

Homelessness Awareness Month 2022 Planning Meeting
August 16, 2022, 1 pm – 3 pm
Minutes

Attended:

Gina Bills, CCOOE; Leng Power-City of Concord (Leng Power), City of Concord; Jo Bruno, COH; Kimberli Buckley, Concord library; Jacqueline Lopez-Padilla, EHSD: Head Start; Jaime Jenett (Contra Costa CoC), H3; Dana Ewing, H3; Monie Bohnsack, Mt. Diablo Unified School District; Gina Hernandez, SHELTER, Inc.; Kalil Macklin, Anthem

Committee Members Present: Maureen, Linae, Keva, Juno

- I. **Purpose of Homelessness Awareness month**
 - a. Increase awareness of homelessness
 - b. increase engagement with volunteer and funding opportunities
 - c. Educate people about system of care
 - d. Amplify voices of people with lived experience
 - e. Create opportunities to engage with policy makers
- II. **Introductions**
 - a. Name/affiliation
 - b. Why are you here/what do you want this month to be about?
- III. **Presented past HAM Activities**
 - a. **Materials**
 - Photovoice project (<https://cchealth.org/h3/coc/pdf/2018-photoVoice.pdf>)
 - Awards (<https://cchealth.org/h3/coc/awards.php>)
 - Toolkit (<https://cchealth.org/h3/coc/pdf/Homeless-Awarenes-Toolkit.pdf>)
 - Video (<https://express.adobe.com/video/g8uFATP1cNCal>)
 - b. **Events**
 - Film Event
 - Screening and then conversation
 - Proclamation of November as Homelessness Awareness Month
 - Cities adopt and COH/community members accept and use talking points
 - Presentation at November Board of Supervisors meeting (10 mins total!)
 - Chair addresses Board
 - Present/announce awards
 - PWLE speaks
 - Possibly adopt proclamation
 - Host public forum on homelessness (CoC Learning Hub November)
 - c. Day of Remembrance Memorial event:
 - December 21st (Jo, Juno, maybe Maureen)
- IV. **Select Activities/Products and Form Workgroups**
 - a) Toolkit

- a. Working Group members: Jo, Juno, Kimberli- Monie as advisor re: school aged stuff, Maureen to proofread
 - i. **Working Group will meet Tuesday 8/23 from 10 am – Noon. [Click here to join the meeting.](#)**
 - b. Target audiences identified for toolkit
 - i. Passive supporters
 - ii. Political champions
 - iii. Non-Homeless service partners (Workforce, Rainbow Community Center)
 - c. Possible theme of equity
 - d. Create “How to help section” that includes sections/shout outs for
 - i. Employers
 - ii. Landlords
 - iii. Faith Community
 - e. Maybe highlight different causes of homelessness with stories that highlight upstream causes that cause inequities
- b) Awards/Recognitions
- a. Decided to go forward with Landlord, Volunteer and Thriving in the Face of Homelessness
 - b. Decided not to do Innovation this year
 - c. Presenting awards will happen
 - i. CoC Learning Hub will do full reading of all names
 - 1. Could have Supervisor staff at CoC Learning Hub present to honor them
 - ii. Acknowledge with slides of names at November COH meeting and BOS meeting
- c) Video
- a. Working Group is Linae, Jacqueline, Kalil, Gina
 - i. Working Group meeting to be scheduled
 - b. Focus could be about disparities and the equity work we’re doing as a community
 - c. Possibly focus on special populations?
 - d. Bring forward Lived experience perspective
 - e. Storytelling is compelling
 - i. Jacqueline has person doing storyboard of their “why” that is compelling and will connect person to Jaime J.
 - f. Get out video sooner rather than later to engage interest in HAM
- d) CoC Learning Hub
- a. Working Group: Leng, Jo and Juno
 - i. **Working Group meeting scheduled for 8/24 from 2pm – 4 pm at this link: [Click here to join the meeting](#)**
 - b. Might want to share the why they became homeless, where the system failed and where they see opportunity/hope
 - c. Include time for presentation of awards

- e) Maybe a goal tied to special population?
 - a. Highlighting their stories?

Other

- Keva: CAPP is working on an advocacy campaign around transitioning Foster Care youth and housing is most definitely a part of our plan
- Concord library interested in possibly working with Jo
- Communities encouraged to host their own events that we will signal boost in the toolkit

Marketing

- Briefly discussed marketing.
- All staff CCHS email go out with Toolkit, etc?
- Do preliminary email blast?

V. Timeline

- a. Jaime shared brief timeline and will share out full work plan with dates once Working Groups meet

VI. Next Steps

- a. Jacqueline will connect Jaime J. with contact to share story
- b. Monie and Jo will reach out to community colleges
 - Support/amplify events on campus
- c. Who report out at COH?
 - Maureen
- d. Next full meeting TBD (initially scheduled a time but have to change it)