



## The Helpline Transformation

Using Data to Redesign the 24/7 Response for Families Experiencing Homelessness



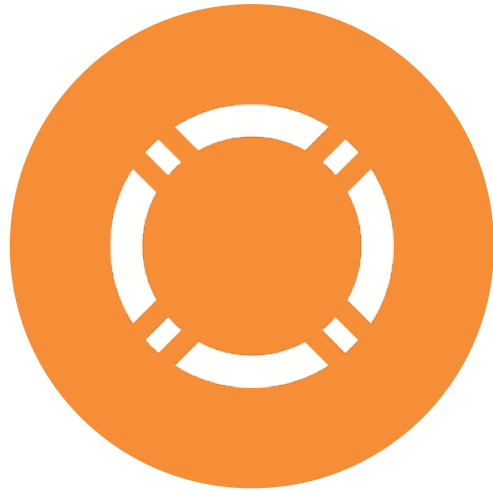
## ORGANIZATIONAL OVERVIEW

### Mission

We empower independence and foster resilience for children and families by providing shelter, housing, and comprehensive supports that honour diverse cultural perspectives and unique life experiences.

### Vision

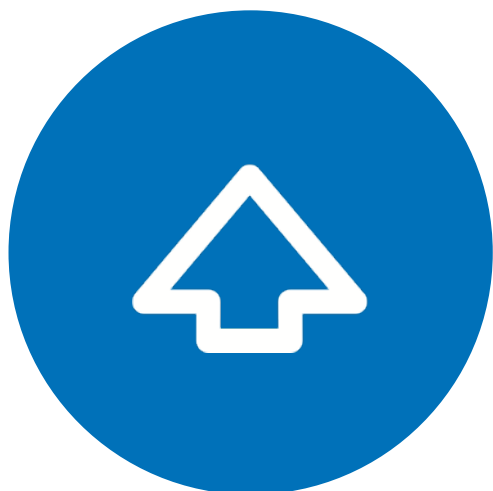
A thriving community where every child and family has a safe and stable place to call home.



FAMILY SHELTER



INDIGENOUS & CULTURAL PROGRAMS



PREVENTION & DIVERSION SERVICES



SUPPORTIVE HOUSING



## LAND ACKNOWLEDGEMENT

We proudly acknowledge that we are situated on the traditional and ancestral territories and oral practices of the peoples of the Treaty 7 region in Southern Alberta. This includes the Blackfoot Confederacy, Siksika, Piikani, and Kainai First Nations, the Îethka Nakoda Wîcastabi (Stoney Nakoda) First Nations, including Chiniki, Bearspaw, and Goodstoney, and the Tsuut'ina First Nation. Calgary is also home to the Métis Nation within Alberta. We acknowledge all First Nations, Métis, and Inuit peoples whose footsteps have marked these lands for generations.





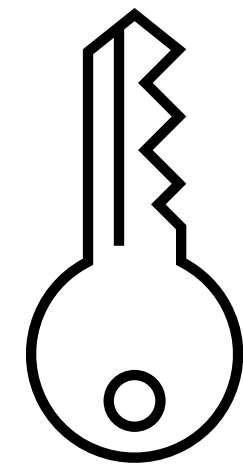
## EVALUATING THE ORIGINAL STATE

### Key Considerations and Learnings



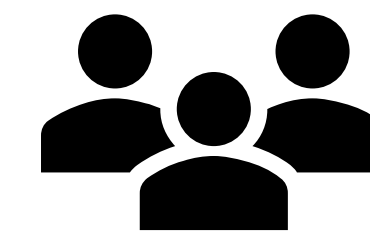
#### Data completeness and data quality

- Consistency
  - Open text fields (contact information, location of caller)
  - Lack of data pathways using branching
- Acronyms and undefined terminology



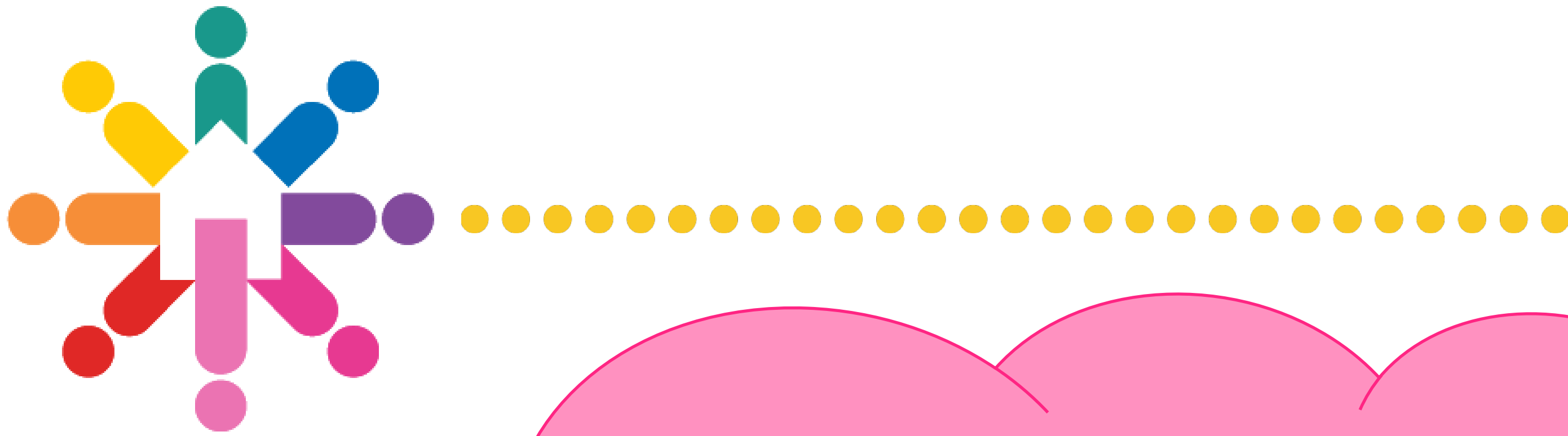
#### Data security

- Access to and editability of spreadsheet
- Tracked changes overtime – original entry retained



#### Scope of roles

- Many roles across different programs completing data entry



How do you and/or your organization differentiate between screening and triage?

How does data collected for the purposes of screening vs. triaging differ?



## RE-ENVISIONING THE HELPLINE: APPROACH AND END GOALS

### *The right service at the right time for each family*

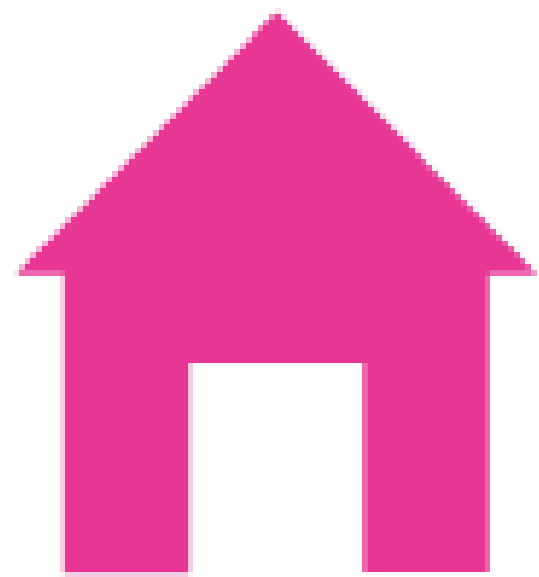
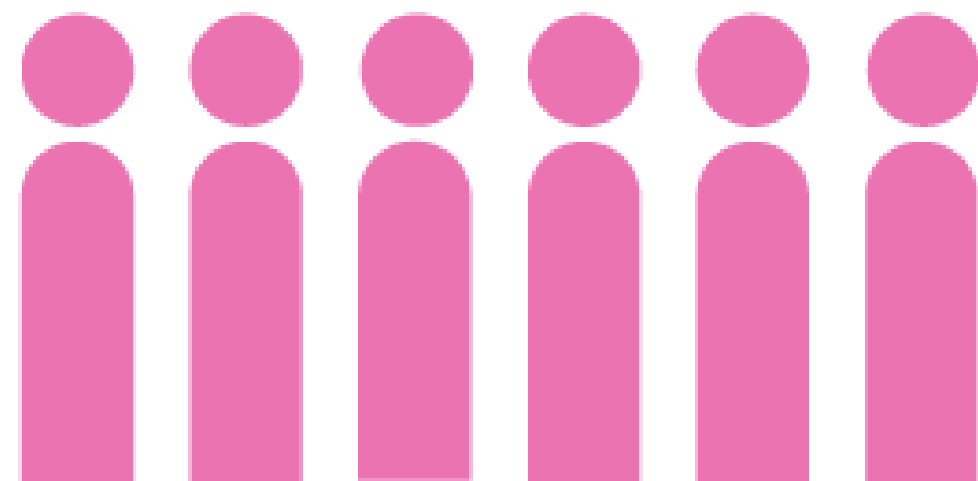
The only family-oriented Helpline: support for colleagues in the sector and for all families

- Crisis help
- Information assistance

Shifting from a screening approach to triaging families

Embedding a trauma-informed approach

Role differentiation for Triage and Housing Solutions staff and Family Support Workers in the family shelter





## COLLABORATION BETWEEN FRONTLINE STAFF AND DATA TEAM

### Designing the Foundations and Triage Pathways

#### Question development

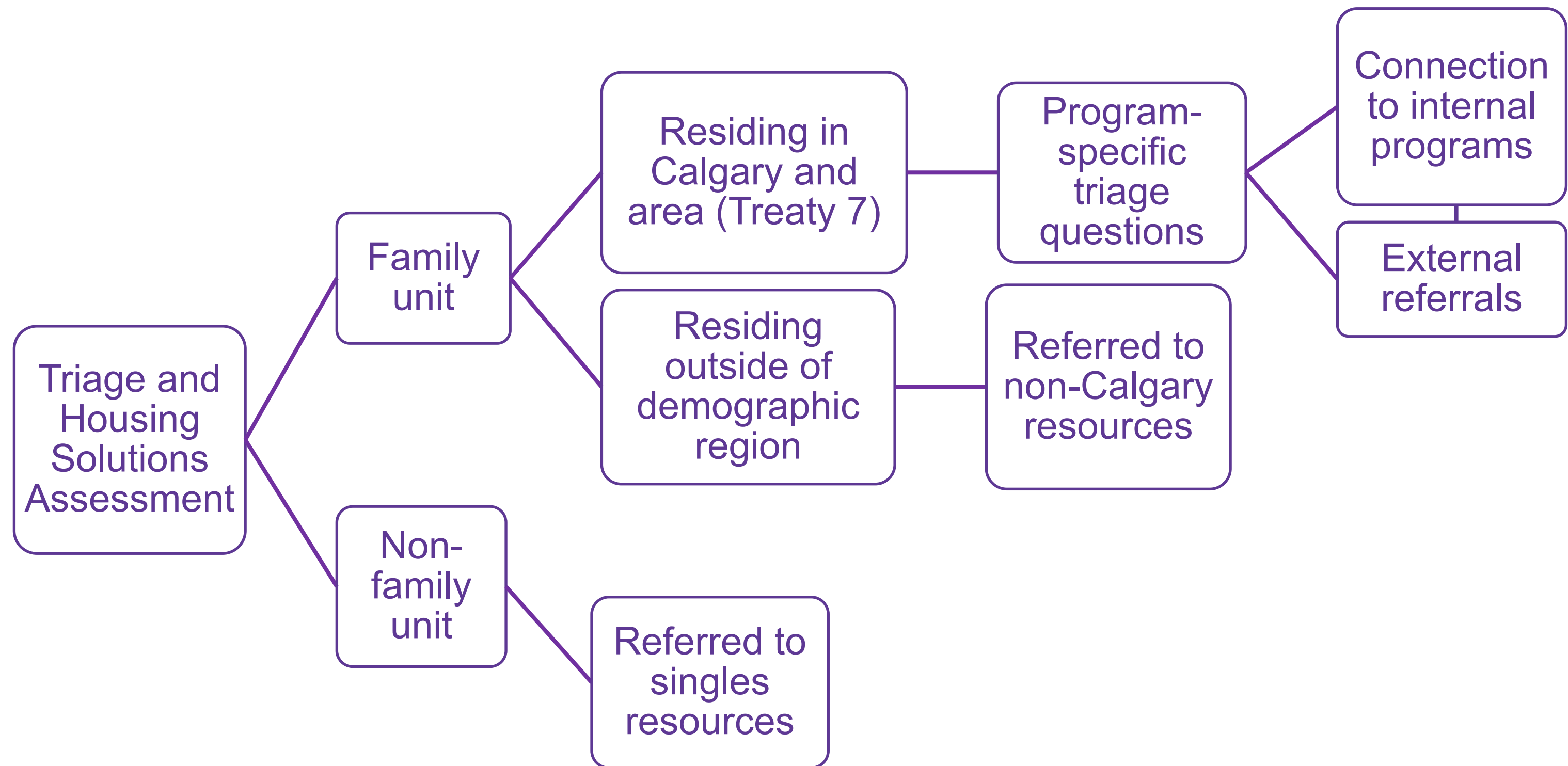
- Informed by experience, literature, and previous data collection tool

Involvement of different program teams and managers

Reporting needs and consistency across data collection platforms

- HMIS, HOMES, etc.

Build out of referral pathways





## DATA COLLECTION AND VISUALIZATION

### Buildout using logic and data restrictions

Microsoft Forms: branching and logic to improve:

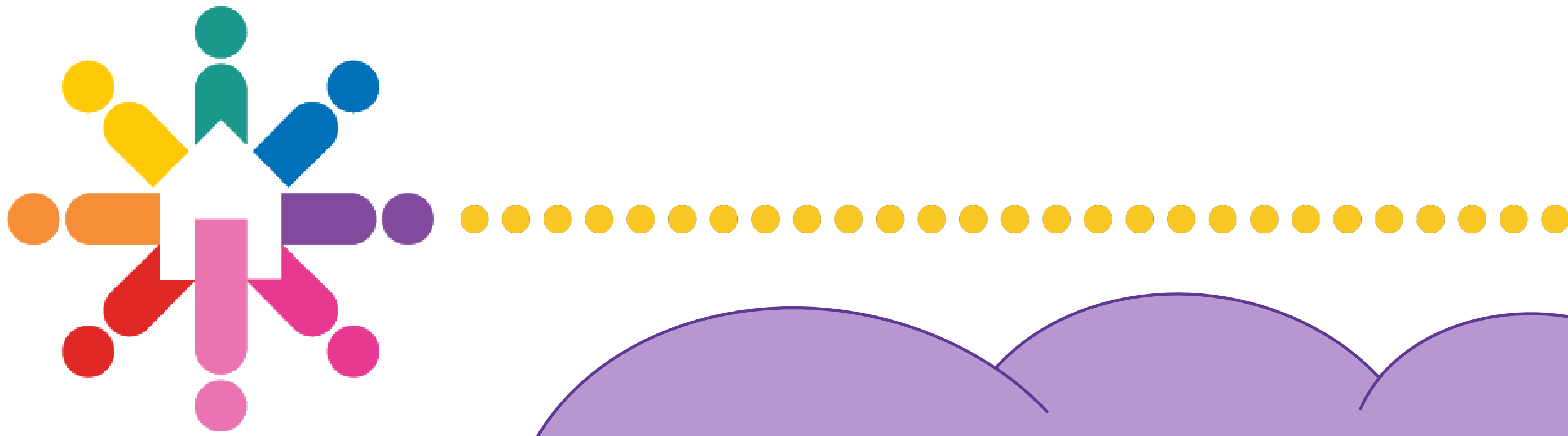
- Alignment with eligibility criteria
- Triage experience
- Data quality

Visualization and interactivity of data on SharePoint landing page

Dashboard build-out using PowerBI to support:

- Data monitoring
- Reporting
- Continuous improvement





## Key factors to consider

- **Relevance and applicability:** Is there a purpose for every data point collected?
- **Usability:** How can data sharing processes minimize the need for participants to share their stories multiple times?
- **Raw data to insights:** how can analyzed data transform service delivery to better reflect the needs of participants?



## TRAINING AND ROLL-OUT

### Training and Scope Shift for Family Support Workers

Changes to FSWs' workload, scope of role, and consistency

Training sessions

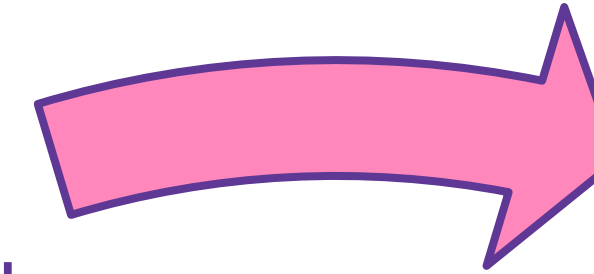
- Hosted by Triage and Housing Solutions Worker and Manager, Impact and Outcomes
- *Why and how* the changes were made, expectations and approach moving forward

Program Managers buy-in and involvement

Closed data collection in previous tool

New Triage and Housing Solutions Assessment launched on July 1, 2025

EVALUATION



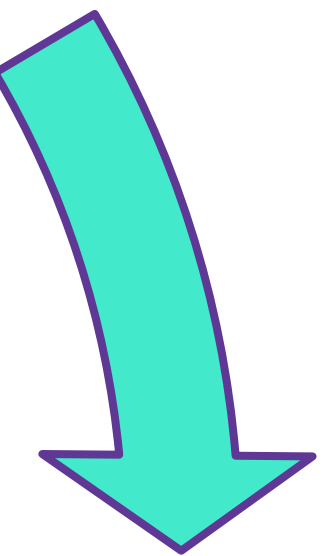
IDENTIFY CHALLENGES



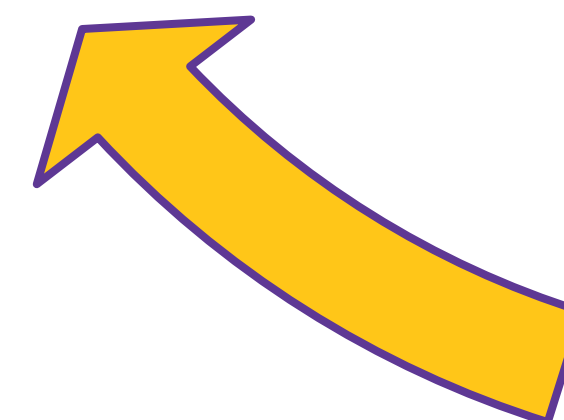
ROLL-OUT AND TRAINING

### Rapid Cycle Iteration

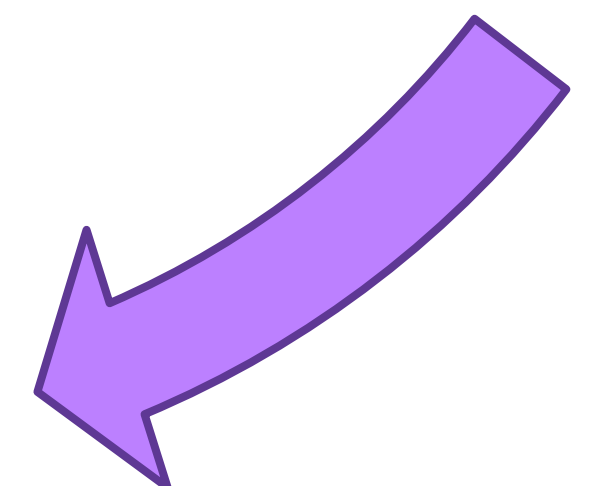
- Ongoing improvements to questions and interface
- Process refinement – involvement from managers and program teams
- Questions about pets, vehicles, gender



INITIAL PLANNING



BUILD-OUT AND BUILDING





## DASHBOARD LEARNINGS

### Reasons for Calling and Triage Destinations

Shelter turnaways reporting

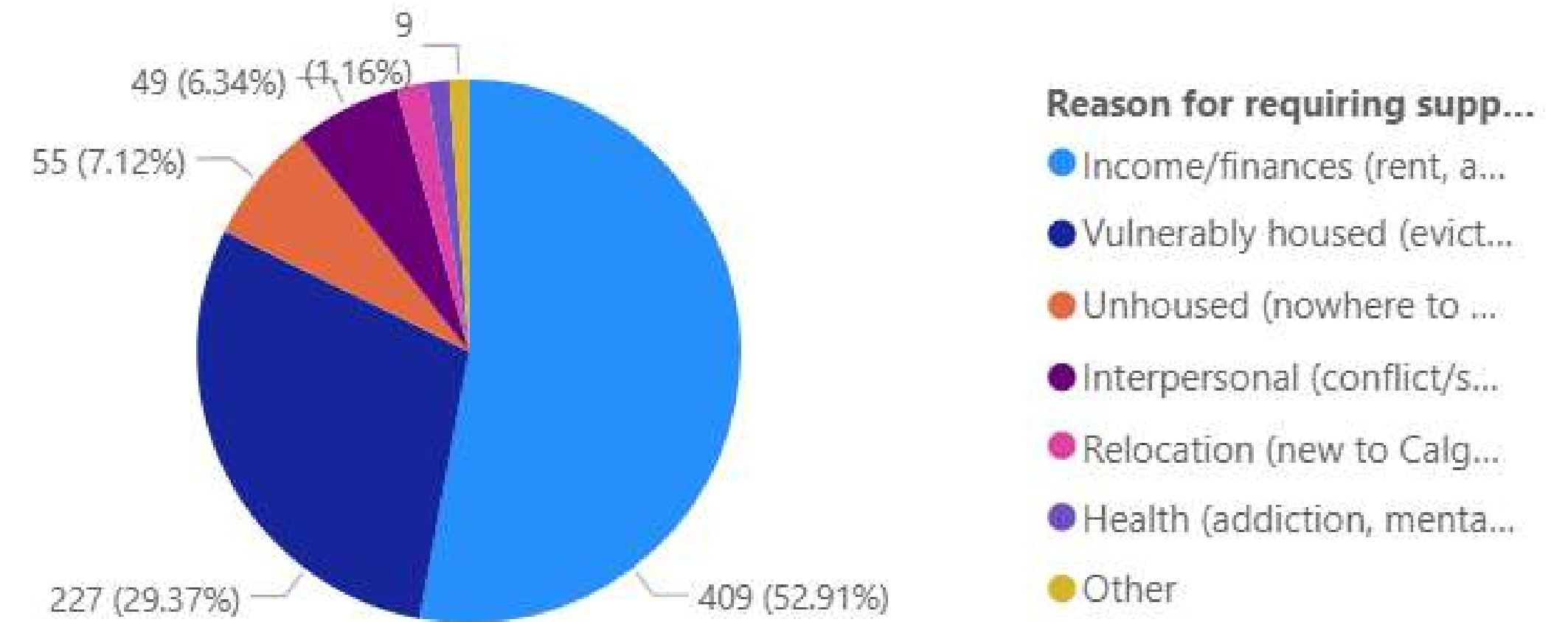
Demonstrated need for Prevention and Diversion

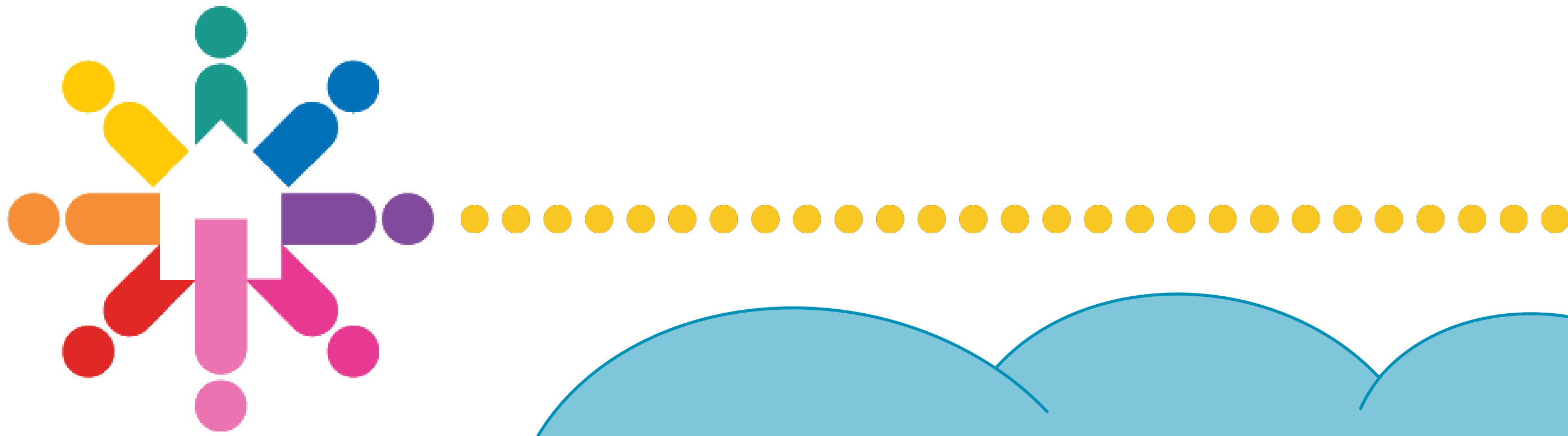
### Further Program Refinement

P&D services – rapid response and timely services

Goal moving forward: 24/7 Helpline staff – staff who can support families connecting with all programs

Count of Caller ID by Reason for requiring support





How could you embed more collaborative approaches to data collection into your work?

- Who are experts that aren't involved or consulted as much as they could be?
- What would this process look like? What challenges and barriers do you foresee?