



Priority Area - Education and Awareness

STRATEGY	ACTION	YEAR					LEAD
		1	2	3	4	5	
1. COMMUNICATIONS PLAN: Coordinate a robust communications strategy, using existing channels and established organizations, to highlight stories of success and solutions to homelessness using local print media, radio, and social media.	a) Finalize all branding (logo, materials, etc.)						
	b) Define target audiences and conduct market research on their perceptions and attitudes and learn more about how they get their information.						
	c) Develop a concise data summary and contextual overview so it is available to highlight when talking about the strategic plan.						
	d) Consistently provide testimony into public record at city council and borough assembly meetings. Repeat at various public forums.						
	e) Use data from other locations to show how programs can be successful.						
	f) Share stories in printed materials like flyers.						
	g) Achieve consensus on messaging, then initiate regular updates on radio and in newspaper.						
	h) Social media - once branding finalized, consider best approach to advertise meetings and stories; provide updates and share data.						
2. MESSAGING: Use messaging that is clear, consistent, and compelling.	a) Draft elevator speech to clarify message.						
	b) Host workshops for advocates to practice their elevator speeches.						
	c) Agree on a consistent message when audiences ask: "what can we do?"						
3. STORIES: Share data, as well as personal experiences and	a) Assist interested people in sharing their stories regularly on public radio/local radio stations.						



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<i>anecdotes, to tell the stories and address the stigma associated with those experiencing homelessness on Kenai Peninsula.</i>	b) Start to collect recordings of those willing to share their stories of homelessness.						
4. RELATIONSHIPS: <i>Leverage partnerships to build positive relationships with the larger community, policy makers, funding institutions, faith-based organizations, and other coalitions and groups working on homelessness.</i>	a) Build positive relationships with policymakers by meeting with them and keeping them updated.						
	b) Engage with members and organizations from the faith community and keep them informed (through Love, Inc.)						
	c) Invite community groups to coalition and public meetings.						
	d) Have spokesperson at partner meetings to encourage collaboration and consideration of those who are experiencing homelessness.						