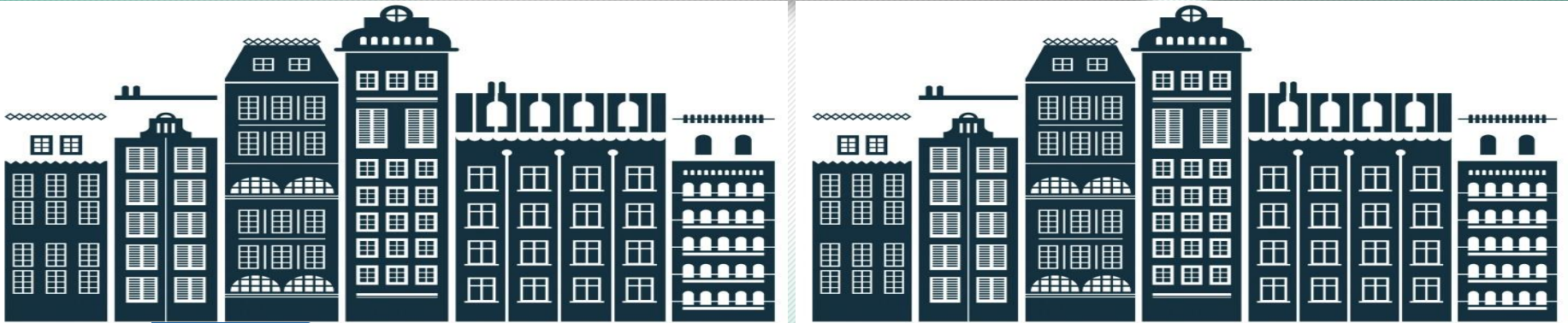


U.S. Department of Housing and Urban Development (HUD)  
Office of Lead Hazard Control and Healthy Homes (OLHCHH)

# FY2021 NEW GRANTEE ORIENTATION

*Outreach, Marketing and Capacity Building*

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# Course Objectives

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

# Building Program Capacity

What elements should be taken into consideration?

- Staff
- Partners- Community
- Financial
- Contractors
- Outreach/ Marketing
- Education

# Building Program Capacity, cont'd

- Training
- Work Plan
- Policies and Procedures
- Procurement
- Evaluation
- IT

# Keys to Building Partnerships

- Identify potential community partners
- 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

# Outreach

- Outreach provides services to any populations who might not otherwise have access to those services. 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?



# 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 community 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

# 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, 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 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 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

# 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, cont'd

- 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

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



# Putting it All Together

Effective Partnerships, Outreach/ Education and an Active Community helps build and maintain local capacity to provide healthy housing to the most vulnerable population.

# Policy Guidance

- 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