



## Media Advisory

### Media contact:

Helen Rosen, United Way 211, 415-808-4305

Maria Stokes, United Way of the Bay Area, 415-320-2216

### Call 211 for Information about Radiation from Japan

SAN FRANCISCO, March 17, 2011 – Residents in the San Francisco Bay Area, who are concerned about radiation from Japan’s nuclear emergency can call 211 for updated information.

Currently, the Bay Area’s departments of public health are emphasizing that there is no danger to Bay Area residents from Japan’s nuclear emergency. They also discourage taking potassium iodide, which can have serious side effects and should not be taken unless recommended.

Residents are discouraged from calling 911 unless they are experiencing a life-threatening emergency. During times of disaster, the 211 helplines provide critical information to local residents, relieving 911 operators from answering non-emergency calls.

The Bay Area’s 211 call centers will continue to communicate actively with County Departments of Emergency Services in the Bay Area to provide residents with the most current information.

211 is free, confidential and available 24 hours a day in more than 150 languages. Residents who cannot dial 211 should call 800-273-6222 to reach a local 211 call center. For the hearing impaired, dial 711 or 415-808-4440 (TTY). Information is also available at [www.211BayArea.org](http://www.211BayArea.org).

NOTE: B-roll video footage of the 211 call center is available upon request.

### About 211

211 is an easy-to-remember, toll-free phone number that connects callers with local community services, such as food, shelter, counseling, employment assistance, quality child care and more. During a disaster, 211 provides critical information about evacuation routes, food and shelter, as well as support with finding new jobs and permanent housing during long-term recovery. 211 is confidential and available 24 hours a day in more than 150 languages. The 211 Bay Area Regional Partnership is operated by Contra Costa Crisis Center, Eden I&R, United Way of the Bay Area, United Way Silicon Valley, and United Way of the Wine Country. 211 is available in Alameda, Contra Costa, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties. For more information, visit [www.211BayArea.org](http://www.211BayArea.org).