



Hello,

Welcome to the 45th edition of our 211 newsletter, where we share information on 211 services and benefits, funding updates, and opportunities for you to become an advocate for 211.

## 211 Responds to Help Community Members Affected by Parade Shooting Find Resources

When tragedy hit the Highland Park community on July 4, our 211 team quickly mobilized to bring the best practices in crisis response from experienced 211s across the nation. More than 5,000 community members were directly impacted by the mass parade shooting and our 211 helpline has been instrumental in centralizing and verifying emerging resources, and compassionately guiding community members, survivors and their families to appropriate mental health services, grief counseling, financial assistance, blood drive information, verified fundraisers and other resources. 211 is an integral part of the immediate and long-term recovery plan.

"We deeply appreciate the partnership of United Way Lake County and the many ways in which 211 services have enhanced our response to this tragedy, allowing us to connect with individuals looking to offer assistance and those struggling to find answers to the challenges they face, in their preferred language, 24/7 with just one call, text or click," said Highland Park Mayor Nancy Rotering.

If you or someone you know needs support, 211 is here to help. Simply dial **2-1-1** or text your zip code to **898211** to talk with a caring, expert navigator who will connect you to local resources. 211 is free, confidential and available 24/7, with English and Spanish-speaking staff and interpretation to more than 150 other languages. For those affected by the Highland Park shooting, you can also find counseling and mental health resources at [211LakeCounty.org](https://211LakeCounty.org) under "Hot Topics".

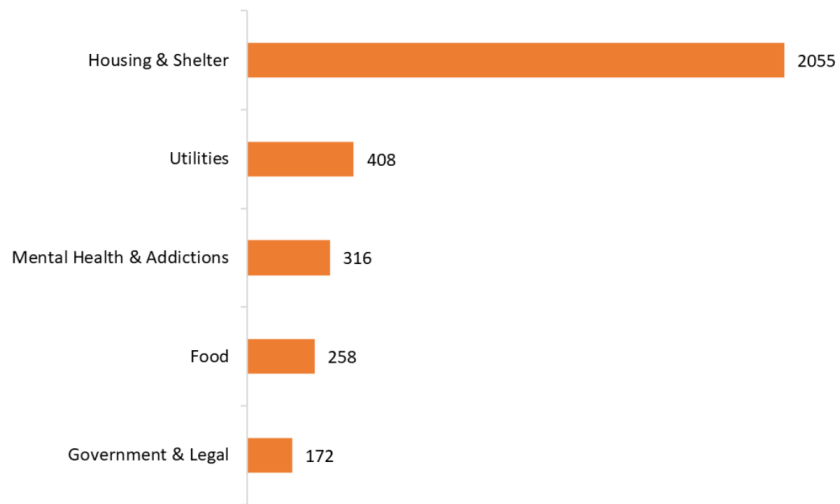
In a crisis, in a pandemic, in a disaster, **211 is here to help.**

## 211 Results for Second Quarter 2022

United Way of Lake County's second quarter (Q2) 2022 report is [now available for download](#). The report provides a quarterly snapshot of the demographic data and top community needs requested from Lake County's 211 between April 1 and June 30, 2022. The goal of this report is to share a quarterly overview of 211 data on top community needs and the populations we serve here in Lake County.

During this time, 211 received a total of **2,406** calls and texts with **3,949** needs requested. In addition, **9,673** users visited the [211LakeCounty.org](https://211LakeCounty.org) website with **11,709** web sessions. As compared to the prior quarter, calls and texts increased 6.1% with an 18.1% increase in needs, and website visits decreased by 9.5%.

The top reasons people contacted 211 were:



Most of the increase in needs was driven by “Housing & Shelter” which saw 402 more needs than during the first quarter, a 24.3% increase. The needs for “Utilities” increased 16.6%, “Mental Health & Addictions” increased 26%, and “Food” increased 28% over prior quarter. The percentage of needs that went unmet (i.e., no referral) was 13.8%, a nice decrease from 23.5% in the first quarter.

Reports are compiled using anonymous data provided by the 211 Contact Center at Interface Children & Family Services and the 211 Lake County database, as well as website analytics. The reports are intended to assist with proactive community planning and informed decision-making.

### **Pace Bus Advertising Campaign**

We continue to raise awareness of 211 using various marketing channels and leveraging the 211 public service advertising campaign created by the Ad Council. Look for our ads on Pace Bus interiors and shelters throughout the county that encourage anyone needing help to call 211 for support and resources. From mental health resources and health care answers to food assistance and help paying bills, 211 can be the guiding light for people struggling emotionally or financially. The campaign aims to connect more people in need to local available resources and is running now through October in both English and Spanish.



## Attention Service Providers

If you are a 211 health and human services partner offering back-to-school events or adding resources in response to the Highland Park tragedy, please be sure to submit information to 211 by emailing [211LakeCounty@icfs.org](mailto:211LakeCounty@icfs.org) with details.

Mental health professionals and clinicians who would like to offer services to those affected, especially children, by the July 4th event in Highland Park are encouraged to fill out the [survey](#) on [211LakeCounty.org](http://211LakeCounty.org) under Hot Topics to be included on the website.

## Our Community of 211 Donors

Thank you to our community partners and many individuals for their generous financial support to help us sustain 211 for Lake County. [View our list of funding partners here.](#)

## How can you help?

1. Share this email and encourage your network to [opt-in to 211 communications.](#)
2. [Help sustain 211 with an online donation.](#)
3. Follow United Way of Lake County on social media to receive timelier 211 updates.



Best regards,

**Deanna Olmem**

Manager, 211 and Safe & Stable Families