



## Priority Area – Education and Awareness

STRATEGY	ACTION	YEAR					LEAD
		1	2	3	4	5	
<b>1. COMMUNICATIONS PLAN:</b> <i>Coordinate a robust communications strategy, using existing channels and established organizations, to highlight success and solutions to homelessness.</i>	a) Finalize all branding (logo, materials, etc.)	X					Kellie to reach out to LT about decision
	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) 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	
<b>2. MESSAGING:</b> <i>Use messaging that is clear, consistent, and compelling and distribute using local print media, radio, and social media.</i>	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.						
<b>3. STORIES:</b> <i>Share data, as well as personal experiences and anecdotes, to tell the stories and address the stigma associated with those experiencing homelessness on Kenai Peninsula.</i>	a) Assist interested people in sharing their stories regularly on public radio/local radio stations.						
	b) Start to collect recordings of those willing to share their stories of homelessness.						



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<b>4. RELATIONSHIPS:</b> <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) Build positive relationships with policymakers by meeting with them and keeping them updated.						
	b) Engage with members and organizations from the faith community and keep them informed (through Love, Inc.)						
	c) Invite community groups to coalition and public meetings.						
	d) Have spokesperson at partner meetings to encourage collaboration and consideration of those who are experiencing homelessness.						
	e) Research and locate grants to fund a coordinator, print costs, etc.						

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

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.