

**Tanya Barr**

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**Subject:** FW: Feb 11 is 211 Day

**From:** United Way BC <[NiinaN@uwbc.ca](mailto:NiinaN@uwbc.ca)>  
**Sent:** Thursday, February 08, 2024 7:59 AM  
**To:** Nicole MacDonald <[NMacDonald@pittmeadows.ca](mailto:NMacDonald@pittmeadows.ca)>  
**Subject:** Feb 11 is 211 Day

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February 8, 2024  
Nicole MacDonald, Mayor  
Mayor for Pitt Meadows  
[nmacdonald@pittmeadows.ca](mailto:nmacdonald@pittmeadows.ca)

Dear Mayor MacDonald,

On behalf of United Way BC, we would like to provide you with information about 211 British Columbia to share with your constituents and community partners. Founded in Canada by the United Way Centraide movement in 2002, 211 British Columbia helps people navigate the complex network of human services quickly and easily, 24/7, 365 in 240+ languages. We are proud to partner with the Provincial and Federal government to ensure that everyone has access to free and confidential information on government and community-based, non-clinical health and social services.

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### **Calls in BC**

**The top 5 reasons for calls and texts to 2-1-1 remains steady in British Columbia.** However, each year, we see an increase in average call length and an increase in the number of referrals to support services made per call.

Top requests for supports:

1. Housing & Homelessness
2. Health (non-clinical)
3. Income & Financial Assistance
4. Mental Health
5. Legal & Public Safety

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6.

*"211 has been my go-to for the past 6 months - you have saved my life! You've helped me get information on transition houses and other information that has been so helpful."*

*- 211 Caller 2023*

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### **Celebrating 211 Day**

**This coming Sunday, February 11, 2024 is 211 day across Canada.** Every year on 2/11, we raise awareness of 211's invaluable role as Canada's primary source of information on government and community-based, non-clinical health and social services. This Sunday, landmarks throughout British Columbia and Canada will be illuminating in red to help bring awareness of the 211 service.

**View our media release [here](#)**



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### **211 British Columbia Connects your Constituents to Supports and Services**

**We encourage you to share the local 211 British Columbia service in your community** – whether it is in your constituent newsletters, calendars, and other materials to help residents quickly access free, confidential assistance.

**Download our promotional resources [here](#)**

- 211 British Columbia one-pager (English)
  - rack card (English | Multilingual)
  - wallet card (English)
  - poster 8.5"x11" (English)
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**You and your staff can be confident in referring your constituents to 211 British Columbia.**

By dialing or texting 2-1-1, residents will reach a knowledgeable, compassionate resource navigator trained to listen and support them to find services for their acute needs and any underlying concerns. The navigator will provide information about their local community services and programs and inform them of important government benefits and services they can access. In



FEB 11 | 211 DAY