

211:

Get Connected.

Get Answers.

Get Started.

A parent wants help for his child with a learning impairment.

A frightened wife seeks shelter from her volatile husband.

A runaway youngster needs someone to talk to.

A senior wants to volunteer.

A family searches for employment, and a way out of debt.

They all look for help but can't find it, though numerous services await their calls.

**Which agency, they ask.
Which acronym?**

Which page in the phone book?

What is 211?

- 211 is an easy-to-remember, free-to-the-user phone number linking people with the services they need. Dialing 211 connects the caller to a specialist who can assess the caller's needs and link the caller to the right solution using a comprehensive database of services — federal, state, and local; government and nonprofit.
- 211 is the next wave in service communication, with call centers operating or in development across Michigan and the nation. The FCC reserved the number and the Michigan Legislature adopted it. Now community leaders, their organizations, leading foundations, and phone companies are working at the grassroots level to activate 211 in communities statewide.

Who benefits?

- Callers in need, through fast identification of the right service.
- Service organizations, through quicker identification of clients and better planning based on call center data.
- Local government, through improved service coordination.
- Policy makers at all levels, through more accurate assessment of community needs.
- Communities, through stronger, healthier residents.

Who is participating?

You, for starters. And all those who can bring the benefits of 211 to your community. Each 211 call center is a local project, with no state funding available. But support from state and local participants will be essential in making each center a reality. Your local list of participants should include representatives from state and local government, service organizations, funding sources, phone companies, local media, and the public.

What can you do?

- Stay informed by receiving biweekly e-mail updates from the Michigan 211 Collaborative.
- Ask your state legislator to support 211.
- Promote 211 to your colleagues, employees, sister organizations, local civic groups, family and friends, and the media.
- Provide grant or sponsorship support.
- Provide expertise in call center planning and development.
- Join the Michigan 211 Collaborative, the coalition of state and local organizations that is spearheading the drive to make 211 accessible statewide.

The goal is to make health and human services accessible through a single telephone number 24/7.

211:

Get Connected.

Get Answers.

Get Started.

Michigan 211 Collaborative goals:

- To provide advocacy, mentoring, communication and tracking to implement and sustain the 211 system.
- To establish and maintain effective relationships with key partners involved in the 211 system.
- To support centers throughout the application process of becoming 211 Call Centers.

For further information, contact Nancy Lindman, Michigan 211 Coordinator, at (517) 974-0329 or nlindman@attbi.com. Or visit 211 on the World Wide Web at www.uwmich.org.

211. Connect with the future of service delivery.



Thanks to Blue Cross Blue Shield of Michigan for its support of the 211 initiative in Michigan.

211:

Get Connected.

Get Answers.

Get Started.



Join
the effort
to make health
and human services
accessible through
a single telephone
number.