2-1-1 Teen HELPLINE

Toolkit for Agencies, Professionals, & Supporters

2-1-1 Teen HELPLINE is a service of the Institute for Human Services, Inc.
Dear Supporter of Youth,

Welcome to the 2-1-1 Teen HELPLINE Toolkit! Thank you for your interest in helping to engage, support, and empower teens through accessing vital community resources.

This toolkit serves as an educational guide for young people, youth-serving professionals, community leaders, and activists to take action and intentionally engage youth in seeking help for their friends and for themselves. It aims to equip you with the tools, strategies, and resources to assist you in incorporating 2-1-1 Teen HELPLINE within your agency, classroom, or program.

In this toolkit, you will find key messages, customizable items for sharing your support with the media, social media graphics, website buttons for linking to 2-1-1 Teen HELPLINE - and more!

If you have any further questions and/or comments, please feel free to contact us for assistance!

We look forward to your support in empowering youth to access help!

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This toolkit includes information and samples on the following:

i. About 2-1-1 Teen HELPLINE

ii. Get Involved

iii. Key Messages

iv. Website Buttons

v. Social Media

vi. Sample Press Release

vii. Drop-In Article

viii. Dialing Issues
What is 2-1-1 Teen HELPLINE?

The problems of today’s youth are vast and complicated. From their inner selves to family and outside influences, young people face more challenges than ever before — but 2-1-1 Teen HELPLINE is here to help!

Empowering teens through connections to local community resources, 2-1-1 Teen HELPLINE is an outlet for youth to share their experiences and receive support in finding help.

A free, safe, and confidential source of support and information for youth, parents, and professionals, 2-1-1 Teen HELPLINE operates 24/7 through various platforms — including calling the contact center, searching the website, and chatting online for meaningful, guided connections to help.

How to Connect with 2-1-1 Teen HELPLINE

Call!
Dial 2-1-1 or 1.800.346.2211

Search Online!
www.211helpline.org/teen

Chat!
Available Monday - Friday, 1 p.m. to 4 p.m.
Interested in learning how your organization can utilize 2-1-1 Teen HELPLINE? Check out these quick tips and learn more throughout this toolkit.

- **Update Your Agency's Information**
  In order to promote local programs and services, it's essential that all information be correct & up-to-date in the 2-1-1 Teen HELPLINE database.

  We encourage you to spend a few minutes searching for your organization and the programs offered at [www.211helpline.org/teen](http://www.211helpline.org/teen). Check the information listed for accuracy and clarity.

  If you find any needed edits or updates, simply reach out to the 2-1-1 HELPLINE contact center at 2-1-1 (1.800.346.2211) or 211helpline@ihsnet.org.

- **Invite 2-1-1 Teen HELPLINE into Your Classroom or Program**
  Area health classes have implemented lessons on 2-1-1 Teen HELPLINE as a tool to empower teens to reach out and find help, whether for themselves, their friends, or their families. Lessons can range from in-class presentations to projects that require students to research a specific topic, contacting 2-1-1 Teen HELPLINE to access answers.

  By encouraging seeking help within the classroom, students are more likely to be proactive in making decisions regarding their health and wellness. Equipped with the skills and tools to be a self-advocate, teens will feel more comfortable - and empowered - to get connected to local resources.

  In addition, a collaborative program with INSPIRE Adolescent Health & Wellness allows for in-class presentations and discussions with the Youth Leadership Council. Youth will learn first hand the importance of seeking reliable and supportive help when faced with various challenges, as well as experience reaching out to 2-1-1 Teen HELPLINE via the communication channels available.

- **Share Information from this Toolkit**
  We've created this toolkit in hopes of providing your organization with the tools, strategies, and resources to assist you in incorporating 2-1-1 Teen HELPLINE within your agency, classroom, or program. Simply select one source of information - or all! - from this toolkit and share with youth, your colleagues, or anyone else that may benefit.

- **Encourage the Youth in Your Life to Seek Help**
  *The easiest way to get involved?* Encourage the youth in your life to seek help! Not only will you be providing access to local resources, but you will also be supporting the development of teens as self-advocates!
2-1-1 Teen HELPLINE is a free, safe, and confidential source of support and information for youth, parents, and professionals - and help is available 24/7!

By calling the contact center, searching the website, or chatting online, 2-1-1 Teen HELPLINE can connect you to help for whatever problem you may be experiencing.

We keep it local! 2-1-1 Teen HELPLINE provides connections to hundreds of youth-focused programs & services throughout the Southern Tier, including Steuben, Chemung, Allegany, Schuyler, and Yates Counties.

... But we also have an extensive database of national hotlines and sources of support. If you can't find the help you need locally, we'll direct you to additional options!

2-1-1 Teen HELPLINE provides help to teens to empower them to seek support, utilize local resources, and make healthy decisions based on their own lives and circumstances.

No two people are the same. That's why 2-1-1 Teen HELPLINE believes that you have choices when it comes to dealing with a problem. We are here to help you explore your options -- You'll decide what's best for you.

When you're unsure of who to talk to, dial 2-1-1! Sure, calling 2-1-1 Teen HELPLINE doesn’t mean your problems will magically disappear - but expressing how you're feeling and what you're going through is a good first step. We'll provide the connections to help you move forward in getting help.
An important component of 2-1-1 Teen HELPLINE is ensuring that information is easily accessible and conveniently available to those who may utilize the resource. If you have a website, we invite and encourage you to add a "button" that directly links to the 2-1-1 Teen HELPLINE site.

Simply select the button below that works best for the design and structure of your website, upload and place the image, and then link the image to www.211helpline.org/teen!

[Please Note: High quality, downloadable versions of all four button options are available at www.211helpline.org/teentoolkit.]

**Square Buttons:**

**Black & White**

![Black & White Square Button](image1)

Click here to find help!

**Color**

![Color Square Button](image2)

Click here to find help!

**Circular Buttons:**

**Black & White**

![Black & White Circular Button](image3)

Click here to find help!

**Color**

![Color Circular Button](image4)

Click here to find help!
Use the following graphics and sample posts to help promote 2-1-1 Teen HELPLINE via Facebook, Pinterest, and Instagram.

Like us on Facebook (search 2-1-1 HELPLINE) & be sure to use the hashtag #211teen!

Facebook, Pinterest, Instagram:

Graphics

Sample Posts

- Get connected to help! 2-1-1 Teen HELPLINE is a free, safe, and confidential source of support and information - available 24/7! www.211helpline.org/teen #211teen

- Stressed out? Lonely? Being bullied or abused? Worried about a friend? Youth from all over (insert County) reach out to 2-1-1 Teen HELPLINE in different ways when they don’t know who to talk to. Get connected to help today! #211teen

- Unsure of who to talk to? Dial 2-1-1! Sure, calling 2-1-1 Teen HELPLINE doesn’t mean your problems will magically disappear - but expressing how you're feeling and what you're going through is a good first step. We'll provide the connections to help you move forward in getting help. #211teen
Use the following graphics and sample posts to help promote 2-1-1 Teen HELPLINE via Twitter.

Follow us on Twitter (@211helpline) & be sure to use the hashtag #211teen!

Twitter:

Graphics

Sample Posts

- Get connected to help! 2-1-1 Teen HELPLINE is a free, safe, & confidential source of support. Visit www.211helpline.org/teen! #211teen

- Call. Search. Chat. Get Connected with 2-1-1 Teen HELPLINE! www.211helpline.org/teen #211teen

- Worried about a friend? Reach out to 2-1-1 Teen HELPLINE if you don’t know who to talk to. www.211helpline.org/teen #211teen

- By calling, searching, or chatting, 2-1-1 Teen HELPLINE can connect you to help for whatever problem you may be experiencing #211teen
Use the customizable press release below to share your support of 2-1-1 Teen HELPLINE with the local media and public.

(Content in red can be updated appropriately for your organization’s information.)

FOR IMMEDIATE RELEASE

Date: (Insert Date)

Media Contact: (Insert Information)

Empowering Local Youth through 2-1-1 Teen HELPLINE Connections

(Insert Organization Name) Joins Collaboration of Agencies Helping Teens Access Help

Southern Tier, NY (Insert Location of Choice)... The problems of today’s youth are vast and complicated. From their inner selves to family and outside influences, young people face more challenges than ever before – but 2-1-1 Teen HELPLINE is here to help!

Empowering teens through connections to local community resources, 2-1-1 Teen HELPLINE is an outlet for youth to share their experiences and receive support via calling the contact center, searching the website, and chatting online for meaningful, guided help.

Teens, parents, and youth-serving professionals can access information and get connected to a variety of local programs, services, and community resources, including (insert organization name or program offerings, as well as information about your agency.)

(Insert quote from staff member of organization or a teen that you work with on the benefits and importance of youth being able to access help for their friends or for themselves.)

For more information and to share the connection to help with the youth in your life, visit www.211helpline.org/teen or dial 2-1-1 (1.800.346.2211)!

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About 2-1-1 Teen HELPLINE: A free, safe, and confidential source of support and information for youth, parents, and professionals, 2-1-1 Teen HELPLINE operates 24/7 through the various platforms – including calling the contact center, searching the website, and chatting online for meaningful, guided connections to help. Learn more by visiting www.211helpline.org/teen or dial 2-1-1 (1.800.346.2211)

About (Insert Organization Name): (Insert Media Boilerplate)
Call. Search. Chat. Get Connected with 2-1-1 Teen HELPLINE

The problems of today's youth are vast and complicated. From their inner selves to family and outside influences, young people face more challenges than ever before.

According to a recent study by the Pew Research Center, 92% of teens (aged 13-17) report going online daily, with 24% reporting that they go online "almost constantly." It is evident that this amount of digital connection includes seeking information about sensitive health topics, many of which may seem too personal or too uncomfortable to discuss.

Often, a simple online search is the extent of exploring an issue, with no real connection to support or guidance in seeking answers - but 2-1-1 Teen HELPLINE is here to help!

(Or make it your own! Insert facts or statistics that you believe not only show the importance of 2-1-1 Teen HELPLINE, but will engage your organization's specific audience!)

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Users of the website, www.211helpline.org/teen, can search by program category, keyword, and zip code. Program details include contact information, location information and Google map links, as well as program description details.

Teens, parents, and youth-serving professionals can access information and get connected to a variety of local programs, services, and community resources, including topics such as: bullying & violence, money smarts, sexual and reproductive health, education & career, and many more!

Learn more by visiting www.211helpline.org/teen or dialing 2-1-1 (1.800.346.2211)!
If you are having any trouble dialing 2-1-1, you can always dial 800-346-2211 to reach 2-1-1 HELPLINE.

2-1-1 Calls from Cell Phones
2-1-1 has been programmed to be able to reach us from cell phones in the region. If, for some reason, the service is not provided by your cell phone provider, please call 800-346-2211 when you need assistance, and contact your service provider to request direct 2-1-1 dialing.

2-1-1 Calls from Work: Agencies, Government Entities, and Companies
If you are unable to access 2-1-1 from your work phone, talk with your technical department to request 2-1-1 dialing access. 2-1-1 is a new dialing code so phone systems at agencies, government entities, and companies may have to change the permissions in the phone system to allow employees to dial 2-1-1.

2-1-1 Calls from Home
If you are unable to access 2-1-1 from home, you may be experiencing one of the following situations:

● Your telephone service provider has not programmed 2-1-1 as part of the service.

● Access to 2-1-1 has been programmed by the telephone service provider, but it is not working properly.

To correct the problem, contact your telephone service provider’s repair number to report that you are unable to connect to 2-1-1.

2-1-1 Calls from Cable/Broadband Phones
Cable and broadband phones use a unique type of technology that makes it difficult to connect to services such as 2-1-1, 4-1-1 and 9-1-1. This is because the nature of the technology allows the call to be routed anywhere the service exists. If you dial 2-1-1 in NY, you might be routed via another state. In some cases you may need to call the provider and request dedicated tracing and routing of your service to the appropriate call center.