

UNITED WAY OF CONNECTICUT

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PRESS RELEASE

For Immediate Release: United Way of Connecticut Answers the Call to Assist Homeless & HUSKY Recipients

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United Way of Connecticut (UWC) proved to be a nimble partner when called upon by the State to assist with two efforts that required fast action:

- Assistance with a state no-freeze initiative to keep track of and direct people to available shelter beds during a January cold snap.
- Outreach to HUSKY participants to notify them of the need to select new health insurance providers.

Homeless Bed Count

During an early January cold snap, when temperatures were forecasted to fall into the single digits and below, state leaders enlisted the help of United Way 2-1-1 to inventory the shelter beds available in the state each night of the cold spell. In a matter of hours after being notified of the task, 2-1-1 was poised to take calls from all of the state's shelters and record information on the number of beds currently occupied and available on the WebEOC site of the State's Emergency Operations Center. This collaboration with DEMHS (Department of Emergency Management and Homeland Security), DSS (Department of Social Services) and the Connecticut Coalition to End Homelessness helped the State determine what the potential demand could be on the five armories that were opened by Governor Rell to provide emergency shelter. 2-1-1 collected shelter data for five days during the cold snap.

HUSKY Program Changes

Call specialists from several UWC call centers made 19,000 phone calls in a 2 week time period to alert recipients of HUSKY health care of their need to change their managed care provider. Households enrolled in HUSKY received notices from DSS about the need to switch to a new plan due to HUSKY ending its relationship with two carriers. DSS enlisted UWC to call many of those who had yet to select a new plan. UWC's HUSKY Infoline led the effort to recruit call specialists from 2-1-1, 2-1-1 Child Care and from the Care 4 Kids call center to place calls after hours and on Saturdays. These call specialists completed 19,000 calls by the January 29th deadline and assisted residents in handling this important change to their health care coverage.

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The mission of the United Way of Connecticut is to help meet the needs of Connecticut residents by providing information, education and connection to services. UWC furthers its mission by providing 24/7 toll-free call center access to health and human services information through 2-1-1; specialized services in child care, child development and disabilities, and HUSKY health insurance; and by collaborating with local United Ways and Connecticut State agencies and elected officials. For more information about United Way of Connecticut, visit www.ctunitedway.org.