December 2023

The Honorable Wes Moore  
State House  
100 State Circle  
Annapolis, Maryland 21401

The Honorable Bill Ferguson, President  
Senate of Maryland  
State House, H-107  
Annapolis MD 21401

The Honorable Adrienne A. Jones, Speaker  
Maryland House of Delegates  
State House, H-101  
Annapolis MD 21401

Re: Report Required by Health General Article § 24-1205(b) (MSAR # 8221)

The Maryland Information Network (MIN) is honored to present its 2023 Annual Report, highlighting our service provision and offering recommendations for the coming year. We extend our heartfelt thanks to our Call Center Network and numerous partners, whose collaborative efforts were instrumental in achieving our milestones.

A cornerstone of our success this year has been our robust partnerships with state agencies. These collaborations have allowed us to expand our reach, enhance the quality of our services, and ensure a seamless coordination of care for those who turn to us. By working hand-in-hand with various state entities, we’ve been able to create a cohesive network of support, ensuring that no Marylander is left without help.

As you navigate through the pages of this report, we invite you to delve into the detailed accounts of how MIN, powering the 211 Maryland system, has become a critical lifeline for many. From the expansion of our resource database to the strengthening of our statewide partnerships, each element of our work in 2023 has been geared towards one goal – to serve as the state’s most reliable and comprehensive source for health and human service resource information.

This year’s achievements are not just a reflection of our efforts but are also a testament to the enduring spirit of collaboration and community that defines Maryland. We thank our partners, supporters, and the people of Maryland for their trust and engagement, which continue to drive our mission forward.

The Board of Directors for the Maryland Information Network advises that the state allocate sufficient funding to the 211 system, as detailed on page 12 of this report. This funding is crucial to maintain and enhance a centralized Information & Referral System that effectively serves all Maryland residents.

Sincerely,

Quinton Askew  
President/CEO, MIN

Sincerely,

Janice Williams  
Chair, MIN Board of Directors
In FY23, more than 1.37 million connections were made by phone, text, chat, or website.

Maryland Information Network
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Lois Mikkila  
Principal  
LKM Consulting
A Big Thanks To Our Call Center Network

We’re Better Together

The 211 system in Maryland continues to be leveraged by state agencies. For example, the Maryland Primary Care Program within the Maryland Department of Health partnered to improve access to reliable health and human service resources, increase cross-sector relationships, and improve the quality of data within the MIN database. The Maryland Department of Health’s Primary Behavioral Health and Early Intervention program employs MIN to aid in the dissemination and coordination of Essentials for Childhood Trauma Informed Care and Adverse Childhood Experiences (ACEs) messaging.

Partnership Highlights

Our collaboration with the Governor’s Office of Community Initiatives has significantly broadened language accessibility throughout the state, providing crucial support for individuals affected by hate crimes through the StopHate incident reporting initiative. For more information, visit 211md.org/stophate.

Maryland Department of Health’s Behavioral Health Administration supports the 211 Health Check program as an active mental health support initiative. This program offers personalized phone interactions with compassionate specialists skilled in crisis and suicide prevention. For additional details, please visit 211md.org/healthcheck.

Maryland Department of Human Services leverages MIN’s texting services to update Maryland residents about Kinship Caregiver services. Marylanders interested in the program can subscribe by texting MDKinCares to 898211.

Maryland Department of Health’s Office of Suicide Prevention utilizes MIN’s texting platform to facilitate the MDYoungMinds texting program. This initiative serves as a supportive resource dedicated to assisting teens and adolescents grappling with mental health challenges.

MDYoungMinds provides nurturing text messages tailored to address the specific concerns of teens and adolescents. These continuous messages also serve as a reminder to young people that immediate mental health support can always be accessed via 988.

Any young person in Maryland can text MDYoungMinds to 898211 to enroll.
211 By the Numbers

872,135*
Views of information and resources on the 211md.org website.

391,749
Calls, texts, and web chats.

250,284
Disaster-related text subscribers.

77,644
Connections made for people in need of mental health services.

133,313
Connections made to address and prevent homelessness.

67,651
Connections made for utility assistance.

45,592
Connections made for people in suicide crisis or emotional distress.

31,152
Connections to reduce hunger.

* Due to a site upgrade, we had to estimate site visit data for three months in FY23.
2023 Highlights

Care Coordination Services

In 2023, the 211 Care Coordination Program has significantly evolved its partnership with the Maryland Department of Health/Behavioral Health Administration, marking a pivotal year in enhancing mental health service delivery across the state. This evolution represents a substantial expansion in both inpatient and outpatient care coordination, demonstrating our commitment to comprehensive mental health support.

The 211 Hospital Network: A cornerstone of our efforts this year has been the establishment of the 211 Hospital Network. This innovative network unites Maryland hospitals, local behavioral health authorities, and other community partners in a groundbreaking collaboration. The 211 Hospital Network aims to ensure cross-sector collaboration by bringing together various stakeholders to ensure a holistic approach to mental health care.

The 211 Care Coordination Program allows a single access point for Marylanders and hospital staff to get resources when needed. Its goal of increasing the ease of referrals and placements for patients is especially vital for behavioral health care. Through collaboration with discharge planners, hospital staff and social workers, care coordination ensures that access to behavioral health resources remains a critical part of patient care.

Laura Herrera Scott
Secretary, Maryland Department of Health

Shaping the Future of 211

Maryland’s 211 system has evolved remarkably, becoming an integral component of how the state serves its residents. Especially in the last three years, 211 has emerged as a key access point for services, increasingly relied upon by a growing number of Marylanders.

Looking ahead, the heightened visibility of the 211 system holds tremendous promise to further amplify its influence on the service system. It is poised to enhance the connection between Maryland residents and the assistance they require, while also serving as an accurate indicator of the evolving health and human service needs in the state.

At this time, the MIN Board believes it is important to continue focus on the immense potential of 211 Maryland in adapting to the most pressing needs in our communities by:

- Supporting a more coordinated system that seamlessly integrates the three three-digit dialing codes in Maryland - 988, 911, and 311. This coordination will streamline the response and assistance process for Maryland residents, ensuring that each call is directed to the most appropriate service, whether it’s a human service need through 211, mental health support through 988, emergency services via 911, or local government and non-emergency services through 311.

- Updating the MIN database to become the definitive repository for all resource data within Maryland’s human service system. This modernization presents a significant opportunity to enhance service interactions and broaden the avenues through which individuals can access 211 services.

- Leveraging the comprehensive data warehouse developed by 211 to collaborate with our governmental, nonprofit, and healthcare partners to offer an in-depth data analysis to guide public health initiatives and inform policy advocacy efforts within Maryland.

While 211 is a well-established and frequently used system with the potential to evolve into an effective Community Information Exchange, it currently faces challenges due to underfunding in key areas. This shortfall hinders the system’s optimal performance, particularly in terms of accessibility for Maryland’s residents.

Furthermore, inadequate funding for marketing and outreach efforts means that many residents in need may remain unaware of the vital resources available to them, essential for their safety, health, and productivity.

To overcome these obstacles and seize these opportunities, MIN proposes that the state increase its financial support for the system. An annual investment of $3.7 million is necessary to adequately fund the system. This funding will enable it to fulfill its current obligations as mandated by the state’s legislation and to enhance the system’s efficiency and value for the benefit of Maryland and its citizens.
In FY23, more than 21,801 supportive calls have been made to prevent suicide and provide proactive behavioral health services.
Appendix A

211 Call Volume by Jurisdiction*

*Data include phone calls only (who shared data) and do not represent texts and chats.

- Allegany .............................................................42
- Anne Arundel ...................................................582
- Baltimore ...........................................................1,822
- Baltimore City ..................................................4,042
- Calvert ...............................................................109
- Caroline ..............................................................21
- Carroll ..............................................................64
- Cecil .................................................................98
- Charles .............................................................583
- Dorchester .........................................................123
- Frederick .........................................................889
- Garrett ............................................................. 9
- Harford ............................................................294
- Howard ............................................................314
- Kent .................................................................69
- Montgomery ...................................................2,296
- Prince George’s ..............................................2,044
- Queen Anne’s ..................................................135
- Saint Mary’s .....................................................152
- Somerset ..........................................................42
- Talbot ...............................................................73
- Washington ......................................................233
- Wicomico ..........................................................161
- Worcester .........................................................73

CONCLUSION

The 211 system in Maryland is stronger when we all work together. As pointed out in the 2020 Cost Analysis Summary, the solution to a robust information and referral system in Maryland is a greater investment in 211 so Marylanders will continue to have immediate, always-on-call, access to non-crisis and crisis support specialists.

As the Maryland Information Network continues to evolve, we look forward to the ongoing work as Maryland’s central connector to health and human services across the state.
Appendix B
211 Call Volume by Need

<table>
<thead>
<tr>
<th>FISCAL YEAR</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>FY22</th>
<th>FY22</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Call Data</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Calls Answered</td>
<td>272,414</td>
<td>278,359</td>
<td>317,850</td>
<td>359,939</td>
<td>387,037</td>
<td>405,702</td>
<td>379,711</td>
<td>300,178</td>
<td>270,560</td>
</tr>
<tr>
<td><strong>Problems/Needs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic Violence, Shelter, and Support</td>
<td>1,129</td>
<td>1,254</td>
<td>1,171</td>
<td>1,169</td>
<td>1,198</td>
<td>1,198</td>
<td>1,179</td>
<td>1,198</td>
<td>2,736</td>
</tr>
<tr>
<td>Emergency Shelter</td>
<td>41,831</td>
<td>38,075</td>
<td>32,318</td>
<td>26,547</td>
<td>12,111</td>
<td>12,525</td>
<td>14,762</td>
<td>20,494</td>
<td>26,747</td>
</tr>
<tr>
<td>Employment</td>
<td>1,816</td>
<td>2,132</td>
<td>2,012</td>
<td>1,530</td>
<td>1,185</td>
<td>1,654</td>
<td>1,719</td>
<td>2,736</td>
<td>3,270</td>
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<tr>
<td>Financial Assistance</td>
<td>2,815</td>
<td>2,469</td>
<td>2,118</td>
<td>1,467</td>
<td>1,841</td>
<td>2,085</td>
<td>3,352</td>
<td>3,366</td>
<td>2,941</td>
</tr>
<tr>
<td>Food</td>
<td>19,654</td>
<td>20,896</td>
<td>22,169</td>
<td>20,421</td>
<td>20,574</td>
<td>28,365</td>
<td>20,201</td>
<td>28,171</td>
<td>31,152</td>
</tr>
<tr>
<td>Health Care Concerns</td>
<td>8,583</td>
<td>6,318</td>
<td>4,223</td>
<td>5,646</td>
<td>5,552</td>
<td>5,719</td>
<td>34,091</td>
<td>21,614</td>
<td>14,572</td>
</tr>
<tr>
<td>Individual, Community, and Family Programs</td>
<td>17,203</td>
<td>17,377</td>
<td>14,596</td>
<td>8,001</td>
<td>8,120</td>
<td>7,247</td>
<td>6,919</td>
<td>12,408</td>
<td>13,785</td>
</tr>
<tr>
<td>Legal and Public Safety</td>
<td>7,020</td>
<td>5,792</td>
<td>5,502</td>
<td>5,898</td>
<td>6,247</td>
<td>9,804</td>
<td>9,804</td>
<td>10,117</td>
<td>10,631</td>
</tr>
<tr>
<td>Mental Health/Substance Use</td>
<td>37,878</td>
<td>44,746</td>
<td>56,457</td>
<td>68,006</td>
<td>71,456</td>
<td>64,110</td>
<td>55,229</td>
<td>64,131</td>
<td>82,932</td>
</tr>
<tr>
<td>Suicide and Crisis</td>
<td>5,285</td>
<td>7,347</td>
<td>1,930</td>
<td>25,385</td>
<td>42,883</td>
<td>51,928</td>
<td>39,395</td>
<td>36,075</td>
<td>45,592</td>
</tr>
<tr>
<td>Tax Information and Preparation Assistance</td>
<td>15,359</td>
<td>16,807</td>
<td>15,976</td>
<td>15,183</td>
<td>17,983</td>
<td>12,088</td>
<td>16,409</td>
<td>10,903</td>
<td>10,566</td>
</tr>
<tr>
<td>Transportation</td>
<td>1,366</td>
<td>1,352</td>
<td>1,238</td>
<td>1,106</td>
<td>1,176</td>
<td>3,695</td>
<td>2,248</td>
<td>8,138</td>
<td>7,728</td>
</tr>
<tr>
<td>Utility Assistance</td>
<td>65,801</td>
<td>62,567</td>
<td>55,271</td>
<td>69,459</td>
<td>55,713</td>
<td>39,875</td>
<td>41,095</td>
<td>49,962</td>
<td>67,651</td>
</tr>
</tbody>
</table>
Maryland Information Network believes in the power of partnership. Working together with the Maryland Department of Health and other state agencies, local governments, United Way, thousands of local nonprofits and our valued 211 call centers, we are helping Maryland residents on the path to self-sufficiency every day.