



PARTNERS IN CARE

Oahu's Continuum of Care

Our mission is to eliminate homelessness through open and inclusive participation and the coordination of integrated responses.

PIC Communications Committee Meeting

Thursday, 7/19/18, 1-2 p.m.

State Capitol, Room 415

MINUTES

Attendees: Marc Alexander, Tony (intern at City Office of Housing), Sergio Alcubilla, Annie Anderson-Tanielu, Dorian Nakamichi, Jillian Okamoto (by phone), Jason Kasamoto

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:01 p.m.	
II. Introductions		
III. Approval of June 2018 minutes		June minutes approved
IV. Continuing Business		
A. Reach Hawaii app	Jillian said the homelessness app is being updated and there is no timeline yet for completion.	
B. Homelessness Information Card	<p>Marc said the City can provide resources to print and fold cards.</p> <p>Involves two components:</p> <ul style="list-style-type: none"> - On one side: Different shelters, categories of services. - On other panels, FAQs <p>Criteria: If you belong to PIC, you can be on this info card.</p> <p>Generate FAQ questions. Ask other PIC members what they get asked about a lot, then we pick some and we can draft the answers.</p> <p>Maybe a panel with some key contact information (State, city, AUW, 211, etc.) It shows we're all</p>	<p>Jason: Send out email to committee members and general PIC membership to solicit possible FAQs</p> <p>Create Google Doc to hold the FAQs so committee members can add/edit them</p>

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	<p>working together</p> <p>It's a good resource for providers and the community to have.</p> <p>Annie said it's small enough to leave them at places like bus stops, emergency rooms, where people can easily access them</p> <p>Can create a Google Doc or Dropbox account to store this information for those within PIC to edit this information, even after we're all gone.</p> <p>It would make sense to ask homeless people about what they need at that moment, where do I get food, etc.</p> <p>Annie asked, related to the information card, whether it is possible to conduct a statewide survey to get data on drugs or families. She thought it was Canada that conducted a survey to figure out how to target drug use among teens and younger kids. If we could get this data, we can tailor our homelessness programs to address those issues.</p> <p>Marc said it's possible. Focus groups could be helpful. The City is open to help.</p> <p>If there's something specific on DV, that's also an option. We know about singles and families, but we don't know as much about the other subpopulations.</p> <p>Is it possible to have a series of cards?</p> <ul style="list-style-type: none">- One side of the card offers the same info on providers, but the other side covers youths, women,	
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<p>C. Homelessness Stories of Note?</p>	<p>veterans, etc.</p> <p>Jason shared that the Hawaii Poll (Honolulu Star-Advertiser) showed 62 percent of registered voters support “ohana zones.” Generally, safe zones go against the USICH’s best practices.</p> <p>Sergio noted that a tourist attacked by a homeless person in Waikiki was on the front page of the newspaper. It creates the perception of a safety issue around homeless people, so it would be good if there was another story to counter that.</p> <p>Marc said that when the Japanese couple got attacked at Mother Waldron Park, people thought it was the homeless, too. But the person who helped the couple was actually a homeless person. We need more profiles and to change the narrative in the news about homeless people being a safety risk.</p> <p>Jason said we’ve pitched more positive stories to Dan Nakaso, with good results. We’ve had mixed results with other news organizations</p> <p>Dorian said that even when we put out positive stories, the public doesn’t seem to care nearly as much compared with when negative stories appear. She’s not sure how we turn the tide and not sure what is the answer.</p> <p>To make a difference, it seems like there have to be significantly more positive stories than negative ones, or the positive story must have a far-reaching impact on</p>	
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many people's lives. Simply put, a 1:1 ratio of positive stories to negative stories will not work to change public perceptions of homelessness.

Annie noted that a positive story was the opening of the Joint Outreach Center in Chinatown. She liked that the story focused on how someone who got stabbed got help, even though the center hadn't even opened yet. It was also good because it discussed the collaboration involved in opening the center. More stories like that would be good.

Jason said the Community Outreach Court was also a good story because there is buy-in from the Prosecutor's Office as well as the Public Defender.

Marc asked if it is possible to send out a weekly or biweekly digest of positive stories to distribute via social media. Sergio said it could even come through the newsletter.

Annie suggested advocating for a neutral story (from one of the news outlets) that discusses what safe zones are. It might help people understand the pros and cons.

Marc suggested that PIC sponsor a quarterly forum on a particular topic, like safe zones. Have two people for the idea and two people against. Try to present different perspectives to engage the public.

Road to Home offers another vehicle to share homelessness providers' stories.

<p>D. PIC Communications Newsletter</p>	<p>Sergio said we can also post information at bus stops. Dorian wondered if info holders can be attached to bus stops (Marc will look into that).</p> <p>The group felt that it would be beneficial to promote the Homelessness Awareness Conference as much as possible. Annie suggested featuring the conference in our first newsletter.</p> <p>Marc said because the newsletter is going to be digital, it can also include links to positive homelessness provider stories, which can also be placed on the PIC website or elsewhere.</p>	<p>Annie volunteered to ask PIC Awareness Committee Chair Maile Montallana about details of the Homelessness Awareness Conference, for purposes of the newsletter</p>
<p>V. New Business</p>	<p>NONE</p>	
<p>Adjourned</p>	<p>2:04 p.m.</p>	
<p>Next Meeting</p>	<p>Thursday, Aug. 16 at 1 p.m. at State Capitol, Room 415</p>	

Minutes prepared by Jason Kasamoto, Communications Committee chair