

Good Afternoon,

Today marks an exciting day! Through funding from the Federal government and great support from the Provincial government and the United Ways of New Brunswick, the 211 service is coming to NB.

211 is a free, confidential information and referral line that will help New Brunswickers navigate and connect to the network of community, social, non-clinical health and government services available across the province. When you don't know what is available or where to turn to, call 211 and the community navigators will help you find the right service in your area, if it's available. 211 does not provide case management or crisis counselling – it's a referral resource: the community navigators will help you track down the community and government supports that are out there and ready to help. Additionally, 211 has access to 170 languages through interpretation services, helping community members express themselves and speak about their issues with as much ease as possible.

The issues 211 can help with are vast: from food security, housing, mental health and helping New Brunswickers heat their homes to finding home care for aging parents, substance abuse, job loss or training, dealing with a troubled teenager or youth and more. Even seemingly trivial issues like helping a senior de-snow their driveway are all things 211 can help with. 211 is the front door to social, community and human services, and is never the wrong number to call.

#### **Here's how you can help:**

- Please also let people know about 211 and share through your channels – social media, email, and word of mouth. I've attached some visuals that you can use, and more communications tools will be shared soon.
- Please use 211 to help find resources for your people you support through your incredible programs. This is an information and referral tool which will help you with the heavy lifting so you can focus on your people and their needs rather than research on available services.

**211 - Make the Right Call!** 211 is such a phenomenal tool for our citizens and community organizations, and I'm very excited to see it launch in New Brunswick. To learn more about 211, you can read the [national launch](#) by Minister Hussen from the Government of Canada, or contact Mischka Jacobs who is leading 211 NB's community engagement at [211info@moncton.unitedway.ca](mailto:211info@moncton.unitedway.ca).