

Text

GetHelpNY

898-211

Text. Talk. Heal.

Service Toolkit

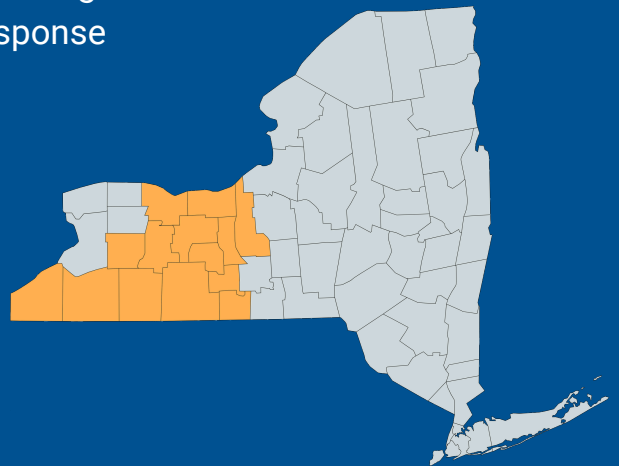
This toolkit is intended for public-facing organizations to learn about and share information regarding the GETHELPNY texting service. Contents include a service overview, FAQ and response guidelines, and digital communications resources.

Service Website

 211helpline.org/substance-use-resources

Contact

 institute@ihsnet.org



Prepared by Appius Communications

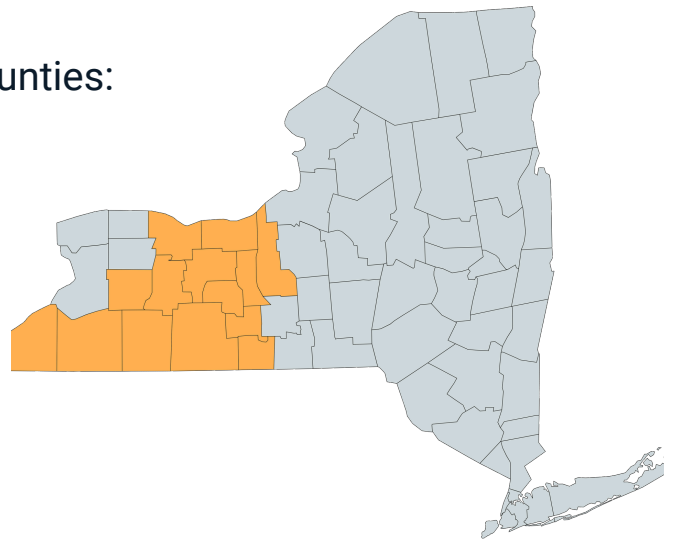
Updated January 2026

Overview

GETHELPNY is a text-based service that provides free, automated, confidential substance use disorder support and resources. Users in a 14-county upstate New York region can access the service 24/7, 365 days a year by texting “GETHELPNY” to 898-211.

The service region covers the following counties:

- Allegany
- Cattaraugus
- Cayuga
- Chautauqua
- Chemung
- Livingston
- Monroe
- Ontario
- Schuyler
- Seneca
- Steuben
- Wayne
- Wyoming
- Yates



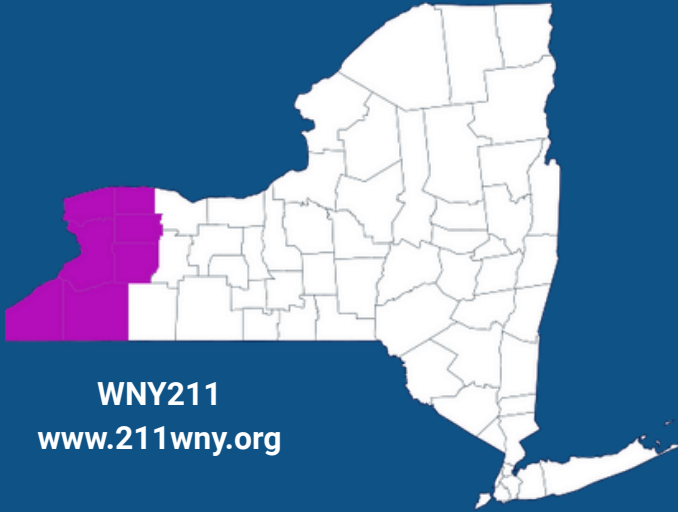
How It Works

898-211/“GETHELPNY” is a text-for-information service that provides local substance use disorder information to users who **text “GETHELPNY” to 898-211, 24/7**. The service sends a return text that lists the local substance use services and treatment centers near their location.

211 Administration

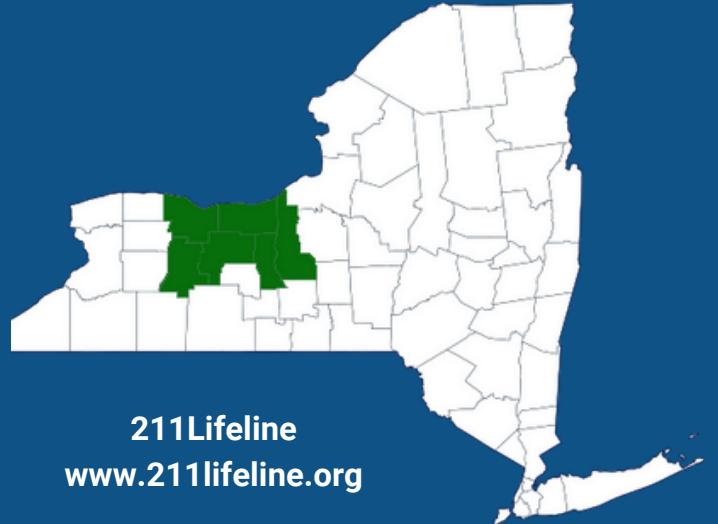
GETHELPNY is powered by local 211 information platforms. The Institute for Human Services (IHS) is the management organization that administers this service across the full 14-county region.

Local 211 Administrative Regions



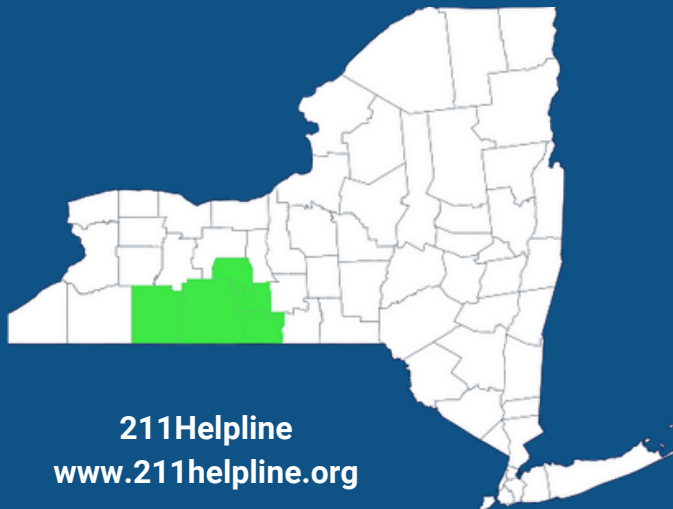
WNY211
www.211wny.org

Cattaraugus,
Chautauqua, Erie,
Genesee, Niagara,
Orleans & Wyoming



211Lifeline
www.211lifeline.org

Cayuga, Livingston,
Monroe, Ontario, Seneca,
Wayne



211Helpline
www.211helpline.org

Allegany, Chemung,
Schuyler, Steuben & Yates



Local Outreach

Local and regional organizations are key to spreading the word about GETHELPNY. Below are some ways you can share information about GETHELPNY:

- Feature information and branded content about GETHELPNY in public-facing materials such as newsletters, websites, social media, bulletin boards, email lists, blogs, staff meetings, etc.
- Reshare GETHELPNY and 2-1-1 helpline social media posted by the Institute for Human Services, Inc. [@IHSNetwork](#) (GETHELPNY program specific social media pages coming soon!)
- Distribute physical materials such as rack cards, posters, postcards, and business cards. See Resources section for more information.
- Schedule a short informational session for your staff or partners by using the contact form on the bottom of the 211 helpline website: 211helpline.org/substance-use-resources/

Best Practices

- **DO** make use of digital and print resources available at <https://bit.ly/GETHELPNY>
- **DO** encourage your staff and partners to share information about GETHELPNY.
- **DO** share feedback from users to help improve the service.
- **DO** reach out to institute@ihsnet.org with any questions.
- **DO NOT** personally counsel or treat community members.
- **DO NOT** speak on behalf of a 211 management organization or United Way, aside from providing information about the service itself.

FAQ and Response Guidelines

Q: Who funds this service?

A: The service is powered by the 211 information platform; the Institute for Human Services administers GETHELPNY across the full 14-county region, and it is funded by a grant provided by the Health Resources and Services Administration (HRSA).

Q: Does this service track my information or data?

A: Utilization of the GETHELPNY service, providing automated referrals by text message, is private and confidential. Your phone number and ZIP code are collected when you opt-in. This information is held securely, will not be shared or sold to any third parties, and will not be used to identify individuals. No additional personal information is provided by your phone carrier, and your phone number is not used for any purpose other than: (1) to deliver messages in reply to your prompts, and (2) as a unique identifier to calculate how many individuals are utilizing the service.

Q: Is this service free?

A: Yes. Standard text/data rates may apply.

Q: What is 211?

A: 211 is a designated phone number where anyone can receive local information and referrals to social services and other assistance in the United States.

Q: Will the service be available in other counties in the future?

A: GETHELPNY is currently available in select counties due to existing funding parameters. We recognize the value of statewide collaboration and welcome opportunities to collaborate with additional 211s to expand the initiative. Our team can assist with initial set-up, marketing, and program coordination, including grant opportunities to expand the program's reach.

Q: Where can I learn more?

A: Information about the GETHELPNY service can be found online at 211helpline.org/substance-use-resources, or you can visit the 211 regional website for your county to learn about specific services near you.

Resources

This section contains:

- **Sample text for communications.**
- **QR code and logo.**
- **Digital designs for posters, rack cards, postcards, business cards, and social media posts.**
- **Awareness dates for outreach, features, or posts.**
- **National and New York State resources for substance use disorder and mental health.**

Copy / Paste Sample Text

These sample texts can be used in website features, newsletters, social media, etc.

Need substance use disorder treatment resources? Text GETHELPNY to 898-211 for free, confidential, automated info—available 24/7.

GETHELPNY is a free, confidential text-for-information service. Text GETHELPNY to 898-211 and you'll receive an automated reply with local substance use disorder treatment and prevention resources near you—available 24/7, 365 days a year.

GETHELPNY is a texting service that provides free, automated, confidential substance use disorder support in upstate NY. Users can text GETHELPNY to 898-211 and access resources 24/7, 365 days a year. Learn more at 211helpline.org/substance-use-resources

The GETHELPNY texting service is available in the following counties: Allegany, Cattaraugus, Cayuga, Chautauqua, Chemung, Livingston, Monroe, Ontario, Schuyler, Seneca, Steuben, Wayne, Wyoming, Yates.

If texting is not an option, search 211.org, request help at 211helpline.org, or call 2-1-1.

Text GETHELPNY to 898-211 to access substance use disorder resources in the following counties:

- Allegany
- Cattaraugus
- Cayuga
- Chautauqua
- Chemung
- Livingston
- Monroe
- Ontario
- Schuyler
- Seneca
- Steuben
- Wayne
- Wyoming
- Yates

Learn more at 211helpline.org/substance-use-resources.

QR Code and Logo

The QR code (provided in multiple colors) takes users directly to the texting service in the Messages app. File is available at this link: <https://bit.ly/GETHELPNY>



Scan Me



Scan Me



Scan Me



Scan Me



Text. Talk. Heal.
Powered by 211 Helpline.
Data rates may apply.

Designs and Creatives

The following digital files are available for download or sharing at this link:

<https://bit.ly/GETHELPNY>

- Rack Cards
- Postcards
- Business Cards
- Posters
- Social Media Posts





Awareness Dates

- National Drug and Alcohol Facts Week: March 2026
- Alcohol Awareness Month: April 2026
- National Alcohol Screening Day: April 9, 2026
- National Prevention Week: May 11 – 17, 2026
- New York Kicks Butts Week: May 26–31, 2026
- World No Tobacco Day: May 31, 2026
- International Overdose Awareness Day: August 31, 2026
- National Recovery Month: September 1–30, 2026
- National Opioid Awareness Month: September 1–30, 2026.
- National Opioid and Substance Awareness Day: September 21, 2026
- National Substance Abuse Prevention Month: October 1–31, 2026
- Red Ribbon Week: October 23–31, 2026
- National Prescription Drug Take Back Day: April 25, 2026
10am – 2pm local time
- Fall 2026 date: not yet posted by DEA as of January 28, 2026; it is typically in October. If it follows the common “last Saturday of October” pattern, that would be October 31, 2026
- Great American Smokeout: November 19, 2026

General NYS Substance Use Disorder and Mental Health Resources

New York State Office of Mental Health (OMH) – Regulates, oversees, and funds mental health programs and crisis services statewide.

omh.ny.gov

New York State Office of Addiction Services and Supports (OASAS) – Coordinates prevention, treatment, and recovery for substance use disorders.

oasas.ny.gov

New York State Department of Health – Mental Health & Addiction Services – Provides statewide health guidance, referrals, and crisis resources.

www.health.ny.gov/community/special_needs/services/mental_health.htm

988 Suicide & Crisis Lifeline – 24/7 mental health and substance use crisis support by call, text, or chat.

988lifeline.org

New York State Council for Community Behavioral Healthcare – Advocacy and coordination for behavioral health providers.

nyscouncil.org

OASAS “30 in 30” Resource Hub – Aggregated links to prevention, treatment, and harm reduction programs across the state.

oasas.ny.gov/30-30-resources

NAMI New York State – Advocacy, education, and support groups for individuals and families affected by mental illness.

naminys.org

Mental Health Association in New York State (MHANYS) – Training, public policy, and statewide programs to promote mental wellness.

mhanys.org

Friends of Recovery New York – Recovery community network offering peer support and local affiliate organizations.

for-ny.org

New York State Alliance of Recovery Residences (NYSARR) – Certification and support for recovery housing statewide.

narronline.org/affiliate/new-york-state-alliance-of-recovery-residences

InUnity Alliance (formerly ASAP-NYS) – Advocacy and professional support for addiction service providers and recovery professionals.

www.asapnys.org

Phoenix House New York – Treatment and recovery programs for substance use and co-occurring mental health disorders.

phoenixhouseny.org

National Substance Use Disorder and Mental Health Resources

Substance Abuse and Mental Health Services Administration (SAMHSA) – leads U.S. efforts in behavioral health, offers grants, programs, and policy guidance.

www.samhsa.gov

FindTreatment.gov – SAMHSA’s treatment locator tool for mental health and substance use disorders.

findtreatment.gov

HHS – Mental Health & Substance Use Disorder programs (policy, funding, resources)

HHS.gov

National Institute of Mental Health (NIMH) – research, fact sheets, help resources for mental disorders

www.nimh.nih.gov

National Alliance on Mental Illness (NAMI) – advocacy, education, and support programs nationwide.

[www.nami.org/ NAMI+1](http://www.nami.org/)

Mental Health America (MHA) – prevention, early screening, public education.

mhanational.org

Crisis Text Line – free, 24/7 crisis support by text (text HOME to 741741)

www.crisistextline.org

National Council for Mental Wellbeing – network of providers, advocacy, technical assistance.

www.thenationalcouncil.org

The Jed Foundation – focuses on emotional health and suicide prevention for teens and young adults.

jedfoundation.org

Rural Minds – advocacy and resources aimed at mental health in rural U.S. communities.

www.ruralminds.org

Brain & Behavior Research Foundation – funds research into mental illnesses.

bbrfoundation.org



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