



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, 8/16/18, 1-2 p.m.

State Capitol, Room 415

MINUTES

Attendees: Marc Alexander, Sergio Alcubilla, Annie Anderson-Tanielu, Cindy Cox, David Sayre, Jason Kasamoto

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:09 p.m.	
II. Introductions		
III. Approval of July 2018 minutes		July minutes approved
IV. Continuing Business		
A. Diversion Training with Iain De Jong	<p>Marc said there were about 100 people at the training and the committee members who attended (Annie, Jason) thought it went well.</p> <p>Annie liked that he was specific about how to break down certain barriers, and that information is useful to find creative solutions to helping the homeless. She also liked that he covered the entitled attitude of some people, and the overuse of resources.</p> <p>Marc is hoping Iain can return to do training on unsheltered homeless in the near future, but it would be an all-day training and would require lunch. Maybe do something quarterly and at a low cost. Annie said it would be great if we could have the neighbor islands participate as well.</p>	

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<p>B. Media matters</p> <p>C. Homelessness Information Card</p>	<p>Marc said the venue (Mission Memorial Auditorium) was good, but heard many complaints about the strict “no food or drink” policy. Blaisdell is another free option, but city agencies cannot get a reservation more than three weeks out.</p> <p>Star-Advertiser article by Dan Nakaso on Iain’s visit was posted on the PIC Facebook page and garnered a fair amount of attention.</p> <p>David referred to an article about sex offenders claiming their addresses at parks. He wondered whether registered offender status comes up regarding shelter placement. Annie said it does for them because there are kids involved.</p> <p>Jason received several emails full of possible FAQs, so he put them in a Google Doc and gave the committee members access. We now have to figure out who is going to answer the FAQs.</p> <p>David said he spoke with Anna Stone about the info card, and she suggested info about what immigrants need to know about living in Hawaii (documentation, etc.). We could use resources (like Family Services Office) to help answer the FAQs. There is also a concern that the questions submitted seem more middle class than those targeting homeless.</p> <p>Marc shared a prototype of a homeless info card.</p> <ul style="list-style-type: none"> - We can expand it as necessary - The existing phone numbers have not been checked - What is the target audience? 	<p>Can we do a focus group to see what homeless really want to know?</p>
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<p>D. PIC Communications Newsletter</p>	<p>Probably less consumers and more staff or first responders</p> <ul style="list-style-type: none"> - How about a street address for shelters? Not all homeless people have cell phones, and sometimes they do call, but no one picks up. Also, we could include landmarks so people can find the shelters more easily. - We are limiting the card to PIC members only. (That's why there's no River of Life Mission, other non-members). Listing food pantries would be great, but we can't include them all without adding more space. <p>Would love to have the cards ready by the Homeless Awareness Conference (Nov. 16), if possible.</p> <p>Annie said Maile provided some basic information about the conference. Need to figure out a way to publicize the event to garner more interest.</p>	<p>Follow up with Maile?</p>
<p>V. New Business</p>		
<p>A. CES Communications Plan</p>	<p>We're still trying to figure out what this plan would look like. Further discussion needed.</p>	<p>Talk to Piper from Homebase, and Jay and Morgan from AUW</p>
<p>Adjourned</p>	<p>2:02 p.m.</p>	
<p>Next Meeting</p>	<p>Thursday, Sept. 20 at 1 p.m. at State Capitol, Room 415</p>	

Minutes prepared by Jason Kasamoto, Communications Committee chair