



# 211 N.B. TOOLKIT

## Become a 211 Champion!

Help spread awareness about the 211 service in your community. Embed the 211 N.B. 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 N.B. Toolkit!



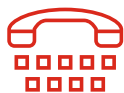
## NEED NON-EMERGENCY HELP?



Call

Dial 2-1-1

1-855-258-4126 (VRS)



TTY Line

1-855-405-7446



Search

[nb.211.ca](http://nb.211.ca)



Chat



E-mail

[211nb@findhelp.ca](mailto:211nb@findhelp.ca)





New Brunswick

FREE | CONFIDENTIAL | 24/7 | 150+ LANGUAGES

## 211 NEW BRUNSWICK 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 New Brunswick Quick Facts:

- 211 can be accessed by:
  - **Phone:** Call 2-1-1
    - Toll-Free Number: 1-855-258-4126 (VRS) / TTY Line: 1-855-405-7446
  - **Online:** search [nb.211.ca](http://nb.211.ca) to find all available services and programs in the 211 NB database. You can also chat with one of our Community Navigators online via the same website.
  - **E-mail:** [211nb@findhelp.ca](mailto:211nb@findhelp.ca)
- 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 Community 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 and Mental Health Supports
  - Income Support & Financial Assistance
  - Food Banks & Meal Programs
  - Housing Help
  - Seniors Support Services
  - [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 NEW BRUNSWICK WIDGET

### Embed the 211 N.B. Widget on your Website!

Please consider embedding the 211 N.B. Widget on your website. This widget will ensure your service users have information about and access to the wide-range of supports available to them, including help after hours. Click the following links to download and access the 211 N.B Widget, available in [English](#) and [French](#).

## BOOK AN INFORMATION SESSION ON 211

### Book a 211 N.B. Training/Presentation!

Interested in learning how 211 N.B. can support your work? **Please contact our Director of Community Engagement, Daniela Fernandez, at [211info@moncton.unitedway.ca](mailto:211info@moncton.unitedway.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, length of session, number of participants, and if you have a preference for a specific delivery method (in person, Zoom, Microsoft Teams, etc.)

## ORDER 211 PROMOTIONAL MATERIALS




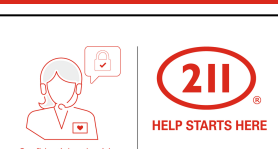

To order print and/or digital materials for your organization's outreach programs and events, please contact us at [211info@moncton.unitedway.ca](mailto:211info@moncton.unitedway.ca). Please include the following in your request: proposed date and time materials are needed for, name of recipient and mailing address, quantity of print materials, e-mail address digital materials will be sent to, type of outreach program/event, audience, and languages. **For a large selection of digital materials and printables about 211, you can also click [here](#).** See social media toolkit below.



## SOCIAL MEDIA TOOLKIT

**Stay up to date with 211 N.B. news by connecting with United Way's [Twitter](#), [Facebook](#), [Instagram](#), & [LinkedIn](#)!**

Below we have created 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: *Images below are simply thumbnails. Social media graphic tiles are sized in accordance with recommended dimensions for each platform and can be downloaded [here](#).*

SOCIAL GRAPHIC	SOCIAL MEDIA CAPTION
	<p>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 Community Navigators are available 24/7 in 150+ languages to help find the right supports in your community for your situation. #HelpStartsHere</p>
	<p>Seeking non-emergency help? For information and referral to government, health, community and social services, call 2-1-1 or visit nb.211.ca. E-mail, TTY, and VRS is also available. 211 N.B. is free, confidential, and available 24/7 in 150+ languages, 365 days/year! #HelpStartsHere</p>
	<p>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</p>
	<p>Need help finding food, housing, financial assistance or mental health support? 211 is free, confidential &amp; available 24/7 in 150+ languages to connect you with community supports. Call 2-1-1, search nb.211.ca, or e-mail 211nb@findhelp.ca. Life can be hard, but finding help can be easy! #HelpStartsHere</p>
	<p>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 nb.211.ca. Learn how 211 is different from other N11 numbers: <a href="https://gmsenbunitedway.ca/2021/09/01/are-you-making-the-right-call/">https://gmsenbunitedway.ca/2021/09/01/are-you-making-the-right-call/</a></p>



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## KEY MESSAGING FOR YOUR NEWSLETTER OR WEBSITE

*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 [nb.211.ca](http://nb.211.ca), or e-mail [211nb@findhelp.ca](mailto:211nb@findhelp.ca). 211 is free, confidential, and available 24/7 in 150+ languages to connect you to local community supports.*

## VERIFY YOUR INFORMATION ON THE 211 DATABASE

**Updating your information on the 211 database helps us build trust between users and service providers who rely on our referrals.**

[Submit an update about your service.](#) You can find instructions for updating your information on 211 [here](#). You can also send updates by e-mail to [211nbupdates@findhelp.ca](mailto:211nbupdates@findhelp.ca)

# THANK YOU!

**Thank you for championing 211 N.B. in your communities!**

*With your help, we'll create connections and solutions to build strong communities.*

Questions regarding the 211 N.B. Toolkit can be directed to [211info@moncton.unitedway.ca](mailto:211info@moncton.unitedway.ca)

