



# Wisconsin's Information Network

WINTER 2006

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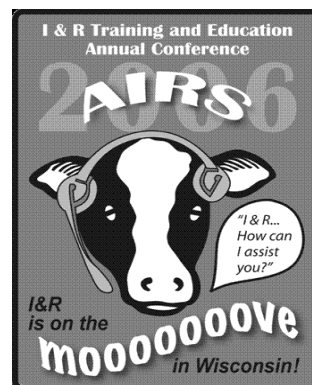
## 2006 AIRS NATIONAL TRAINING AND EDUCATION CONFERENCE

**Mark your calendars and save the date!** The 2006 AIRS National Training and Education conference will be held in Wisconsin June 4—7, 2006 at the Hyatt Regency Hotel in Milwaukee.

AIRS is currently accepting applications for individuals to present at the conference. Sessions are organized by tracks: Advocacy/Networking, Aging/Elder Services, Basic I & R, Crisis Intervention, Disaster Services, Military, Organizational Management, Resource File Development/Management, Special Interest Areas, Technology, and 2-1-1.

The Call for Presentations application is available on the AIRS website at [www.airs.org](http://www.airs.org) or by calling the AIRS national headquarters at 703/218-2477. Sharon Rosenblatt Galler is the Conference Director. Her email is [sharongaller@airs.org](mailto:sharongaller@airs.org)

As the host affiliate Wisconsin AIRS has many responsibilities including recruiting and coordinating volunteers. If you are interested in volunteering at the conference contact Maurine Strickland at 608/266-4448 or by email at [strikma@dhfs.state.wi.gov](mailto:strikma@dhfs.state.wi.gov) or Michelle Pike at 262/548-7835 or by email at [mpike@waukeshacounty.gov](mailto:mpike@waukeshacounty.gov).



## PRESIDENT'S MESSAGE: CHALLENGES AND OPPORTUNITIES

As the year 2006 greets us, we are met by a variety of challenges and opportunities both as the WisconsinAIRS organization and as individual members. It will be a year of exciting adventures, complex decisions, and demanding tasks. The following are on our plate for 2006.

\*The national AIRS conference will be held in Milwaukee, June 4-7, 2006.

Mark your calendar! With upwards of 500 attendees it is obvious that a crew of volunteers is needed. We need **YOU!** There are some scholarships available for those who volunteer.

\*2-1-1 will continue to expand this year. WisconsinAIRS holds a seat on the 2-1-1 Wisconsin Board so we are directly involved. The excitement

of starting 2-1-1 now leads to the nitty-gritty of doing business. The 2-1-1 Wisconsin Board is cementing its foundation this year by establishing a business plan that will carry 2-1-1 forward for many years.

\*2-1-1 affects *everyone* in WisconsinAIRS. Some of our members are (or will become) 2-1-1 call centers. The rest of our member agencies need to be on (continued on page 2)

Published by WisconsinAIRS

P.O. Box 1946  
Milwaukee, WI 53201

[www.wisconsinairs.org](http://www.wisconsinairs.org)

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## PRESIDENT'S MESSAGE (CONTINUED)

an intimate relationship with the 2-1-1 call centers because they will be listed as resources given out by the 2-1-1 centers. If you will not be a 2-1-1 center, you should know who will be serving your area and connect with them soon.

\*Our membership is entirely revamped this year. You will hold joint membership in WisconsinAIRS and AIRS. Your membership fees are paid directly to AIRS and a portion is

sent back to WisconsinAIRS. For more information go to the AIRS website at [www.airs.org](http://www.airs.org).

\*Rewriting our bylaws is a necessary exercise this year so our membership language corresponds with the changes mentioned above. Those of you who have written (or re-written) bylaws know this is a challenging task—but certainly an opportunity too.

\*And lastly, we send encouragement and support to our mem-

bers in the aging network who are valiantly helping Wisconsin's people on Medicare understand the new Part D benefit. Part D is an opportunity to pay for prescription drugs but is also a definite challenge.

Ginger Ayres, CIRS  
President

## UPDATED STANDARDS

The 5th Edition of Standards for Professional Information & Referral: Requirements for AIRS Accreditation and Operating 2-1-1 Systems is available for a **free** download at [www.airs.org](http://www.airs.org).

The standards address all aspects of an I&R service's operation including service delivery, the resource database, reports and

measures, cooperative relationships and organizational requirements.

They define the information and referral process in concrete terms, establish criteria for database development, mandate support for community planning activities, incorporate a broad view of collaboration at the local, state, regional and

national levels and include provisions for the socially responsible use of technology.

The National 2-1-1 Initiative and U.S. Administration on Aging have adopted the basic concepts in the Standards for I&R for older persons, as has the U.S. Military for staff in their Family Services/Support Centers.

## A SUCCESS!

The 26th Annual Wisconsin AIRS conference was held on September 8th and 9th at the Chula Vista Resort in Wisconsin Dells. Over 70 people attended. Feedback on the conference was very positive:

- Great Speakers!
- This was the best one yet!

- Session for Supervisors—Excellent.
- Keynote Lucinda Nord was funny and informative.
- Opportunity for networking.
- Interaction with vendors.
- Enjoyed the Communicat-ing with Caregivers session.

Please join us in extending our thanks to the conference committee that planned and coordinated the event:  
Julie Grip  
Michelle Hartness  
Michelle Pike  
Lynn Scheinoha  
Julie Seeman  
Maurine Strickland

## 2-1-1@IMPACT: Katrina I & R Disaster Relief Response

"I am truly thankful with the services I received from 2-1-1. My family was in need of food and my newborn was in need of formula. You got me connected to services for food and helped me to get an immediate WIC appointment for the same day." - Hurricane Katrina Survivor Denise C.

2-1-1@IMPACT (2-1-1) became involved with providing information and referral disaster relief services through a request from the United Way of Greater Milwaukee. Upon learning more about the Tommy Thompson Center as the temporary shelter site for disaster survivors, Bob Waite, Telephone Services Director, immediately assembled a team of Resource Department and Management staff. Some of our objectives were to have the IRIS directory on disk available on-site and schedule Community Resource Specialist staff to be available on-site. In addition, the Resource Department cre-

ated a program description in Iris regarding the Tommy Thompson Center in order to direct evacuees to the Thompson Center. 2-1-1 staff were on-site five hours a day, weekdays, mid-September through October, 2005.

One challenge experienced early on is that only a few customers frequented the 2-1-1 booth. To increase visibility IMPACT's Community Relations Department created a flyer of 2-1-1 services. In addition 2-1-1 staff handed out 2-1-1 business-sized cards and explained the benefits of 2-1-1 services at Resident meetings.

Another challenge was experienced after the 150+ Katrina survivors transitioned from the Thompson Center to living on their own in the community. After the transition there was a lack of accurate and reliable program information because many programs were determining how to continue servicing

and in what capacity to continue servicing Katrina survivors. 2-1-1 services rely on accurate and reliable program information and which program would provide what service was not always clear. For instance, there was no clear referral for helping customers with transportation to move outside of Milwaukee. The Katrina Transitions committee decided that customers would call FEMA on their own, however, if literacy issues were identified, then advocacy services, such as assistance with conference calling to FEMA, would be provided.

2-1-1 found that Katrina customers have complex situations that require building trust and the need for Case Management. Also, 2-1-1 learned the importance of providing a continual message to disaster relief service providers and to government officials about the capability of 2-1-1 service as an easy to access 24-hour/7-day service for disaster situations.

While on-site, 2-1-1 serviced over 200 customers and a few of the top needs were identification (replacement birth certificates, picture ID's, social security cards and drivers licenses), food and clothing. From mid-September through November 2005, 2-1-1 received 241 calls from Katrina survivors who requested help and customers who wanted to provide help. As a result of customers who dialed 2-1-1, 317 needs were met.

Although we were uncertain about the level of our involvement with the Katrina survivors, 2-1-1@IMPACT has played a critical role in Katrina disaster relief efforts. Approximately 800 Katrina customers remain in the Milwaukee community and 2-1-1@IMPACT's goal is to assure that Katrina customers have 24-hour access to accurate and reliable resources, empathy, problem-solving, and advocacy.

Matricia Patterson

## 2-1-1 GET CONNECTED, GET ANSWERS

2-1-1 serves approximately 139 million Americans—over 46% of the population. And Wisconsin is working hard to join the 14 other states that have 100% coverage.

The development and implementation of a 2-1-1 system in Wisconsin has moved forward significantly over the last year and is overseen by 2-1-1

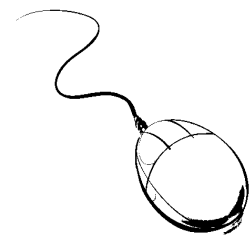
Wisconsin. WisconsinAIRS holds a key position on the 2-1-1 Board and has been an instrumental force in the development of 2-1-1 in the state.

Significant work has been done to expand the system, enhance relationships with key stakeholders, develop a statewide database, and to organize strategic planning and development

of a 2-1-1 business plan.

In November 2005, 2-1-1 Wisconsin contracted with Dr. Ken Allen of the Civil Service Consulting Group to work with the 2-1-1 Wisconsin Board and key stakeholders to develop a business plan. Work on the plan will take about six months.

Janine Peterson



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RETURN SERVICE REQUESTED

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## HOW TO JOIN

WisconsinAIRS is **your** organization, designed to help you succeed both professionally, organizationally and personally.

AIRS has changed its dues structure for 2006 to strengthen the membership and identity of AIRS on a state and national level, improve communication, streamline processes, deliver key services, increase revenue, and advance the capacity of information and referral providers to better serve their communities.

Changes in the membership structure include the following:

- AIRS now has a single

membership structure for both AIRS and WisconsinAIRS, whereby an individual, agency or organization will join both associations at a level that best meets their individual needs.

- Individuals, agencies or organizations will not need to, nor be able to, join WisconsinAIRS only; i.e. each individual, agency or organization is also a member of AIRS. The single membership includes membership in WisconsinAIRS.

There is a tiered membership structure that is based on the valuable products you use from AIRS, including the annual training conference and WisconsinAIRS training.

### New Membership Levels

Basic Membership—\$50

- \*Voting Privileges
- \*AIRS Newsletter
- \*Affiliate Membership Benefits

Standard membership—\$250 for agencies < \$75,000; \$350 for agencies > \$75,000

- \*Voting Privileges
- \*AIRS Newsletter
- \*Affiliate Membership Benefits
- \*AIRS Journal
- \*I&R Toolkit

Enhanced Membership—\$500

- \*Voting Privileges
- \*AIRS Newsletter
- \*Affiliate Membership Benefits
- \*AIRS Journal
- \*I&R Toolkit
- \*ABCs of I&R
- 10% Discount on Products

Premium Membership—\$750

- \*Voting Privileges
- \*AIRS Newsletter
- \*Affiliate Membership Benefits
- \*AIRS Journal
- \*I&R Toolkit
- \*ABCs of I&R
- \*15% Discount on Products

Download your AIRS Membership Application Form today at [www.airs.org](http://www.airs.org).