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February 11 is National 211 Day!



February 8, 2021 - February 11 (2/11) is 211 day and this is the first year it will be marked across the entire country. Funding from the federal government's COVID-19 response allowed United Way Centraide Canada to increase capacity among existing 211s and expand the service to ensure every part of the country is covered. In BC, the provincial government enabled BC211 to expand phone service across BC in 2020.

“Last year, BC211 saw a 30% increase in calls compared to 2019,” says Kahir Lalji, Executive Director of United Way SIBC. “We are so grateful to our donors, the provincial and federal government for supporting the expansion of 211 across the province and Canada. This is a vital service especially for those living in isolation due to the pandemic.”

What is 211 day?

It is a day to remind people of the helpline that connects people with information on government and community-based programs and services.

Most people know when to call 911 but many are still learning about the 211 helpline. In BC, residents can call, text or chat using 211 or go online to search the database at www.bc211.ca.

About 211: One Number, One Gateway to Care

211 is a helpline that provides information on and referrals to community, social, and government programs and services. 211 is the primary source of information and gateway to non-emergency social services that people need.

The COVID-19 pandemic has highlighted the value of the service as a large number of people try to sort through changing government programs and find access to supports such as food banks, utility relief, programs for seniors, and employment assistance.



Marking 211 Day

February 11 is 211 Day across North America, where local 211s will raise awareness of the service and its benefits to residents.

Here's how you can help spread the word:

1. Add a 211 day frame to your Facebook profile picture.

[English Frame](#)

2. [Download and print the 211 Day colouring sheet](#) and post your own colourful 211 logo creation in your front window to inform your neighbours about 211.

3. Amplify the 211 Day message on your social media channels using #helpstartshere and #211DayCanada; Simply share our posts on Facebook, LinkedIn, Instagram or Twitter and tag @unitedwaysibc.

To celebrate the national expansion of 211, several major sites across Canada, including BC Place, Canada Place sails and the BC Parliament buildings, will join us by illuminating their facades in 211 red. <https://www.unitedway.ca/blog/211-day-united-glow-locations/>

Join United Way and all the local service providers to celebrate 211 Day today!

Digital assets:

211 - 30 Second Video PSA: <https://youtu.be/h3kBB8vZ-uU>

211 - 15 sec PSA: https://youtu.be/e8Th_oYrsc

More info: <https://unitedwaysibc.com/celebrate-211-day-on-february-11th/>

Social media: #HelpStartsHere #Maketherightcall #bc211 #211DayCanada

About BC211:

<https://unitedwaysibc.com/how-we-help/community/bc211/>

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