



How 211 Can Help Your Constituents

At 211, we know people across Kingston, Frontenac, Lennox and Addington, are looking for supports and services to help guide them through the most uncertain and tumultuous time in modern history. We expect that your constituents are turning to you, as their elected leader, and your staff for answers on how best to cope during this global pandemic.

We can help. With funding from the federal government, 211 service has been expanded to every corner of Canada. Any person in KFL&A can simply dial 2-1-1 or visit www.211ontario.ca to immediately connect with a 211 Navigator. Navigators help connect people with the programs and services they need in their communities. This can be anything from navigating COVID-19 relief programs to securing food, utility relief, employment support or so much more. The helpline is the front door to critical government and community programs and services. 211 is completely free, confidential, and available 24/7, 365 days a year in 150+ languages.

We have attached a communications tool kit we hope you will use to support your constituents and help raise awareness of this service. In this tool kit you will find:

- Constituent email response
- Text for your newsletter or next mailout
- Web text for your website
- Printer-friendly poster to pin up near staff phones
- Social media graphic and post

Please consider pointing your constituents to 211 using the language below if they contact your office looking for support with:

- Unemployment services
- Navigating the COVID-19 relief programs
- Homelessness and housing
- Income support
- Employment training
- Legal services
- Healthcare
- Addictions
- Newcomer supports
- Seniors supports
- Programs for youth
- Indigenous-specific programs
- Abuse
- Mental health

If your office requires any additional promotional products, such as magnets or brochures, please reach out to me. We can produce and deliver any product(s) you need.

Sincerely,

Bhavana Varma

President & CEO | United Way of Kingston, Frontenac, Lennox & Addington

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211 Constituency Office Communication Tool kit

Constituent E-mail Response

Dear [NAME],

Thank you for reaching out to our office.

211 may be able to help you navigate this issue. 211 is a helpline available across Canada, including our riding. Simply call 2-1-1 or visit www.211ontario.ca to immediately connect with a 211 Navigator who will walk through your situation with you and connect you with the best service available. 211 is completely free, confidential, and available 24/7, 365 days a year in 150+ languages.

Please remember to call 9-1-1 if you are facing an emergency, such as property damage or personal injury.

Thank you and I wish you and your loved ones the best during these challenging times. Please do not hesitate to reach out if you need any further support.

Sincerely,

[MP SIGNATURE]

Newsletter and Mailout Text

Residents of [RIDING NAME] are covered by 211 services. If you are struggling with mental health, finances, or navigating the new COVID-19 relief programs, 211 can help. Simply dial 2-1-1 or visit www.211ontario.ca to connect with a 211 Navigator who will talk to you about your situation and help you find the programs or services that are right for you. This service is free, confidential, and available 24/7, 365 days a year in 150+ languages.

Web text

If you are struggling to navigate the new COVID-19 relief programs, looking for mental health services, or just need a hot meal, 211 can help. Dial 2-1-1 or visit www.211ontario.ca to connect with a 211 Navigator. 211 is free, confidential, and available 24/7, 365 days a year in 150+ languages.

½ Page Printable Poster (attached to your e-mail)

Please print and hang this poster in a convenient location near your phones.



Social Media

If you are struggling with your mental health, finances, or navigating the new COVID-19 relief programs, 211 can help.

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Service now available
across Canada.

Dial 2-1-1 or visit 211.ca



HELP STARTS HERE

