



VIOLENCE PREVENTION HELPLINE

TWO YEAR PROGRESS SUMMARY

Hundreds of organizations are ready to help in every corner of the city to combat violence; the problem is that affected people do not know where to turn for support. In 2022, the City of Philadelphia partnered with UWGPSNJ to launch the Violence Prevention Helpline (VPH) where residents can connect with a wide array of programs and services available in their community. People can call, text, or chat with 211 Resource Navigators who provide real-time assistance to victims, people at risk for engaging in acts of violence, or those in neighborhoods experiencing high rates of violence. Assistance through the VPH is free, confidential, available 24/7, and offered in 180 languages.

Over the last two years, leveraging 211 infrastructure we have dedicated efforts to building and curating one of the most robust databases in the country. In addition to more than 6,000 social services, users can connect with more than 360 specific violence prevention and recovery resources focused on conflict resolution, victim and trauma support, youth and workforce programs.

Through outreach efforts and strategic partnerships with the Police Department, Rec Centers, and other key groups devoted to the resiliency of communities. We support the City's Rapid Response protocol, a unified deployment of efforts when there is a multiple victim shooting or homicide, ensuring that callers who have opted-in to receive additional 211 information in the affected ZIP codes and surrounding communities, receive information about VPH resources via text alerts. Finally, we lead info sessions, provide training, and are present at fairs and community events to amplify the reach of the Helpline.

HUNDREDS OF ORGANIZATIONS AND PROGRAMS READY TO HELP ARE NOW ONE CALL, CHAT, TEXT, OR CLICK AWAY



Number of Violence Prevention Resources in 211 Database



A HEARTFELT THANK YOU TO OUR SUPPORTERS AND PARTNERS!



OUTREACH EFFORTS

Highlights (2022 – 2024)

It takes a village to raise awareness about the Helpline's tools and resources. Community outreach is a key component and thanks to our partnerships our efforts surpass:

- 41 Rapid Response texting campaigns,
- Participation in almost 200 resource fairs and other community events.
- Conducted 60 presentations with key stakeholders to educate them about the resources available and foster collaboration and partnership in preventing violence.
- Designed and facilitated almost 20 educational capacity-building training sessions with both non-profit partners and school personnel to help better support the individuals and families they serve.

We recently launched a VPH feature under the PA211 mobile application (available for iPhone and Android) to offer easy-to-access on-the-go assistance to all Philadelphians.



"After being devastated for so long, the 211 Violence Prevention Helpline helped me find ways to rebuild my life. Thank you!"

- 211 CALLER

FROM THE GROUND UP

Launching the Helpline required a deep understanding and involvement of community partners and services offered in the ecosystem. As we built the foundation, our team conducted grass-roots outreach campaigns to inform, educate, and gather input from community members and key stakeholders to amplify the reach and effectiveness of the Helpline.

This innovative initiative also required strong collaboration between United Way's outreach staff, 211 data analysts, and call center staff to fully vet and disseminate resources in rapid response efforts and during interactions with users. As a result, we have reached more than 11,200 residents during Rapid Response texting efforts and made 1,850 referrals to local violence prevention services and programs.

A BIG THANK YOU TO OUR PARTNERS!

To the City's Violence Prevention Office and City Council, our gratitude for continuing your support and creating opportunities to amplify and expand awareness about the Violence Prevention Helpline. We are honored to be your partner and continue to explore possibilities for impact.

To School District of Philadelphia officials and administrators, thank you for including us in educational activities and trainings for Climate Managers and Assistant Principals and continuing to invite us to participate in back-to-school and resource events (almost 30 of them so far).

To the Parks and Recreation Department and community-based organizations, we are grateful for your commitment to keeping VPH printed materials, visible to your constituents. Thanks to you, our posters and flyers are available at 170+ recreation centers and 50 CBOs in Philadelphia.

"211 made it easy to identify resources for the residents we serve."

-COMMUNITY PARTNER