

Community Access Line of the Lakeshore



CALL 2-1-1

CALL 2-1-1 is a FREE community service you can use to get information about social, health, and government resources 24 hours a day, every day.

Simply dial 2-1-1 or search our online directory link below to find the resources you need. Cell/Pay Phone Users: Dial (231) 723-1155 or 1-877-211-LAKE (5253)

Agency Overview

CALL strives to be a visible and effective access point for persons needing health and human service programs, promoting consumer education and choice of options. CALL provides Comprehensive Information and Referral for Muskegon County as well as Specialized Senior Information and Assistance for Muskegon, Oceana, and Ottawa Counties. CALL is its own 501(c)(3) organization, housed at Senior Resources, 255 W. Sherman Blvd in Muskegon Heights, but operating independently according to the Information and Referral standards established by the National Alliance for Information and Referral Systems (AIRS). CALL is Michigan AIRS endorsed, is in the process of seeking National AIRS accreditation, and is designated by the Michigan Public Service Commission as the 2-1-1 Call Center for Muskegon County. We are a proud partner of the United Way of the Lakeshore.

Vision

Effectively connecting people and services.

Mission

CALL's mission is to increase access to community services through effective and compassionate information and referral. Our program and our staff is committed to fulfilling this mission and to upholding the values that serve as the foundation for the way CALL operates.

These values include:

- Acknowledging and respecting the diversity of our callers
- Maintaining the highest degree of confidentiality
- Embracing the concept of self-determination and freedom of choice for consumers
- Empowering individuals to make their own informed choices
- Identifying and tracking community needs
- Advocating for new resources and services where current gaps exist

Resource Database

CALL also values the importance of data as the fundamental building block for making effective referrals.

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Information is a dynamic and fluid entity, and CALL is committed to maintaining a current, accurate, and comprehensive database. CALL employs a full-time Resource Specialist dedicated to the continuous collection and updating of more than 2,000 health and human service resources. This information is classified using the nationally endorsed AIRS Info Line Taxonomy of Human Services, the standard used across the state of Michigan and nationwide.

Web Links

[CALL 2-1-1: Online Resource Directory](#)[CALL 2-1-1: Community Resources](#)[CALL 2-1-1: Housing Resources](#)[CALL 2-1-1: Ottawa County Mobile Food Pantries](#)[CALL 2-1-1: Energy Saving Tips](#)[Senior Programs: West MI Area Agency on Aging](#)

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