

**VILLAGE OF DOWNERS GROVE
HUMAN SERVICE COMMISSION**

**Village Hall
801 Burlington Avenue**

**May 23, 2023
7:00 PM**

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Approval of Minutes of the February 28, 2023 Meeting**
- IV. Social Services Referral Program Monthly Highlights**
- V. Social Services Gap Analysis Work Plan - Identification of Target Audiences for
Future Efforts**
- VI. Information Booth Participation**
- VII. Public Comment**
- VIII. Adjourn**

VILLAGE OF DOWNERS GROVE
Report For The Human Service Commission Meeting
05/23/2023

SUBJECT:	SUBMITTED BY:
Monthly Program Performance Measurements Social Services Gap Analysis Work Plan Update	Heather Lippe Licensed Clinical Social Worker

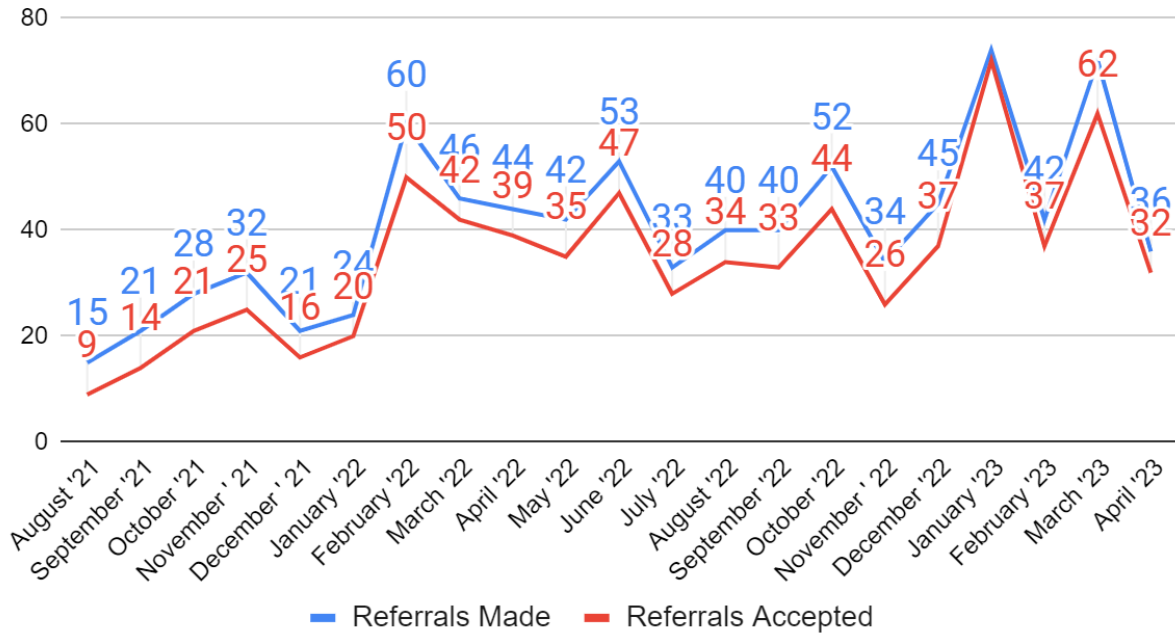
Monthly Program Performance Measurements

The Village publicly launched the social services referral program in February 2022. The program is designed to connect individuals in need of service with the agencies that provide the services. The program consists of multiple methods for individuals to contact the Village including in-person, by phone, and on-line. Individuals who contact the Village will receive personal referrals to specific social service providers. Further, the Village will actively seek to identify and contact individuals who may be in need of services. The following is a breakdown of the Performance Measurements for February through April.

Feb-April 2023 - Referral Acceptance

Referrals	Feb 2022	Mar 2022	Apr 2022	2022 Totals	Feb 2023	Mar 2023	Apr 2023	2023 Totals
<i>Referrals Received</i>	60	46	44	150	42	72	36	150
<i>Referrals Accepted</i>	50	42	39	131	37	62	32	131
<i>Referrals Declined</i>	10	4	5	19	5	10	4	19
<i>Percentage Accepted</i>	83.33%	91.3%	88.64%	87.33%	88.10%	86.11%	88.89%	87.33%

Referrals Made and Referrals Accepted



Feb-April 2023 - Referral Age

Referrals	Feb 2022	March 2022	April 2022	2022 Totals	Feb 2023	March 2023	April 2023	2023 Totals
0-19	5	1	2	8	2	2	3	7
20-29	5	4	2	11	1	7	3	11
30-39	6	5	7	18	3	6	1	10
40-49	6	3	0	9	4	12	3	19
50-59	10	5	7	22	5	7	4	16
60-69	7	4	9	20	5	15	4	24
70-79	12	11	8	31	14	9	12	35
80-89	3	8	4	15	5	10	3	18
90-99	0	1	1	2	2	3	0	5
100+	0	0	0	0	0	1	1	2
Unknown	6	4	4	14	1	0	2	3
TOTAL	60	46	44	150	42	72	36	150

Feb 2023 - Leading Service Type

Type	Feb 2022	2022	Feb 2023	2023
Senior Resources	18	24	9	31
Medical Resources	5	10	7	18
Mental Health	25	31	6	30
Village Resources	14	15	6	17
Transportation	6	7	5	23

March 2023 - Leading Service Type

Type	Mar 2022	2022	Mar 2023	2023
County	4	6	14	42
Senior Resources	10	34	13	44
Mental Health	10	41	12	42
Housing/Shelter	14	31	11	24
Transportation	10	17	8	31

April 2023 - Leading Service Type

Type	Apr 2022	2022	Apr 2023	2023
Senior Resources	8	42	10	54
Transportation	17	34	10	41
County	2	8	6	48
Housing/Shelter	8	39	6	30
Village Resources	4	27	5	26

Feb-April 2023 - Initiation

Source	Feb-Apr 2022	2022 Percentage	Feb-Apr 2023	2023 Percentage
VoDG Departments	60	40.0%	58	38.7%
Residents/Families	76	50.7%	75	50.0%
Outside Agencies	8	5.3%	5	3.3%
Non-Residents	6	4.0%	12	8.0%
Total	150	100%	150	100%

Feb-April 2023 - Method

Category	Feb-Apr 2022	2022 Percentage	Feb-Apr 2023	2023 Percentage
Direct	54	36.0%	57	38.0%
Electronic	18	12.0%	11	7.3%
Telephone	71	47.3%	77	51.3%
In-Person	7	4.7%	5	3.3%
Total	150	100%	150	100%

Feb-April 2023 - Responsible Department

Department	Feb-April 2022	2022 Percentage	Feb-April 2023	2023 Percentage
Social Worker	117	78.0%	131	87.3%
Crisis Intervention Team	24	16.0%	18	12.0%
Community Care	1	0.7%	0	0%
Collaborative (Multiple Depts)	5	3.3%	0	0%
Outside Agency	3	2.0%	1	0.7%
Total	150	100%	150	100%

VILLAGE OF DOWNERS GROVE
Report For The Human Service Commission Meeting
05/23/2023

SUBJECT:	SUBMITTED BY:
Social Services Gap Analysis Work Plan - Identification of Target Audiences for Future Efforts	Heather Lippe Licensed Clinical Social Worker

Background

The Village launched the social services referral program in February 2022. The program connects individuals in need of service with agencies that provide those services. In November 2022 the Village Council accepted the Social Services Gap Analysis Report (SSGAR), which identifies potential gaps in services and contains recommendations to address those gaps. Staff prepared an implementation plan that covers a one-year period starting in January 2023. This report provides information for the action item:

Analyze Social Services Referral Data to Determine the Extent of the Awareness Gap and Identify a Target Audience for Future Efforts

Key Findings

To implement the action, staff analyzed the data collected since the launch of the social services program, including referral requests received in-person, by phone, and on-line. To facilitate the analysis, referrals were sorted by gender, age cohort and referral type, e.g., Senior Resources, Mental Health, Housing/Shelter. A summary of the data points analyzed is provided in the attached *Social Services Target Audience* spreadsheet. Initial key findings include:

- People aged 60 and over made up over 55% of the referrals.
- Mental Health and Housing/Shelter were the most frequently requested referral types across all age cohorts.
- Senior Resources and Mental Health were the top referral types for males age 60 and over.
- Mental Health was the top referral request for males and females 0-19 years of age.

Target Audience Identification

The analysis of the data collected thus far indicates a need to reach specific as well as multiple target audiences. In order to do so, staff has identified two categories of target audiences to focus awareness messaging about the Social Services Referral program.

- **Category 1** - Maintain and enhance awareness/contact with the audiences who have been among the largest users of the referral program.
- **Category 2** - Create awareness among audiences which the data shows have not been significant users of the referral program.

For example, the recent awareness campaign targeting transportation services for older adults garnered 72 referral requests in less than 30 days. Also, the data shows that 55% of those requesting referrals fall within the 60+ age cohort. A clear indication that this audience is aware of the program and may benefit from periodic outreach prompting them to seek referrals on relevant topics such as changes to prescription drug coverage or the availability of financial and legal resources for older adults.

Furthermore, considering that requests for Mental Health and Housing/Shelter referral types are frequent across all age cohorts, messaging for such topics should be designed and subsequently placed in locations conducive to reach specific target audiences.

Staff has identified three target audiences in Category 1; seniors in need of a variety of services, persons aged 59 years and younger in need of mental health services, and persons aged 20 to 49 years in need of housing/shelter services. The tables below summarize why these audiences were identified (Supporting Data), the key messages to be shared and the communication platforms planned to be used.

Staff is in the process of identifying target audiences in Category 2. Additional information on these target audiences will be provided at a future meeting following the collection and evaluation of additional data.

Seniors in Need of Multiple Services

Supporting Data	Seniors receive a high number of referrals. Referrals for people 60 years of age and older account for a higher percentage of the total referrals than the percentage of the total population (About 33% of the total Village population and about 50% of the referrals)
Key Messages	Seniors will be targeted with messages regarding medical, financial, and legal resources that support them and their caregivers.
Communication Platforms	<ul style="list-style-type: none"> ● Newsletters ● Topical Brochures in Public Locations ● In-person Visits to senior living facilities
Messaging Partners	<ul style="list-style-type: none"> ● Downers Grove Township ● Downers Grove Park District

Persons in Need of Mental Health Services, Ages 59 and Younger

Supporting Data	Mental health referrals is the top overall referral resource, and a top three referral resource in each age cohort under 59 (0-19, 20-29, 30-39, 40-49 and 50-59)
Key Messages	<ul style="list-style-type: none"> ● Mental health issues affect people of all ages and backgrounds ● Create awareness so that all individuals and families affected by mental illness can improve their lives ● Affordable mental health services are available throughout DuPage County
Communication Platforms	<ul style="list-style-type: none"> ● Social Media ● Topical Brochures in Public Locations
Messaging Partners	<ul style="list-style-type: none"> ● Downers Grove Township ● Grade School District 58 ● High School District 99 ● Downers Grove Park District

Persons in Need of Housing/Shelter Services, Ages 20-49

Supporting Data	Housing/Shelter is the top or second highest referral category for people aged 20 to 49 years (20-29, 30-39, 40-49).
Key Messages	<ul style="list-style-type: none"> ● Providing referrals to temporary shelter and subsidized housing options ● Create awareness to improve quality of life and promote self-sufficiency
Communication Platforms	<ul style="list-style-type: none"> ● Print Materials in Public Locations <ul style="list-style-type: none"> ○ Contact Cards with Shelter, Social Services Referral and DuPage County Housing Authority Contact Information ○ Flyers/Posters with Shelter, Social Services Referral and DuPage County Housing Authority Contact Information ○ Topical Brochures
Messaging Partners	<ul style="list-style-type: none"> ● Downers Grove Township ● Grade School District 58 ● High School District 99 ● Downers Grove Park District

Attachments

Social Services Target Audiences Spreadsheet

AUDIENCE	SUPPORTING DATA	TOP REFERRAL CATEGORIES	MESSAGING	COMMUNICATION PLATFORMS
Males & Females Ages 60+	Individuals in this category made up 55% of those seeking referrals. This included the 1st, 2nd, 3rd, 5th, 7th, 10th, 17th, and 18th highest referral groups. Most referrals provided - tied with mental health; senior resources 2nd highest amount females; senior resources tied with mental health for the top resources provided to males;	Senior Resources (79) Transportation (65) Village (57) County (43) Medical (35) Legal (22) Mental Health (21) Housing/Shelter (21) Household (18) Financial (17)	Focused on resources that will support seniors and their caregivers in the following categories Medical Legal Financial	Newsletters Topical Brochures in Public Locations Coordination w/Community Partners Visits to Senior Facilities
Males/Females Ages 0-59	Mental Health referrals is the Top , Second or Third highest service referral in each age cohort under 59 (0-19, 20-29, 30-39, 40-49 and 50-59)	Mental Health	No stigma for receiving mental health services Mental health issues affect people of all ages and backgrounds Affordable mental health services are available throughout DuPage County	Social Media Coordination w/Community Partners Topical Brochures in Public Locations
Males/Females Ages 20-49	2nd Highest Referral Category in the following age cohorts (20-29, 30-39, 40-49)	Housing and Shelter	Providing referrals to temporary shelter and subsidized housing options	Print Materials Topical Brochures in Public Locations Coordinate w/Community Partners
Females Age 50-59	Individuals in the category made up 8.56% of those seeking referrals, the 4th highest percentage of all groups	Mental Health (9) Addictions (7) Medical (7) Transportation (6) Housing/Shelter (5) Village Resources (4)		
Males Age 50-59	Individuals in this category made up 2.09% of those seeking referrals, the 15th highest percentage of all groups.	Mental Health (4) Addictions (1) Housing/Shelter (1) Transportation (1) Village (1)		
Females Age 40-49	Individuals in this category made up 3.97% of those seeking referrals, the 11th highest percentage of all groups.	Mental Health (6) Housing/Shelter (5) County (3) Village (2) Domestic Abuse (2)		

AUDIENCE	SUPPORTING DATA	TOP REFERRAL CATEGORIES	MESSAGING	COMMUNICATION PLATFORMS
Males Age 40-49	Individuals in this category made up 5.43% of those seeking referrals, the 8th highest percentage of all groups.	Mental Health (7) Housing/Shelter (5) Village (4) Financial (3) Medical (3) State (3) Forensic (2)		
Males Age 30-39	Individuals in this category made up 7.72% of those seeking referrals, the 6th highest percentage of all groups.	Housing/Shelter (9) Mental Health (5) Utility (3) Financial (3) Employment (2) Legal (2)		
Females Age 30-39	Individuals in this category made up 5.43% of those seeking referrals, the 8th highest percentage of all groups.	Housing/Shelter (10) Mental Health (5) Legal (3) County (2) Village (2) State (3)		
Males Age 40-49	Individuals in this category made up 5.43% of those seeking referrals, the 8th highest percentage of all groups.	Mental Health (7) Housing/Shelter (5) Village (4) Financial (3) Medical (3) State (3) Forensic (2)		
Females Age 40-49	Individuals in this category made up 3.97% of those seeking referrals, the 11th highest percentage of all groups.	Mental Health (6) Housing/Shelter (5) County (3) Village (2) Domestic Abuse (2)		
Females Age 20-29	Individuals in this category made up 3.34% of those seeking referrals, the 12th highest percentage of all groups.	Housing/Shelter (5) State (3) Village (3) Mental Health (2) Employment (2)		
Males Age 20-29	Individuals in this category made up 3.13% of those seeking referrals, the 13th highest percentage of all groups.	Mental Health (4) Village (4) Housing/Shelter (3) Addictions (2)		

AUDIENCE	SUPPORTING DATA	TOP REFERRAL CATEGORIES	MESSAGING	COMMUNICATION PLATFORMS
Males & Females Age 0-19	Individuals in this category made up a combined 5.43% of those seeking referrals, which consisted of the 13th, 16th, 19th, and 20th highest percentage of all groups, out of 20 groups total.	Mental Health (14)		