



Priority Area – Education and Awareness

STRATEGY	ACTION	YEAR					LEAD
		1	2	3	4	5	
1. COMMUNICATIONS PLAN: Coordinate a robust communications strategy, using existing channels and established organizations, to highlight success and solutions to homelessness.	a) Finalize all branding (logo, materials, etc.)	X					Kellie to reach out to LT about decision (Jack send feedback)
	b) Define target audiences						
	c) Develop research strategies						
	d) Conduct market research on perceptions and attitudes and learn more about how audiences get their information.						
	e) In coordination with Data committee, develop a concise data summary and contextual overview after annual market research is conducted, so it is available to highlight when talking about the strategic plan.		X	X	X	X	
	f) Consistently provide testimony into public record at city council and borough assembly meetings. Repeat at various public forums. “Consistent” defined as Spring and Fall, then yearly thereafter.	X	X	X	X	X	
	g) Use data from other locations (such as Juneau and Fairbanks) to show how local programs are successful. (Joint Effort with Data group)		X	X	X	X	
2. MESSAGING: Use messaging that is clear, consistent, and compelling and distribute using local print media, radio, and social media.	a) Draft elevator speech to clarify message, updating yearly.	X	X	X	X	X	
	b) Host workshops for advocates to practice their elevator speeches.	X	X	X	X	X	
	c) Agree on a consistent message when audiences ask: “what can we do?”	X	X	X	X	X	
	d) Create and distribute printed materials like flyers to advertise meetings and stories; provide updates and share data.	X	X	X	X	X	
	e) Create advertising messaging for radio and newspaper.		X				
	f) Social media – once branding finalized, consider best approach to advertise meetings and stories; provide updates and share data.						
3. STORIES: Share data, as well as personal experiences and anecdotes, to tell the stories and address the stigma associated with those experiencing	a) Identify, train, and assist interested people and organizations in sharing their stories regularly on public radio/local radio stations (Story Works Alaska, Affinity Films)	X	X	X	X	X	
	b) Collect voice and film recordings of those willing to share their stories of homelessness.	X	X	X	X	X	



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<i>homelessness on Kenai Peninsula.</i>							
4. RELATIONSHIPS: <i>Leverage partnerships to build positive relationships with the larger community, policy makers, funding institutions, faith-based organizations, and other coalitions and groups working on homelessness.</i>	a) Identify relevant policymakers and build positive relationships with by meeting with them and keeping them updated.	X	X	X	X	X	
	b) Identify relevant community members and organizations and invite to KPHC meetings and public events. (Faith organizations through Love, Inc.)	X	X	X	X	X	
	c) Coordinate spokespeople who will represent KPHC at relevant partner meetings to encourage collaboration and consideration of those who are experiencing homelessness. Spokesperson will consult with Data committees to collaborate on information shared.	X	X	X	X	X	Kellie and Christiana (need someone from Homer)
	d) Research and locate grants, sponsorships to fund a coordinator, print costs, etc. Communicate opportunities to LT. Grant writing would be contracted out.	X	X	X	X	X	
	e) Create and maintain a donor and sponsor program to offset costs of education and awareness projects.	X	X	X	X		

Meeting 4.15.22

Attendees

Kellie Bartelmay – ILC serves entire KP. Offices in Seward and Homer

Christiana Smith - Eastern Peninsula

KT Cowgill - Re-Entry Coalition Office in Kenai, serve whole KP

Facilitated by DDA: Jack Darling



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We are still hoping for membership from Homer, Seward
Maggie Winston would be here, works at ILC

Messaging ideas – What do we want to get out there?

Target audience: The general public. Provide the example of Juneau addressing homelessness in their community, such as showing reduced police pickups and ER use.

7.13.22

Present:

Kellie Bartelmay
Amanda DeTavernier
Christiana Smith
Kathy Gensel
Dana Roberts
Maggie Winston
Abby Struffert

Jack on tech support. Most work reflected in action plan table.

People on coalition in Homer and Seward to represent Coalition at partner and public meetings. Will be putting a call out spokespeople from these areas. Spokespeople will invite or consult with Data or other relevant committees for updated details to inform talking points.

Selecting a date far in advance for this group is most helpful.

Added “sponsorships”, “donations” and the idea of a wish list – a public facing list of services the committee is looking to have donated, i.e. printing services, grant writing. May be simply asking for a discount to offset full price.

8/10/2022 at 2PM

Attendees:

Kellie Bartelmay
Abby Ferrer
Christiana Smith
Kathy Gensel
Maggie Winston



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Jane Dunn

Jack with tech support and notes

Kathy

Work on Elevator speech – what is it we want to say? Some ideas for social media, whether pushing out homelessness numbers that the state provides, or something else, but something every month for until we can get the actual coalition going.

Kellie

So, having information available. What information?

Who we are? Spreadsheet of info? What is the group about?

Maggie

If talking to legislator, someone selling it to – 1min, really simple who, what, when, where, why

Kathy

Grassroots? Collaborative?

Started by our community. Collaborative x3 – organizations and individuals coming to the table

Kenai Peninsula Homelessness Coalition is a collaboration of multiple service programs and partners from the communities within the entire Kenai Peninsula region.

When: formed in _____ in response to _____ the increasing number of residents dealing with houselessness or at risk of becoming houseless

Rapid re-housing is a rare occurrence – most are not able to get new housing when pushed out via landlord, etc.

Definition of what “homeless” can look like, not just someone on the street. Doubling up – not having a permanent place to lay one’s head is a part of homelessness.

Kelly King’s FB post – resources and explanation included couch surfing

The definition of homelessness is in question – people have a misunderstanding. The qualifications for services don’t reflect this reality.

People who are doubling up might not know that they can access services or might be eligible for some services while not others.

Can elaborate further but elevator speech is the hook to grab someone’s interest. Toward the end, welcome audience to ask questions now or later on.

Social media folks?



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Coalition is using KP CoC social media – will that page name change or will another be created? Who is posting to that? Something today about income necessary to rent 2Bd apartment – not seeing it on homeless connection page.

Jodi Stuart manages this page. Shared the “students in transition” post yesterday.

May end up having a dedicated page for KPHC – once legal entity status/501c3 is established - as part of strategic plan

Suggestion: being elevator speech suggestions to next meeting?

Typically speech identifies organization’s needs – what is the ask and who do they contact?

A building in every town, landlords who will rent to folks with limited rental history, evictions

How do we engage students in transition? Unaccompanied minors? How to include folks who may be hesitant to self-identify.

Students in Transition (SiT) = Either young people living with guardians who are unhoused or unstably housed, OR unaccompanied youth not living with a guardian.

1st Homeless Connect event in Seward, two guardians were connected with the SiT program, who were previously unaware of it. Having a representative, a liaison in each community would mean a lot for people to understand what’s really available, what would qualify someone, and how long someone can receive help.

SiT provides services like getting connected to basic resources – SNAP, Medicaid, free lunch at school, school supplies, clothes, etc. Cannot provide housing. Choosing Our Roots does that. Host homes can provide housing.

Are they turned into the state? If we know the person is in imminent danger, we have to report to OCS. If we find they are stable and not in immediate danger, we do not report. Vast majority of referrals happen in schools. Need to be eligible to be in school to qualify for SiT program

Elevator speech should share the information that SiT is putting out there and provide opportunity for liaison.

Speeches might share different figures based on goal- otherwise it will be too long. There’s a lot of elements to this – a one pager would feel complete

Maggie

If we have some kind of shared statement – one paragraph for instance, would be a good piece of information we have and can share about what we are doing. Can use that to re-start advocacy activities at city council & borough assembly meetings like Kathy and I used to do.

The main theme and who, what might stay the same, and the figures / ask change based on audience.



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Hotel/Kitchen in Sterling? House next door for sale too.

Going to processors – who have employee housing in the winter – would they make an arrangement to house folks? Some not closed down completely.

Surplus barracks from JBER – where could this be used?

Best Western (Edgewater) hotel unused from Labor Day to Memorial day – ask was made but did not hear back. Windsong Lodge closes in winter as well.

Even some percentage of donation would help – How could we incentivize those with these assets to share them? Educate and correct misunderstandings and assumptions people have about who is homeless – images and explanations of family situations to tell the whole story.

As a conversation starter

Do you want to be involved in representing your community?

Do you have a story to share? (i.e. have you been homeless or are you currently houseless)

Will you donate money or services to secure housing for our neighbors?

Email elevator speech ideas to Kellie Bartelmay kbartelmay@peninsulailc.org