



EDUCATION. ADVOCACY. ACTION.

## 2023 Homeless Awareness Month (HAM)

### Awareness Campaign Strategy

1<sup>st</sup> Meeting October 17, 2023

Brainstorming Session

	EDUCATION/ AWARENESS	ADVOCACY	ACTION	Notes	Point Person
Social Media Campaigns Agency Level CoC Level	X		X		Erika All Shelly Hoffman
Declaration – HAM			X		Jill Nylander
Public Announcements	X		X		Tracey Essence
Government Officials Businesses	X	X		Not usually involved in CoC	Mary Tracey
Events Nove 4 <sup>th</sup> , Nov 21 and Nove	X		X		Mary
Daily Stories from those experiencing Homelessness – Day in the life How you got here	X	X	X	Interview, send out with social media. Meet Dane – tell story	Zuzanna Misty
Resource Fair Sponsorship	X	X	X		
Gas Card Drive	X		X	Keep warm in the winter	Jill Nylander
IDs Source of income, etc.		X	X		Tracey
Resource Booklet	X				
Worship Centers	X			Word of mouth Outreach	Nikola Lucic
HMIS Data handouts					Terrance Tracey
Day in the life			Catch the bus. Walk to get around.	Partner with Whaley?	Misty

			Sleep in an abandoned building, outside, etc.		
			Poster from MCAH		Erika
			Listening Tour MTA bus tour		Misty?
			SOCK SANDWICH		