



211 San Diego to Hold Press Conference Highlighting Its Role as Essential Community Infrastructure During an Uncertain and Shifting Federal Landscape
Launches “San Diegans Helping San Diegans” Awareness Initiative

WHAT: Given the uncertainty and rapidly evolving federal landscape, [211 San Diego](#) will convene a press conference with key stakeholder partners to address complexity in accessing essential supports and to ensure residents understand where to turn for reliable information and assistance. Highlighting four key pillars (economic impact, access to benefits, disaster response and care coordination) through which 211 San Diego provides critical, community-wide support during times of change and uncertainty, speakers will share how 211 serves as the connective tissue across health, social service, community-based and government systems.

211 San Diego partners and community leaders in government, social services, healthcare and public safety will speak to the importance of 211 as essential public service infrastructure, especially as families face rising costs of living and increased uncertainty of programs in the current federal landscape.

To ensure the community has a broad understanding of 211 San Diego’s centralized role in providing support, the organization, in partnership with community leaders, is announcing the launch of its 2026 Public Awareness Campaign, “San Diegans Helping San Diegans.” At the event and in the coming months, 211 will spotlight its role as essential community and public service infrastructure and the region’s one-stop location to support access to benefits, economic stability, coordinated care, and disaster response in San Diego County.

WHEN: Wednesday, Feb. 18 | 10 a.m.

WHERE: 211 San Diego Connections Center, 3860 Calle Fortunada, Ste. 101, San Diego, CA 92123

WHO:

- [Scott Peters](#), Scott Peters, U.S. Representative (California’s 50th District)
- [William York](#), CEO, 211 San Diego
- [Casey Castillo](#), CEO, San Diego Food Bank
- [Dr. Rakesh Patel](#), CEO, Neighborhood Healthcare
- [Battalion Chief Brent Pascua](#), CAL FIRE
- [Meg Hersman Storer](#), Chief of Staff, 211 San Diego (*moderator*)

WHY IT MATTERS: February is National 211 Awareness Month, and given ongoing federal challenges to programs and benefits, 211 San Diego is launching their public awareness campaign to highlight how 211 connects individuals, families, and communities to thousands of trusted resources, from disaster response and food assistance to healthcare navigation, and economic supports.

VISUALS:

- Live 211 call center in action (*live call center operations and staff assisting callers*)
- Speakers with branded backdrop
- One-on-one interview opportunities with speakers
- Community partners and staff on site

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