



## United Way of Bradford County Recognizes the Vital Community Hotline on National 211 Day

**(February 11, 2025)** – Today, February 11<sup>th</sup> (2/11) is National 211 Day – an annual observance celebrating the go-to, 24/7 three-digit (2-1-1) resource that helps millions of people in the U.S. and Canada – including those in Bradford County. The three-digit service – which has operated for over 40 years – connects information about resources and services available in one’s community.

[Based on the latest 211 Impact Survey Data](#), 211 triaged over 20 million requests including people right here in Bradford County where they access help for immediate or long-term challenges.

211 is a vital resource leveraged by Bradford County residents who need assistance with disaster, food, health care, mental health, insurance, stable housing, utility payment, veteran services, childcare and other related needs. Other key facts about 211:

- 211 is 24/7, free and confidential and accessible in 99 percent of communities
- 211 is offered in over 180 languages
- 211 specialists offer empathetic, non-judgmental care - and these trained specialists connect individuals and families to a range of available resources to meet their underlying needs, not just the one that prompted the call, text, or email.

“211 is an unmatched, critical, go-to service that provides connection and support to those who need help for a range of needs,” said Roberta Coleman, Executive Director of UW of Bradford County “During 211 Day, we aim to express appreciation to the call specialists who provide support to help our community members and celebrate this lifeline that is helping thousands here in Bradford County.”

Established in 2000 by the Federal Communications Commission as the three-digit number to reach information and referral services for health, human, and social organizations, today 211 is a resource for help and hope in communities across North America.

While 211 is available every day of the year, it is an especially helpful during times of disaster, such as hurricanes, flooding, and wildfires, by helping to spread accurate and vetted information—while ensuring 911 calls are reserved for physical emergencies.

During 211 Day, United Way of Bradford County encourages residents in to:

- ***Call, text, or chat 211*** if they or someone they know needs help
- ***Share 211 widely*** with their neighbors, family and friends to connect others to help and supports
- ***Advocate to your local policymakers*** for the importance of and need to strengthen 211

## About 211

211 is a 24/7 free, confidential service offered in 180 languages that connects individuals to resources and services in their local communities by phone, text and on the web. Individuals in need or who are looking for information for someone else can call 211 from a cell phone or landline. [United Way](https://www.211.org) supports and provides 211 services in most communities across the U.S. For more information about 211, visit [211.org](https://www.211.org).

-----

## Email PITCH NOTE

**Subject Line:** For [Reporter Name]: ## Increase in Bradford County of [topic e.g., Utility Payment Help]

**Body:**

Dear [Reporter],

In Bradford County last year, there was an increase in calls to our 211 showing a spike in help for [add topics/issues that were most pressing such as housing needs, food insecurity, etc.]. This new data collected by our 211 center in Bradford County - released on the heels of National 211 Day – shows our community is in [is in need of or based on 2022 data less in need of XYZ.]

211 is a vital resource leveraged by Bradford County residents who need assistance with disaster, food, health care, mental health, insurance, stable housing, utility payment, veteran services, childcare and other related needs. In 2023, the service received [XXX calls], which included [text], chat and website messages from people in Bradford County.

I would love the opportunity to further talk about 211 and our community data—and potentially connect you to community members who have benefited from it.

Thanks in advance for considering and looking forward to working with you to inform your coverage – especially about timely efforts that are helping our community members, especially those most in need.