

# First Call for Help



# Introduction

- Would you know where to go for assistance?
- Dial 211
- Spread the word



# Purpose

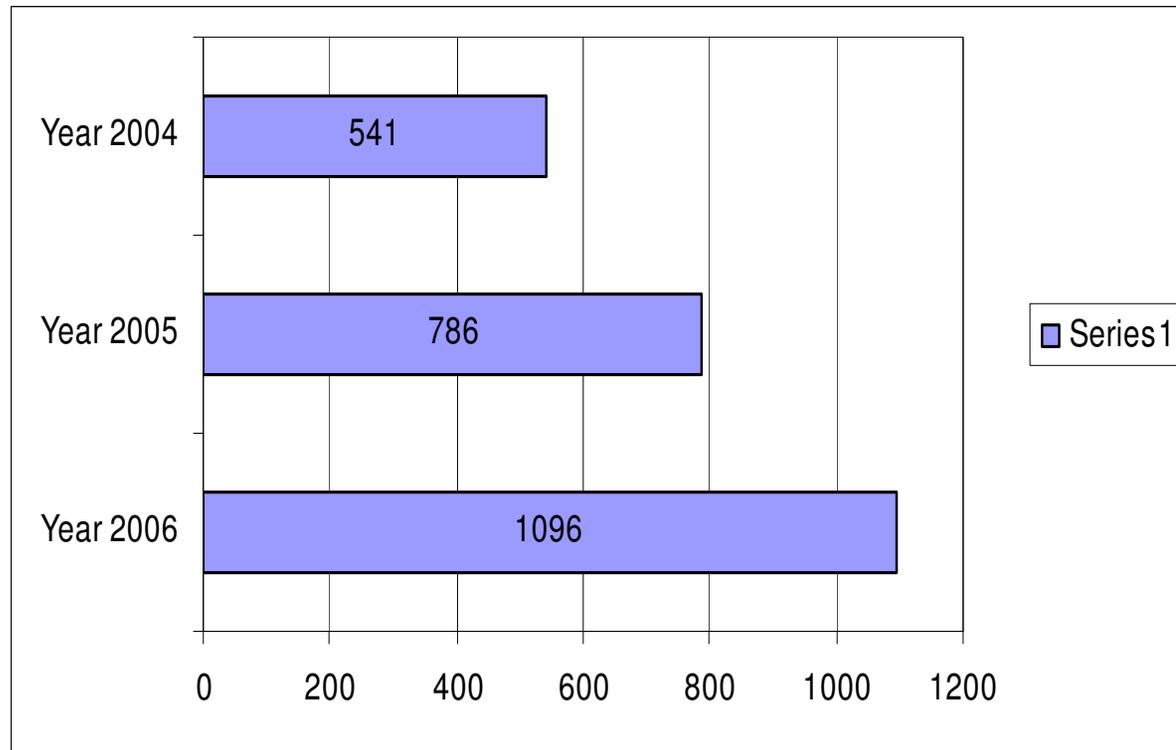
- Importance of 211
- Began in February of 2004
- Current Status



# [ 211 Utilization ]

**Over 100% increase from 2004 to 2006**

**Number of Users**



# Agencies and Programs

Abuse/Neglect

Adoption

Animals

Business

Case Management

Consumer Issues

Counseling

Day Care/Child Care

Disabilities

Education

Emergencies

Employment

Environment

Financial Assistance

Food

Government

Health/Medical

Homeless

Housing

Information

Legal

Material Assistance

Recreation

Senior Services

Substance Abuse

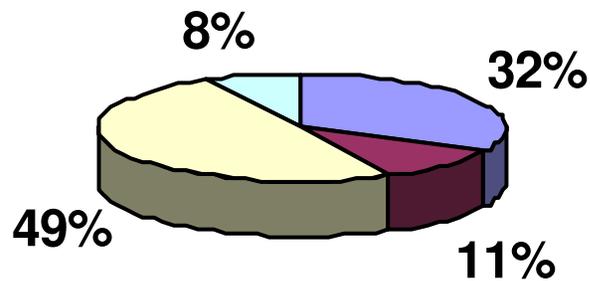
Transportation

Volunteerism



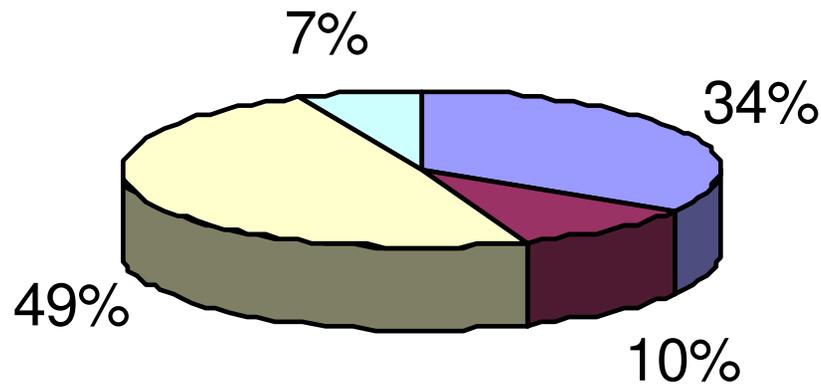
# [ 2005 Agencies & Programs ]

## Services Most Utilized



# [ 2006 Agencies & Programs ]

## Services Most Utilized



# Marketing Strategies

- Phone books
- Newspaper
- Public Service Announcement Radio
- Public Service Groups
- Place Mats
- Banks
- Other sources: (Direct Mail, Bulletins)
- Schools, hospitals, Professional Groups, Chamber of Commerce

# [ Our recommendations ]

- Phone Book
- Professional organizations – no cost
- Radio announcements – no cost
- Mailing \$9,900



# Conclusion

- Importance of 211 in our community
- Most effective way to communicate to the county residents
- Cost
- Challenge



[ Thank you: ]

- Kosciusko Community Hospital Marketing Department
- KLA Board
- United Way

