



Hello,

Welcome to the 54th 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.

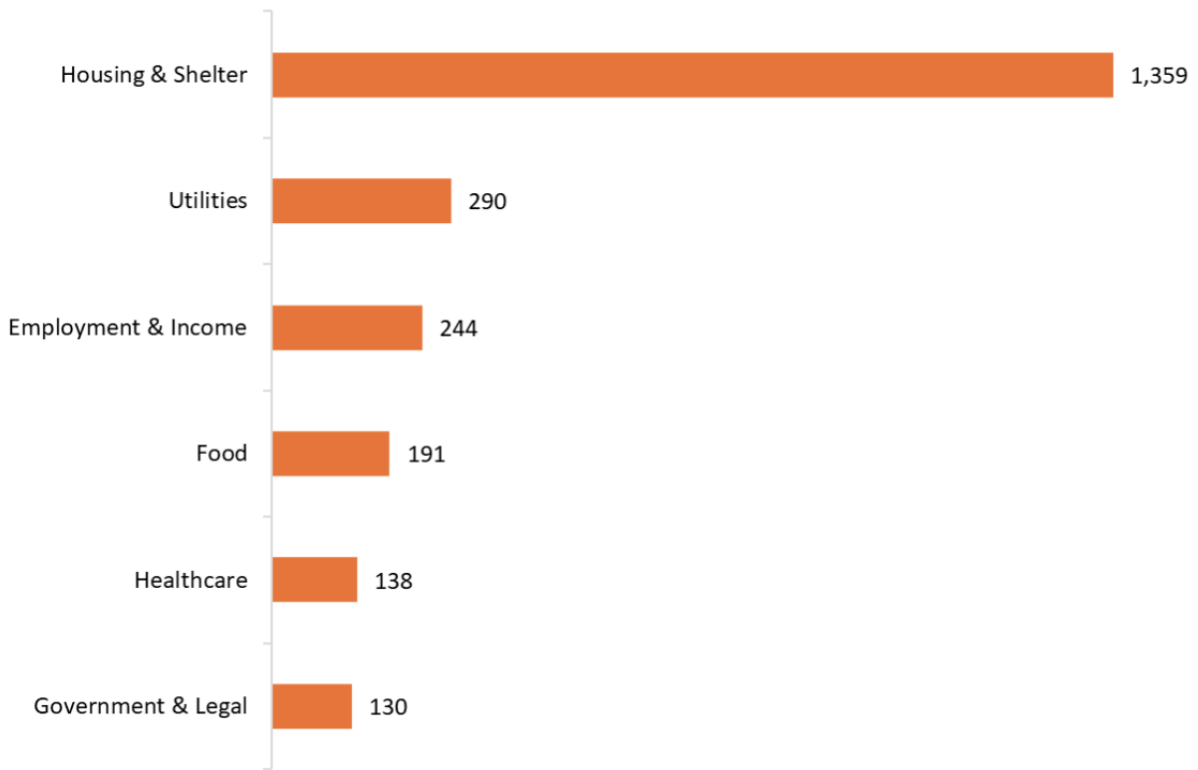
211 Results for First Quarter 2023

United Way of Lake County's first quarter (Q1) 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 January 1 and March 31, 2023. 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 **2,359** calls and texts with **2,888** unique needs requested and **4,080** referrals made. Additionally, **14,729** users visited the 211LakeCounty.org website with **18,744** web sessions.

As compared to the prior quarter, calls and texts decreased by 20% with a 12% decrease in unique needs. Note: We also saw a decline in these metrics over the same period one year ago. Website usage increased during this period with users up 14% and web sessions up 17%.

The top reasons people contacted 211 were:



Most need categories declined or stayed relatively level, with Housing & Shelter seeing a 25% decline in unique needs. Interestingly, and though the numbers are smaller, there were sizable increases in needs requested for both Employment & Income (up 50%) and Government & Legal (up 19%).

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.



Taking 211 Ads on the Road

We continue to raise awareness of 211 using a variety of marketing channels and leveraging the 211 public service advertising campaign created by the Ad Council. Check out our new “Super King” size 211 ads wrapping the sides of Pace buses travelling throughout Lake County!

If you're a transit user, watch for our ads on bus interiors and shelters 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 June in both English and Spanish.

Charla con el



PRESENTADO POR
SARA MARTINEZ



What's New on 'Charla con el 211'

This month, our 211 Ambassador Sara Martinez and radio host Jose Rodriguez spoke with Jacqueline Herrera Giron of the Lake County State's Attorney's Office about crime victims' rights and the local resources available for victims and survivors. The monthly talk show series is broadcast on TUDN Radio WKRS 1220-AM and is livestreamed on Facebook.

In case you missed it, you can [watch the episode on Facebook here](#).

Next up: Tune in to 1220-AM on **Tuesday, May 9 at 9:00 a.m.** for the next episode of Charla con el 211 when Martha Hernandez, New Americans Initiative Program Coordinator from HACES (Hispanic American Community Education and Services), talks about helping immigrants navigate their way to citizenship, or watch it LIVE on our [Facebook page](#)! Listen for our Spanish 211 radio ads on 1220-AM, too.



Lake County Children's Advocacy Center

BLUE KIDS

April is Child Abuse Prevention Month. Help create awareness and keep every child safe with the Lake County Children's Advocacy Center!



Help Stop Child Abuse

April is Child Abuse Prevention Month and United Way of Lake County's 211 is joining forces with the Lake County Children's Advocacy Center (LCCAC) and other community partners to keep every child safe.

Learn more about child abuse prevention and how you can help spread awareness by visiting [LCCAC's website](#). You'll find resources for youth, parents, schools, law enforcement, businesses and more.

Every child deserves a chance to have a safe childhood. To report suspected child abuse call 1-800-25-ABUSE. If you or someone you know needs information or referrals for child abuse resources, call 211 or text your zip code to 898-211.



City of Highland Park Recognizes 211

Earlier this month, the City of Highland Park recognized United Way of Lake County's 211 for playing an integral role in supporting victims, survivors and their families, and community members immediately following the tragic mass shooting on July 4 and supporting the long-term recovery.

Here's what they had to say: "It quickly became apparent from conversations with the FBI team staffing the Family Assistance Center that any long-term community support would require a linchpin: a centralized hub that met certain, seemingly insurmountable, requirements including staff capacity to handle large request volume, multilingual support, existing technological infrastructure, and deep knowledge of local service providers. How fortunate was our community and country to have the resources of 211 Lake County as this hub."

We are proud to be the community's go-to resource for compassionately guiding people to the help they need and be considered a valued partner and collaborator. 211 is here to help every person in Lake County find available resources in times of crisis and every day.

Supporter Spotlight

"Healthy communities are strong communities—and it starts with access to health care and human services. Aetna Better Health® of Illinois is proud to be a community partner with United Way of Lake County's 211 service, connecting residents to the answers and resources they need to live a healthier life."



**Aetna Better Health®
of Illinois**

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,

United Way of Lake County's 211 team