

# 211 CENTRAL TOOLKIT

Become a 211 Champion!

Help spread awareness about the 211 service in your community. Embed the 211 Widget on your website, download key messaging and graphics for your social media and order print/digital materials for outreach all in one place through our 211 Central Toolkit!



## NEED NON-EMERGENCY HELP?



**Call**  
**DIAL 2-1-1**  
TTY: 1 888 340-1001



**Search**  
**211Central.ca**



**Text**  
**211**



**Live Chat**  
**211Ontario.ca**



**E-mail**  
**gethelp@211Ontario.ca**



Funded by the  
Government of Canada





## 211 CENTRAL FACT SHEET

### What is 2-1-1?

211 is a free service that connects individuals and families with the complete range of government, health, community and social services in their communities.

### 211 Central Quick Facts:

- 211 can be accessed by:
  - Phone (Call 2-1-1 / Toll-Free Number: 1-877-330-3213 / TTY: 1-888-340-1001)
  - Online (Search [211Central.ca](#) for Toronto, Peel and York Regions / [Durham.211Central.ca](#) for Durham Region / [211Ontario.ca](#) for province-wide / [211.ca](#) for nation-wide)
  - Text (Send an SMS to 211 / Monday-Friday | 7am-9pm EST)
  - Live Chat ([211Ontario.ca/chat](#) / Monday-Friday | 7am-9pm EST)
  - E-mail ([gethelp@211Ontario.ca](mailto:gethelp@211Ontario.ca) / Monday-Friday | 7am-9pm EST)
- 211 is free, confidential and available 24/7 (even on holidays) in 150+ languages
- When you dial 2-1-1, the line is answered by certified Service Navigators who will help you navigate the complexities of the human services system quickly and easily
- Contact 2-1-1 for information and referral to:
  - Health Services & Mental Health Supports
  - Income Support & Financial Assistance
  - Food Banks, Meal Programs & Grocery Delivery
  - Housing Help & Emergency Shelter
  - Support Services for Seniors & Persons with Disabilities
  - [and more...](#)

Next time you are facing a non-emergency situation or are seeking community help and don't know where to turn, remember to contact 211! Help starts here.

## 211 CENTRAL WIDGET

### Embed the 211 Central Widget on your Website!

Please consider embedding the 211 Widget on your website. This widget will ensure your service users have access to the wide-range of supports available to them including help after hours. Click [here](#) to access the 211 Widget.

## BOOK A VIRTUAL TRAINING

### Book a Virtual 211 Central Training/Presentation!

Interested in learning how 211 Central can support your work? Please contact our Manager of Training and Outreach, Faed Hendry at [fhendry@findhelp.ca](mailto:fhendry@findhelp.ca) to request a free training session for service providers on navigating the 211 database and/or an educational presentation on what 211 is, how it works and what we know from our data about your community. Please include the following information in your request: proposed date and time, number of participants and if you have a preference for a specific platform (Zoom, Microsoft Teams, etc.).

## ORDER PROMOTIONAL MATERIALS

### Order 211 Print/Digital Promotional Materials!

To order 211 print and/or digital materials for your organization's outreach programs and events, please contact our Digital Communications Coordinator, Salman Allidina at [sallidina@findhelp.ca](mailto:sallidina@findhelp.ca). Please include the following information in your print/digital material order request: proposed date and time materials are needed for, name of recipient and mailing address of location print materials will be shipped to, quantity of print materials, email address digital materials will be sent to, type of outreach program/event, audience and languages.






**211 Provincial Promotional Materials:** Championing 211 Ontario-wide? Click [here](#) to order promotional materials from Ontario 211 Services.

## SOCIAL MEDIA TOOLKIT

### Connect with @211Central on [Twitter](#), [Facebook](#), [Instagram](#) & [LinkedIn](#)!

Below we've crafted plug and play key messaging for social media posts so you can help us spread awareness within your community groups and networks about the 211 service! Please note: social media graphic tiles are sized in accordance with recommended dimensions for each platform and can be downloaded [here](#).

**211 Provincial & National Social Media:** Championing 211 province-wide? The 211 Ontario Ambassador Toolkit is available in [English](#) and in [French](#). Championing 211 nation-wide? The [National 211 Ambassador Toolkit](#) is available in English and in French.

SOCIAL MEDIA GRAPHIC	SOCIAL MEDIA CAPTION
Feeling Anxious or Overwhelmed? Find Help at 211Central.ca 	During the #COVID19 pandemic and always, help is at your fingertips. Call 2-1-1 if you are feeling isolated, anxious or overwhelmed. 211's Service Navigators are available 24/7 in 150+ languages to help find the right supports in your community for your situation. #HelpStartsHere
Need Help? Call 2-1-1. Text 211. Chat 211Central.ca 	Seeking non-emergency help? For information and referral to government, health, community and social services, call 2-1-1 or visit <a href="https://211Central.ca/">https://211Central.ca/</a> . Text, live chat and email service is also available. @211Central is free, confidential and available 24/7 in 150+ languages!
Need Mental Health Support? Call 2-1-1 for a free, confidential referral 	Concerned about your or a loved one's mental health? Remember, 211 is free, confidential and available to listen 24/7 and connect anyone going through a tough time with mental health resources in their community. When you don't know where to turn, contact 2-1-1. #HelpStartsHere
Need Food, Housing or Financial Support? 211Central.ca 	Need help finding food, housing, financial assistance or mental health support? 211 is free, confidential & available 24/7 in 150+ languages to connect you with community supports. Call 2-1-1, search <a href="https://211Central.ca/">https://211Central.ca/</a> , text 211. Live chat & email service is also available
	Are you making the right call? During emergencies it's best to contact 9-1-1. When facing a non-emergency situation/seeking community help, contact 2-1-1 or visit <a href="https://211Central.ca/">https://211Central.ca/</a> . Learn how 211 is different from other N11 numbers: <a href="http://ow.ly/jKTz30qfVYN">http://ow.ly/jKTz30qfVYN</a> #MakeTheRightCall

## NEWSLETTER KEY MESSAGING

### 211 Key Messaging below may be useful for your Website or Newsletter!

Do you need help finding food, housing, financial assistance, mental health support, employment support, support for seniors, winter clothing and/or shelter? For information and referral to government, health, community and social services, call 2-1-1, search [211Central.ca](https://211Central.ca), text 211, live-chat at [211Ontario.ca/chat](https://211Ontario.ca/chat) or email [gethelp@211Ontario.ca](mailto:gethelp@211Ontario.ca). 211 is free, confidential and available 24/7 in 150+ languages to connect you to local community supports.

# THANK YOU

Thank you for championing 211 Central in your communities! With your help, we'll *create connections and solutions to build strong communities.*



Questions regarding the 211 Central Toolkit can be directed to [sallidina@findhelp.ca](mailto:sallidina@findhelp.ca)