

46 Park Street
Framingham, MA 01702

p: 877.211.6277
f: 508.626.7158



Contact: Sandra Baldi
Phone: (508) 370.4873
Email: sandra.baldi@uwotc.org

FOR IMMEDIATE RELEASE
Date: January 14, 2026

FOR IMMEDIATE RELEASE

Eileen Davis Promoted to CEO of Mass211

Framingham, MA — Mass211, the Commonwealth’s statewide information and referral line connecting residents to health and human services, announced today that Framingham resident Eileen Davis has been promoted to CEO. Davis officially assumed the role on January 1, 2026. She will assume the position of President & CEO starting on July 1, 2026.

Mass211 is a vital, free, confidential service available to all Massachusetts residents. It was established in 2006 when seven First Call for Help programs serving communities across the state for more than a decade were consolidated into a single, centralized health and human services information and referral line: **2-1-1**. Prior to this consolidation, residents faced thousands of separate phone numbers for government and social service agencies, nonprofit organizations, community programs, and volunteer services. Mass211 simplified access by making these resources available through one easy-to-remember number.

To support the program’s operations, Mass211 partnered with the United Way of Tri-County, headquartered in Framingham and led by President & CEO Paul Mina, to provide daily management, financial oversight, accountability, and marketing. Mina became Executive Director of Mass211, a position he held for 20 years, and under his guidance, modernized and expanded services statewide.

Under Mina’s leadership and with the support of Mass211 advocates and board members, the organization forged critical partnerships with agencies including the Executive Office of Health and Human Services (EOHHS) and the Massachusetts Emergency Management Agency (MEMA). These collaborations positioned Mass211 as the Commonwealth’s official call center for disaster-related information—most recently during the COVID-19 pandemic in 2020, when then-Governor Charlie Baker activated Mass211 to respond to coronavirus-related inquiries. During that time, highly trained and compassionate Information & Referral Specialists answered more than one million calls, providing residents with real-time, reliable information during an unprecedented public health crisis.

“Helping build Mass211 has been one of the greatest honors of my professional life,” said Paul Mina. “What has always mattered most is ensuring this service remains strong, trusted, and responsive to the people of the Commonwealth. I am incredibly proud to pass the leadership of Mass211 to Eileen Davis, whose vision, experience, and deep commitment to community will guide the organization into its next chapter. I have full confidence that Mass211’s best days are still ahead.”

Davis has served in a key leadership role at Mass211 since 2018 as Vice President, where she helped strengthen and expand access to critical services for residents across Massachusetts. Her promotion reflects both her deep

commitment to the organization's mission and her extensive experience developing and leading high-impact call centers.

Prior to joining Mass211, Davis held senior leadership positions at the United Way of Tri-County, where she focused on strengthening community responses to mental health needs. Recognizing a significant gap in access to immediate mental health and suicide prevention support statewide, Davis founded Call2Talk, a program of the United Way of Tri-County which has recently transferred its ownership to Mass211, and currently serves as its Director.

Davis created Call2Talk with the United Way of Tri-County as a collaborative initiative to initially serve the residents of the Metrowest/495 Corridor, then working closely with leadership to launch and grow the program into a trusted, statewide service. Today, Call2Talk is a 988 Suicide & Crisis Lifeline center with local centers in Framingham and Springfield, providing 24/7 access to highly trained call-takers who offer confidential, compassionate emotional support and suicide prevention services throughout the Commonwealth.

"I am honored to step into the role of CEO of Mass211 and to build on the extraordinary foundation that Paul Mina and so many dedicated partners have established," said Davis. "Mass211 plays a vital role in connecting people across the Commonwealth to the help they need. I am deeply committed to strengthening this service, supporting our staff and partners, and ensuring Mass211 continues to be a trusted, accessible lifeline for every community we serve."

As CEO, Davis will oversee Mass211's continued growth and innovation, ensuring that individuals and families throughout Massachusetts can easily access accurate information, referrals, and support services when they need them most.

By dialing 2-1-1 from any phone, residents can receive free, confidential assistance navigating essential resources including housing, emergency shelter, food assistance, utility support, health care, mental health services, elder services, addiction programs, and support for children and families. Information is also available online at www.Mass211.org.

About Mass211

Mass211 is Massachusetts' statewide information and referral line, providing free, confidential assistance to residents seeking help with health and human services. Mass211 is a public-private partnership between the Commonwealth of Massachusetts and the United Ways of Massachusetts and is available 24/7, with translation services in more than 150 languages. By dialing 2-1-1 Information & Referral Specialists connect individuals and families to local resources that promote stability, health, and overall well-being.

About Call2Talk

Call2Talk is a confidential mental health, emotional support and suicide prevention program that includes a call line that assists individuals and families through stressful times in their lives. Call2Talk's well trained call-takers offer compassionate, non-judgmental, emotional support to callers in need. Call2Talk also offers TeleCheck, a phone check-in service for isolated seniors who are experiencing the onset of a sudden life change, the LOSSteAM MetroWest, working with local police departments to offer immediate on-site peer emotional support to suicide loss survivors, Move 4Ward,

46 Park Street
Framingham, MA 01702

p: 877.211.6277
f: 508.626.7158



a support group for women who have lost a spouse or life partner to suicide, and the Murder-Suicide Loss Network, an in person support group for people who have lost someone to a murder-suicide.

###