



**Saskatchewan**<sup>®</sup>

Connect to Services You Need

211 Saskatchewan offers up-to-date and complete listings of social, community, health, and government services across Saskatchewan.

sk.211.ca Issue 1, Fall 2014

## Saskatchewan Libraries Partner with 211 Saskatchewan

Did you know that you can benefit from 211 Saskatchewan’s information and referral database *free* through your public library? This is of special value to those without access to the internet or computer technologies.

These benefits make the partnership announced earlier this year between 211 Saskatchewan and the Libraries of Saskatchewan a perfect fit.

The Saskatchewan Libraries is a co-operative project among the seven regional libraries, one northern library, and the public libraries of Regina and Saskatoon. In partnering with 211 Saskatchewan, the co-operative seeks to help local community members make effective use of the service, particularly those in the community who lack access to the internet or computers.

“Public libraries are gateways to our communities and we are in the business of offering information to our members,” said Jan Smith, Director, Palliser Regional Library. “Our staff can provide help and tailor services based on the specific needs of our membership. So it is win-win.”

According to Barb Laing, Program Manager, 211 Saskatchewan, the partnership will improve and expand the database, particularly for rural communities. “The libraries play a key role in helping service providers list in our database,” she said. “This will improve the relevancy, currency, and completeness of our listings across the province.”

Laing also sees value in the fact that the libraries are physical locations spread across the province. This amounts to a “storefront presence” for 211 Saskatchewan. Signage promotes and explains the service for library patrons, and specific audiences (such as newcomers, Aboriginal people, or older adults) can receive more focused service.



At left, Jan Smith, Director, Palliser Regional Library, and Karon Selzer, Head Librarian, Moose Jaw Public Library, are introducing patrons to the values of **sk.211.ca**.

**Visit. Search. Find. sk.211.ca**

### Key Statistics (September 16, 2013 to September 15, 2014):

<b>Total Visits:</b>	<b>29,856</b>
<b>Searches:</b>	<b>24,265</b>
<b>Services Visited:</b>	<b>31,933</b>
<b>Total Pages:</b>	<b>122,371</b>

### Top Shortcuts:

- Mental Health
- Child Care
- Shelters

<b># of Organizations:</b>	<b>2,231</b>
<b># of Services:</b>	<b>5,106</b>



@211sask

211 Saskatchewan

211 Saskatchewan is an initiative of the United Ways of Saskatoon and Regina.



United Way  
Change starts here.



## Message from Barb Laing, Program Manager

### First year brings community support, service enhancements, growth

Welcome to the first edition of our newsletter, designed to keep you up-to-date on 211 Saskatchewan. We

welcome your thoughts and feedback.

For the past ten years, the United Ways of Saskatoon and Regina have led the way for the establishment of 211 Saskatchewan. A year ago, thanks to the United Ways' steadfast commitment, funding, and leadership, **sk.211.ca**, the 211 Saskatchewan website, launched and now benefits communities across the province.

At this stage, our service offers instant access from any internet-connected device to an ever-growing listing of nearby community, government, health, and social services. Future enhancements will include continuing growth in the database listings and potential mini-sites targeted to meet the needs of specific clients such as newcomers, youth, and older adults. We're also actively fundraising to build a voice system that can be accessed from any telephone.

Highlights of our first year are summarized at right. Many supporters have contributed to our first year, and I extend our appreciation to all. In particular, I thank the leading supporters listed below.

We look forward to building on our foundation as we continue to work with you and other partners to expand and improve the 211 Saskatchewan service in our communities.

### 211 Saskatchewan Leading Supporters:

- Provincial Association of Transition Houses of Saskatchewan (PATHS);
- The Saskatchewan Libraries (see main feature);
- Saskatoon Crisis Centre;
- Saskatchewan Seniors Mechanism (SSM);
- Saskatchewan Association of Rehabilitation Centres (SARC);
- Canadian Mental Health Association Saskatchewan (CMHA Saskatchewan)
- Aboriginal Friendship Centres of Saskatchewan (AFCS);
- Saskatchewan Association of Immigrant Settlement and Integration Agencies (SAISIA).

### Your 211 Saskatchewan Team:



From left to right: Technical Information Specialist, Radhey Shah; Information Specialist, Shelley Brenner; Program Manager, Barb Laing; and Senior Information Specialist, Alison Jestadt.

## 211 Saskatchewan First Year Highlights

- **September 2013:** **sk.211.ca** website launches, enabling online access from desktops and laptops
- **November 2013:** **sk.211.ca** mobile version launches, enabling searches from any internet-connected device
- **February 2014:** Icon shortcut links facilitate faster, easier search on **sk.211.ca** home page
- **April 2014:** 211 Saskatchewan partners with Saskatchewan Libraries to expand public access to **sk.211.ca**
- **June 2014:** New marketing plan launches with slogan **Connect to Services You Need**
- **August 2014:** **sk.211.ca** provides real-time shelter bed availability; Results page offers greater flexibility
- **September 2014:** **sk.211.ca** celebrates its first year of operation with **over 5000 listed services and 2200 organizations in its provincial database**



Saskatchewan

We're proud to connect Saskatchewan people with the services they need, anytime, anywhere, through sk.211.ca. Questions? Ideas? Contact us today at [211sask@unitedwayregina.ca](mailto:211sask@unitedwayregina.ca).