



## 211 NOVA SCOTIA

## TOOLKIT

**Become a 211 Champion!**

**Help spread awareness about the 211 service in your community.**

**Download key messaging and graphics for your social media pages, and order print/digital materials for outreach all in one place through our 211 Nova Scotia Toolkit!**



### When you need non-emergency help...



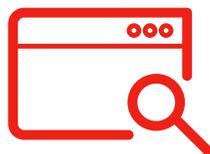
**CALL**

Dial 2-1-1



**TEXT**

Text 2-1-1



**SEARCH**

[ns.211.ca](https://ns.211.ca)



**CHAT**

[ns.211.ca](https://ns.211.ca)



**EMAIL**

[help@ns.211.ca](mailto:help@ns.211.ca)

**FREE | CONFIDENTIAL | 24/7 | 150+ LANGUAGES**

**NS.211.CA**



## 211 NOVA SCOTIA FACT SHEET

### What is 211?

211 is a free and confidential service, available 24/7 that connects individuals and families with government, not-for-profit and community programs and services. The service is available in over 150 languages.

### 211 Nova Scotia Facts

- 211 can be accessed by:
  - Phone (call 2-1-1 | Toll-Free Number: 1-855-466-4994)
  - Online (search programs and services on [ns.211.ca](https://ns.211.ca))
  - Email ([help@ns.211.ca](mailto:help@ns.211.ca) | Monday-Friday 9am-4pm AST)
  - Text (send a text to 2-1-1 | Monday-Friday, 9am-4pm AST)
  - Chat (access on our website at [ns.211.ca](https://ns.211.ca) | Monday-Friday, 9am-4pm AST)
- When you dial 2-1-1, the line is answered by certified Community Resource Navigators who will help you navigate the complexities of the human and social services system quickly and easily.
- Contact 2-1-1 for information and referrals to:
  - Health Services & Mental Health Supports
  - Income Support & Financial Assistance
  - Food Banks, Meal Programs & Grocery Delivery
  - Housing Help & Emergency Shelter
  - Support Services for Seniors
  - And more!

When you're facing a non-emergency situation or are seeking community help and don't know where to turn, remember to contact 211! Help starts here.

## SOCIAL MEDIA TOOLKIT

### Connect with 211 Nova Scotia

Stay up-to-date with 211 Nova Scotia by connecting with us on Facebook, LinkedIn, Twitter, and Instagram.

Below we've crafted plug and play key messaging for social media posts so you can help us spread awareness within your community groups and networks about 211 Nova Scotia's service! Download social media graphics here.

#### SOCIAL MEDIA GRAPHIC

#### SOCIAL MEDIA CAPTION

Need help and not sure  
where to turn?

**CALL 2-1-1, OR  
VISIT NS.211.CA**

The logo for 211 Nova Scotia, consisting of the number '211' in a red oval followed by the text 'Nova Scotia'.

IMAGE 1: Seeking non-emergency help? For information and referral to government, health, community and social services, call 2-1-1 or visit ns.211.ca. @211NS is free, confidential and available 24/7 in 150+ languages! #HelpStartsHere

Need mental health  
support?

Call 2-1-1 for a free,  
confidential referral.  
Available 24/7.

The logo for 211 Nova Scotia, consisting of the number '211' in a red oval followed by the text 'Nova Scotia'.

IMAGE 2: If you, or someone you know needs mental health support, remember, 211 is here. 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

Overwhelmed by the amount  
of services and programs  
available?

211 can help point you in  
the right direction.

Dial 2-1-1 for support.

The logo for 211 Nova Scotia, consisting of the number '211' in a red oval followed by the text 'Nova Scotia'.

IMAGE 3: Navigating the complex world of programs and services can be overwhelming. 211's Community Resource Navigators are available 24/7 in 150+ languages to help find the right supports in your community for your situation. #HelpStartsHere



## ORDER PROMOTIONAL MATERIALS

### Order promotional materials for distribution

To order promotional materials, email us at [info@ns.211.ca](mailto:info@ns.211.ca). Please include the following information in your print material order request: proposed date and time materials are needed for, name of recipient and mailing address of location print materials will be shipped to, quantity of print materials. If you're looking for digital promotional materials, they can be accessed for download on this page here.

## NEWSLETTER KEY MESSAGING

### 211 key messaging for your website or newsletter

Navigating the complex network of programs and services available in the province can be overwhelming. 211 Nova Scotia is here to help. If you, or someone you love needs help finding food, housing or shelter, financial aid, mental health support, employment services, senior support, disability services and more, dial 2-1-1.

For information and referral to government, health, community and social services, call 2-1-1, search [ns.211.ca](http://ns.211.ca), text 2-1-1, live-chat at [ns.211.ca](http://ns.211.ca) or email [help@ns.211.ca](mailto:help@ns.211.ca). 211 is free, confidential and available 24/7 in 150+ languages to connect you to local community supports.

## THANK YOU!

Thank you for championing 211 Nova Scotia in your communities! With your help, we can create awareness and spread the message to those who need us most.