

The COH's Layered Approach to Communications

Steph Vasko, Senior Director of Communications

THE COH's GOAL

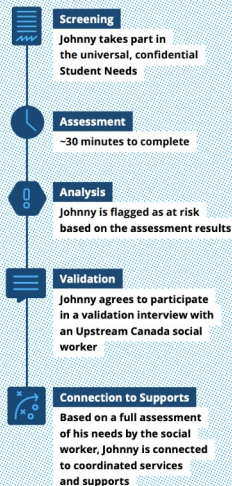
Make research **accessible, understandable, useable** and **relevant** to interested individuals, groups and institutions working to generate effective solutions to homelessness.



COH PUBLICATIONS

How Does Upstream Canada Work?

Johnny is quietly struggling with an unsafe home life. For the last week he stayed at a friend's house because he couldn't go home. He is struggling to stay engaged in school and worried about his future.



The stories of Mike and Aden illustrate that some students do not exhibit the early signs of homelessness risk, and for a variety of reasons, do not seek out help. Upstream Canada would have assessed Mike and Aden's life circumstances to determine their risk of homelessness and the likelihood of disengagement from school. Based on the results of the assessment, they would have been connected to appropriate, community-based services and supports to address their needs – well before a crisis hit.

For instance, Mike's need to take on two part-time jobs because of income insecurity would have been addressed in his coordinated care plan. An Upstream Canada case manager could have worked with him and his family to find relevant income support programs in the community (e.g., Canada-Ontario Housing Benefit). He might have also been connected with family mediation and mental health support for his mother, which might have prevented his experience in the shelter system and struggles with addiction.

As a proactive and confidential intervention, Upstream Canada is designed to identify and support students like Mike and Aden, who would otherwise have to manage challenging personal situations on their own for fear of stigma and not knowing about the supports that could have been available to them.

Step-by-Step Process

INTRODUCTION

The word family can provoke mixed feelings for many youth experiencing or at risk of homelessness.

Family may bring up past sources of pain as a result of conflict, neglect, or even abuse and separation. Unfortunately, a large number of young people enter into homelessness because of challenges they experienced with their parents and family. The *Without a Home Study* – the first national survey of young people experiencing homelessness in Canada – found that 77.5% of youth cited an inability to get along with their parents as a key reason they left home (Gaetz et al., 2016). What's more, 63.1% of youth reported having experienced physical, sexual, or other forms of abuse as a child or adolescent, and 57.8% had some kind of involvement with child protection services (Gaetz et al., 2016). Given these staggering numbers, it is no wonder that service providers and front-line staff supporting youth experiencing homelessness want to protect young people from the source of these traumatic and harmful experiences.

But the word family can also prompt positive associations as well, of a person's first experiences of love, attachment, and care. Although many young people flee abusive and otherwise problematic family situations, the *Without a Home* study also found that a majority of youth surveyed were in contact with a family member at least once per month and that 77.3% would like to improve their relationships with family (Gaetz et al., 2016). These facts speak to the compelling presence of family and other important relationships in young people's lives, despite past conflict or harm. For those providers supporting youth at risk of or going through homelessness, then, it is important to recognize the crucial role that such relationships play in personal development and to find ways to support youth in understanding, navigating, and strengthening these vital connections.

"Traditionally, in shelter settings, there's been this thing that young people are feeling bad situations from their home environments and that's true to a certain extent. But it has kind of led to people feeling that family is bad."

You know, I need to protect the young person. And, I think the *PWS* program has really shifted that thinking about, maybe things weren't great when the youth was eight, ten years old. But, now they're 20 and, maybe there's a chance to, you know, revisit that family situation."

— Key Informant of the Toronto Family and Natural Supports program



Pull Quote



The Real Scale of Women's Homelessness & Housing Need

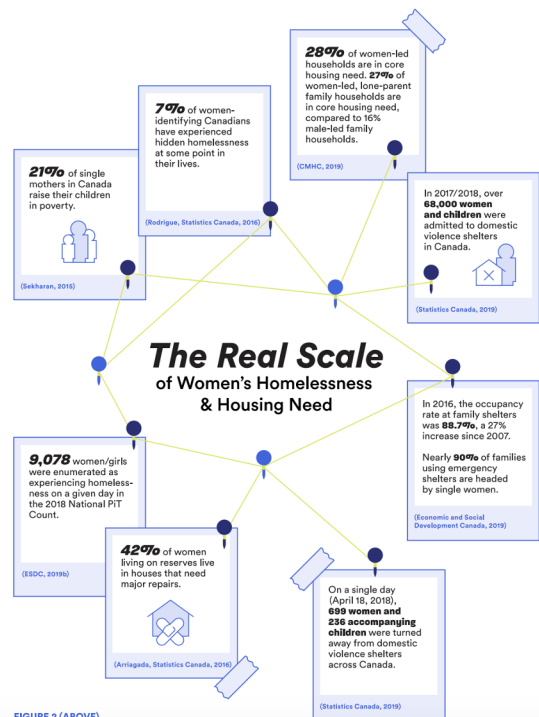


FIGURE 2 (ABOVE)

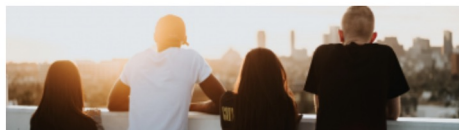
Data

CHANNELS

- Homeless Hub
- Homelessness Learning Hub
- Weekly newsletter
- Blog
- Social Media
- Webinar
- Podcast
- Media



NEWSLETTER



Using Family and Natural Supports Principles in the Justice System: Edmonton's Youth Diversion Program

Jen (a pseudonym) is a bright, cheerful young woman who is wise beyond her years. In Grade 10, she calculated the...

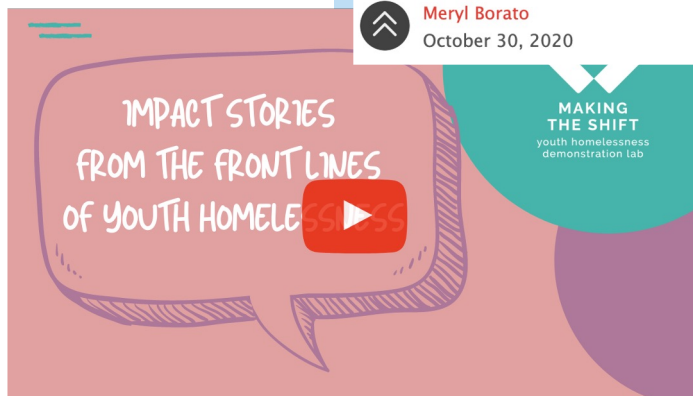


Meryl Borato
October 30, 2020



se! Youth Homelessness: Mental Substance Use During the Pandemic

/ Lived Experience Lab, A Way Home Canada, Covenant



andemic has exposed a snowstorm of Social Determinants of Health that Canadian front-line providers and youth with current and past experiences of homelessness are struggling to navigate. This [CIHR](#)-funded explores front-line provider practice adaptations for mental health and substance use during COVID-19 for youth with current and past experiences of homelessness.

[Read the Report](#)

[Read the Blog](#)

RESEARCH OUTPUTS...

LAYERING is important

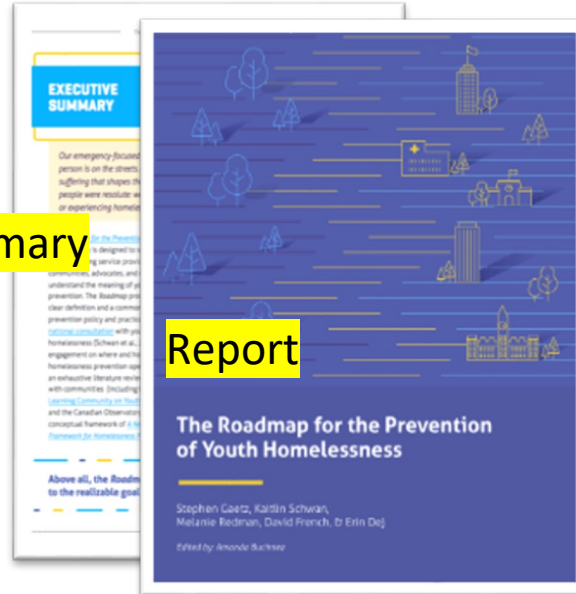


Layering in Action!



Infographic

Exec
Summary



Report

Blog

No More Missed Chances – The Roadmap on the Prevention of Youth Homelessness

Today we release The Roadmap for the Prevention of Youth Homelessness in partnership with A Way Home Canada – offering the first definition of youth homelessness prevention and mapping out a...

Stephen Gaetz and Kaitlin Schwan
November 17, 2018

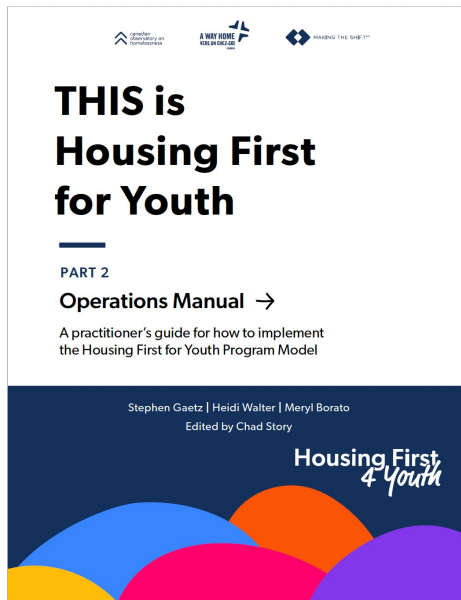
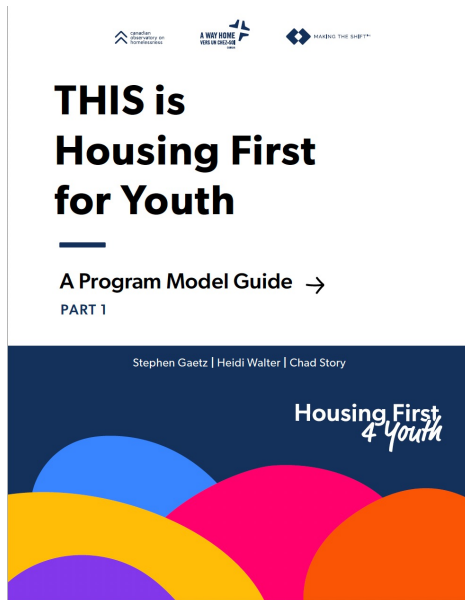


Webinar

Social media



Knowledge Mobilization Case Study



NEW

- Guide
- Operations manual
- Tools and templates
- Logo & branding

Housing First
4 Youth

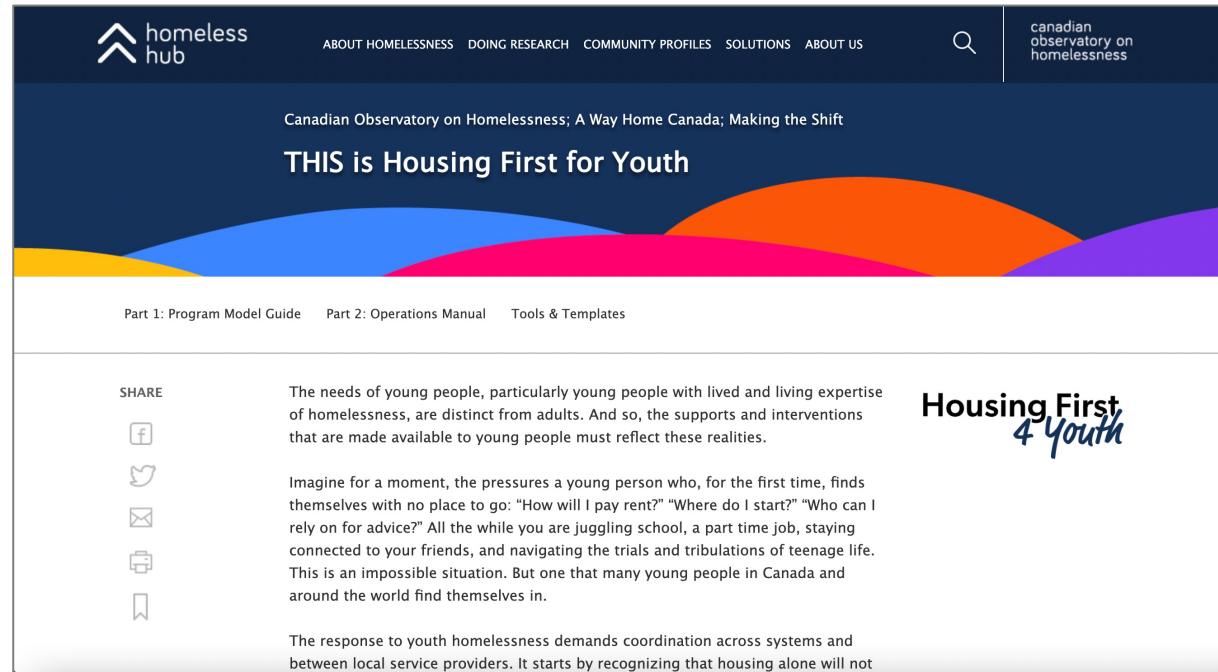


Knowledge Mobilization

Phase 1: Launch

Week of Launch
“Introduce HF4Y”

Published on
the **Homeless Hub**



Knowledge Mobilization *Phase 1: Launch*

Shared via our
weekly **newsletter**



NEWSLETTER

NEW RELEASE

THIS is Housing First for Youth

A Program Model Guide →
PART 1

Stephen Gaetz | Heidi Walter | Chud Sturgis

Housing First
& Youth

THIS is Housing First for Youth

Operations Manual →
PART 2

Stephen Gaetz | Heidi Walter | Meryl Borotto

Housing First
& Youth

NEW! THIS is Housing First for Youth

Canadian Observatory on Homelessness, A Way Home Canada, Making the Shift

The [Canadian Observatory on Homelessness](#), [A Way Home Canada](#) and [Making the Shift](#) released an updated version of the Housing First for Youth

Knowledge Mobilization

Phase 1: Launch

Quick Zoom **video**
with the authors

- 8 mins recording
broken into smaller,
shareable videos

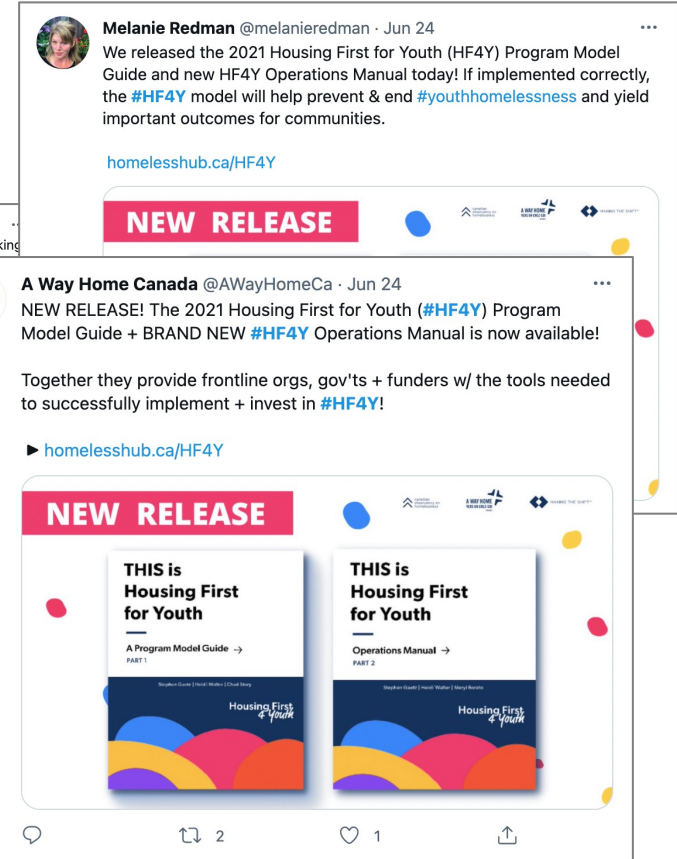
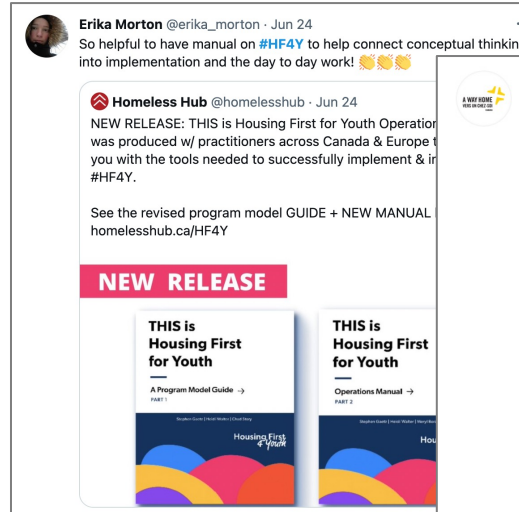


Knowledge Mobilization

Phase 1: Launch

Social media package
for staff and partners

Track #HF4Y hashtag



Creating
social media content
was done in
collaboration

HF4Y SOCIAL MEDIA PACKAGE

This social media package features content to announce:

- Phase 1 - June 24
- Phase 2 - Summer
- Phase 3- September

Note: all posts should tag → @homelesshub @AwayhomeCa

[Comms plan](#)

PHASE 1

[All images found here](#)

PLATFORM	MESSAGE	IMAGE
Twitter/FB/LI	<p>NEW RELEASE: THIS is Housing First for Youth Operations Manual was produced w/ practitioners across Canada & Europe to provide you with the tools needed to successfully implement and invest in #HF4Y.</p> <p>See the revised program model GUIDE + NEW MANUAL here: LINK</p>	
Twitter/FB/LI	<p>Are you looking to start a #HF4Y program? If so, our new THIS is Housing First for Youth Operations Manual is for YOU!</p> <p>The revised H4FY guide explains WHY this intervention works and the manual shows HOW it works.</p> <p>To learn more, click here: LINK</p>	
Twitter/FB/LI	<p>This week's Research Matters blog provides an overview of the key learnings & principles explored in the revised THIS is Housing First for Youth program guide and NEW operations manual.</p> <p>READ: LINK</p>	

Lindsay McRae
16:54 17 Jun

David, are there gov/policy-makers/funders who we should tag?

David French
10:40 18 Jun

I'll work on a list of Ministers who we would deem "responsible" for the Youth Homelessness file in P/T's. How does that sound?

Lindsay McRae
14:46 21 Jun

Amazing, thanks David!

Assigned to
Heidi Walter

David French
10:51 18 Jun

@hwalter@awayhome.ca
@ocundangan@awayhome.ca - Let's add something that speaks to HF4Y
[Show more](#)

Assigned to Heidi Walter

[Show all 2 replies](#)

Heidi Walter
11:21 18 Jun

@dfrench@awayhome.ca
@ocundangan@awayhome.ca
just taking a stab at it and playing on David's words

Knowledge Mobilization

Phase 2: HF4Y 101

1-3 months post-Launch

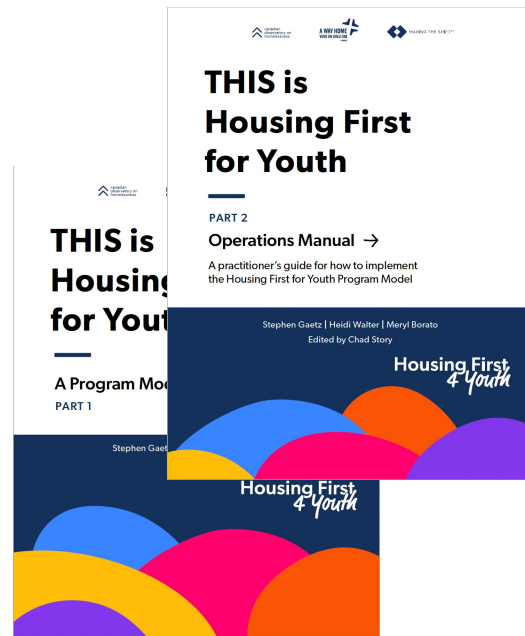
“What does our audience need to know?”

Campaign ideas:

- Defining HF4Y terms
- Quotes
 - highlight voices of youth, partners
- Explain core principles
- HF4Y vs Housing First

Tools

- Blogs
- Videos
- Social Media



Knowledge Mobilization Training

3 parts:

- **Intro**
- **Program Model**
- **Service Delivery**



• TRAINING ⓘ

Introduction to Housing First for Youth

🕒 6 hours 📊 Beginner 💰 Free

Prevention

Housing First



Learn

Explore

Engage

🔍 Search

Log in

Sign up

Home > Learning Materials > Housing First for Youth Program Model

Housing First for Youth Program Model

Prevention

Housing First

Training Introduction

This training is the second in a 3-part series on Housing First for Youth (HF4Y). In **Part 2, HF4Y** you will explore the types of housing and supports that are appropriate for risk or experiencing homelessness.

ig:

ed a 3-part series on Housing First for Youth. You may also be interested in ings:

- **Introduction to Housing First for Youth**
- Housing First for Youth Program Model (This course)
- **Housing First for Youth Service Delivery Model**



🕒 6 hours

📊 Beginner

🌐 Online

💰 Free

Training created by

Canadian Observatory on Homelessness,
Making the Shift
Demonstration Lab (MtS
DEMS),
A Way Home Canada

Target Audience

Knowledge Mobilization

Phase 3: THIS is HF4Y

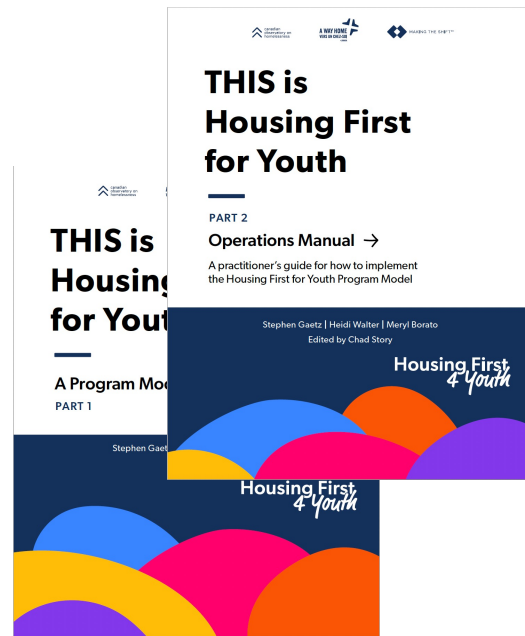
3 months+ Post Launch

“THIS is how you do HF4Y”

- Webinar
 - Allows for Q&A with report authors, feedback from participants
- Blog Series
 - Repurpose case studies, core concepts within the guide and manual
- Video Series
 - What HF4Y is vs. What it is *NOT*
- Audience-targeted content

Tools

- Blogs
- Videos
- Social Media
- Webinars



What's Next?

KMb Continues...

- **Publication of research** on HF4Y demonstration sites - accompanied by blogs from the team, social media...
- **Continue to implement feedback** received on HF4Y Guide and Manual; release version 4.0...
- Create **more practical tools & resources** based on community need
- **Update trainings** to reflect new learnings
- Continue to present at sector-specific **conferences** nationally and internationally



Takeaways & Tips

- You're already done the hard part of creating the content/identifying your key messages.
- Repurposing and layering your content allows you to reach your audience where they're at without too much additional effort.
- Tackle the easiest layers first, one at a time.
- Use free tools like Canva (image creation), Hootsuite (social media scheduling)

