

## RRH Work Group: Messaging

Monday, March 14, 2016

### 2100 Building

**Goal:** Make recommendations or highlight sticking points regarding the messaging of rapid rehousing. This work will cumulate into a guideline manual for all family RRH programs for increased fidelity across RRH programs.

**Directions:** Please elect one person to take notes and work through the questions below. These questions are intended to open conversation and drive towards recommendations; do not feel limited to only responding to the questions outlined below.

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#### Intake or first contact with families

- How does your program describe RRH to families? Can the group make a recommendation to standardize RRH in a short paragraph?
  - **Here is draft language that has been used in the past to help get started:**

Rapid Re-Housing is a short-term intervention for families experiencing homelessness. Services emphasize immediate efforts to address housing attainment, utilizing the minimum assistance needed to resolve each family's immediate housing crisis. Services begin immediately (in shelter if applicable) and are coordinated with each family by shelter, rapid re-housing, and employment navigator staff (as applicable). Once a family moves into permanent housing, short-term rental assistance is provided; utilizing a progressive engagement approach to provide the appropriate level of assistance. All services are person-centered and tailored to the individual needs of each family. The expectation is that the majority of families will receive less than six months of assistance, with a smaller percentage needing up to 12 months.
- What do you say if the family has concerns about RRH? How do you describe progressive engagement? Can the group make a recommendation to standardize this response?
- What do your program expectations look like for participating families? Are they widely different across programs?
- What do you tell the family their role in housing search is? What's your role as the RRH provider?

#### RRH Documentation

- How do you describe RRH throughout your program documentation? Can you recommend a standard way to represent RRH in program documentation?

- Do you have a landlord agreement or letter? Can you recommend a standard letter template for all programs?
- If you have advertisement on websites or in brochures, how are you messaging RRH in these materials? Can the same language be used?

### **Housing stability plans**

- How do you describe a housing stability plan with a family? Can you recommend a standard description?
- What do you tell families when they aren't fulfilling the goals outlined in the housing stability plan? Are steps to address this similar?
- Is there anything a family has to do before moving into housing? Does this align with housing first principles?
- Do you have expectations around communication? (ie, minimum number of check-ins per month, check- in prior to monthly rent assistance) What would be your recommendations for standardization?

### **Housing search & landlord recruitment**

- How do you message RRH to landlords? Can you recommend a standard description?
- Do you have the landlord sign a RRH agreement? If so, what information does that include? Can you recommend a standard template?
- How do you advocate to landlords when families have evictions, criminal history or poor credit?
- If debt is a barrier, how do you message the RRH program to debt collectors?

### **Services/messaging for families once housed**

- What do you tell the family to expect once they move into housing? Does this vary across programs?
- How do you explain when it's time to exit to the program from families?

### **Client financial assistance**

- How do you message use of client financial assistance to a family?
- How do you message use of client financial assistance to a landlord?