



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, 1/17/19, 1-2:15 p.m.

State Capitol, Room 415

MINUTES

Attendees: Sam Millington (PIC Executive Director), Connie Mitchell (PIC Chair, IHS Executive Director), David Sayre (for Salvation Army), Annie Anderson-Tanielu (Women in Need), Jason Kasamoto (PIC Comms Chair, Office of Governor's Coordinator on Homelessness), Ramon Meraz (City Office of Housing), Chelsea Lockwood (Lieutenant Governor's Office). **BY PHONE:** Nikos Leverenz (HHRC), Keopu Reelitz (DHS)

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:06 p.m.	
II. Introductions		
III. Approval of August, September and October 2018 minutes		Minutes approved as presented
IV. Continuing Business		
A. Remarks from Sam	<p>Since joining PIC, he has done 11 TV segments and 6 radio segments discussing PIC, as well as several newspaper and online segments.</p> <p>Main goal is to get PIC's mission and branding out there. We also want to get the business sector and faith-based community more involved with PIC.</p> <p>We want to engage the private sector more. When talking with them about the progress made, they consistently say: "I don't see it." Let's think about bringing them in to PIC or outreach advocacy (us going to rotary clubs) because they have an influential voice.</p>	
B. Remarks from Connie	<p>Would like PIC to become a recognized voice for homelessness and drive the agenda.</p> <p>Would like the general public to hear from service providers who are working with homeless and from the homeless people</p>	

<p>C. Media Matters</p>	<p>themselves to understand what they are experiencing and develop compassion.</p> <p>There is a lot of compassion fatigue and anger in the community, so her goal is to keep the community caring while showing them that PIC is advancing solutions, both through evidence-based solutions and having our ears to the ground and eyes on what's going on.</p> <p>Things have changed a lot in the three years since Scott Morishige was appointed, but many people (including lawmakers) need a better, more coordinated picture of what's going on.</p> <p>There is strength in having a united voice, and PIC has the ability to do that</p> <p>Creating a Speakers Bureau to respond to anyone who wants to learn more about homelessness would be helpful (Rotary clubs, business organizations, other private sector groups, etc.)</p> <p>Impacts of homelessness need to be acknowledged more. We say we're doing a good job, but we don't acknowledge impacts on environment, public safety, economy. We need to be able to speak to this in an intelligent and compassionate way</p> <p>Children's Discovery Center (Star-Advertiser Op-Ed)</p> <p>Connie: When taking apart the Kakaako encampment, she wanted to do an assessment of the people there, particularly whether they were longtime residents or new residents. Should have been a systematic focus on longtime residents first, and newer residents should have had other resources available to them</p> <p>Chelsea asked if the encampment would move if they got their own piece of land, like Puuhonua o Waianae is trying to do.</p> <ul style="list-style-type: none"> - Connie said the people in Waianae are more of a community, but it's not usually like that in urban areas like Kakaako. If you were to offer land to the whole group in Kakaako, some might take it but 	
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others would not. To those who don't want help, we have to figure out what they really want and if it's reasonable. If not reasonable, they need to know they are violating the law and there have to be consequences.

Sam: Waianae is different because there's leadership there.

Annie: And that leadership is respected.

Related to media coverage, it's good that PIC is trying to create more positive coverage. Maybe the PIT Count will provide some.

It would be nice if more members of PIC were willing to speak out on things that affect them (legislative funding, negative media coverage on homelessness, etc.). We tend to hear the same voices (IHS, Catholic Charities, etc.), so it would be powerful if more PIC members spoke out (interviews, op-eds)

Sam: Youth have a powerful voice, so RYSE could be a good program to highlight service providers

Connie: When putting together a media strategy, we have to think what our calls to action are.

We should select stories that match the purpose of our communication. This year: How do we drive the message? What do we want people to do?

Annie asked if PIC has some policy in place, or what is the protocol when individual agencies are speaking on behalf of PIC. Such a policy would help to empower the service providers to speak out.

- Connie responded that we don't expect PIC members to speak on behalf of PIC, but they should, on their own, be able to speak to homelessness issues
- Sam added that maybe PIC could have a procedure in which PIC offers support to members (help with writing, editing?)

Connie suggested that the more media-savvy PIC members could help coach agencies on shaping their responses to convey a

	<p>particular message</p> <ul style="list-style-type: none"> - Nikos expressed willingness to assist other members, but added that the two issues for most organizations are time commitment and capacity - Sam said it would be easier (in terms of time commitment) to pitch stories to media and help the reporter and PIC members shape the story <p>Radio shows have helped to educate the public on homelessness (IHS on Mike Buck, Scott and Marc on Rick Hamada/ Road to Home)</p> <ul style="list-style-type: none"> - If we can lay out an agenda of what we want to discuss on these radio shows, we can coordinate with PIC members who are knowledgeable in those areas and are willing to appear - There are certain things we know will happen throughout the year (homelessness conference in November, faith conference in May, etc.) <p>Rapid response team would help highlight things that are working</p> <ul style="list-style-type: none"> - Chelsea said the easiest way to do that is to cross-populate on social media because you can get the message out immediately, then have a team share and retweet it to reach thousands of people - PIC and Comms Committee need to build that infrastructure by figuring out who in membership is social media savvy and willing to respond when stuff happens - Sam said PIC is looking at getting a VISTA to help with data and website redesign. After 501(c)(3), maybe get another VISTA to help with communications and be a member of Comms Committee. - Nikos said that having some general talking points would be useful when doing a rapid response to op-eds like Loretta Yajima's. <p>Connie mentioned that deaths of homeless people are a concern because the public is largely unaware of how many die each year</p> <p>CES also is an untapped source of</p>	
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	information about how so much collaboration is required to house a homeless individual/family	
V. New Business A. Using PIC logo on Catholic Charities advocacy materials	Request from Betty Lou Larson. Could create some co-branding opportunities - PIC would have right of first refusal - Connie: Concern if the PIC branding is used on materials related to CCH's own legislative advocacy. We can't be seen as picking favorites	
B. Newsletter	Ramon has agreed to gather committee reports for the newsletter - Will add CES update	
Adjourned	2:24 p.m.	
Next Meeting	Thursday, Feb. 21 at 1 p.m. at State Capitol, Room 415	

Minutes prepared by Jason Kasamoto, Communications Committee chair