

211 Notification and Implementation Plan for Northwest Territories

September 9, 2020

United Way Centraide Canada
116 Albert Street, Suite 900
Ottawa, ON K1P 5G3

Contact:
Judy Shum
211 Project Manager, United Way Centraide Canada
C: 306-281-5179
E: jshum@unitedway.ca

Background

This Notification and Implementation Plan is for the use of the 211 dialing code to access information and referrals for non-emergency community and social services in Northwest Territories.

In August 2001, the Canadian Radio-television and Telecommunications Commission (CRTC) assigned the 211 telephone number for community information services across Canada. Detailed information on Telecom Decision CRTC 2001-475 is available via this link: <http://www.crtc.gc.ca/eng/archive/2001/DT2001-475.htm>

Effective and timely service navigation and access are critical to people's well-being, and in helping to prevent challenging life situations from becoming crises, and build resilient and strong communities, which is a key focus of United Way's work in Northwest Territories and across Canada. The information and navigational assistance provided by the award winning 211 helpline improves and saves lives, and 211 services now reach over 70% of Canadians. See www.211.ca.

As a response to COVID-19, the Government of Canada, under the Emergency Community Support Fund, has provided funding to United Way Centraide Canada for 211 enhancements, including expanding the 211 phone service to currently unserved regions. The 211 service expansion will provide residents of Northwest Territories, confidential and 24/7 information and referral service through the 211 helpline.

With a letter of endorsement (see Appendix) from Employment and Social Development Canada, United Way Centraide Canada has the support of the Government of Canada to implement the 211 helpline.

Service Description

The 211 Northwest Territories phone service will be provided by 211 Alberta/Canadian Mental Health Association - Edmonton Region. All aspects related to the delivery of 211 services are strictly guided by standards set by the Alliance of Information & Referral Systems (AIRS). These standards are the foundation of information and referral (I&R) service delivery and the prime benchmark of quality I&R. Resources in the databases that support 211 phone services are indexed according to the 211 Taxonomy, which enables Certified Community Navigators who answer 211 calls to quickly and easily identify appropriate resources that may best serve the needs of callers.

Desired 211 Service Area

211 Northwest Territories will cover the entire Northwest Territories, and the map for the desired 211 phone service area is shown on the right:

Northwest Territories, Canada Territoires Du Nord-Quest

Scale/Echelle
0 200 400 600 km



Call Routing Arrangements

In Northwest Territories, all 211 calls from the 867 area code are to be routed to and terminate at this Yellowknife, Northwest Territories based local number:

- **867-988-6801**

Telecommunications Service Providers (TSPs) are requested to permit callers in Northwest Territories to dial 211, with calls routed to the above terminating number at:

Canadian Mental Health Association - Edmonton Region
211 Alberta Service Provider Representative
10010 105 Street NW, 300
Edmonton, AB T5J 1C4

TSPs are also requested to work with the appropriate cellular, cable and VoIP providers providing service in Northwest Territories, ensuring that the calls are routed correctly.

Telecommunications Service Providers

In accordance with this 211 Notification and Implementation Plan, all TSPs operating in the 211 Northwest Territories service area are requested to implement the network changes necessary to route 211 calls to the appropriate terminating point at 211 Alberta/Canadian Mental Health Association - Edmonton Region (as outlined above), using standard routing and rating methodologies, by **October 6, 2020**.

Telecommunications Service Providers serving the Northwest Territories include, but are not limited to:

- Bell Mobility
- Iristel Inc.
- Northwestel
- Telus Mobility

Implementation Schedule

All TSPs are requested to formulate a system test plan and make modifications to their networks, as necessary, in preparation for the implementation of the 211 helpline in Northwest Territories. Soft launch/testing will occur from October 6, 2020, in anticipation of a public launch to start as of October 12, 2020. Should any problems occur during this time that may impact the October 6, 2020 implementation date, please notify: Judy Shum, 211 Project Manager, United Way Centraide Canada, at jshum@unitedway.ca.

The major implementation activities, deliverables and associated dates are as follows:

Date	Activity/Deliverable
September 9, 2020	The 211 Northwest Territories Notification and Implementation Plan is provided to Telecommunications Service Providers for the implementation of 211 dialing by October 6, 2020
September 17, 2020	Conference call with TSPs to go over implementation plan
September 25, 2020	Check-in email communication with TSPs
October 6, 2020	Start date of soft launch/testing of the 211 helpline in Northwest Territories
October 12, 2020	Start date of public launch of the 211 helpline in Northwest Territories

Call Volume Estimates

According to the 2016 Census, the population of Northwest Territories is 41,786. The 211 helpline is being launched across Northwest Territories, so it will be available to all residents in all communities at the same time. Current 3-year projections of call volume estimates:

- Year 1 - up to 1,000 calls
- Year 2 - up to 1,500 calls
- Year 3 - up to 2,000 calls

Operational Support for 211 Northwest Territories

United Way Centraide Canada has been working closely with 211 Alberta/Canadian Mental Health Association - Edmonton Region, United Way of Alberta Capital Region and United Way Northwest Territories on the implementation of the 211 helpline.

211 Alberta/Canadian Mental Health Association - Edmonton Region is United Way's natural partner in the expansion of 211 services, with a long history of providing information and referral services, a strong track record, the necessary technological base, a professional staff, and an advanced infrastructure to support answering calls from anywhere in Canada. 211 Alberta/Canadian Mental Health Association - Edmonton Region is certified by the Alliance of Information and Referral Systems (AIRS), a rigorous service and operational standard. Their Community Navigators receive comprehensive training and ongoing coaching, and they benefit from quality assurance measures to ensure they have appropriate support and guidance to be successful in their roles.

The 2020-21 operational costs of 211 Northwest Territories are provided by United Way Centraide Canada, through the Government of Canada's Emergency Community Support Fund. Working in collaboration, United Way and its 211 Northwest Territories partners will implement promotional strategies to raise awareness of the 211 helpline across Northwest Territories, and promote the public launch in October 2020. Community stakeholders will also be engaged to help with broadly sharing information about the 211 helpline.



Dan Clement
President and CEO
United Way Centraide Canada
116 Albert Street, Suite 900
Ottawa, ON K1P 5G3

Dear Mr. Clement:

COVID-19 has raised awareness of just how important it is for Canadians to have accessible and up-to-date information about essential and community services.

Under Canada's COVID-19 Economic Response Plan and the Emergency Community Support Fund, which offers targeted support for vulnerable populations, the federal government is providing funding to United Way Centraide Canada for activities including Community and Social Services Helpline 211 Enhancements. Under our contribution agreement with you, this funding is in support of your organization's work in:

- continuing to offer 211 callers timely, up-to-date information as demand increases;
- building out community resource datasets and expanding access to the 211 system to all parts of the country for the project period; and
- disseminating information on COVID-19 through 211.

To support expanding access to the 211 system to all parts of the country, I am providing this letter so you are able to show colleagues in the Governments of Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nunavut, Quebec, and Yukon, and community stakeholders that Employment and Social Development Canada is providing funding support to the United Way Centraide Canada for 211 enhancements. This is an important part of our efforts to support local organizations to respond to COVID-19.

Further, I hope this letter will assist Telecommunications Service Providers in responding to requests from United Way Centraide Canada to implement 211 dialing in a timely manner by underscoring the importance of this service.

Yours sincerely,

Susan E MacPhee

Susan E. MacPhee
Director, Social Programs Division
Social Innovation and Community Development Directorate
Income Security and Social Development Branch
Employment and Social Development Canada