

Public Awareness Campaign to Remove the Stigma Around Homelessness



Help Hope Home

Ending Homelessness In Southern Nevada

www.HelpHopeHome.org

Presenter

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Chief Kindness Officer**

www.Caridadcharity.com





NEVADA
HOMELESS
ALLIANCE

Toolbox

- Tool Kit created by Nevada Homeless Alliance for COC partners
 - One Page FAQ for each sub population:
 - General Homelessness Overview
 - Chronic Homelessness Overview
 - Ending Veteran Homelessness
 - Youth Homelessness Overview

<http://nevadahomelessalliance.org/get-involved/>



VETERAN HOMELESSNESS

- On any given night an estimated 1,230 Veterans are homeless in Southern Nevada.
 - This is about 13 percent of the approximately 9,417 people who are homeless in Southern Nevada on any given night.
- The number of homeless Veterans in Southern Nevada has decreased more than 8.8 percent since 2011.
 - This is thanks to a various efforts, including the HUD Veterans Administration Supportive Housing (HUD-VASH) program, which combines housing vouchers with case management services.
 - Locally, 1,183 homeless Veterans received housing through the HUD-VASH program since 2008.
- Nationally, Veterans are 12 percent of the homeless population, but only 6.7 percent of the US population.
 - Veterans (whether homeless or not) have higher rates of Post Traumatic Stress Disorder (PTSD), sexual trauma (harassment and/or assault of female members of the military), and traumatic brain injuries than the general population. These issues increase the risk of homelessness.
- Homelessness is devastating for those families and individuals, and significantly impacts all taxpayers as local government budgets pay for the medical care, police and social services that serve the homeless
- To learn more about ways to help homeless Veterans, through donations and/or volunteering, please visit the www.helphopehome.org and call the VA's Community Resource and Referral Center (CRRC) at (702) 791-9077

A vibrant nighttime photograph of a Las Vegas cityscape. The scene is dominated by bright, colorful neon lights in shades of red, orange, and purple. In the foreground, a multi-lane highway shows long, horizontal light trails from moving vehicles, suggesting a long-exposure shot. The background features several prominent buildings, including one with a large 'hollywood' sign in red neon at the top. A tall, slender tower with a pointed top is visible in the distance. The overall atmosphere is one of a bustling, illuminated urban environment.

LAS VEGAS CITY BEAT

Ending Veteran Homelessness

KCLV-TV Las Vegas City of Las Vegas
Television

Discusses how to get involved with ending
Veteran homelessness

<https://www.youtube.com/watch?v=ZzENs3OfGA>

FB: HouseVetsNV

Twitter: House VetsNV



Dropping Off Clothes To Homeless PSA

KCLV-TV Las Vegas City of Las Vegas
Television

Discusses waste created by street donating.

<https://www.youtube.com/watch?v=Ibl2pZgkpJk>



Homeless Food PSA

KCLV-TV Las Vegas City of Las Vegas
Television

Discusses dangers of street feeding

<https://www.youtube.com/watch?v=rweRoHaINTU>



Ending *Homelessness* 2016

KCLV-TV Las Vegas City of Las Vegas
Television

30 Minute special highlighting

- Outreach in the Tunnels
- Youth Homelessness
- Ending Veteran Homelessness

<https://www.youtube.com/watch?v=kBGINEVYtKo>





Unified Social Media



- Make sure to post 3-4 days minimum per week
 - Do not post below the fold
- Create a hashtag/limit (#HouseVetsNV)
 - Post at key viewing times
 - Stay on message
- Keep it short (link out to more text)
 - Share successes
- Use photos with people in them
 - Use live feeds/Snapchat
- Centralize on Hootsuite for Free



Relationship with the Press



- Build trusted relationships across all local media
- Pick one preferred station/newspaper
- Give one story idea a month
- Write stories for press

<https://www.youtube.com/watch?v=eXvCnQYVrrQ>

Downtown Zen

Monthly Publication of Zappos

<http://dtzen.com/outreach-life-2>

DOWNTOWN ZEN

INFORM | INSPIRE | CONNECT



Home > Current Issue > Outreach Life

CURRENT ISSUE ♦ LIFESTYLE

OUTREACH LIFE

Lessons Learned

- Use inclusive language, i.e. “team” “our”
 - Create a coordinated message
- Designate a spokesperson/agency (specialized areas on-call)
 - Stay on message
 - Don’t criticize or attack others
- Be transparent (share successes & failures)
- Flood local press & social media to create your own buzz



Good luck from the
Southern Nevada COC

