

FOR IMMEDIATE RELEASE

February 11, 2021

# PRESS RELEASE

Contact: Kat Gammon

979-696-4483 x107 | [kgammon@uwbv.org](mailto:kgammon@uwbv.org)

[@UnitedWayBV](#)   



United Way  
of the Brazos Valley

## Lifeline in a Pandemic: United Way of the Brazos Valley Celebrates 2-1-1 Community Helpline

*By Sthefany Robles, United Way of the Brazos Valley*

**BRYAN, TX (Feb. 11)** – 2-1-1 Day is on Feb. 11 and helps bring recognition to the free, 24-hour resource hotline. 2-1-1 Texas connects callers to trained specialists who help provide information about health and community services in over 90 languages, including call services for the hearing impaired.

The United Way of the Brazos Valley's 2-1-1 Texas call center has functioned as one of 25 statewide centers since 2002, but this past year has presented new challenges to the call team. Whereas the center answered 26,103 calls in 2019, specialists answered 51,066 calls in 2020. Because 2-1-1 Texas is an imperative service during times of crisis, a year-long global health crisis has made the hotline's services more vital than ever. Callers from the Brazos Valley most sought assistance with housing, utility assistance, health care, food/meals and individual, and family or community support.

The United Way of the Brazos Valley's 2-1-1 Texas call center has had to adapt to the community's greater need for the hotline's services. "Our 2-1-1 call center expanded hours. Specialists worked split shifts throughout the week and weekend," says Hilda Salazar, 2-1-1 Program Manager at United Way of the Brazos Valley. Additionally, the call center has adjusted to the crisis by adding staff and allowing staff to work remotely.

Salazar explained that she has worked for the 2-1-1 call center for 15 years. However, 2020 put a strain on the hotline. Still, the team is ready to answer calls and provide critical information to those who need it. Callers simply need to dial 2-1-1 on their phones at any time of day or night to reach dedicated specialists like Hilda Salazar. Information is also available online at [www.211texas.org](http://www.211texas.org).

The Brazos Valley can help celebrate the hotline this year by sharing the call line's number and bringing awareness to 2-1-1 Texas' online resources, ensuring that community members know where to go when in need of assistance.

United Way of the Brazos Valley fights for the health, education, and financial stability of every person in the Brazos Valley. 2-1-1 Texas is a partnership between United Way of the Brazos Valley and the Texas Health & Human Services Commission.

For information and referrals to community resources, dial 2-1-1 or visit [www.uwbv.org/211texas](http://www.uwbv.org/211texas) for additional information.

###