



## **Codey Fund to produce and air TV spot to promote pandemic relief via NJ 211 statewide info and referral service**

NJ Governor Richard Codey Sheds Light on Mental Health Resources on 211 Day: “Turn to NJ 211 for Help & Hope”

(West Orange, NJ) – The Codey Fund for Mental Health has selected NJ 211 as the non-profit organization it will promote with nearly \$100,000 for an advertising campaign planned to launch in April 2021 for two-weeks on cable television and three-weeks on social media and the web. The Codey Fund’s mission is to ensure compassionate, quality mental healthcare is accessible to everyone and that the stigma associated with mental illness is overcome through public awareness and education.

NJ 211 is a statewide information and referral service connecting people to a wide array of mental health services, including everything from support groups to intensive clinical care. The organization maintains a resource database of nearly 8,800 programs and services. In addition to mental health resources, NJ 211 offers assistance in finding access to programs for all basic human needs, like affordable housing, food, utility assistance, child care, healthcare and more. “Mental Health does not discriminate, knows no racial, economic, political or religious boundaries, it has stricken our family and it can certainly strike yours,” declared former Governor Richard Codey during a virtual news conference to announce the campaign. “During these difficult times, there is help at [nj211.org](http://nj211.org) for everyone, even kids,” Governor Codey added. Gov. Codey’s announcement comes on February 11, a day when NJ 211 and 2-1-1s across the country commemorate 211 Day in honor of a national system designed to be a front line in resources and referrals for those seeking help with health and human service needs.

In New Jersey, the 211 system was put in place when the NJ Board of Public Utilities designated the 3 digit dialing code as a direct line for information and referral services for New Jerseyans in need. NJ 211 opened its doors in 2005 and has been answering calls for help ever since.

Codey’s 30 second spot will depict a dark tunnel and begin with a narrative referencing how difficult this past year has been. Acknowledging the toll the pandemic has taken on our physical and mental health, the TV and Internet spot will introduce NJ 211 as the place to turn for help and hope.

“When you’re struggling to find a solution to the challenges you face, you can feel very alone and it is hard to know where to turn. That’s why we say ‘Need Help? Start Here’,”

explained NJ 211 executive director Melissa Acree. “NJ 211 offers non-judgmental, live assistance at any time of the day or night, 365 days a year and online access to our database is always available at nj211.org. We are here to help people find the most appropriate resource for the situations they are facing.”

“The Covid-19 pandemic has intensified the urgent need to provide every New Jersey resident with immediate access to vital services and referrals,” NJ State Senator Codey explained. “While other businesses were closing their doors, the people of NJ 211 expanded their staff and operational tools to better serve those in need.”

NJ 211 handled more than twice the normal volume of calls for assistance and created web pages focused on resources related to all aspects of the pandemic. Listing short-term resources and links to programs and services created in response to the needs of those suffering, NJ 211 provided vital connections to services that might have otherwise been missed.

In 2020, NJ 211 responded to a million contacts for help. “We are honored the Codey Fund for Mental Health has chosen to spotlight the services of NJ 211,” Ms. Acree added. “The more people who know about our free, confidential and multilingual services, the more who will get connected to the help they need. And, where there is help, there is hope.”

NJ 211 can be reached by dialing 211 or texting your zip code to 898-211. Anyone can access the resource database, informational pages and live chat services at [www.nj211.org](http://www.nj211.org) provided 24 hours-a-day.

NJ 211 is the statewide information and referral service began in 2002 when the United Ways of New Jersey spearheaded efforts to give people-in-need an easy way to find health and human services by encouraging the Board of Public Utilities to designate the NJ 211 Partnership as the sole administrator of the three digit dialing code. Statewide coverage began in 2005. In 2020 alone, NJ 211 provided resource assistance to close to one million people who called 2-1-1 or visited our website. With roughly 3,000 agencies in the organization’s resource database and nearly 8,800 programs and services listed, NJ 211 provides front door access to nonprofit, government and faith-based services, as well as disaster response information. Follow them on Twitter @NJ211 and FB and Instagram @nj211partnership.

THE CODEY FUND FOR MENTAL HEALTH was established in 2012 by Governor Richard and Mary Jo Codey. The organization was founded on the beliefs that access to comprehensive care and quality treatment for individuals with mental illness is a right, and that the stigma associated with mental illness is the single biggest barrier between the people suffering with mental health disorders and the treatment that can change their lives.

<https://www.insidernj.com/press-release/codey-fund-produce-air-tv-spot-promote-pandemic-relief-via-nj-211-statewide-info-referral-service/>