

February 03, 2015

Sunshine Coast 211 stats: March to December 2014

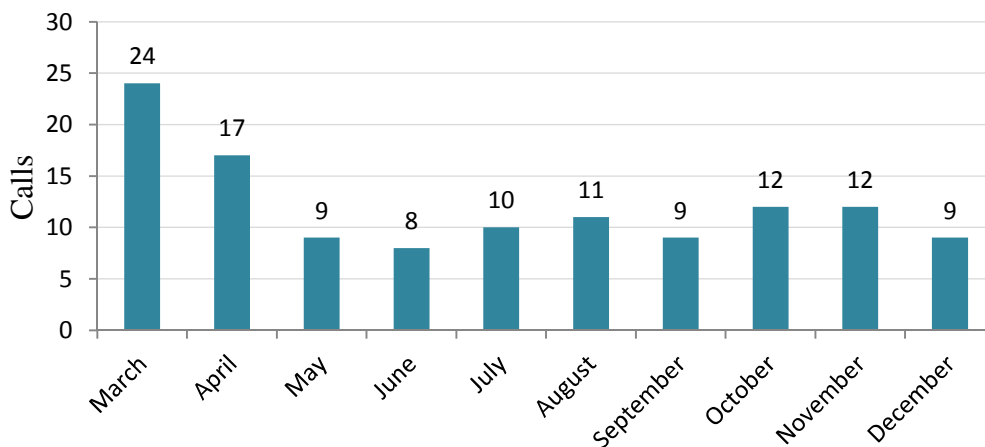
Call volume:

- 121 calls were received from the Sunshine Coast on 211 from the launch in early March until the end of December.
- Sechelt was the source of most calls, accounting for 55% of calls. Next was Gibsons at 34%. The remaining communities made up 11% of all calls.

Community	# of Calls	% of Total
Sechelt	67	55%
Gibsons	40	34%
Garden Bay	7	6%
Roberts Creek	3	2%
Halfmoon Bay	3	2%
Port Mellon	1	1%

- March and April were the months with highest number of calls, followed by October and November.

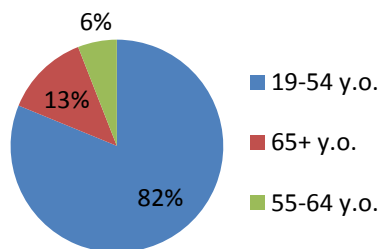
Number of calls per month



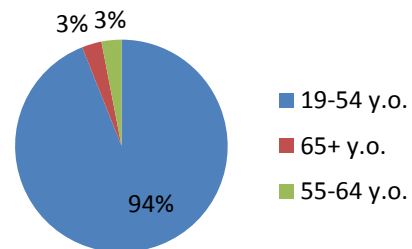
Caller demographics:

- A higher proportion of older adults phoned 211 from the Sunshine Coast than in the rest of the 211 area. 19% of callers were older adults (aged 55 or older), compared to 6% for rest of 211. The majority of callers were adults aged 19-54 (82%). No calls from children or youth were received.

Caller age groups, 211 Sunshine Coast

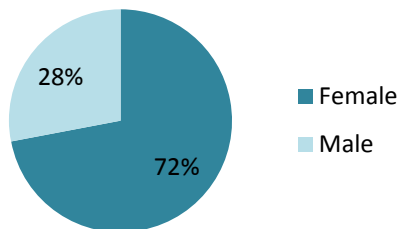


Caller age groups, rest of 211 area

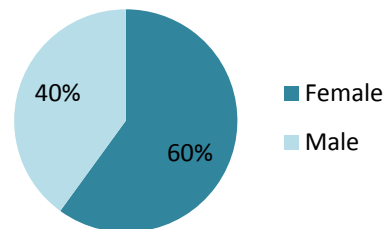


- 72% of callers were female, compared to 60% for the rest of 211 area.

Caller gender, 211 Sunshine Coast



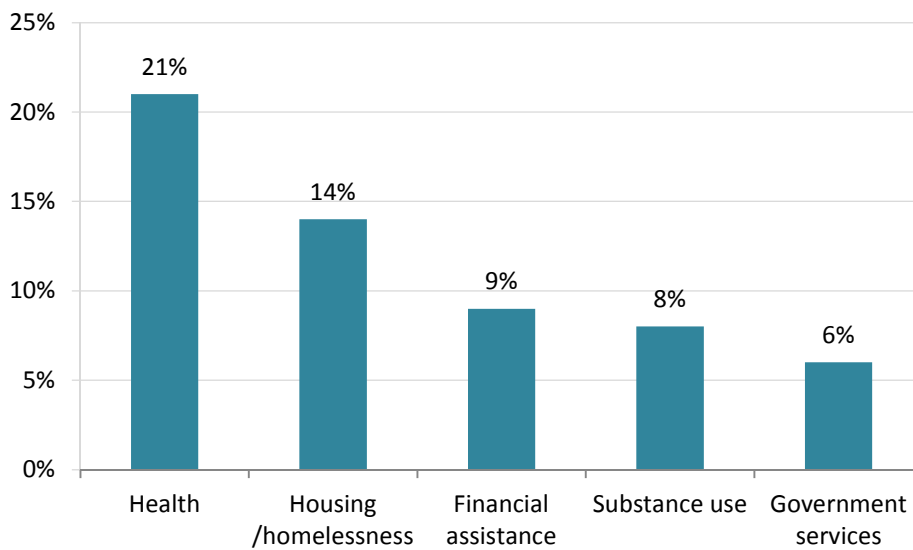
Caller gender, rest of 211 area



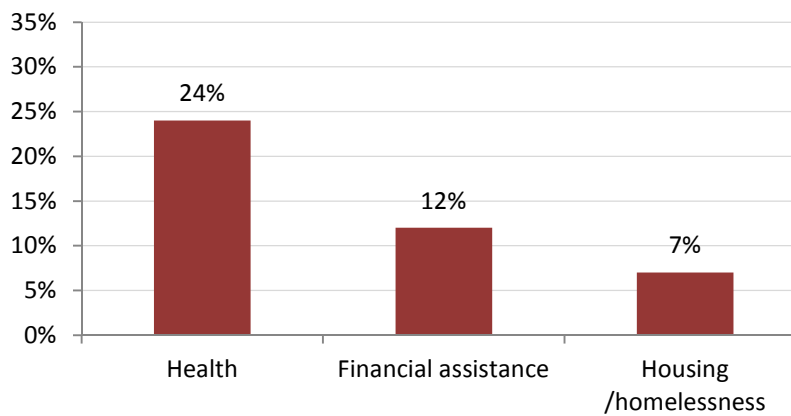
Caller issues:

- The top reasons for call provided by callers were Health (18% of calls), Housing/homelessness (16% of calls), and Substance Use (12% of calls). Compared to previous report from March to July 2014, calls related to Substance use increased.

Top reasons for call, March to December 2014

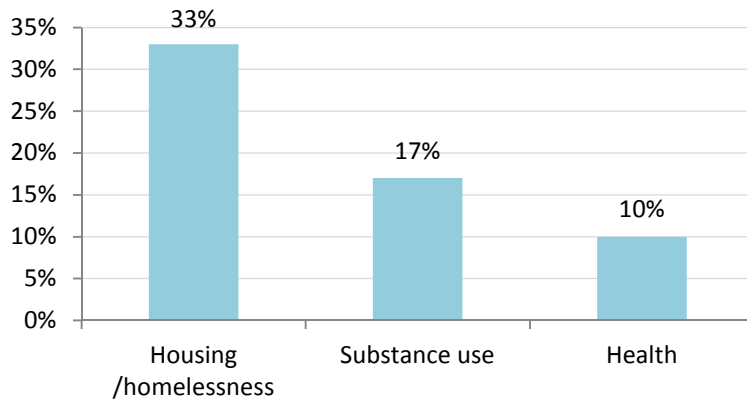


Top reasons for call, Female



- Female callers were far more likely than males to call regarding health. 24% of female callers reported issues around health compared to just 10% of males.

Top reasons for call, Male

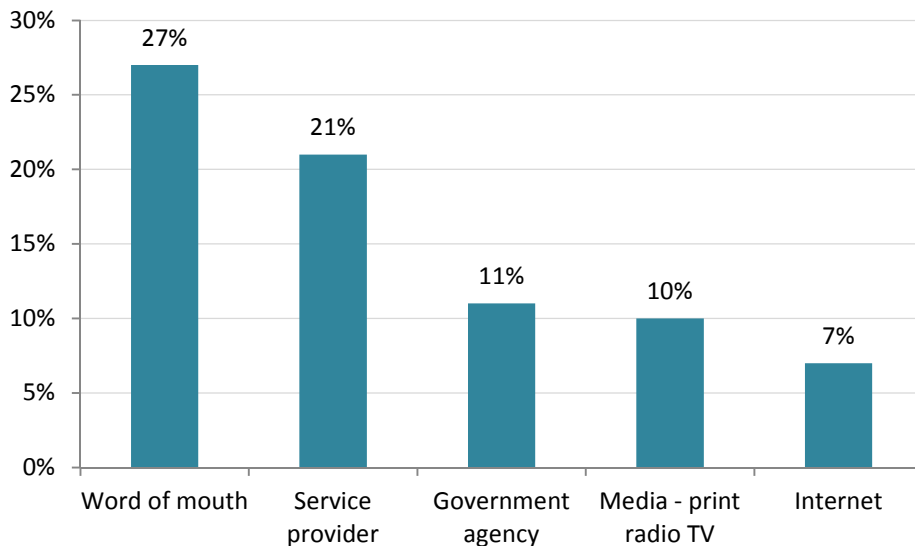


- Male callers were more likely to call regarding housing/homelessness issues (33%), followed by substance use (17%)

Publicity:

- The common source of publicity for 211 was callers hearing about the line through word of mouth, accounting for 27% of callers. Service providers as a source of publicity accounted for 21% of all calls.

Top 211 publicity sources, March to December 2014



Referrals:

- Referrals were fairly diverse on the line and 64 distinct organizations were referred. The most an individual service was referred to was 15 times.
- The top organizations referred to were Sunshine Coast Community Services Society, with 13% of callers referred, Vancouver Coastal Health with 12% and Ministry of Social Development and Social Innovation with 3%.

Top organizations referred March to December 2014

- Sunshine Coast Community Services Society (13%)
- Vancouver Coastal Health (12%)
- Ministry of Social Development and Social Innovation (3%)

- Around 50% of callers were referred to services located on the Sunshine Coast. The rest typically received referrals to services located in the Lower Mainland or on Vancouver Island (this includes region-wide and provincial services).