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NJ 211 Unveils A Statewide Awareness Campaign

Cedar Knolls, NJ - The New Jersey Department of Children and Families (DCF) and NJ 211 are joining hands in a major collaboration to spread awareness about the wide range of help and services available to the residents of New Jersey. This initiative aims to overcome the biggest barrier to access - lack of knowledge about existing services. DCF and NJ 211 have embarked on a statewide marketing campaign to spread the word and help more people.

“A comprehensive statewide survey found that New Jerseyans who are going through a difficult time often don’t know where to turn for help,” said Department of Children and Families Commissioner Christine Norbut Beyer. “There are federal, state, and local nonprofits ready to help, but it can be challenging to navigate the complex systems and eligibility requirements to access those services. That’s where NJ 211 comes in. Trained staff will help connect callers to services in their area. The Department of Children and Families is proud to partner with NJ 211 in this marketing campaign to help NJ residents get the help they need.”

People often ask, 'What is 211?', 211 is a simple 3 digit dialing code to connect with help for health and human services. When individuals call, they'll speak to a caring specialist who will assess their needs and guide them to the right resources. NJ 211 also hosts a free, searchable, social service directory on their website, nj211.org, allowing individuals to self-search for programs and services in their area.

Creative assets will be strategically placed throughout the state, popping up on billboards, bus shelters, train stations, and even pharmacies. But that's not all—this campaign will harness the power of social media, radio, and television to reach even more people.

The DCF and NJ 211 are working tirelessly to ensure that this campaign will reach more families and individuals who need assistance with finding food pantries, childcare, housing,

utility assistance, healthcare, mental health support, substance use, and much more. Essentially, if someone is facing a challenge or needs support in their life, they can reach out to 211 as a starting point to identifying community programs that match their specific situation. The goal is to ensure that every resident of New Jersey is aware of the services available to them and knows how to access them.

In addition to spreading awareness, the campaign also encourages nonprofit organizations to list their services in the NJ 211 database and to keep their records up to date. This will make it easier for those seeking help to find the right resources quickly.

Through this strategic initiative and the power of collaboration, DCF and NJ 211 hope to reach more families, help more people, and ensure a better future for all New Jersey residents. This is not just about informing people about available services; it is about empowering them to take the necessary steps to improve their lives.

We invite everyone to join us in this endeavor - be a 211 ambassador! Together, we can make a difference. Together, we can build a stronger New Jersey.

For more information about this campaign or to search for resources, visit www.nj211.org.

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