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, 4/18/19, 1-2:15 p.m.
State Capitol, Room 415
MINUTES

Attendees: David Sayre (for Salvation Army); Jason Kasamoto (PIC Comms Chair, Office of Governor's Coordinator on Homelessness); Ramon Meraz (City Office of Housing); Katie Ranney (Mediation Center of the Pacific); Sergio Alcubilla (Legal Aid Society of Hawaii); Chelsea Lockridge (LG's Office); Samantha Church (Family Promise); Dorian Nakamichi (Helping Hands Hawaii); Justin Limasa (Office of Governor's Coordinator on Homelessness)
BY PHONE: Annie Anderson-Tanielu (Women In Need)

Agenda Topic	Discussion	Outcome/Action
I. Meeting called to order	1:01 p.m.	
II. Introductions	Welcomed Samantha Church, Executive Director of Family Promise and member of Housing ASAP	
III. Approval of January and February 2019 minutes		January and February minutes approved as written
IV. Collaboration with Housing ASAP	Samantha Church, as a representative of Housing ASAP, proposed a collaboration with the Comms Committee around bringing more awareness to family homelessness - Housing ASAP's strategy is to **highlight families,** with the goal to encourage landlords to step up and rent to families experiencing homelessness - No specific initiatives planned as of yet Some goals: - Trying to do a campaign around raising awareness of the huge family homeless population - Trying to come up with a new term for family homelessness (like "hidden homeless") because people will see family homelessness differently if there's	Committee was in favor of further exploration Jason to bring to PIC Board of Directors for approval

PARTNERS IN CARE, *OAHU'S CONTINUUM OF CARE*
200 North Vineyard • Suite 210 • Honolulu, Hawaii 96817 • www.PartnersinCareOahu.org

		- another term used - A website (updated monthly) that would have just family homelessness statistics on it, with simple, clear messages that say: "We need X number of housing units to house all the unsheltered families in our community" **Challenge:** How do we differentiate this population compared with the chronically homeless population? It's a different population - Some landlords are hesitant about renting to these families because when they hear "homeless," they think of the chronically homeless (severe mental illness, chronic substance use) compared with an "economically uprooted" or "economically displaced" family that is having trouble making ends meet Ramon suggested partnering with the faith community, and added that if there's something that can be posted on social media, then send it to him Sam said Housing ASAP still has the goal of reaching functional zero (By definition, functional zero means getting all families into housing within 30 days, but we're taking maybe three or four months)	
V.	Expanded Social Media Presence	Ramon has started posting profiles of PIC members on the Mayor's Office of Housing Facebook page - It's a good way to get to know PIC members because many of us don't know what kind of work other PIC members do Sergio suggested Slack as a more targeted communications tool	
VI.	Continuing Business		
A.	Quarterly Newsletter	Still TBA - Had to replace front-page profile of Sam Millington with cover story on Housing and Homelessness Unity Day In the future, going to an online platform will probably be more efficient and make it easier	Future issues of the newsletter will be through Mailchimp

		to distribute on a regular basis - Mailchimp is free for the first 1,000 contacts or so - More pictures, fewer words is a good formula	
		Sam suggested that a future newsletter item could cover shelter requirements (how to get in, what hours for referrals, how many beds, referral contact, demographic, etc.)	Sam to bring this up through the shelter workgroup
	B. Media Matters 　i.　2019 PIT Count	PIC is planning to release rest of Point In Time Count data in mid-May. Site to be determined	
	ii.　Other Coverage	Ramon mentioned a news report that said the PIT Count showed overall homeless went up, so the City's comms team got the news outlet to correct it. It just shows the amount of misinformation that is out there Sergio has seen stories that play on the narrative that either other states are sending their homeless to Hawaii, or homeless people from the mainland are flocking here - Some of our own service providers are pushing the narrative that they have a high transient population. How do we counter that? - We could pull data from HMIS showing the number of people who have been here for a year or less. This is useful data to have in our back pocket when we talk with reporters Homeless families and children are another subpopulation that needs attention - Using PIT Count data is tricky because it doesn't get the homeless families who live in their cars or are doubled up. DOE data is more accurate Positive Stories - Approval of H4 - Aloha from Taiwan Day - Unity Day rally Rapid Response Teams - Earlier this year, a suggestion to the	Figure out which PIC members are

	committee centered on creating a Rapid Response Team that would respond to unfavorable news stories, especially those that perpetuate stereotypes about homelessness or get things wrong. - However, this strategy might make media organizations feel like they're being attacked and might reduce opportunities for favorable coverage - Instead, we plan to identify PIC members who have good relationships with specific media outlets. If that media outlet has a story that needs a retraction, the PIC member can reach out to the reporter directly. Then we can highlight the retraction through our social media channels - On message boards, someone associated with PIC could correct wrongful assumptions and promote accurate data Families with minor children reach "functional zero" in terms of referrals to permanent supportive housing - Difficult to message because they have vouchers but don't have housing yet. Might confuse public Is it worth it to feed story ideas to media?	close to specific media outlets
VII. New Business A. Housing and Homelessness Unity Day	Positives - Generally, the visits to legislators and the press conference went well - Good turnout for a good cause Negatives - Maybe we need to do a better job of getting word out. The PIC Listserv isn't reaching everyone in PIC	
B. PIC Logo	Ramon shared some photos with plants that could be used in the logo Catchafire might be an option if we want to have someone design a new logo - Through Hawaii Community Foundation - Experts who donate time to nonprofits	Sam is willing to look into this further

	Also, what will the tagline say? - People outside of PIC don't know what a Continuum of Care is, so we can change the wording or explain what a CoC is	
Adjourned	2:24 p.m.	
Next Meeting	Thursday, May 25 at 1 p.m. at State Capitol, Room 415	

Minutes prepared by Jason Kasamoto, Communications Committee chair