



Community Stakeholder Package – 211 Day Overview and Promotions

February 11th is 211 Day and, for the first time, it is being celebrated in every corner of Canada since 211 service recently expanded nation-wide. We are reaching out to ask if you and your colleagues would help us raise awareness of the 211 service on February 11 through your networks and social media channels.

The purpose of 211 Day is to let people know what 211 is and how the service can support people looking for help. 211 is a free, confidential helpline that is available across Canada in 150+ languages. When someone calls 2-1-1, they reach a 211 Navigator who will connect them to government and community-based programs and social services in their area. It might not be a surprise that, with the country dealing with the COVID-19 pandemic and efforts to flatten the curve, calls to 211 have increased by 30 per cent.

In BC, all residents can call 2-1-1 or access the online system at bc211.ca, 24/7, 7 days a week. This includes chat service as well.

We would appreciate your support in helping raise awareness of 211 this year. Below, you will find the following:

- Social media content
- Newsletter and website text

We have recently launched custom Facebook profile picture frames for 211 Day. These frames are available in [English](#), [French](#), and [bilingual](#) formats. The frames are free for anyone to use and will remind your friends that help starts with 211. Here's some language you can include when using the 211 frame on your profile picture:

211 is the front door to government and community-based programs and social services. It's free, confidential and available in 150+ languages, seven days a week. Learn more: www.211.ca or visit bc211.ca

You can also join the 211 Day conversation online using #211DayCanada and #HelpStartsHere. Below, we have included some sample social media graphics, newsletter text, and language, but feel free to post about 211 in your own voice. Don't forget to tag [@unitedwaysibc](#) and [@bc211](#)




In addition to promoting the 211 service, we will also be promoting the difference between 211 and other -11 numbers across Canada. We recognize a lot of people don't know how to use these numbers correctly and hope these assets will help clear up confusion.

If you would like any additional communications support or social assets, please let us know.

Thank you for your support and time.



Social Media

<p>[Text to accompany use of the 211 Facebook Profile Frame]</p> <p>211 is the front door to government and community-based programs and social services. It's free, confidential and available in 150+ languages, seven days a week. Learn more: www.211.ca or www.bc211.ca</p>	
<p>It's 2/11 Day!</p> <p>This is a very challenging time, but you're not alone. Dial 2-1-1 or visit bc211.ca to connect with social programs and services nearby.</p> <p>Help raise awareness of 211 with your friends and family by using #211DayCanada and #HelpStartsHere.</p>	
<p>This 2/11 day, we're celebrating that 211 is available from coast to coast to coast.</p> <p>Every person in Canada can dial 2-1-1 to connect with community health and social programs near them. In BC, visit bc211.ca for online support.</p> <p>#211DayCanada #HelpStartsHere #bc211</p>	

<p>Now more than ever, it's important to know how to make the right call.</p> <ul style="list-style-type: none"> <input type="checkbox"/> 211: Connects you to government and community-based social services and programs <input type="checkbox"/> 911: Connects you to Police, Fire, Paramedics <p>#helpstartshere #211DayCanada</p>	 <p>The graphic features a red background with two smartphone screens. The left screen displays '2-1-1' and 'connects you to non-emergency community health and social services in your area'. The right screen displays '9-1-1' and 'responds to life or property threatening emergencies'. To the right of the screens, the text 'MAKE THE RIGHT CALL' is written in large white letters. Below this, the hashtag '#HelpStartsHere' is visible, along with the 211 logo and the United Way logo.</p>
<p>Now more than ever, it's important to know how to make the right call.</p> <ul style="list-style-type: none"> <input type="checkbox"/> 211: Connects you to government and community-based social services and programs <input type="checkbox"/> 811: Connects you to healthcare advice and information <p>#HelpStartsHere #211DayCanada</p>	 <p>The graphic features a red background with two smartphone screens. The left screen displays '2-1-1' and 'connects individuals to non-emergency health and social services in their area'. The right screen displays '8-1-1' and 'connects individuals to healthcare workers who can provide health and mental health advice and information'. To the right of the screens, the text 'MAKE THE RIGHT CALL' is written in large white letters. Below this, the hashtag '#HelpStartsHere' is visible, along with the 211 logo and the United Way logo.</p>

Newsletter and web text

Do you know about 211? 211 is your front door to government and community-based programs and social services. 211 is free, confidential and available nationwide by phone in 150+ languages, seven days a week. In BC, 211 is also available by text, phone, chat and online referral at bc211.ca. When you dial 2-1-1, a 211 Navigator will listen to your unique needs and connect you with the right services and supports near you.

February 11th is 211 Day across North America! Join the conversation online and let people know that, while life can be difficult, finding help doesn't have to be. Help starts with 211.

Don't forget to use the hashtags #211DayCanada #Helpstartshere #bc211 and tag @unitedwaysbc and @bc211