

United Way of Northern
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NEVADA 2-1-1 GOES TO A 24/7 FORMAT DUE TO OVERWHELMING NEED

Reno, Nev. – Nevada 2-1-1, a statewide service that provides up-to-date information from basic human needs, physical and mental health resources to support for community crisis or disaster recovery, has recently become a 24/7 call center, and was a critical resource during recent local disasters.

“We had been working towards the goal of becoming a 24-hour, 7-days a week program for some time and now have accomplished this goal” said Kathy Jacobs, executive director of the Crisis Call Center and one of two call centers for Nevada 2-1-1. Jacobs added, “Nevada 2-1-1 call centers in Reno and Las Vegas played a key role in responding to callers during the recent Caughlin Fire and Reno Air Races disasters.”

On September 16, 2011, the Reno Air Races Disaster occurred and Nevada 2-1-1 was asked to step in and more than 2,000 calls were answered. Nevada 2-1-1 provided support to witnesses of the crash, family members in distress, first responders, people injured in the crash and family members of the deceased needing bereavement counseling and information with the support they needed. “We were in a position to handle the communication for a community disaster because of all the preparation that had already been done,” stated Jacobs.

During the recent Caughlin Fire disaster, the Las Vegas and Reno call centers unified their efforts, answering more than 1,500 calls throughout the 30-hour activation. The Caughlin Fire marked the second time in a two-month span that Nevada 2-1-1 was called into action. “We were once again called on to provide our community with the most up-to-date information during a time of disaster,” said Jacobs. Within hours of the fire starting on November 18, 2011 the call center was activated. “We received a wide range of calls, from people who had been evacuated and needed to know where to go to people who were concerned about their pets and parents with questions about which schools were cancelled for the day. Due to the caller interface our operators use, each caller was given the latest and most accurate information available,” said Jacobs.

About Nevada 2-1-1

Governor Kenny Guinn established the Nevada 2-1-1 Partnership by Executive Order in February 2006, to implement a multi-tiered response and information plan in the state of Nevada. 2-1-1 is an easy to remember telephone number that, where available, connects people with important community services and volunteer opportunities. Contact information on essential services ranging from finding an after-school program to securing adequate care for a child or an aging parent can be provided by the 2-1-1 operator. United Way Worldwide is the primary national promoter of the 2-1-1 program, which has as its goal the inclusion of this vital information line in every corner of the United States.

About United Way of Northern Nevada and the Sierra

The foundation that nurtures and supports healthy lives is made up of three, interconnected ‘building blocks’ – education, financial stability and health. United Way is ideally suited to create positive, lasting change by addressing all three areas as one – through proper expertise, capacity and relationships. Join us! Bring your passion, knowledge and resources to get things done all across our community. We all win when a child succeeds in school, when a neighborhood turns around and when workers have solid jobs. For more information, call 775-322-8668 or visit www.uwnns.org.

About United Way of Southern Nevada

United Way collaborates with volunteers, stakeholders and community leaders to uncover key strategies designed to develop community-based solutions to our community's most pressing health and human service issues. Beyond quick fixes, these strategies are delivering lasting solutions, aligned with benchmarks and achievement standards, to change community conditions. For more information about southern Nevada's most pressing needs and how United Way's Community-based Agenda is improving lives, visit uwsn.org/connected and join United Way's social network.

About Crisis Call Center

A non-profit with over 45 years of continuous service, Crisis Call Center offers free, confidential support to the community when it is needed most. Our 24-hour Crisis Hotline provides emotional support and resource referrals to people in any type of crisis, Sexual Assault Support Services empower survivors of sexual assault with the tools they need through face-to-face support, and Nevada 2-1-1 connects our community to essential health and human services for everyday emergencies and during community disasters. For information on how you can help, call 775-784-8085 or visit www.crisiscallcenter.org.

About Help of Southern Nevada

Serving the community for 42 years, HELP of Southern Nevada assists over 100,000 low-income families and individuals to become more self-sufficient through direct services, trainings and referrals. Programs available; social services, weatherization, community alternative sentencing, work opportunities readiness center, holiday assistance, Nevada 2-1-1 call center and homeless and youth services. For more information, call HELP of Southern Nevada at 702-369-4357 or visit www.helpsonv.org.