

# FY19 NEW GRANTEE ORIENTATION

## Outreach, Marketing, & Capacity Building

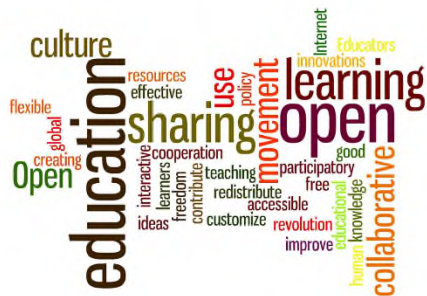
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GRAPEVINE, TX DECEMBER 2-5, 2019

# Course Objectives

- Provide tips on outreach and marketing strategies to develop and build local partnerships, and how these elements enhance program capacity.



# Outreach

- A key component of outreach is that the groups providing it are not stationary but mobile; in other words they are meeting those in need of outreach services at the locations where those needs are.



# How to Develop Effective Outreach?

- ❑ Define the mission of your program
- ❑ What are your work plan goals?
- ❑ Are the goals specific, measurable and targeted to your communities needs?
- ❑ Have you assessed the communities in your area for specific needs and incorporated them?

# Building Program Capacity

What elements should be taken into consideration?

- Staff
- Partners- Community
- Financial
- Contractors
- Outreach/ Marketing
- Education
- Training
- Work Plan
- Policies and Procedures
- Procurement
- Evaluation
- IT

# Outreach/ Marketing Targets

You will need to provide outreach and marketing to various entities that are needed to have a successful program.

- ❑ Potential clients
- ❑ Potential partners
- ❑ Contractors



# Outreach Targets

Identify your target audience:

- ❑ **Reactive-** Elevated Blood Level (EBL) Priority
- ❑ **Housing-** with children under age 6 (residing or visiting)
  - ❑ Children under 6 years of age who spend at least 6 hours a week or is at 60 hours a year (must be documented)
- ❑ **Targeted-** housing
- ❑ **Pre 1978-** (owner occupied or rental)
- ❑ **Pregnant mothers-** (further supports the proactive approach)
- ❑ **Proactive-** Vacant and occupied rental housing ensure work plans identify that priority outreach for enrollment is focused on serving target housing with families living in lead hazards ahead of any vacant

# Where Do You Start?

- ❑ Who are your current partners?
- ❑ Do these partners have existing lead and healthy homes policies?
- ❑ If your contact changes or leaves:
  - ❑ Does the partnership dissolve?
  - ❑ What incentives is there for them to continue to work with your agency or continue Lead and Healthy Homes priorities after your program is gone?
- ❑ Did they get healthy homes training or develop materials they will continue to provide, establish policy, or standards that retain healthy homes assessment and intervention?



# Keys to Building Partnerships

- ❑ Educate and Market
- ❑ Execute Agreements/ Memorandum of Understanding (MOU)
- ❑ Monitor Projects/ MOUs
- ❑ Be Transparent
  - ❑ Competitive Procurement
  - ❑ Clear Policy and Procedures

# Communicate Often

- ❑ Communicate often (highs and lows):
  - ❑ Engage partners quarterly or monthly
  - ❑ Request monthly status reports
  - ❑ Identify performance issues early in the process
    - ❑ Bring partners into the process by evaluating their impact on the program production rate, efficiency, efficacy and sustainability. Let them know their value and impact/ need.
- ❑ Provide technical support/ training

# Using Data

- ❑ How can data help define your mission?
  - ❑ Know where you have been and where you are trying to go!
  - ❑ Partner Investment- Pictures say a thousand words.
  - ❑ Day-to-day progress- evaluate and document partners that have investments that are providing results.

# Using Data

- ❑ Using data to target your program's outreach and intake is an effective strategy to address families at-risk or lead and healthy housing hazards:
  - ❑ Neighborhoods
  - ❑ Census Tracts
  - ❑ High-Risk Zip Codes
  - ❑ Quadrants

# Partnership and Outreach Obstacles

- ❑ Unfamiliar with OLHCHH Lead Hazard Control Grant Program
- ❑ Requirements
- ❑ Not enough money/ capital
- ❑ Disengaged from the mission
  - ❑ Contracts/ MOU are not clear as to expectations and consequences of poor performance
- ❑ Changes in personnel
- ❑ Timely payments
- ❑ Fear of liability

# Overcoming Obstacles

- ❑ Identify existing Healthy Homes Coalition in your area and join the group.
- ❑ United States Department of Agriculture (USDA) has coalitions in several states that grantees should connect to.
- ❑ Host workshops and skills training sessions for CBO's to provide their staff with relevant skills training that will benefit other programs in the area.

# Pay Promptly

## □ Pay Promptly

- Provide invoice submission checklist to partners and contractors
- Review and reply to invoice issues within 72 hours

## □ Streamline the process

- Starts with contract/ MOU development details and clarity of expectations and timeline.

# From Outreach and Marketing to Intake

Successful outreach and marketing should take you to the next step of intake.

Make larger events meaningful:

- ❑ Have qualified program staff there to speak with clients about the program enrollment and benefits
- ❑ Don't just hand out flyers from behind a table
- ❑ Have a way to prescreen to get contact information for those that are a good fit



# From Outreach and Marketing to Intake, cont'd.

Once you have eligible applications:

1. Prioritize enrollment process (EBL, occupied target housing, etc).
2. Determine income verification method you will use
3. Determine whose income to count
4. Create a streamlined process for collecting and verifying income documentation.

# Marketing

- Marketing is the means by which you communicate to, connect with, and engage your target audience to convey the value and availability of your program services.



# Marketing Tips

- ❑ Keywords for marketing your target population:
  - ❑ **Create** attractive program flyers
  - ❑ **Use** appropriate literacy level
  - ❑ **Distribute** in places frequented by families with children under age 6
  - ❑ **Partner** with your local Health Department

# Marketing Tips, cont'd.

When contacting homeowner and landlord:

- ❑ **Hand** address envelopes
- ❑ **Indicate** on envelope:  
“grant funds may be available”
- ❑ **Keep** letter simple and to one page

# Marketing and Other Methods

- ❑ Daycare centers
- ❑ Healthcare providers
- ❑ Department of Human Services
- ❑ Health Fairs
- ❑ Participate in National Lead Awareness Week and other national campaigns
- ❑ Attend section 8 landlord initiation meetings
- ❑ Contact current section 8 landlords:
  - ❑ Advantages: Tenants are pre-approved
- ❑ Bulletin boards (i.e., libraries, laundromats, etc.)
- ❑ Head Start

# Marketing, Other Methods, cont'd.

- Insert in utility bills
- Billboards
- Community access cable channels
- Local TV morning shows
- Social Media (i.e., Facebook, Twitter, and Instagram)
- Yard Signs
- Word of Mouth

# Marketing to Contractors

Provide information about your program and employment opportunities to:

- Local general contractor training providers
- Other local housing rehab program providers (CDBG/Weatherization Program)
- Non- profits who offer self- improvement programs

# Marketing to Contractors, cont'd.

- Assist in training and licensing costs
- Offer liability insurance cost
- Maintaining contractors
- Engage your contractors



# Putting it All Together

- ❑ Characteristics of Effective Partnership:
  - ❑ Active Community
    - ❑ Local Evidence Base and Community Planning
- ❑ Community Champion
  - ❑ Building and maintaining partnership capacity in lead and healthy homes principals that maintains a quality standard for intervention and containment of hazards.
- ❑ Investment through outreach, education/curriculum, assessment, behavior intervention and housing remediation funding at multiple points of contact with the most vulnerable population.

# Questions



Refer to OLHCHH Policy Guidance:

- PGI-2017-03 Treating 0- Bedrooms Pre 1978 Units
- PGI- 2014-01 Eligibility of Units for Assistance
- PGI 2013-07 Income Verification Guidance
- PGI 2012-02 Enrolling Previously Assisted Units