



Essentials

WHAT YOU NEED TO KNOW ABOUT 211 IN CENTRAL ALBERTA

211 is the source Canadians trust when seeking information and services to deal with many of life's challenges. 211's award-winning telephone help line (2-1-1) and website www.ab.211.ca provide a gateway to community, health, government and social services.

With so many programs and services delivered by so many non-profits and various government agencies, how is a person supposed to know where to turn? 211 is your community resource navigator... one point where everyone can go to find the help they need.

United Way has led the 211 initiative from its start in Atlanta in 1997. United Way Central Alberta launched the region-wide 211 online service in 2014, and has been progressively promoting and expanding municipal partnerships to deliver the 211 phone service.

Our goal is to ensure every resident of Central Alberta has access to 211 phone service .

We are also working with a Provincial Committee of 211 champions to lobby for province-wide support for 211.

211 PHONE SERVICE FEATURES

- Free 24/7 Service for Residents
- Translators in 150+ Languages
- Trained Information & Referral Specialists
- 211 Online Database Resource

HISTORY IN CENTRAL ALBERTA

- February 2014 – United Way Central Alberta (UWCA) launches the 211 online database at www.ab.211.ca.
- February 2015 – UWCA launches the 211 phone service for Red Deer in partnership with The City of Red Deer.
- May 2016 – UWCA launches the 211 phone service for Red Deer County and the communities of Delburne, Elnora, Penhold and Bowden in partnership with Family and Community Support Services (FCSS) for Red Deer and District.
- May 2016 – UWCA partners with Mountain View County FCSS and Innisfail to expand 211 phone service.
- Discussions continue with other communities regarding 211 phone expansion (e.g., Blackfalds, Sylvan Lake, Olds, Sundre etc.)

When you don't know where to turn...

Dial 2-1-1



United Way
Central Alberta



Stories

ANYONE CAN DIAL 2-1-1 WHEN THEY DON'T KNOW WHAT TO DO

A middle-age man walked into the United Way office early one afternoon, and in broken English said he had no money and no job. He asked for help with finding food. Our admin staff phoned 211 and within one minute, there was an Arabic interpreter on the line to translate both the man's unique concerns and the responses from the crisis operator.

The man spent 45 minutes on the line getting local assistance in his own language. He was given directions to the Red Deer Food Bank, and advice on local agencies that would be able to help him.



An elderly female called requesting information about financial support for seniors. Her current income was not sufficient to support her, and she was having difficulties paying rent and utilities. She was referred to the Seniors Financial Assistance Program, Golden Circle Seniors Resource Centre, and Alberta Works Emergency Needs Allowance.



An employee of a Red Deer Bank called the United Way office because she believed a client may be a victim of elder abuse. United Way staff suggested she call 211 for help. The bank employee contacted 211 and received two referrals to help her client.

"My friend has a substance abuse problem. How can I help?"

"My mother lives in Edmonton and I'm trying to find housing and support for her."



"I am visually impaired, where can I find a job?"

"Since his father left, my 8-year-old son has been acting up. What can I do?"

"I have no money for food, what do I do?"

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