AT HOME

SOCIAL TOOLKIT TO AMPLIFY THE 'AT HOME' PLAN

Amplify #CountiesAtHome

Despite significant investments by the state and local governments, California lacks a comprehensive plan to address homelessness effectively and equitably. To make meaningful progress in helping those who are unhoused, the California State Association of Counties (CSAC) offers the 'AT HOME' Plan. **As a member of the county family, amplify the release of AT HOME on your social channels!**

Provided below are sample social media posts and graphics. When posting, please consider:
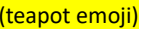- Using the #CountiesAtHome hashtag on all content.
- Sharing other members' posts as a means of amplifying the message to your audience and followers.
  - Engage with other members by liking, retweeting, and sharing posts across different channels to increase engagement.
- Linking to CSAC's AT HOME landing page and news coverage on the initial launch.
  - We recommend using platforms like Bitly to populate condensed links and save on character count for Twitter (280 characters).
- Including graphics with tweets and posts.
  - **Downloadable graphics and logos can be accessed, here.**

Resource Link(s)
- CSAC 'AT HOME' Webpage: http://bit.ly/3ZFS8pX

Template Social – Twitter (can be used on Facebook & LinkedIn)
- **General**
  - Homelessness is the humanitarian crisis of our time. @COUNTYTAG is proud to support #CountiesAtHome, a comprehensive plan that will help make meaningful progress for those who are unhoused. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

  - California lacks an integrated approach to addressing homelessness. I'm or @COUNTYTAG is proud to support #CountiesAtHome, a comprehensive plan to make meaningful progress in helping those who are unhoused or at risk of becoming unhoused. #CAleg http://bit.ly/3ZFS8pX

  - Homelessness is the humanitarian crisis of our time. @COUNTYTAG looks forward to working with the Gov,#CAleg & our local partners to implement #CountiesAtHome, a comprehensive plan that provides a blueprint for reducing & mitigating homelessness in CA. http://bit.ly/3ZFS8pX

  - After years of thoughtful planning, @CSAC_Counties has put forward #CountiesAtHome, a comprehensive plan to address homelessness. I or @COUNTYTAG am/is proud to support this effort to support our unhoused & at-risk neighbors. http://bit.ly/3ZFS8pX

- California lacks an integrated approach to addressing homelessness, but #CountiesAtHome is positioned to change that. AT HOME is a comprehensive plan to make meaningful progress in helping those who are unhoused or at risk of becoming unhoused. #CAleg http://bit.ly/3ZFS8pX

- **Accountability**
  - No one level of gov is responsible for the homelessness crisis. We need to a comprehensive & coordinated plan that includes all levels of government, with clear responsibilities & accountability. #CountiesAtHome is the solution. #CAleg http://bit.ly/3ZFS8pX

  - .@CSAC_Counties has released #CountiesAtHome, a comprehensive, all-inclusive plan to address homelessness. Priority #1? Clarifying responsibilities between all levels of government & institutionalizing accountability. #CAleg http://bit.ly/3ZFS8pX

  - What does Accountability mean when addressing homelessness? In the newly proposed #CountiesAtHome, accountability means:
    - ☑ Clearly defined federal, state, city and county responsibilities
    - ☑ Established goals and outcomes
    - ☑ Ongoing funding
    Read more: http://bit.ly/3ZFS8pX

- **Transparency**
  - Data-driven decision making is critical to addressing homelessness, but current data systems are outdated & don't support an integrated case management approach. #CountiesAtHome prioritizes transparency while expanding data capabilities to improve efficiency. #CAleg

  - Transparency is key to making meaningful progress in addressing homelessness. To that end, CA needs more robust systems to manage data so we can make decisions based on facts. #CountiesAtHome #CAleg

  - Here's the T <mark>(teapot emoji)</mark> With more Transparency and robust data systems, California can support an integrated case management approach to helping those who are unhoused or at risk of experiencing homelessness. #CountiesAtHome provides this framework. #CAleg http://bit.ly/3ZFS8pX

- **Housing**
  - A lack of affordable housing and shelter is a major contributor to homelessness 🏠 #CountiesAtHome seeks to change that. #CAleg http://bit.ly/3ZFS8pX

  - A lack of affordable housing & shelter is a major contributor to homelessness, especially for aged and disabled Californians. #CountiesAtHome identifies ways to improve our housing continuum, streamlining processes & removing red tape. #CAleg http://bit.ly/3ZFS8pX

  - Housing & shelter is critical to addressing homelessness. Working closely with the state & cities, #CountiesAtHome provides a foundation to improving our full housing continuum while maintaining local flexibility 🏠 #CAleg http://bit.ly/3ZFS8pX

- **Outreach**

- o CA has a severe shortage of trained #HHS workers. #CountiesAtHome identifies ways to recruit, train & retain more people, including those with lived experience, to help with outreach, rapid response & other critical services. #CAleg http://bit.ly/3ZFS8pX

- o To help tackle a problem as complex as homelessness, #CountiesAtHome is recommending sustainable processes to increase trained #HHS workers. Training & retaining qualified #HHS workers ensures the success of all outreach programs. #CAleg http://bit.ly/3ZFS8pX

- o #ICYMI: @CSAC_Counties has released AT HOME, an innovative, comprehensive plan to address homelessness. A crucial step for improving our outreach systems is recruiting, training & retaining a robust #HHS workforce. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

- ▪ **Mitigation**
  - o Counties run or administer most #HHS programs, which serve as the safety net in California. Strengthening these programs is crucial to prevent at-risk Californians from experiencing homelessness. #CountiesAtHome provides solutions. http://bit.ly/3ZFS8pX

  - o Counties are on the frontlines and administer safety net programs such as Medi-Cal, CalWORKs, Child Welfare Services and more. Sustained, consistent funding is critical to maintain and mitigate homelessness. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

- ▪ **Economic Opportunity**
  - o For the formerly unhoused, specialized education and career programs are necessary to support long-term self-sufficiency. And counties like @COUNTYTAG are best positioned to bolster these programs as outlined in #CountiesAtHome. http://bit.ly/3ZFS8pX

  - o #ICYMI: @CSAC_Counties has released AT HOME, an innovative, comprehensive solution to solving homelessness. A key step? Creating employment and education pathways for formerly unhoused Californians. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

  - o In addition to supporting basic needs for unhoused individuals, COUNTY NAME is committed to implementing programs that support long-term employment & self-sufficiency. But additional support is needed. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

Template Social – Facebook & LinkedIn
- ▪ **General**
  - o Homelessness is the humanitarian crisis of our time. @COUNTYTAG is proud to support #CountiesAtHome, a comprehensive plan developed by @CSACCounties that will help make meaningful progress for those who are unhoused. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

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Commented [KM1]: For LinkedIn, please adjust the tag to tag CSAC by typing "@" and then "California State Association of Counties" - the option to select CSAC should appear in the drop down menu.

blueprint for reducing and mitigating homelessness in California. http://bit.ly/3ZFS8pX

- o California lacks a holistic approach to addressing homelessness and @CSACCounties is committed to changing that. I'm or @COUNTYTAG is proud to support #CountiesAtHome, a comprehensive plan to make meaningful progress in helping those who are unhoused or at risk of becoming unhoused effectively and equitably. #CAleg http://bit.ly/3ZFS8pX

- o After years of thoughtful planning, @CSACCounties has put forward #CountiesAtHome, a comprehensive plan to address homelessness. I or @COUNTYTAG am/is proud to support this effort to support our unhoused and at-risk neighbors. http://bit.ly/3ZFS8pX

- o California lacks an integrated approach to addressing homelessness, but #CountiesAtHome is positioned to change that. AT HOME is a comprehensive plan to make meaningful progress in helping those who are unhoused or at risk of becoming unhoused. #CAleg http://bit.ly/3ZFS8pX

- **Accountability**
  - o Today, @CSACCounties released #CountiesAtHome, a first-of-its-kind comprehensive plan to effectively and equitably address homelessness in California. The 'A' in 'AT HOME' stands for accountability. Understanding that no one level of government is solely responsible for this crisis, all levels of government must work together and clarify responsibilities. http://bit.ly/3ZFS8pX

- **Transparency**
  - o Data-driven decision making is critical to addressing homelessness, but current data systems are outdated and don't support an integrated case management approach. #CountiesAtHome prioritizes transparency while expanding data capabilities to improve efficiency. #CAleg http://bit.ly/3ZFS8pX

  - o Here's the T (teapot emoji) With more Transparency and robust data systems, California can support an integrated case management approach to helping those who are unhoused or at risk of experiencing homelessness. #CountiesAtHome provides this framework. #CAleg http://bit.ly/3ZFS8pX

- **Housing**
  - o A lack of affordable housing and shelter is a major contributor to homelessness, especially for aged, disabled, justice-involved and low-income Californians. #CountiesAtHome identifies ways to improve our housing continuum, streamlining processes and removing red tape. #CAleg http://bit.ly/3ZFS8pX

  - o Housing and shelter are central to addressing homelessness. Working closely with the state and cities, #CountiesAtHome identifies ways to improve our full housing continuum while maintaining local flexibility and removing red tape. #CAleg http://bit.ly/3ZFS8pX

- **Outreach**
  - o California has a severe shortage of trained #HHS workers. #CountiesAtHome identifies ways to recruit, train and retain more people, including those with lived experience, to help with outreach, rapid response and other critical programs and services. #CAleg http://bit.ly/3ZFS8pX

- o To help tackle a problem as complex as homelessness, #CountiesAtHome is recommending sustainable processes to increase trained #HHS workers. Training and retaining qualified #HHS workers ensures the success of all outreach programs. #CAleghttp://bit.ly/3ZFS8pX

- o #ICYMI: @CSACCounties has released AT HOME, an innovative, comprehensive solution to solving homelessness. The 'O' in 'AT HOME' stands for outreach. There is a significant shortage of Health and Human Services (HHS) workers to manage the programs and services that assist with addressing homelessness in California. AT HOME seeks to change that. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

- ▪ **Mitigation**
  - o Counties run or administer most #HHS programs, which serve as the safety net in California. Strengthening these programs is crucial to prevent at-risk Californians from experiencing homelessness. #CountiesAtHome provides a comprehensive roadmap to addressing homelessness. http://bit.ly/3ZFS8pX

  - o Counties are on the frontlines and administer safety net programs such as Medi-Cal, CalWORKs, Child Welfare Services and more. Sustained, consistent funding is critical to maintain and mitigate homelessness. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

- ▪ **Economic Opportunity**
  - o For the formerly unhoused, specialized education and career programs are a must to support long-term self-sufficiency. And counties like @COUNTYTAG are best positioned to bolster these programs as outlined in #CountiesAtHome. http://bit.ly/3ZFS8pX

  - o In addition to supporting basic needs for unhoused individuals, COUNTY NAME IS counties committed to implementing programs that support long-term employment and self-sufficiency. But additional support is needed. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

  - o #ICYMI: @CSACCounties has released AT HOME, an innovative, comprehensive solution to solving homelessness. A key step? Creating employment and education pathways for formerly unhoused Californians. #CountiesAtHome #CAleg http://bit.ly/3ZFS8pX

Graphics & Logos
- **Downloadable graphics and logos can be accessed, here.**

ACCOUNTABILITY

Clear responsibilities aligned to authority, resources, and flexibility for all levels of government

No one level of government is solely responsible for the homelessness crisis. **We need to develop a comprehensive and coordinated plan that includes all levels of government.** The undertow of massive economic and systemic inequities, as well as a tangled web of decisions made by well-intentioned policies and programs built over decades, continues to stymie efforts to support those who are unhoused or at risk of becoming unhoused.

AT HOME
A COMPREHENSIVE PLAN TO ADDRESS HOMELESSNESS   #CountiesAtHome

CSAC

ACCOUNTABILITY
RECOMMENDATIONS

Clear responsibilities aligned to authority, resources, and flexibility for all levels of government

- Clearly define roles for siting and supporting shelters and permanent supportive housing, as well as encampment outreach clean-up.
- Commit to ongoing funding.
- Require the submission of countywide or regional plans with established, clear goals and responsibilities.
- Allocate funding commensurate with the responsibilities each entity has within the plan and provide for maximum local flexibility.

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A COMPREHENSIVE PLAN TO ADDRESS HOMELESSNESS   #CountiesAtHome

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HOUSING

Increase and maintain housing units across the spectrum

There is a significant housing shortage across the full housing continuum in California and the supply of permanent, affordable housing continues to be a considerable challenge to addressing homelessness.

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A COMPREHENSIVE PLAN TO ADDRESS HOMELESSNESS   #CountiesAtHome

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HOUSING
RECOMMENDATIONS

Increase and maintain housing units across the spectrum

- Increase resources needed to acquire, build and operate housing solutions across the full housing continuum, especially permanent supportive housing for individuals with complex needs.
- Increase flexibility and streamlining to generate more affordable housing projects.
- Create flexible housing subsidies and modify federal Housing Choice Vouchers to help more individuals utilize rental assistance to maintain housing.

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MITIGATION

Strengthen safety net programs

Counties run or administer eligibility for most health and human services programs on behalf of the state and federal government. Successful implementation of these core health and social services programs are the front lines of preventing homelessness. This is the safety net in California.

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MITIGATION
RECOMMENDATIONS

Strengthen safety net programs

- Provide adequate funding for county administration of safety net programs to ensure eligible individuals can be enrolled and receive the services they need timely.
- Increase the availability of and access to programs and services that provide screening, treatment, and recovery services for substance use disorder.
- Increase flexibility for county behavioral health funding to maximize federal Medi-Cal funds and expand county behavioral health investments for the unsheltered population.

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ECONOMIC OPPORTUNITY
RECOMMENDATIONS

Create employment and education pathways, as well as supports for basic needs

- Update local workforce development and investment boards to address employment for unhoused populations and work with California Community Colleges to develop programs that support the formerly unhoused.
- Increase accessible programs for justice-involved individuals to receive training and overcome employment barriers.
- Continue and expand efforts to assist more qualifying aged, blind, and disabled persons to obtain SSI/SSP benefits and expand subsidized housing placements for these populations.

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ECONOMIC OPPORTUNITY

Create employment and education pathways, as well as supports for basic needs

To address homelessness over the long-term, there must be a goal and focus on employment, self-sufficiency, and the ability to cover basic needs for formerly homeless individuals. Specialized education and career supports are needed for formerly homeless, including justice-involved individuals, veterans, and former foster youth, to help support economic stability and opportunity.

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TRANSPARENCY

Integrate and expand data to improve program effectiveness

An accountable system to address homelessness requires transparency. Current data systems and data sharing are fragmented and do not support case management-type approaches for addressing homelessness. Improved data systems are important to improve effectiveness of countywide systems.

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TRANSPARENCY
RECOMMENDATIONS

Integrate and expand data to improve program effectiveness

- Integrate and expand data systems to enhance transparency and allow for data-driven decision making.
- Enhance existing health, social services and state and local criminal justice data systems to provide more robust data on the immediate and long-term needs of individuals and better manage institutional discharges.

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OUTREACH

Develop sustainable outreach systems and increase workforce to support these systems

There is a significant shortage of Health and Human Services (HHS) workers to manage the programs and services that assist with addressing homelessness in California.

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OUTREACH
RECOMMENDATIONS

Develop sustainable outreach systems and increase workforce to support these systems

- Recruit, train and retain a robust HHS workforce and consider new certifications for workers in housing and other fields.
- Leverage additional federal funding for outreach, rapid response, follow up, and retention activities.
- Expand training and quality improvement incentives for law enforcement and probation responding to unhoused individuals.

AT HOME
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AT HOME

ACCOUNTABILITY, **T**RANSPARENCY, **H**OUSING, **O**UTREACH, **M**ITIGATION & **E**CONOMIC OPPORTUNITY

A COMPREHENSIVE PLAN TO ADDRESS HOMELESSNESS

AT HOME

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