



## 2023 Homeless Awareness Month (HAM)

### Awareness Campaign Strategy

2nd Meeting October 25, 2023

Brainstorming Session

Action Plan: Social Media Campaign. Each week in November, we focus on a different talking point that impacts those experiencing homelessness in our community.

#### **Week 1: Educate.**

- ❖ Focus: educating the community, landlords, police, city officials, health care workers
- ❖ What are the barriers to receiving services while homeless?
- ❖ "Homelessness is not a crime."

#### **Week 2: Advocate.**

- ❖ Focus: How to advocate/help yourself and how to advocate/help others who are experiencing homelessness or are facing homelessness. Linkage to resources that can help.
- ❖ Legislation, laws, how your vote matters.

#### **Week 3: Action.**

- ❖ Focus: those that want to help and make a difference.
- ❖ What are some things you can do to make a difference in your community.

#### **Week 4: Reaction**

- ❖ Focus: showing that you can make a difference in your community.
- ❖ Data and empirical evidence.
- ❖ Success stories.

#### **Week 5: The Real Faces of Homelessness**

- ❖ Photo /video essay.
- ❖ Day-to-day look into those experiencing homelessness and the barriers that they face.
- ❖ Of course, we will be having ROIs signed and/ or no identifying information accessible to protect confidentiality.

- Darcy from SOF has volunteered to put together a layout of the information to be shared on the CoC Website and each other's social media sites.
- Emily from Reach/Path has volunteered to do the photo/video essay.
- Erika from Metro has volunteered to reach out to agencies that would have the information for each of the weeks we want to focus on.
- Tracey from Metro and Essence from Communities First will do a press release.
- The weeks may not be in this order as it will depend on how quickly we can get information back.

- **Next meeting: Tuesday, October 31, 2023 at 2 pm.**