



INFO SHEET

What is 211 Manitoba?

- 211 Manitoba (www.mb.211.ca) is a free location-based service to help all Manitobans find the help they need for themselves or others when they need it.
- The search tool is simple and intuitive so Manitobans can quickly find help from government and community-based health and social services across the province.
- The 211 Manitoba database of 5,000 agencies and programs is continuously monitored and kept up-to-date to ensure current and correct information is available.

Who is 211 Manitoba for?

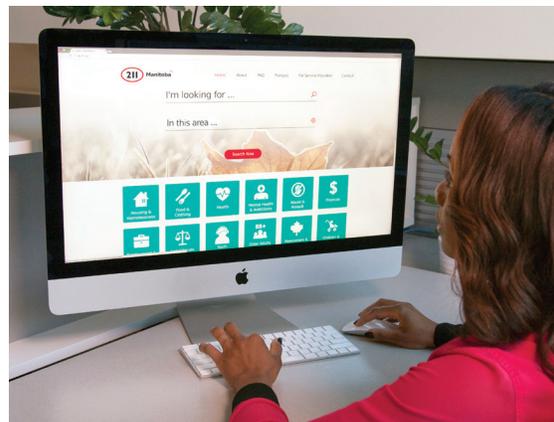
- Individuals and families facing challenges related to homelessness, food security, mental health, addictions, community safety, and much more are now able to find the resources they need close to home.
- Not-for-profit agencies are using 211 Manitoba to confidently refer clients to other nearby programs and services. Agency staff are also using 211 Manitoba instead of creating and updating their own internal resource guides.
- First responders, social workers, police, customer service-focused businesses and municipalities are using 211 Manitoba as a tool to feel better prepared when handling

“out of the ordinary” health or well-being requests from customers and/or community members.

- Human resource departments see value in 211 Manitoba because it allows employees to confidentially find help without disclosing personal information to their employer that may make them feel uncomfortable and vulnerable.
- Labour groups are using 211 Manitoba to connect their members to community resources.

What about a phone service?

- At this time, 211 Manitoba is available online only. A second phase will extend the service to include phone, text, and chat capability.





Why not just use a search engine?

mb.211.ca	vs	Search Engines
<ul style="list-style-type: none"> ✓ Resources are listed in geographical order based on your location so you can find help close to home 		<ul style="list-style-type: none"> Result order based on unknown algorithm that may not include appropriate services
<ul style="list-style-type: none"> ✓ Updated by service providers regularly. All results are valid and active 		<ul style="list-style-type: none"> May not be up-to-date or may include services that no longer exist
<ul style="list-style-type: none"> ✓ Only includes government and not-for-profit services 		<ul style="list-style-type: none"> Includes for-profit results which likely cost the user money
<ul style="list-style-type: none"> ✓ NO advertising 		<ul style="list-style-type: none"> A lot of advertising

Do other provinces or territories use 211?

- Yes. In Canada, the 211 model is currently active in eight provinces and one territory. Visit www.211.ca for more information on the national network.

How does this differ from CONTACT Community Information?

- Volunteer Manitoba and United Way Winnipeg worked in partnership to transition the CONTACT Community Information Database into 211 Manitoba. This new site provides better search capabilities and helps connect Manitoba to the national 211 network.

