

# Community Engagement Toolkit and Speaker's Bureau



Update to the Southern Nevada CoC  
Jan. 12<sup>th</sup> 2017

# Toolkit Overview



- The Community Engagement Toolkit is a set of resources to raise awareness and educate the public about homelessness in Southern Nevada.

## Goals:

- Share relevant data from multiple sources
- Put a “face” on homelessness (combat negative stereotypes, humanize the homeless)
- Prompt community involvement
- Prompt engagement in system/policy changes

# Toolkit Overview



- When complete the Community Engagement Toolkit will contain:
  - Fact Sheets (General and population specific)
    - ✦ General
    - ✦ Youth
    - ✦ Families w/children
    - ✦ Chronic Homelessness
    - ✦ Veterans
  - Short film of video interviews with people experiencing and recovering from homelessness
  - PowerPoint presentation
    - ✦ General and population-specific facts
    - ✦ Costs of homelessness
    - ✦ Overview of CoC
    - ✦ PSA's on Responsible Giving and Donating
    - ✦ Ways to get involved
- Will be available for public download and use on the Help Hope Home and Nevada Homeless Alliance websites

# Homelessness in Southern Nevada

## General Overview



On any given night there are more than 6,200 homeless individuals in Southern Nevada and more than 30,000 Southern Nevadans, including families with children, couples, and individuals of all ages, who will experience homelessness at some point this year, according to the 2016 Southern Nevada Homeless Census and Survey.

**There are many factors that lead people to experience homelessness and even more challenges that can make it difficult to escape;**

- 55.4 percent of homeless individuals surveyed in the 2016 Homeless Census reported they were experiencing homelessness for the first time.
- 84.7 percent of the homeless people surveyed reported they were unemployed.
- Nearly 12 percent of the homeless population is estimated to be over the age of 61.
- Approximately 25 percent of the homeless population in Southern Nevada is unaccompanied children and youth (under 24 years old). The leading causes for homelessness among youth include being kicked out of the house, emotional abuse, and financial issues at home.
- On any given night, there are more than 800 victims of domestic violence who are homeless in Southern Nevada.
- 70.8 percent of the homeless population experiences one or more disabling conditions.
- 49.4 percent of homeless people surveyed said they were experiencing mental illness, depression or PTSD.

**To learn more about homelessness in Southern Nevada, please view the additional information pages within the Help Hope Home Homeless Education Toolkit.**

◆ The 2016 Homeless Census also found that **60 percent** of homeless people in Southern Nevada were **unsheltered**, meaning they were living on the streets, in encampments, cars or other places not meant for human habitation.

◆ **The majority of the people experiencing homelessness locally are Southern Nevadans.** About 72 percent of homeless people surveyed were living here at the time they lost their housing, according to the 2016 Homeless Census.

◆ Overall, Nevada ranked **5th** in the nation for the rate of homeless persons who are unsheltered, as a percentage of the total number of people experiencing homelessness, according to the HUD 2015 Annual Homeless Assessment Report.

### GET INVOLVED

Homelessness is devastating for families and individuals, and significantly impacts all taxpayers as local government budgets pay for medical care, police and social services that serve the homeless.

Government entities, non-profit organizations, faith-based groups, and corporate partners work together to provide homeless prevention and assistance programs that have helped reduce the number of people experiencing homelessness in Southern Nevada. But we still have a long way to go.

**Partner with a homeless service agency to volunteer, donate, and advocate.**

Visit [www.HelpHopeHome.org](http://www.HelpHopeHome.org) and [www.NevadaHomelessAlliance.org](http://www.NevadaHomelessAlliance.org) to learn more about how to get involved and be a part of the solution.

# Homelessness in Southern Nevada

## Homeless Youth



On any given night, approximately 1,530 unaccompanied youth, including 280 unaccompanied children under 18 and 1,250 unaccompanied youth ages 18-24, are homeless in Southern Nevada. This is about **25 percent** of the approximately 6,200 people who are homeless in Southern Nevada on any given night, according to the 2016 Southern Nevada Homeless Census.

Unaccompanied homeless youth may be staying in a shelter program, living on the street, or squatting in an abandoned building. In addition, more than 13,000 children and youth are in households that are unstably housed, such as multiple families sharing a single family residence, or families staying in weekly hotels (Clark County School District, Title I HOPE).

### **As a result of their homelessness, unaccompanied youth may face devastating barriers and risks to their well-being.**

Homeless youth have a disproportionate impact on police and juvenile justice agencies. According to national estimates it costs \$53,665 to maintain a youth in the criminal justice system for one year, but only \$5,887 to permanently move a homeless youth off the streets and into housing and services.

One out of every three teens on the streets will be lured into prostitution within 48 hours of leaving home (windyyouth.org). Over **33 percent** of homeless youth report exchanging sex for food, shelter, or drugs.

The U.S. pregnancy rate of 13-15 year-old homeless girls is 14 percent versus 1 percent for non-homeless girls.

Homeless youth are more likely to contract HIV and/or STDs due to increased likelihood of sexual exploitation, rape, and sexual assault (National Network for Youth).

In 2016, the methodology for collecting Point-In-Time (PIT) data on youth homelessness was modified from previous years and was developed with guidance from HUD and increased collaboration with the Clark County School District. Due to significant changes in the data collection methodology, the 2016 data on youth homelessness should be considered baseline data and not be compared to previous year's census data on youth homelessness.

#### GET INVOLVED

Unaccompanied youth need specialized outreach, housing, and supportive services to help them recover from the consequences of homelessness.

**You can be a part of the solution!  
Support Southern Nevada agencies serving homeless youth and children. Serve as an advocate, volunteer, and donor.**

Nevada Partnership for Homeless Youth (NPHY)  
[www.nphy.org](http://www.nphy.org)

The Shade Tree  
[www.theshadetree.org](http://www.theshadetree.org)

Shannon West Homeless Youth Center  
[www.helpsonv.org/programs-youth.php](http://www.helpsonv.org/programs-youth.php)

Street Teens  
<http://www.streetteens.org/>

St. Jude's Ranch for Children  
<http://www.stjudesranch.org/>

Southern Nevada Children First  
[www.childrenfirst-nv.org](http://www.childrenfirst-nv.org)

WestCare Youth Shelter  
[www.westcare.com/page/where-we-serve\\_NV](http://www.westcare.com/page/where-we-serve_NV)

Visit [www.HelpHopeHome.org](http://www.HelpHopeHome.org) and [www.NevadaHomelessAlliance.org](http://www.NevadaHomelessAlliance.org) to learn more about how to get involved and be a part of the solution.

# Homelessness in Southern Nevada

## Homeless Families with Children



On any given night, more than 206,000 children and their families experience homelessness in the United States. This makes up 36 percent of all homeless people counted nationally during the 2015 Homeless Point-in-Time Census.

On a single night in January 2016, 118 families with children were homeless in Southern Nevada. This means they were living in a place not meant for human habitation, such as in a car or on the street, staying in a shelter or other transitional housing.

When including families who were living doubled-up with other families in a single home and families living unstably in weekly hotels, the number of children experiencing homelessness in Southern Nevada rises to more than 14,500.

**There are many risk factors that can lead a family to experience homelessness, including a lack of affordable housing, domestic violence or other trauma; unemployment, or a natural disaster.**

Homelessness affects a child's social, physical, and academic life. Homeless children commonly suffer physical, psychological, and emotional damage due to the circumstances that accompany episodes of homelessness (Family Housing Fund).

A study of homeless families found that 93 percent of homeless mothers experienced at least one trauma and 81 percent experienced multiple traumatic events with violent victimization being the most common traumatic experience (The National Center on Family Homelessness).

Housing affordability places low income families at risk. For a single-parent family to afford a two-bedroom apartment at fair market rent in Las Vegas they would need to earn at least \$18.62 an hour (National Coalition for Low Income Housing).

**To learn more about homelessness in Southern Nevada, please view the additional information pages within the Help Hope Home Homeless Education Toolkit.**

### GET INVOLVED

With the collaboration of many community partners, we are moving in the right direction, but there is so much more work to do. You can be a part of the solution!

**You can be a part of the solution!  
Support Southern Nevada agencies serving homeless families and children. Serve as an advocate, volunteer, and donor.**

**Family Promise**  
[www.familypromiselv.com](http://www.familypromiselv.com)

**HopeLink**  
[www.link2hope.org](http://www.link2hope.org)

**Las Vegas Rescue Mission**  
[www.vegasrescue.org](http://www.vegasrescue.org)

**Southern Nevada Children First**  
[www.childrenfirst-nv.org](http://www.childrenfirst-nv.org)

**The Shade Tree**  
[www.theshadetree.org](http://www.theshadetree.org)

**Nevada Community Associates**  
<http://www.nvcai.org>

Visit [www.HelpHopeHome.org](http://www.HelpHopeHome.org) and [www.NevadaHomelessAlliance.org](http://www.NevadaHomelessAlliance.org) to learn more about how to get involved and be a part of the solution.



# Homelessness in Southern Nevada

## Chronic Homelessness



On any given night it is estimated that 285 individuals are experiencing chronic homelessness in Southern Nevada. Nationally, individuals who are chronically homeless represent almost 15 percent of the national homeless population.

Individuals experiencing chronic homelessness have a diagnosed mental and/or physical disability in addition to being homeless for at least one year or having at least four episodes of homelessness within the past three years where those occasions cumulatively total at least 12 months. Occasions are defined by a break of at least *seven nights* not residing in an emergency shelter, safe haven, or residing in a place meant for human habitation.

**Many chronically homeless individuals experience multiple and complex challenges to housing stability including physical and/or developmental disabilities, chronic health problems, and mental illness such as PTSD and depression.**

Nearly 34 percent of the chronically homeless surveyed in the 2016 Homeless Census reported they had four or more disabling conditions.

Chronically homeless individuals face specific challenges in securing affordable housing primarily because of having little to no income. Placing individuals in housing units where their rent burden is more than 30 percent of their monthly income places them at a higher risk for falling back into homelessness.

Chronic homelessness can significantly impact government and private sector resources, specifically emergency rooms, mental health services and police departments.

About 40 percent of the chronically homeless individuals surveyed in 2016 reported using hospital emergency rooms as their primary source of medical care.

**To learn more about homelessness in Southern Nevada, please view the additional information pages within the Help Hope Home Homeless Education Toolkit.**

Visit [www.HelpHopeHome.org](http://www.HelpHopeHome.org) and [www.NevadaHomelessAlliance.org](http://www.NevadaHomelessAlliance.org) to learn more about how to get involved and be a part of the solution.

### GET INVOLVED

Southern Nevada has a goal to end chronic homelessness by the end of 2017. Learn more about how you can get involved and become part of the solution!

**Partner with a homeless service agency to serve as an advocate, volunteer, and donor.**

Catholic Charities of Southern Nevada  
[www.catholiccharities.com/](http://www.catholiccharities.com/)

Help of Southern Nevada  
[www.helpsonv.org](http://www.helpsonv.org)

Las Vegas Rescue Mission  
[www.vegasrescue.org](http://www.vegasrescue.org)

Southern Nevada Adult Mental Health Services  
[dpbh@health.nv.org](mailto:dpbh@health.nv.org)

St. Jude's Ranch for Children  
<http://www.stjudesranch.org/>

The Salvation Army of Southern Nevada  
[www.salvationarmysouthernnevada.org](http://www.salvationarmysouthernnevada.org)

U.S.VETS-Las Vegas  
[www.usvetsinc.org/lasvegas](http://www.usvetsinc.org/lasvegas)

WestCare  
[www.westcare.com/page/where-we-serve\\_NV](http://www.westcare.com/page/where-we-serve_NV)

Women's Development Center  
[www.wdclv.org](http://www.wdclv.org)

# Speaker's Bureau



- The Speaker's Bureau will be a body of CoC members, including people who have experienced homelessness, who serve as public education ambassadors on behalf of the CoC.
- Members will be scheduled to speak formally and present the Community Engagement Toolkit Presentation at Corporate Meetings, Schools, University classes, Civic & Faith Organizations, Jurisdictional meetings, etc. to raise awareness about homelessness in Southern Nevada.



# Coordination of Speaker's Bureau



- Institutions/organizations will learn about the opportunity to schedule a speaker through the promotion of the Speaker's Bureau on the Help Hope Home (CoC) and the Nevada Homeless Alliance websites.
- Institutions/organizations may view the Biographies of Speaker's Bureau Members and will be given the option to request a preference for specific speakers.
- Speaking engagements will be scheduled and coordinated with assistance from the Nevada Homeless Alliance.

# Timeline for Toolkit and Speaker's Bureau Development



## • Toolkit Material:

- Fact Sheets
  - ✦ Target Date for publication: January 23rd, 2017.
- Powerpoint Presentation
  - ✦ Final Review by CE Committee is in-process
  - ✦ Target Date for publication: Feb. 13, 2017
- Short Film (Video Interviews)
  - ✦ Identify clients by Feb 13, 2017
  - ✦ Target Date for production start: March 2017
  - ✦ Target Date for publication: May 2017

## • Speaker's Bureau

- Develop recruitment/application form for CoC members to participate.
  - ✦ Target date: Feb 13<sup>th</sup> CE Mtg.
- Potential speaker's to submit 1-2 paragraph biography
  - ✦ Target: April 2017
- CE Committee to review and approve speaker's
  - ✦ Target: April 10, 2017
- Develop/Post promotional web content
  - ✦ Target: April 2017

# Current Social Media Campaigns

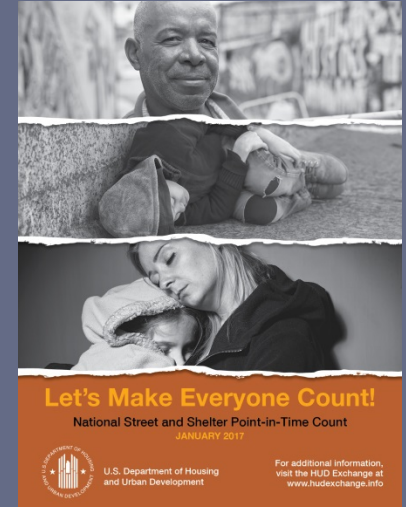


Follow us @HelpHopeHome on Facebook and Twitter!

Share our social media posts!

- #EveryoneCounts2017
  - Homeless Census Volunteer Call to Action

- #giveSMART
  - Responsible Giving and Feeding
    - [PSA on Responsible Giving](https://youtu.be/IbI2pZgkpJk)  
<https://youtu.be/IbI2pZgkpJk>
    - [PSA on Responsible Feeding](https://youtu.be/rweRoHaINTU)  
<https://youtu.be/rweRoHaINTU>



# Community Engagement Working Group



Join us!

- Meet every 2<sup>nd</sup> Monday of the month
  - 1:30pm-2:30pm
  - Clark County Social Services-1600 Pinto Lane, Training Room.