



# **Arizona 2-1-1**

## ***NASCIO Government to Citizen Award***

**February 20, 2007**

**Best Practice Webinar**

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**State of Arizona**



## What is Arizona 2-1-1?

- Arizona 2-1-1 at [www.az211.gov](http://www.az211.gov) is a single point of access to an information and resource network for:
  - Health & Human Services
  - Public Safety, Homeland Security & Emergency Response Info
- Access to thousands of programs and services
- Home of Arizona's Official Emergency Bulletin System
- Launched June 2005
  - Original database: 3,000 agencies & 16,500 services
  - Database originally acquired from existing I&R resources
- Monthly average visitors = 20,000+
- Current database: 3,250 agencies & 18,000 services



## How Was Arizona 2-1-1 Developed?

- 2-1-1 is part of Governor Napolitano's 10 point homeland security strategy for Arizona
- Governor Napolitano called for the development of a 2-1-1 system that fuses emergency response with health and human service information;
- Analyzed other 2-1-1 systems to use best ideas from existing systems
- Validated system requirements through public hearings and meetings across the State
- Built supportive coalitions with key organizations – Key Cities, Red Cross, Salvation Army, United Way, Existing H&H Organizations, etc.
- Created a Strategic Plan for Arizona 2-1-1



## Key Accomplishments

- Provides one-stop shop for all levels of government & non-profit health and human services
- Keeps public informed during times of community emergencies
  - Katrina victims
  - Brins Fire in Sedona, AZ
  - Day-to-day community emergencies such as: Wildland Fires, Monsoon and Flood Warnings, Elevated Homeland Security Level, Hazardous Materials Incidents, Amber Alerts
- Wide dissemination of emergency preparedness information



# Arizona 2-1-1 Online Home Page



- KEY FEATURES**
- ▶ Home
  - ▶ Español
  - ▶ Find Help
  - ▶ Basic Services
  - ▶ Emergency Bulletins
  - ▶ Featured Programs
  - ▶ Volunteer
  - ▶ Web Links
  - ▶ About AZ 2-1-1
  - ▶ Provider Tools
  - ▶ Contact Us

**FEATURED SECTION**

**EMERGENCY PREPAREDNESS**

just in case arizona

- Save today on your Prescription Drugs

[More features...](#)

**HUMAN & EMERGENCY SERVICES**

"Welcome to Arizona 2-1-1 Online. We created Arizona 2-1-1 Online to help you easily find resources from child care, jobs, health care, and insurance - to State and local emergency bulletins and alerts that are vital in times of disaster or emergency. Arizona 2-1-1 Online was developed in partnership with government, tribal, non-profit and community groups to help you find the resources and information you need." *Arizona Governor Janet Napolitano*

**FIND HELP**

To find services, enter a keyword and select "Go". A keyword can be a name (such as 'Red Cross') or a phrase (such as 'shelter', 'disabled' and 'nursing home'). If you search by both keyword and zip code, the services closest to your zip code will be listed first.

Keyword:

Zip Code [optional]:

[Look up Zip Code](#)

**FLU PREVENTION**

- >What is the Flu?
- >Vaccination Locations
- >Prevention Tips
- >If You Get the Flu
- >Education Toolkit
- >Fact Sheet

**BULLETINS**

- 11-15-2006:** ADEQ Issues High Pollution Advisory for Nov. 16-17
- 11-14-2006:** Prescribed Burns in the Prescott National Forest
- 11-13-2006:** Scottsdale to Host Public Safety Day on Nov. 18
- 11-13-2006:** Prescribed Fire Updates for the Coconino National Forest
- 11-07-2006:** Prescribed Burn Updates for Kaibab National Forest
- 11-06-2006:** Prescribed Burning Near Williams to Continue
- 10-27-2006:** American Red Cross Offers Service for Disaster Related Emotional Stress
- 10-27-2006:** Prescribed Fires in the Payson Area
- 10-27-2006:** Lynx Lake Prescribed Burn Scheduled for October 30
- 10-26-2006:** Kitchen Fire Prevention Tips

[More ...](#)



## Arizona 2-1-1 Online Functionality

- **Homepage** [www.az211.gov](http://www.az211.gov) & Left Menu Bar Navigation
- **Find Help** – Dozens of Search Tools (Zip Code, Keyword)
- **Basic Services** – If don't know where to start (for essential services) plus pre-defined canned searches
- **Featured Programs** - Seasonal programs (i.e., flu shots) and key changes (i.e., new federal eligibility requirements)
- **Espanol** – Spanish speaking providers; web sites with Spanish content
- **Provider Tools** – Tools to update records



## Emergency Bulletins System (EBS)

- EBS System was developed by representatives from:
  - Emergency Management
  - Salvation Army
  - Red Cross
  - Volunteer Centers
  - Health Department
  - Environmental Quality
  - Public Safety
  - Agriculture / Land





## Arizona 2-1-1 Emergency Bulletin System

- Official source of information during a disaster or state-declared emergency
- Managed by Division of Emergency Management (ADEM)
- Emergency Bulletin System (EBS) Overview
  - Newsflash & Bulletins
  - Links to News Releases, Websites, etc.; Use multiple sources to fashion one EBS Bulletin
  - Search of Emergency Bulletins
- Emergencies are local, but State supports information sharing statewide



## Use of 2-1-1 Emergency Bulletin System

- Emergency response agencies who use 2-1-1 EBS System include:
  - Law enforcements
  - Fire departments
  - Transportation departments
  - Health departments
  - Volunteer agencies
- Critical information shared during community emergencies includes:
  - Where is the emergency/disaster?
  - Who is affected?
  - What should you do to protect your family, property and business?
  - What can I do to help?





# EBS – Homepage with Newflash Alert

Arizona 2-1-1 - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Address http://www.az211.gov/

Google Search 0 blocked ABC Check AutoLink AutoFill Options



## KEY FEATURES

## NEWSFLASH

**BRINS FIRE BURNING NORTH OF SEDONA; FIRE MOVING DOWN INTO OAK CREEK CANYON**

## FEATURE SECTION

- New requirements for AHCCCS & KidsCare

## HUMAN & EMERGENCY SERVICES

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Keyword:

Zip Code [optional]:

Look up Zip Code

GO

## WILDLAND FIRE INFO

- > Daily Fire Report
- > Fire Restrictions
- > Protect your home
- > Health Concerns
- > How to Evacuate
- > Build a Disaster Kit
- > Wildfire Resources

## BULLETINS

- 06-20-2006: Brins Fire Burning North of Sedona
- 06-20-2006: Navajo Mountain Fire Burning Near Page
- 06-20-2006: Beaverhead Fire Burning South of Alpine
- 06-20-2006: Potato Fire 90 Percent Contained
- 06-19-2006: Health Effects of Smoke
- 06-19-2006: Smoke and Ash Emergency Preparedness Advisory Issued
- 06-18-2006: Kaibab National Forest Managing Three Wildland Fire Use Fires
- 06-15-2006: Wildland Fire Conditions Severe; Officials Urge



# Emergency Bulletin – Example

Arizona 2-1-1 - Brins Fire Burning North of Sedona - Microsoft Internet Explorer

File Edit View Favorites Tools Help



Address http://www.az211.gov/index.php?option=content&task=view&id=484

Google Search 0 blocked ABC Check AutoLink AutoFill Options



SEARCH NEWS: search... GO

## KEY FEATURES

- Home
- Español
- Find Help
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- Emergency Bulletins
- Volunteer
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## Brins Fire Burning North of Sedona

(June 20, 8:20 p.m.) The **Brins Fire** is burning north of Sedona in the [Coconino National Forest](#). The size of the fire has been estimated at 1,770 acres and is approximately 5 percent contained.

**Summary:** The Brins Fire moved down into Oak Creek Canyon. The fire approached U.S. Highway 89A and in a few places came to within approximately 600 feet of the highway. It backed down the canyon far enough that fire managers were concerned about the safety of residents who had remained behind following the initial evacuation. The residents were advised to evacuate the area immediately for their own safety. To aid in that evacuation, Sedona Fire District reactivated its emergency sirens. The Coconino Sheriff's Office also went door-to-door to advise residents. The power line through Oak Creek Canyon from Encinoso Picnic Area north was de-energized.

The fire's spread downhill slowed as the canyon became shaded and cooler during the evening hours. Area residents and visitors in the Sedona area can expect to experience more smoke this evening due to downslope winds.

The Brins Fire is burning within the Red Rock Secret Mountain Wilderness. A Wilderness is designated by Congress as an area protected and managed to preserve its natural conditions. In Wilderness areas, firefighters use MIST – Minimum Impact Suppression Techniques. Basically, firefighters fight fire aggressively while also seeking to minimize impacts to the natural landscape. Firefighters will not only work to contain the Brins Fire, but they will also work to rehabilitate areas where the firefighting effort has impacted the landscape.

A community meeting has been scheduled for residents affected by the Brins Fire currently burning in the Red Rock Secret Mountain Wilderness on the Coconino National Forest. The meeting will be Wednesday, June 21st at noon in the Elk's Lodge Heritage Room, located at 110 Airport Road in Sedona. Fire managers and representatives from the U.S. Forest Service, Great Basin Incident Management Team, City of Sedona, County Sheriff's Departments, Sedona Police, Red Cross, and Sedona Fire District will be available to answer the community's questions.

Munds Park and Kachina Village are currently under an emergency preparedness advisory. There is a significant amount of smoke in the area. Residents should be prepared to evacuate if an evacuation order is issued. **HOWEVER, THERE ARE NO EVACUATION ORDERS AT THIS TIME.** The Brins Fire is burning north and is approximately 6 to 8 miles from the community of Munds Park. The fire is 10 to 12 miles from Kachina Village.

**Closures:** U.S. Highway 89A is closed through Oak Creek Canyon. The closure will be re-evaluated on a daily basis.



# Off-Site Link From Bulletin Page

Arizona DPS - ADOT Freeway Webcams a la DPS - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.azdps.gov/webcams/default.asp>

ADOT Freeway Management System - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.az511.com/hcrsweb/hcrs>

This site might require the following ActiveX control: 'Macromedia Flash Player 7' from 'Macromedia, Inc.'. Click here to install...

Close Window

\*\*\* Interstate 17 \*\*\*

Event id	119704
Location	On Interstate 17, North-bound from milepost 244.0, 0.30 miles South of BLACK CANYON CITY
Duration	Tue Jun 21 2005 02:19 AM to Tue Jun 21 2005 03:30 PM
Description	closed due to serious fire
Restrictions	
Public Notes	

- [Current Highway Speeds \(Metro-Phoenix\)](#)
- [Roadway Conditions](#)
  - [Statewide](#)

Each link will open another browser window.

Done Internet

Privacy Statement | Security | Contact Information | Code 7 Cafe



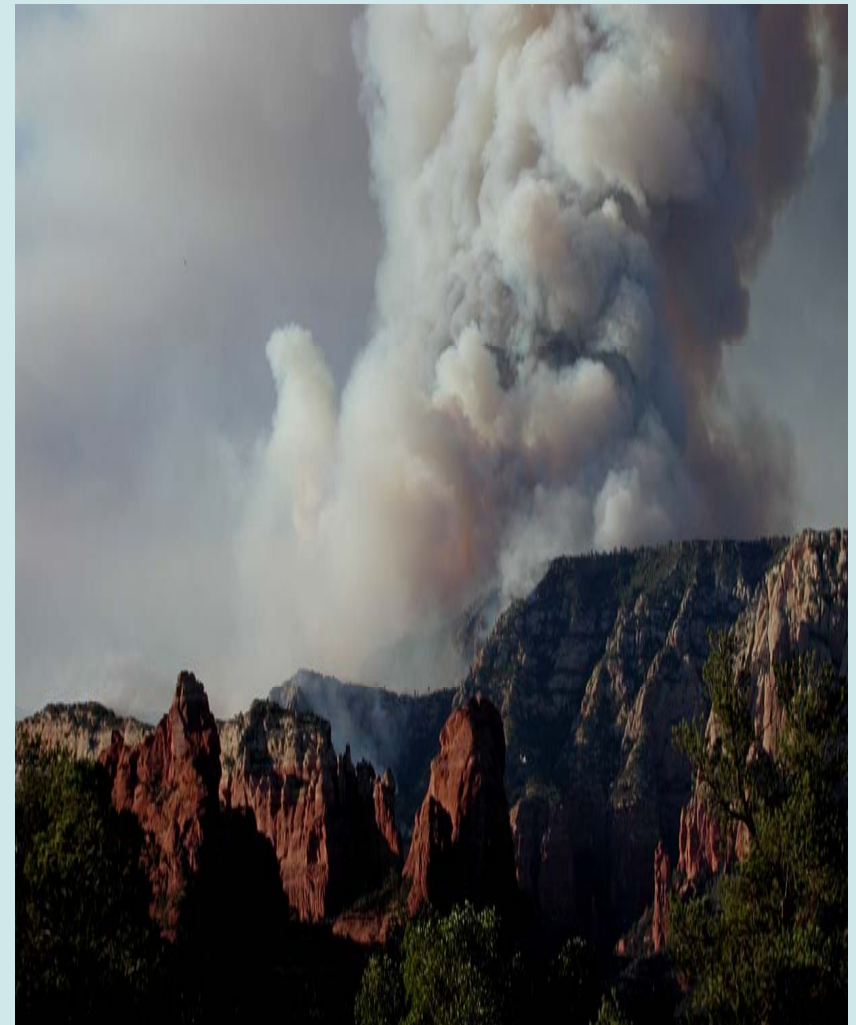
## Volunteer & Donation Management

- Arizona 2-1-1 has added Volunteer Registry
  - Enables citizen to register to be contacted by participating agencies in need of volunteers
  - Citizen can list special skills, interests and experience
- A Donations Management Registry is planned for Spring 2007
  - Citizens can register items or services they are willing to donate during an emergency; they will be contacted in the event the item is needed



## Arizona 2-1-1 – Three-Digit Dialing

- Statewide three-digit dialing to 2-1-1 first implemented during 2006 fire season
- ADEM develops recorded phone message tree
  - Defensible space, how to evacuate, build a kit
  - Ability to record current disaster information
- Also enabled 1-888-GO-TO-211





## 2-1-1 Emergency Call Centers Solution

- **Arizona 2-1-1 Call Center**
  - 2-1-1 (and 800 number) activated during state-declared emergency
  - Call center located at Division of Emergency Management complex
  - 24 workstations (computers & phones)
  - Only available during the event
    - Hours of operation depend on the situation
- **Additional Call Center Facilities**
  - Dept. of Transportation (12 workstations)
  - Dept. of Economic Securities (12 workstations)



## Arizona 2-1-1 – Next Steps

- Day-to-day Health & Human Service Call Centers
  - Operated by local jurisdictions
  - Linked to State backbone infrastructure
- Status:
  - State budget for infrastructure approved
  - Executive Summary approved
  - Project Investment Justification in process
  - Call Center Calculator in process
- Outreach to local communities ongoing
- Data validation and maintenance



## For More Information

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