



**United Way
Centraide**
North East Ontario
Nord-est de l'Ontario

211 Services in Ontario

Presentation to City Council
June 11, 2019

Karen Hourtovenko, Psy. D
Chair, Campaign Cabinet, UWCNEO

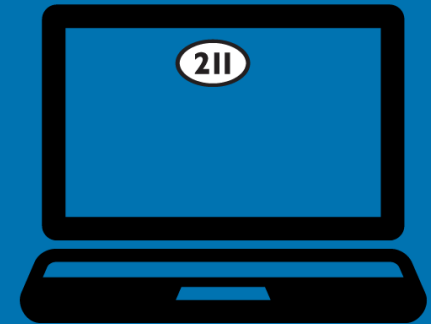
What is 211?



CALL 2-1-1



EMAIL 211



CHAT

- A gateway to community, social, health and government related services
- Helps people navigate the complex network of human services
- Provides information and referrals on programs and services



Connecting the Dots

Community
Services

211

City
Services

311

Emergency
Services

911

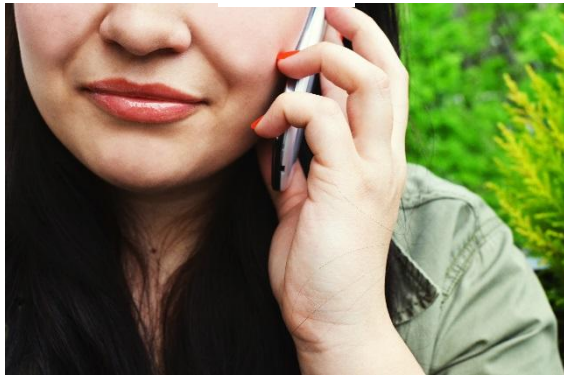


When you don't know
where to turn.



Components of the 211 Service:

1



Public Inquiry

Total calls to 211 in Ontario
(2017-2018)

215,285

2



Online Directories

Total website sessions
(2017-2018)

298,436

3



Caller Needs

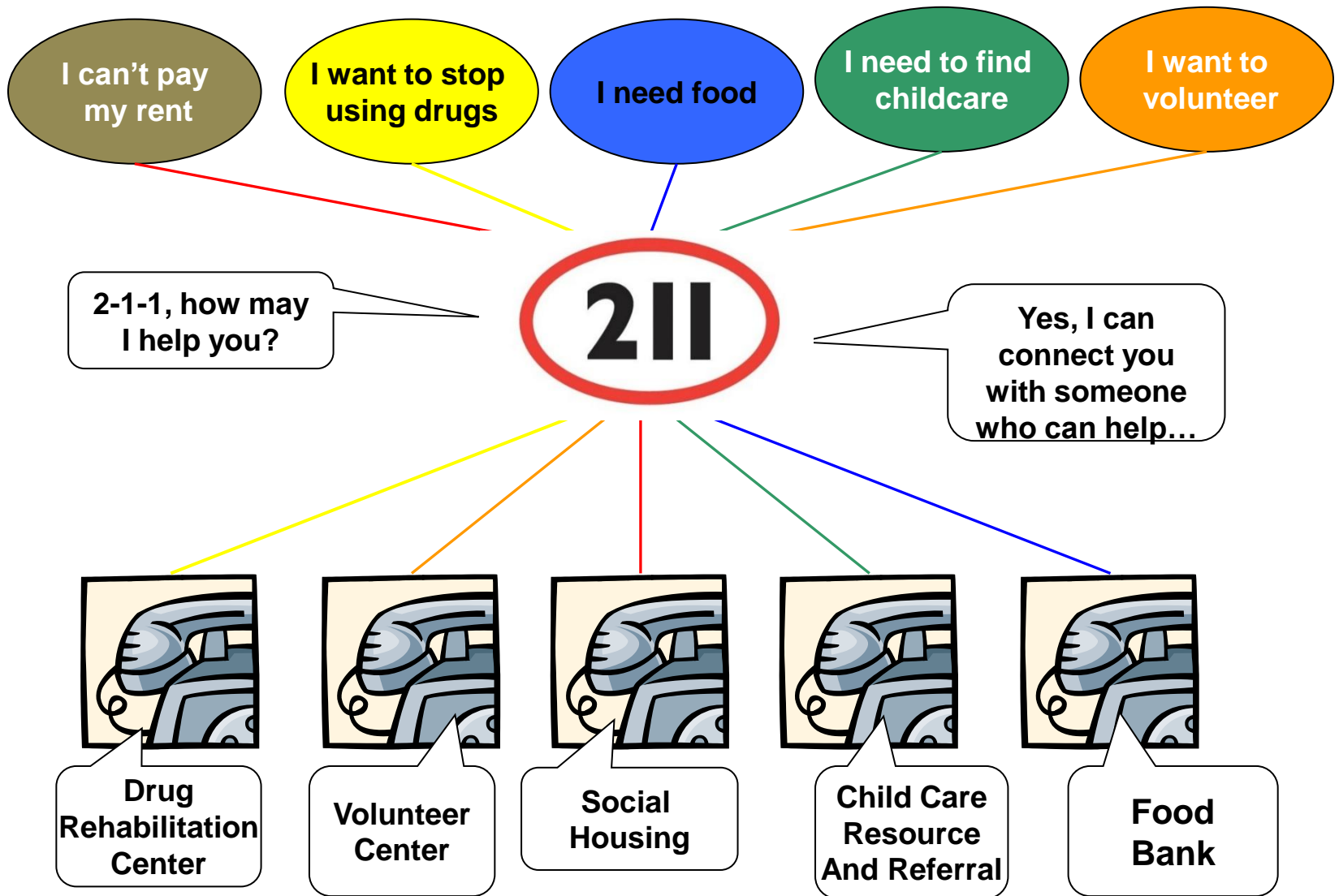


Benefits of 211:

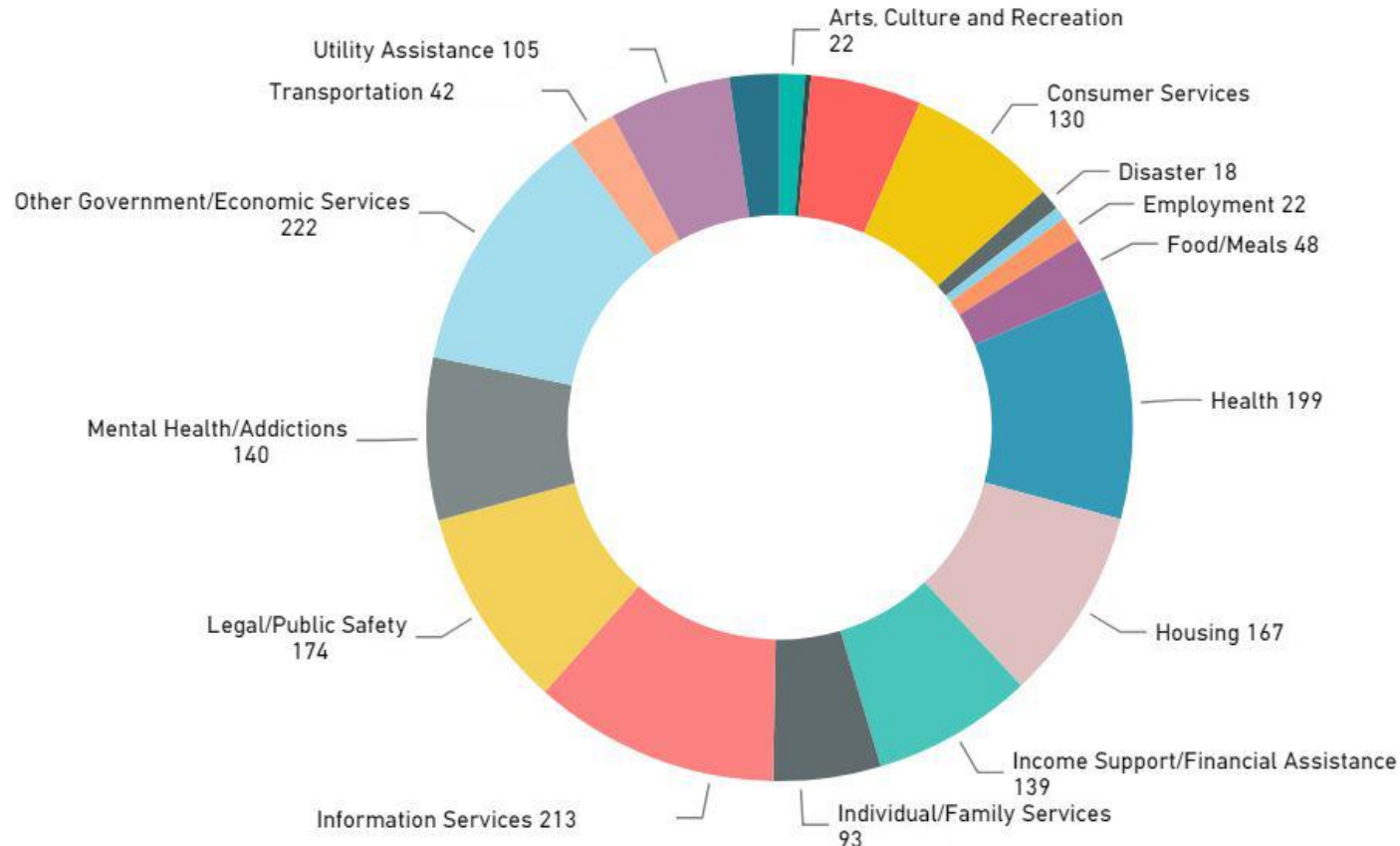
- Links residents to community services
- Eliminates confusion and frustration about where to find help
- Aims at directing non-emergency calls away from 911 or other numbers (i.e. 311)
- Improves community planning via user needs and other statistics



When you don't know
where to turn.



Why are people in Greater Sudbury calling 211?



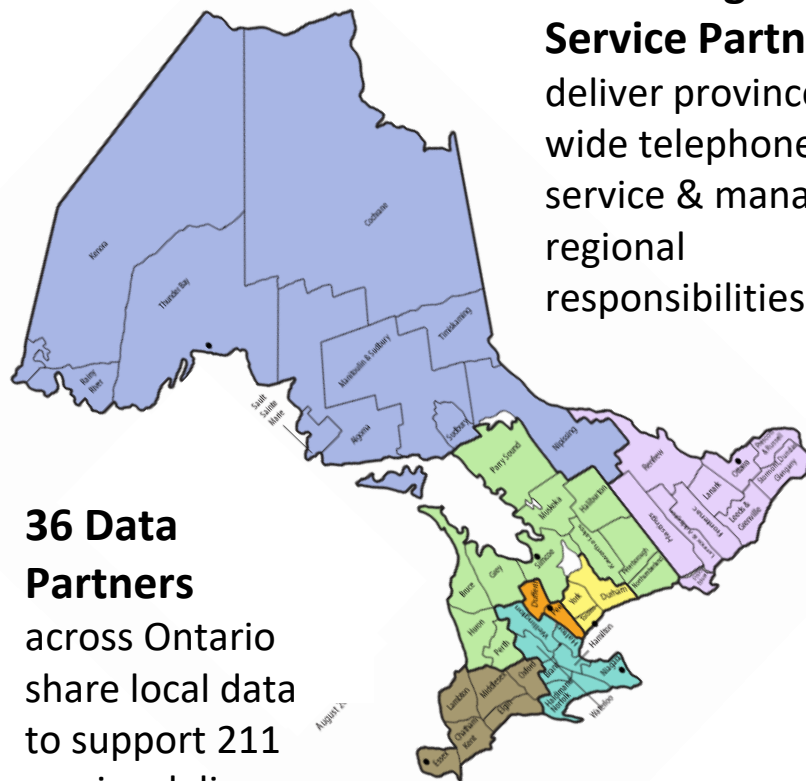
Built from the Community Up

Ontario 211 Services provides coordination for the Ontario system, including funding oversight



Aligned nationally

Seven Regional Service Partners deliver province-wide telephone service & manage regional responsibilities



36 Data Partners across Ontario share local data to support 211 service delivery



211 and Municipalities

The City of Peterborough

- Partnership with paramedics to reduce non-emergency calls to 911
- Advertising campaign in local newspaper with usual city advertising

City of Toronto

- Community Asset Portal - smartphone application that connects officers with community support services to help individuals experiencing a mental health crisis



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where to turn.



Who Funds 211?

- Provincial Government including the Ministry of Children, Community and Social Services
- Locally, UWCNEO contributes **\$50,000** in annual funding for the sustainability of 211



The Opportunity:

Partnering with UWCNEO to support and promote 211 aligns with strategic priorities of the City of Greater Sudbury:

1. Customer Service Strategy in Focus Area #3 *Service Simply Accessed*
2. 2019-2027 (Draft) Strategic Plan, specifically: Housing; and Creating a Healthier Community
3. Aligns with Greater Sudbury Local Immigration Partnership for Newcomers Settlement
4. Decreases non-emergency calls into 911



www.211ontario.ca



Connecting Community
Improving Services

Thank You Questions?



When you don't know
where to turn.

