

211 for Cochrane & Area Expansion

On January 24, 2007, Cochrane and area welcomed 211 into their community.

211 for Cochrane and area will support the existing information and referral work being done by the Cochrane Family & Community Support Services (Cochrane FCSS) and other local service providers. 211 will fill in the gap by offering 24-hour service and an alternative choice to residents who may not feel comfortable calling locally for help. "Cochrane FCSS staff are excited that residents will have access to the 211 service. This will enhance the work that is already being done in the community to share information," says Susan Flowers, Manager of Cochrane FCSS & Social Planning.

211 for Cochrane and area is a partnership of United Way of Calgary and Area, The Town of Cochrane, Distress Centre Calgary, The City of Calgary, The Municipal District of Rocky View and Calgary Bow Region Community Partnership Enhancement Fund. Members of this 211 Expansion Committee have been working hard for months to bring 211 to Cochrane and area. Katie Ayres, call centre supervisor for Distress Centre Calgary was overheard at the launch saying "Distress Centre Calgary is so excited to have been a part of the 211 Cochrane launch. We have been involved in the steering committee these past 7 months and were thrilled when the Cochrane community saw the benefit of the 211 service."

211 for Cochrane and area has become the 6th Canadian community to introduce the service. In 2002, Toronto was the first, followed soon after by Calgary, Edmonton, Niagara Region and Simcoe County.

Speakers at the launch included Mayor Ken Bech (Town of Cochrane), Randy Ell (Director, MD of Rocky View Family & Community Support Services), Celine Belanger (United Way of Calgary & Area), and Suzanne Rosebrugh (Distress Centre Calgary). Representatives from more than 30 local agencies were on hand to learn more about the value the initiative would bring to the community and how they could use 211 to assist their clients.



Front Row: Katie Ayres (Distress Centre Calgary), Debbie Luft (City of Calgary), Pam Crosby (Calgary Bow Region - CPEF), Susan Flowers (Cochrane FCSS), Ken Bech (Mayor, Town of Cochrane), Shelly Ohama (United Way)

Back Row: Suzanne Rosebrugh (Distress Centre Calgary), Celine Belanger (United Way), Yared Belayneh (United Way), Grant Johnson (Cochrane Youth Justice Committee), Randy Ell (Municipal District of Rocky View FCSS)



COMMUNITY CONNECTION