



211 Helpline

A Program of The Institute for Human Services

GetHelpNY: Automated Referrals Given SOR

June

Allegany: 6
Chemung: 0
Livingston: 0
Monroe: 0
Ontario: 0
Schuyler: 0
Seneca: 0
Steuben: 0
Wayne: 0
Wyoming: 0
Yates: 0

July

Allegany: 12
Chemung: 1
Livingston: 0
Monroe: 0
Ontario: 0
Schuyler: 9
Seneca: 0
Steuben: 68
Wayne: 0
Yates: 0

August

Allegany: 0
Chemung: 0
Livingston: 0
Monroe: 0
Ontario: 0
Schuyler: 0
Seneca: 0
Steuben: 0
Wayne: 0
Yates: 0

September

Allegany: 0
Chemung: 0
Livingston: 0
Monroe: 0
Ontario: 0
Schuyler: 0
Seneca: 0
Steuben: 0
Wayne: 0
Yates: 0

GetHelpNY: Marketing Update

- **Partnerships**
 - Livingstonhope.org
 - Steubenhope.org
- **Program Specific Logo**
- **Marketing Materials provided to following:**
 - ACCORD
 - Steuben County Mental Health Center
 - Family Service Society, Inc.
 - The Living Well Mission and Child and Family Resources
 - Southern Tier Pediatrics
 - Pro Action Steuben and Yates



GetHelpNY: Marketing Update

- **Marketing Materials Provided at the following events:**
 - Veterans Stand Down Event – Steuben
 - Speaker Fest – Steuben
 - Steuben Strong Kids, Safe Kids
 - Chemung Strong Kids, Safe Kids
 - Allegany Senior Picnic
 - Elder Abuse Fair
 - Family and Community Mental Health Outreach Day
 - Allegany County Youth Resource Fair
 - Library System Spring Continuing Education Conference
- **Marketing Materials Provided at the following events:**
 - Veterans Stand Down Event – Steuben

GetHelpNY: Looking Ahead (SOR 4 Year 2)

- **Appius Communication**

- Activity 1: Targeted Local-Rural Zip Code Mapping with SUD Indicator Cross-Referencing
- Activity 2: Targeted, Direct Outreach to Local Stakeholders and Champions. Piece Design and Mail Compliance
 - Mailer Population Assumptions/Estimates:
 - Steuben County - Population (2024 est.): 91,476 - Est. 75% rural (69,800)
 - Chemung County - Population (2024 est.): 80,693 - Est. 60% rural (50,000)
 - Yates County Population (2023 est.): 24,263 - Est. 71% rural (17,227)
 - Schuyler County Population (2020 census): 17,898 - Est. 90% rural (16,000)
 - Livingston County Population (2020 census): 61,834 - Est. 100% rural (61,834)
 - Monroe County Population (2020 census): 754,443 - Est. 8.2% rural (61,668)
 - Ontario County Population (2020 census): 112,458 - Est. 50% rural (56,000)

Total: 1,143,065 Total Rural: 332,529

GetHelpNY: Looking Ahead (SOR 4 Year 2)

- **Trellis**

- A 3-month public awareness initiative
- Trellis proposes a targeted three-month branding and education campaign to promote the "Text for Help – 898211" service in Monroe County. The campaign will focus on raising awareness about substance use disorder and providing clear information on where to get help. By leveraging customized public service announcements (PSAs) and social media advertising, the initiative aims to reach a wide local audience efficiently and effectively. This approach builds on proven strategies used successfully for the Institute for Human Services and in neighboring counties. Social media will serve as the primary communication channel, enabling direct engagement with Monroe County residents while ensuring cost-effectiveness and measurable impact.

- **Campaign Metrics and Reporting**

- Approximately ~600,000–680,000 active Meta (Facebook/Instagram) users aged 18+
- Estimated daily impressions: 3,560 impressions/day
- Estimated daily clicks: 8 – 18
- Audience targeting based on mobile device location and demographic interests
- Monthly reports with engagement insights and recommendations

GetHelpNY: Looking Ahead (SOR 4 Year 2)

- **Brockport Research Institute**
 - Assess regional awareness of the 211-texting platform
 - Identify barriers to 211-texting platform use
 - Provide data-driven recommendations to enhance 211-texting platform access and engagement

Contact 211 to Update Your Agency Listings

211 Helpline

- Allegany, Steuben, Yates, Schuyler, Chemung
- Online form www.211helpline.org/form-update-existing-agency/
- Email 211helpline@ihsnet.org

211/Life Line

- Cayuga, Livingston, Monroe, Ontario, Seneca, Wayne
- Online form www.211lifeline.org/form_agencies.php
- Email 211fingerlakes@goodwillfingerlakes.org

211 VIAWNY

- Cattaraugus, Chautauqua, Wyoming, Erie*, Genesee*, Niagara*, Orleans*
- Online form www.211wny.org/contact/

*counties not currently covered by GetHelpNY