

Strategies for Effective Program Outreach and Marketing

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2022 Healthy Homes Production and Older Adult Home Modification New Grantee Orientation

Presentation Overview

- Establishing important relationship and potential hiring of staff for program success
- Tips for effective outreach and marketing strategies to target key program participants that may benefit from program resources and contractors
- Review examples from HHP grantee regarding their effective marketing and outreach strategies

Building Program Capacity

In order to build effective outreach and marketing strategy, it's important to identify and evaluate key players:

- Staff (Outreach and/or Marketing Specialist, Intake Coordinator, Outreach Coordinator etc.)

- Potential Community Partners

- Organizations

- Subrecipients

- Contractors



Educate community partners and staff regarding key program objectives and expectations

Building on Key Partnerships

After mutual professional relations are formed

- Host group or one-on-one meetings partners to explain expectations of program
- Execute Memorandums of Understanding (MOU) or Grant Agreements, or Subawards
- Ensure Competitive Bidding (Contractor Work)
- Consistent communication with partners for referral success

Building Program Capacity

Once you established and developed the it's important to educate key players with the following resource:

- Training
- Work Plan
- Policies and Procedures
- Program Requirements

Outreach Program Definition

Outreach provides services to any populations who might not otherwise have access to those services.

A key component of outreach is that the groups providing it are not stationary but mobile; in other words, they are meeting those in need of outreach services at the locations where those needs are.

How to Develop and Effective Outreach?

- Define the mission of your program
- What are your work plan goals?
- Are the goals specific, measurable and targeted to your communities needs?
- Have you assessed the communities in your area for specific needs and incorporated them in your strategy?

Outreach Strategies

- Make sure to use the community to get the word out
- Develop partnerships (schools, churches, community events)
- Know what kind of information to send out to the community
- Make the information simple and easy to read

Outreach and Marketing Targets



You will need to provide outreach and marketing to various entities to have a successful program.



Potential clients



Potential community partners



Contractors

Outreach Targets

Using data to target your program's outreach and intake is an effective strategy to address families at-risk or lead and healthy housing hazards:

Neighborhoods

Census Tracts

High-Risk Zip Codes

Outreach Targets

Identify your target audience

- Elevated Blood Level (EBL) Priority (potential priority)
- Housing- with children under age 6 (residing or visiting)
- Older Adults
- Families with Children (Under the age of 18)
- Families with persons with disabilities reside;

Targeted- housing

- Pre 1978 or 1940 privately-owned owner-occupied or rental housing
- Newer Housing Stock that compromised

Marketing Program Definition

- Marketing is the means by which you communicate to, connect with, and engage your target audience to convey the value and availability of your program services.
- After outreach strategies are identified, program marketing is key to convey program value
- Identify the various program audiences to create a strong marketing strategy for engagement

Marketing Tips



**Keywords
for
marketing
your target
population**



**Create
attractive
program
flyers**



**Use plain
wording**



**Distribute
in places
frequented
by families
you plan to
serve**



**Often
marketing
and
outreach
materials in
different
languages
if possible**



**Partner with
your local
Health
Departments,
community
organizations,
and local
advocates
(coalitions)**

Marketing Tips (Continued)

When contacting homeowners, landlord and tenants:

- QR codes if available to simplify follow-up opportunities
- Keep information simple and to one page
- Provide the benefits of what the program “can do for you”

Marketing Tips (Continued)

- Utilize Social Media
- Host brief webinars or live, virtual meetings
- Yard signs or door hangers
- Inserts in utility bills
- Keep information simple and to one page and provide the benefits of what the program “can do for you”
- Word of Mouth

Marketing Tips (Continued)

- Daycare centers
- Healthcare providers
- Department of Human Services or other local government agencies
- Health Fairs
- Head Start Programs
- Participate in National Lead Awareness Week and other Healthy Homes specific campaigns
- Attend section 8 landlord initiation meetings
- Public Access TV stations or local radio stations
- Bulletin boards (i.e., libraries, laundromats, etc.)
- Visit Community Health Centers, community events to promote the program

Marketing to Contractors

- Provide information about your program and employment opportunities to:
- Local general contractor training providers
- Other local housing rehab program providers (CDBG/Weatherization Program)
- Non- profits who offer self- improvement programs

Marketing to Contractors

- Potentially assist in training and licensing costs
- Engage your contractors
- Host Request for Qualification meetings to make them aware HHP program

Partnership and Outreach Obstacles

- Unfamiliar with OLHCHH new Healthy Homes Production Grant Program or Requirements
- Not enough money/ capital
- Disengaged from the mission
- Contracts/ MOU are not clear as to expectations and consequences of poor performance
- Changes in personnel
- Timely payments

Overcoming Obstacles





















- Identify existing Healthy Homes Coalition in your area and join the group
- Host workshops and skills training sessions for CBO's to provide their staff with relevant skills training that will benefit other programs in the area.
- Educate all partners involved regarding the mission and purpose, and obligations of the program
- Utilize leverage resources for potential financial limitations
- Have appropriate succession planning for staff turnover or changes
- Work with financial staff to ensure timely payments and streamlined process
- Have detailed contract/ MOU development details and clarity of expectations and timeline.




Key Things to Remember

- Building relationships and engaging program participants takes time. Especially for new grantees, be patient yet persistent.
- Key consistent communication with partners, contractors, and program participants.
- Define core program objectives and key partners prior to outreach and marketing.
- Effective partnerships, outreach/ education and an active community helps build and maintain local capacity to provide healthy housing to the most vulnerable population.
- Successful outreach and marketing should take you to the next step of intake. Once you have eligible applications you can then prioritize enrollment process (target housing, population, etc.)

HHP Grantee

Keep Your Home Healthy and Safe

Every Day	Every Week	Every Month	Every 6 Months	Every Year
 Turn on a fan when taking a bath or shower	 Change and wash bedding	 Clean air vents and replace filters	 Clean roofs of leaves and debris	 Wash off mold and mildew from exterior walls and roofs
 Put trash in garbage cans	 Vacuum carpeting and sweep/wet clean other floors	 Test smoke and carbon monoxide detectors (change batteries every 6 months)	 Clean exhaust fans	 Check walls for cracks and holes and seal them up
 Wipe countertops	 Clean bathrooms and kitchens	 Trim trees and bushes and clear leaves/debris from around your home	 Test your outlets for short circuits	 Inspect screens and replace any that have holes
 Keep floors dry and clean	 Remove clutter and dust surfaces of furniture	 Check for water leaks and inspect pumps	 Check all locks and deadbolts in your home	 Check roofs for leaks and repair damaged areas



 For a free home assessment, visit: 

HEALTHY HOMES

U.S. Department of Housing and Urban Development
Office of Lead Hazard Control and Healthy Homes

Eight Tips for Keeping a Healthy Home

- Keep it Dry:** Prevent water from entering your home through leaks in roofing systems or due to poor drainage. Check your interior plumbing for any leaks.
- Keep it Clean:** Control the source of dust and contaminants by creating smooth and cleanable surfaces, reducing clutter, and using effective wet cleaning methods.
- Keep it Safe:** Store poisons out of the reach of children and properly labeled. Secure loose rugs and keep children's play areas free from hard or sharp surfaces. Install smoke and carbon monoxide detectors and keep fire extinguishers on hand.
- Keep it Well-Ventilated:** Ventilate bathrooms and kitchens and use whole house ventilation for supplying fresh air to reduce the concentration of contaminants in the home.
- Keep it Pest-Free:** Pests look for food, water and shelter. Seal cracks and openings throughout the home, and store food in pest-resistant containers. If needed, use sticky-traps and baits in closed containers, along with less toxic pesticides such as boric acid powder.
- Keep it Contaminant-Free:** Reduce lead-related hazards in pre-1978 homes by fixing deteriorated paint and keeping floors and window areas clean using a wet-cleaning approach. Test your home for radon, a naturally occurring dangerous gas that enters homes through soil, crawlspaces, and foundation cracks; install a radon removal system if levels above the EPA action-level are detected.
- Keep it Well-Maintained:** Inspect, clean, and repair your home routinely. Take care of minor repairs and problems before they become large repairs and problems.
- Thermally Controlled:** Houses that do not maintain adequate temperatures may place the safety of residents at increased risk from exposure to extreme cold or heat.




Other Federal Resources
 U.S. Environmental Protection Agency
www.epa.gov

Other Resources
 National Safety Council
www.nsc.org

For a free home assessment, visit: 

Resources

Healthy Homes Production NOFO

Healthy Homes Resource Page

https://www.hud.gov/program_offices/healthy_homes/healthyhomes

Healthy Homes Program Manual

https://www.hud.gov/program_offices/healthy_homes/HHPGM

PGI 2017-05 Income Verification Guidance

https://www.hud.gov/sites/dfiles/HH/documents/PG_2017_05_Income_Verification_Guidance.pdf



Questions?

