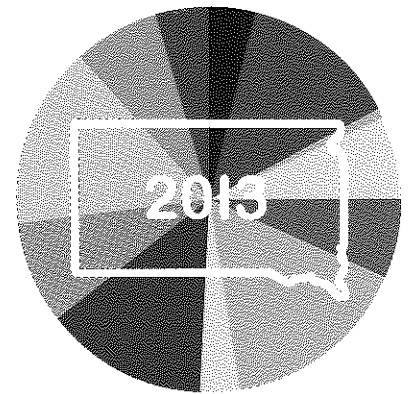
TYPES OF CALLS *From Black Hills Area*

Call Type	Percentage
Information	56.0%
Referral	38.4%
Listening and Support	3.1%
Admin/Other	1.8%
Crisis	0.6%
Advocacy	0.1%

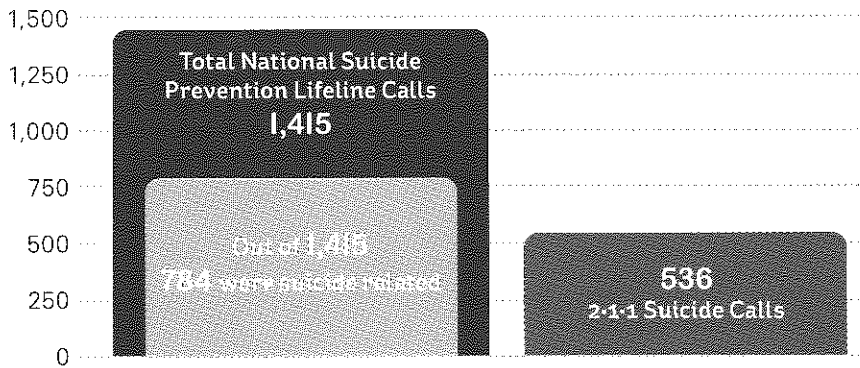


2-1-1 COMPARISON OF CALLER NEEDS

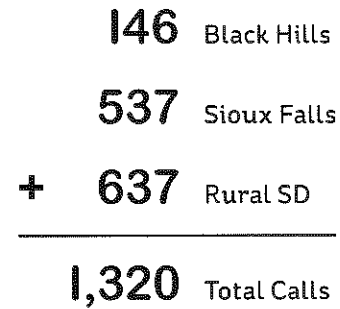
Category	South Dakota		National
	2012	2013	2013
Clothing, Personal and Household	4.3%	3.7%	2.84%
Disaster Services	1.3%	12.3%	0.73%
Employment	0.7%	0.79%	1.45%
Food and Meals	6.4%	6.3%	16.18%
Health Care	7.2%	6.2%	5.68%
Housing and Utilities	12.7%	14.4%	25.25%
Income Support and Assistance	4.3%	3.1%	17.10%
Individual, Family and Community Support	12.0%	12.6%	5.86%
Legal, Consumer and Public Safety	9.6%	7.7%	5.34%
Mental Health and Addictions	14.2%	14.1%	5.03%
Other Government/Economic Services	5.8%	6.6%	1.44%
Transportation	4.8%	4.0%	1.79%



SUICIDE RELATED CALLS *Statewide*

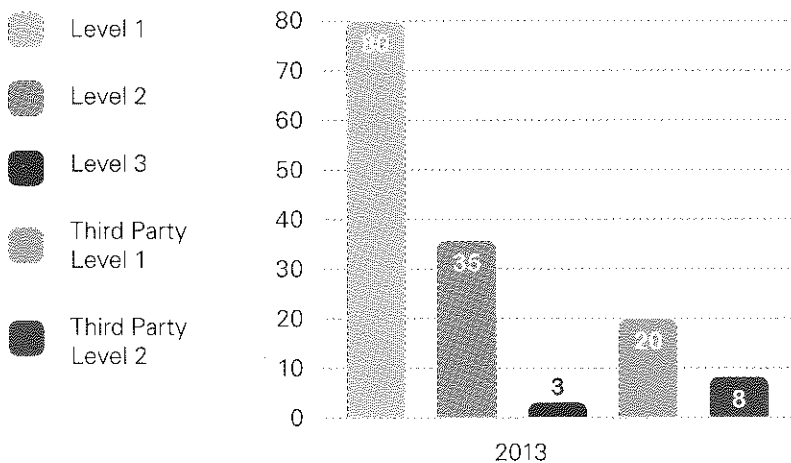


CALLS RELATED TO SUICIDE



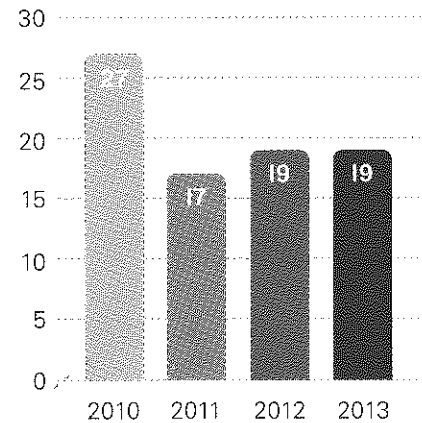
- 1,320 suicide calls answered across South Dakota.
- 55% of calls on the National Suicide Prevention Lifeline were suicide related.
- 45% of calls on the National Suicide Prevention Lifeline were mental health or other issues.
- 40% of suicide calls were received on 2-1-1.

TYPES OF SUICIDE RELATED CALLS *From Black Hills Area*



COMPLETED SUICIDES

Pennington County



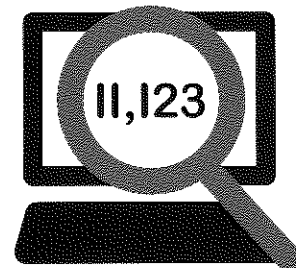
Source: Pennington County Coroner's Office

TOP KEYWORDS USED IN 2-1-1 ONLINE SEARCHES

- 1 Food/Food Pantry
- 2 Rent Assistance
- 3 Mental Health
- 4 Utility Assistance
- 5 Support Groups

Black Hills residents can access the 2-1-1 database online 24/7 through helplinecenter.org. The database contains thousands of resources. Users can easily print or email program information. They can also create saved searches for resources they use most often.

TOTAL 2-1-1 ONLINE DATABASE SEARCHES



helplinecenter.org

- | | |
|-------|---------------------------------|
| 2,011 | Specified Black Hills community |
| 3,406 | Did not specify a location |
| 5,706 | Specified other locations |

Storm Atlas October 2013

In October 2013, the Black Hills experienced one of the worst blizzards in its history. According to the National Weather Service, snow totals ranged from 26 inches to 58 inches across the Black Hills. The heavy snow and high winds paralyzed the area keeping people trapped in their homes and killing thousands of livestock. The Helpline Center was there from the beginning providing information and giving support to area residents. Calls on the 2-1-1 line were answered 24/7 by trained staff providing the latest information on the storm and giving support to callers as they coped with the devastating storm.

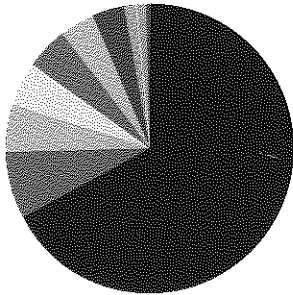
The Helpline Center answered 1,941 calls related to the storm and provided daily reports back the Emergency Operations Center on call volume, unmet needs, trends, volunteer intakes and donations. The Helpline Center worked closely with the county emergency managers across the Black Hills and the VOAD (Volunteer Organizations Active in Disaster) to provide the latest information and assist with meeting the disaster related needs.



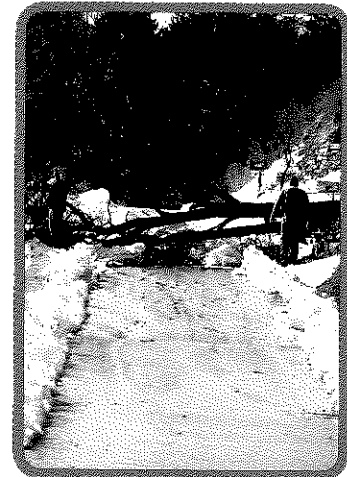
Credit: Photos provided by Pennington County Emergency Management

Storm Calls

The 2-1-1 Helpline answered
1,941 calls
 related to the storm.



- 67.0% Tree/Branch Concerns
- 7.6% General Disaster Information
- 5.35% Power Outage
- 5.0% Road/Travel Conditions
- 4.6% Volunteer
- 4.0% Donations
- 3.7% Livestock/Ranch Issues
- 1.3% Shelter
- 1.2% Food
- 0.3% Flooding



The Helpline Center heard from people all over the Black Hills with questions such as:

I want to help the ranchers.
 Where can I make a **donation**?

I lost over two hundred of my cattle...
where are the pits located?

I need to **report dead livestock** next to the road and in a creek.

I'm elderly and can't pick up the downed branches in my yard.
Can someone help me?

When are the **roads** going to be open?

Our group would like to help **VOLUNTEER** to pick up branches.
 How do we get started?

My power has been off for days.
 Is there a **shelter** that is open?

Can I **DRIVE** in town?

Where are the **drop-off sites** for the branches?

MISSION STATEMENT

"Making lives better by giving support, offering hope and creating connections all day, every day."

THANK YOU TO OUR COMMUNITY TRENDS SPONSORS



United Way of the Black Hills

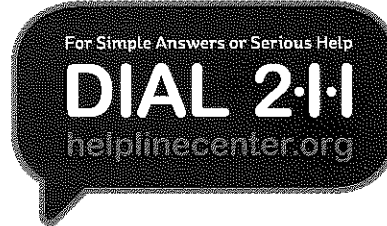


**JOHN T. VUCUREVICH
FOUNDATION**

...to make a piece of the world a brighter place.

2-1-1 Community Resources

When you dial 2-1-1, you talk to real people trained to help and connect you to community and social service organizations. Our database contains thousands of resources that our staff updates on a regular basis. We answer calls 24/7. We also provide an online resource database at helplinecenter.org to help you find the resources you need. We are here to listen, support and connect you to resources, whether you need something as simple as the phone number for the library or as serious as grief support.



Suicide And Crisis Support

The Helpline Center is an accredited suicide prevention, intervention and aftercare organization delivering hope and the understanding you need. The Helpline Center also answers the statewide crisis line at 1-800-273-8255 all day, every day.

Disaster Response

2-1-1 plays a critical role in keeping people connected and informed before, during and after a disaster. The Helpline Center provides critical information and referrals to disaster-specific services and donation opportunities.



address
PO Box 1215
Rapid City, SD 57709

website
helplinecenter.org