



# CRISIS CENTER OF TAMPA BAY

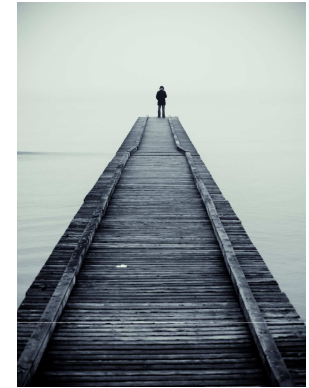
*Help. Hope. Healing.*

**Bringing help, hope and healing to people facing  
serious life challenges.**

**[www.crisiscenter.com](http://www.crisiscenter.com)**

**The Crisis Center provides**  
**Help, Hope and Healing**  
**to Thousands of People Every Year**

- **Specialized intervention and treatment services for children, adults and families who have experienced abuse, violence or emotional trauma**
- **2-1-1 Crisis hotline for callers 24 hours a day, 365 days a year**
- **Sexual assault examinations, crisis counseling and advocacy for victims of sexual assault**
- **Counseling and financial assistance for families and individuals experiencing economic distress**



**That is a lot, but we do even more . . .**

- **Telephone reassurance calls and daily safety checks for low-income, socially-isolated elderly and disabled adults**
- **Emergency mental health and basic life support ambulance services, available 24 hours a day**
- **Educational workshops that focus on emotional wellness customized for organizations, employee groups, volunteers or professionals**



**To see firsthand how we are making a difference,  
join us for a tour at The Crisis Center of Tampa Bay**

**Visit us online at:**

**[www.crisiscenter.com](http://www.crisiscenter.com)**

**Or contact: Marilyn Bray, (813)-969-4976**

**[mbray@crisiscenter.com](mailto:mbray@crisiscenter.com)**

# Background Info on 2-1-1

- On July 21, 2000, the number 2-1-1 was designated by the F.C.C. (Federal Communications Commission) as the nationwide designated number to call for access to health and human services information
- Locally, 2-1-1 is the “gateway” to health and human services, and crisis & suicide intervention
- 2-1-1 Crisis Center took over 110,000 calls last year

## **The Essence Of 2-1-1 Is In Its Simplicity:**

- **2-1-1 is for everyone and can be remembered by everyone.**
- **2-1-1 is free and confidential.**
- **2-1-1 makes the entire human services sector at every level of government work more efficiently.**
- **2-1-1 has proven itself time after time as an invaluable resource in the aftermath of a disaster.**

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- **In 2009, 2-1-1 services in the United States answered more than 16.2 million calls.**
- **As of March 2010, 2-1-1 serves over 243 million Americans (81% of the entire population) covering all or part of 46 states (including 34 states with 90%+ coverage) plus Washington DC and Puerto Rico. The remaining states are all in various stages of planning and implementation. Every few weeks, these coverage numbers increase.**

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## How Does 2-1-1 Help During Disasters?

- 2-1-1 is a critical partner in providing assistance when disaster strikes. From regional floods to earthquakes, hurricanes, and acts of terrorism, 2-1-1 has been the number to call for thousands who have been affected do not know where to turn next.

**During an emergency, 2-1-1s have been demonstrated to make the following critical contributions:**

- expand the capacity of Emergency Operations Centers by providing trained information and referral specialists and by offering the public an alternative access point for information
  - provide critically needed management of information about availability of services and the status of health and human service organizations and government agencies;
- identify unmet and emerging needs , helping direct resources to high priority places;

- provide critically needed telephone reassurance and crisis support for callers, complementing the work of the EOCs;
- help mobilize and manage volunteers and cash and in-kind donations;
- serve as intake points on behalf of government agencies and nonprofit organizations, increasing the efficiency of connecting people with needed help; and,
- offer a sustained connection to help for people whose lives are dramatically affected by the storm as they become part of long-term recovery efforts.

**What is the plan when  
our community looks  
like this?**







## **2-1-1 In The Local Communication Plan**

### **Hillsborough County**

- **Purpose and Organization of the Communications Plan**
- **This Communications Plan is designed to guide the Hillsborough County long-term recovery organization, HELP, Inc., and the tri-county COAD, PHPCOAD, in non-government organizations (NGO's) response efforts after natural disasters and emergencies**
- **The Communications Plan is intended to ensure notification of Plan participants when a disaster looms or has occurred, activation of the Plan to achieve the objective of restoring services, and communication between participants to manage service delivery and provide needed short term assistance.**

- **The Communications Plan provides the concept of operations, and specific pre and post disaster operational activities. It provides operational guidelines that specify many of the processes, tasks and activities that must be completed prior to and after a disaster.**
- **The Communications Plan is intended to complement the Hillsborough Comprehensive Emergency Management Plan (CEMP), and the PHPCOAD and HELP Inc. Communications Plan while also supporting the PHPCOAD liaisons).**

# What is 'HELP & PHPCOAD?

- **HELP, Inc. and PHPCOAD were created to work with community partners to develop plans for the provision of health and human services after a disaster.**
- **They provide direction and guidance for the preparedness and response activities for Plan participants, and serve as the central decision making point to establish health and human service priorities and resource allocation.**

- **HELP and PHPCOAD promote interagency and intergovernmental collaboration, in concert with County disaster response and recovery efforts.**
  
- **The PHPCOAD provides support to agencies after a disaster has occurred and it is safe to do so, but does not provide emergency shelter.**
  
- **HELP, Inc. provides unmet needs and long-term recovery assistance.**

# 2-1-1's Role In Recovery Management

- In the event of a disaster, the Recovery Management Team – those representatives identified by PHPCOAD and HELP to serve at the Recovery Management Center (RMC), will work closely with 2-1-1 to ensure organizations are notified of disasters, and are assisted in restoring services in the immediate post disaster period.
- Recovery Managers and 2-1-1 will establish an RMC. Based on the specific threat, the RMC will be located at either the 211 Crisis Center or Erwin Tech. In either case, 211 will maintain the ability to receive calls from the public and from Plan participant organizations.

- Organizations are asked to contact 2-1-1 as soon as possible after a disaster to report agency status, including facility condition, staffing, service demand, utilities available, etc
- Recovery Managers will use this information to assist organizations in restoring their ability to provide services to the community and bring Emergency Management aid to organizations requiring resources beyond the scope of the Recovery Management Center.
- Recovery Managers will communicate with appropriate Emergency Support .



**2-1-1 Will Be The Place To Call  
For Help On The Road To Recovery...**







# Do YOU Have A Plan?

**“Make a kit. Make a plan and be informed”**

**[www.ready.gov](http://www.ready.gov)**

**Then get involved!!!**

**For More Information On How You Or Your  
Organization Can Become A Member  
Of PHP COAD**

**Contact:**

**Bonnie Bush**

**[bbush@crisiscenter.com](mailto:bbush@crisiscenter.com)**

**(813) 964-1964 X3446**