



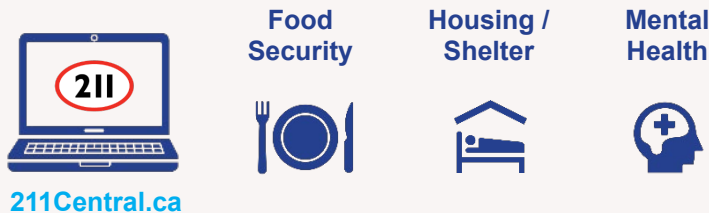
Findhelp | 211 connects people to services through 24/7 multilingual navigation, crisis response, specialty helplines, online searches, and a comprehensive database of human and social services. Working with our partners, we strive to deliver equitable access for vulnerable people in our communities.

FINDHELP | 211 SECTOR SNAPSHOT:

York Region – September 2024

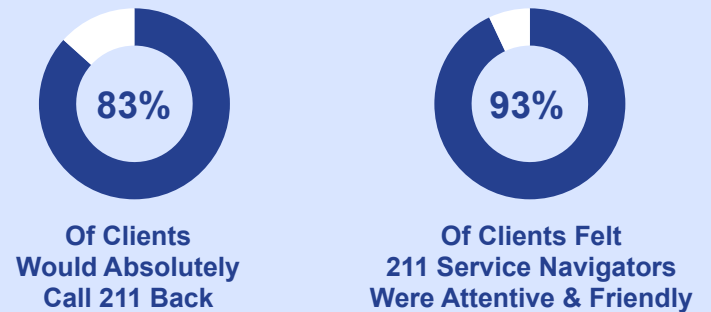
The purpose of this report is to provide an overview of top and emerging client needs.

TOP 3 CLIENT WEB SEARCHES ¹



COMMITMENT TO SERVICE EXCELLENCE

Our commitment to service excellence is unparalleled. As the partner of choice for government and community service organizations, our team strives to exceed service standards.²



TOP 5 CLIENT SERVICE NEEDS ^{3,4,5}



TRENDS & UNMET CLIENT SERVICE NEEDS ⁶

Over the past month, these have consistently been top issues as identified by our Service Navigators:

- 1. HOUSING / SHELTER:** As cooler weather arrived, we noticed a spike in contacts for street outreach and specific supplies such as sleeping bags for those experiencing homelessness. Additionally, shelters across the Greater Toronto Area reported struggling with capacity, especially domestic violence shelters. There was also a rise in contacts from shelter occupants seeking safe beds, transportation expense assistance to travel from shelter to shelter, cost-effective/no-cost community moving and storage services, rent payment and utility assistance, and other community supports.
- 2. MENTAL HEALTH:** In comparison to the previous month, 211 contacts related to wellbeing checks from concerned members of the public have remained steady, particularly for seniors and older adults in crisis or mental health distress. Additionally, many mental health clients reported financial or housing-related stress as leading causes for distress. We also noticed an increased demand for in-person and over the phone counselling services.
- 3. UNMET NEEDS:** Health, Mental Health, Food Security

GET INVOLVED

- [Update Your Agency's 211 Profile](#)
- Request a 211 Overview / Training: training@findhelp.ca
- Order 211 Promotional Materials: 211outreach@findhelp.ca
- View our Data Insights: [211 National Expansion Portal](#), [211 Ontario Needs Dashboard](#), [211 Data Snapshots \(GTA\)](#)

CONTACT US: 211outreach@findhelp.ca

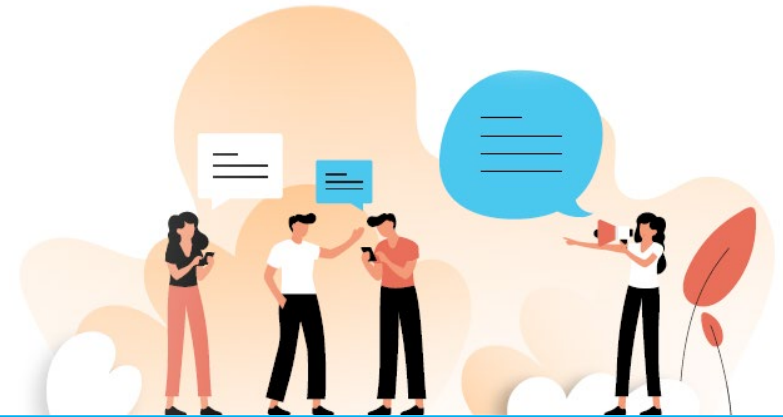
211 CLIENT STORY

A client contacted 211 stating that her brother, who was an older adult, had his personal information hacked. The hacked personal data had been used for fraud. Someone had obtained a credit card in his name and had spent a large amount of money.

The client had tried asking for help from the Credit Bureau but didn't receive much guidance from them. She had reported the identity theft to the police, but they had only documented the matter. She was wondering if there were relevant authorities or agencies she could turn to for meaningful help.

The Service Navigator first empathized with the client about her deep concern about her brother's situation. He discussed the situation at length with her. This discussion gave her some emotional relief, as well as provided him with important details about the identity theft, so that he could best refer her to resources. The Navigator then made several referrals, such as to the Canadian Anti-Fraud Centre. He discussed the specific roles of each one of the agencies to which he made a referral and explained how to properly access them.

The Navigator was concerned about the client and her brother, especially because they were older adults who had not received the help they were seeking on their first calls to different authorities. Thus, he offered the client a follow-up call to make sure that the referrals worked out for them. The client gratefully accepted. When he followed up with the client some days later, the client and her brother were in a better situation. She said that the situation was resolved and they were relieved. She thanked the Navigator for the follow-up call and his assistance on the original call.



¹ Top 3 Client Web Searches across the Greater Toronto Area via 211Central.ca
² Service Outcome percentages help us understand how the service we provide is received, how clients are feeling after they contact 211 and whether more support is needed to address any unmet client service needs.
³ Client Service Needs are tracked using taxonomy (a categorization system that is standard for 211 Service Providers across North America) and are rolled up to categories.
⁴ Learn about the [Canadian AIRS Needs Categories – Data Dictionary](#).
⁵ 'Individual / Family' represents Case Management, Care Planning & Advocacy needs.
⁶ Trends & Unmet Client Service Needs is comprised using multiple data sets including client service needs, unmet client service needs and trends reported by 211 Service Navigators – who answer 211 calls, text, chat, and emails. This data does not identify individuals.



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