



2023 Homeless Awareness Month (HAM)

Awareness Campaign Strategy

5th Meeting November 15, 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.

Event Name: The Flint Genesee County CoC Homeless Awareness Month Social Media Campaign

- Social Media Campaign is live and available for sharing! Please check Shelter of Flint or Flint Genesee County CoC Facebook pages. There will be new postings weekly throughout the month of November.
- Darcy from Shelter of Flint did a live interview on Monday for WNEM! She talked about HAM and SOF's collaboration with Applegate Chevrolet to fill a trunk with cold weather items. Great job and thank you!

Areas where help is needed!

- **Success stories (no names or identifying information)**
- **If you provide direct care for those that are homeless, how can the community help you?**
- **Spread the word! Share the posts on your agency's social media. You do not know who it might reach and help!**

Please reach out to Erika Humphrey at ehumphrey@metroflint.org or 810-620-1744 to provide information or to get more info!

Last Meeting: 11/21/23 at 2pm. I anticipate this will be a short meeting to wrap up any loose ends and provide updates.