

211 New Brunswick

211 is a free, confidential service that connects people to critical social and community support. 211 acts as the front door to government and community services, helping people navigate the complex network of programs and services quickly to find what they need for their unique situations. 211 is accessible 24 hours a day, in 170 languages.

Since launching in Oct 2020, the phenomenal 211 Community Navigators across New Brunswick have answered over 16,000 calls, and connected New Brunswickers to the critical human, social, community, and government support they needed when they needed it most.

In October 2021 the 211 NB Website was launched and allows users to search a broad range of topics based on their location such as housing, mental health and addictions, and food resources. Over 8200 users have accessed the 211 NB website since it's launch.

New Brunswickers Connected with 211

24,827 Oct 2020 - March 2022



16,401
Calls



8,200
Website Visits



168
Emails



58
Texts

Types of Needs Identified



28.5%

Housing



11%

Health



10.5%

Income



9%

Mental
Health

Our 211 system tracks the types of issues people are seeking help with and how often others also have the same need.

Data about need-type can tell us a great deal about the challenges facing people in our community and where additional resources may be needed.

These are the top needs based on 211 caller data collected from April 1, 2021- March 31, 2022.



211 Service Navigators talk to people in many walks of life. When people need information about services in their communities, 211 can steer them in the right direction.

A 211 Service Navigator took a call from a teacher. She said she was teaching a class on addictions. She had moved to New Brunswick a few months before her call to 211, and said she did not know the local resources in the Fredericton or Saint John areas. She was calling to obtain information on where to start her search and to find out the resources available in that area.



The 211 Service Navigator clarified her situation and her needs for information. She said she wanted more information on addiction services, especially details on the referral process and how best clients could obtain services. She was provided with a list of resources available with all of their details such as contact information, how exactly to apply, and services available at each organization. She was also told how to navigate the 211 New Brunswick website for further information.

The caller was very happy about the 211 service and that she now has a greater understanding of addiction services available. She let the Service Navigator know that she will also visit the 211 New Brunswick website as suggested and will refer her students to 211 as needed.

- Caller Story March 7th, 2022