



LANTERMAN HOUSING ALLIANCE

2020 Public Awareness Campaign Toolkit

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Visit www.lantermanhousingalliance.org/action
for downloadable image assets.

2020 LHA PUBLIC AWARENESS CAMPAIGN TOOLKIT

Join Us to Address the Affordable Housing Crisis for People with I/DD



Thank you for partnering with the Lanterman housing Alliance (LHA) on our public awareness campaign to advance practical solutions to the housing crisis for people with intellectual and developmental disabilities (I/DD).

Background: As people with I/DD “shelter in place” during the COVID-19 public health emergency, this crisis has put a spotlight on the longstanding, unmet housing needs of this community. Individuals with I/DD have for decades struggled to find safe, stable, and affordable homes in the real estate market. Los Angeles Homeless Services Authority identified more than 4,000 people with “developmental disabilities” in their most recent 2019 homeless count. That’s why self-advocates – along with their families and allies – are calling for solutions to address the current housing crisis for this at-risk population. LHA endorses four common-sense interventions that are based on national models and incorporate successful tactics used by other special needs populations to generate housing resources as highlighted in the *Statewide Strategic Framework to Increase Housing for People with Intellectual and Developmental Disabilities*. This report was created in partnership with the State Council on Developmental Disabilities, the Corporation for Supportive Housing, and LHA. It found that there are likely around 20,000 people with I/DD in urgent need of affordable housing across the state.

To move this initiative forward, LHA is launching a public awareness campaign to educate community partners, elected officials, policymakers, and the residents of our state that improvements to our housing system can prevent a crisis for the more than 350,000 individuals with I/DD living in California. These solutions are to **1)** strengthen statewide and local collaboration, **2)** improve system-wide data sharing and planning, **3)** expand funding to identify or create additional housing opportunities, **4)** ensure people with I/DD can access housing systems more successfully. The public’s support in advocating for these changes will be critical to increase housing opportunities for this important segment of our population.

Priority Areas Overview:

We Advocate for Convening Stakeholders, Collecting Data, Funding Housing, and Increasing Access

1. Convene Stakeholders to Drive Systems Change and Cross-Sector Alignment for Supportive Housing Expansion

Too often, California's systems related to health, developmental disability, homelessness, and housing work separately to address the specific housing needs of individuals with I/DD. The above stakeholders, along with self-advocates, families, and their elected officials must come together to align current resources and champion bold solutions to achieve an inclusive and empowering housing vision for people with I/DD.

2. Collect and Share Housing Data to Drive Resource Allocation for Supportive Housing Expansion

The developmental disability service system must create a data collecting structure that better assesses the housing reality and needs of individuals with I/DD. This crucial housing data must be routinely updated and shared with elected officials and key stakeholders in the health, affordable housing, and homelessness prevention sectors so that they can coordinate and distribute resources to meet the needs of people with I/DD.

3. Secure New Funding to Meet the Affordable and Supportive Housing Needs of People with I/DD

In a real estate market where developing affordable housing is challenging for many financial, political, and environmental reasons, people with I/DD are too often left out of the conversation. Because of this the affordable housing industry is currently focused on housing non-I/DD special needs populations due to the availability of specific funding sources to serve those groups. The State, through collaboration with its HCD and DDS departments, must provide a scalable and dedicated funding source to create more housing options for people with I/DD.

4. Promote Individual and Local Housing Outcomes through Housing Access Services to Identify Housing Opportunities for People with I/DD

A wide range of housing access services are needed for this population, including helping people with I/DD find affordable housing, paying rent and security deposits, moving into a property, setting up utilities, communicating with landlords, and advocating for their housing needs. All these services are necessary to secure units and must be provided, fully funded, and maintained within existing service systems. Most importantly, new pilot projects of rent subsidy programs should be developed or expanded to ensure people with I/DD are quickly able to access the increasingly competitive rental units available in their communities.

Here's How YOU Can Add Your Voice

Please join LHA – in this critical moment – by sharing email and social media posts in a coordinated effort that will raise awareness about the campaign’s vital recommendations. With your support, we will engage friends, family, community partners, elected officials, and policymakers in this urgent conversation.

We have created a series of assets for each of the four priority areas: ***Convening Stakeholders, Collecting Data, Funding Housing, and Increasing Access.***

Below is a timeline for sharing each of the four assets.

DATE	ACTION
May 15, 2020	Priority Area #1 Assets launch via email & social media
May 22, 2020	Priority Area #2 Assets launch via email & social media
May 29, 2020	Priority Area #3 Assets launch via email & social media
June 5, 2020	Priority Area #4 Assets launch via email & social media

Email Assets: LHA will be sending emails out according to the dates outlined above. We encourage all partners and organizations to share the emails out with their email lists. You can also forward LHA’s email to family, friends, and other stakeholders, and encourage them to sign up for our mailing list to stay informed.

Social Media Assets: We encourage partners to share the social media assets in coordination with the timeline outlined above. We have also created graphics to accompany each social media post’s copy/text – you are welcome to select from one of the two images provided. We have customized both post copy/text and image sizing for Facebook and Twitter. Please feel free to tag local elected officials, partners and stakeholders in posts.

Please see the campaign assets below, and feel free to reach out to info@lantermanhousingalliance.org with any questions.

We thank you for your partnership in this effort!

Public Awareness Campaign: Marketing Asset #1

Priority Area: Convene Stakeholders to Drive Systems Change and Cross-Sector Alignment for Supportive Housing Expansion

1. EMAIL GRAPHIC AND COPY/TEXT

Subject: Your Voice Counts: Call on Community Leaders to Align Resources to Address the Housing Needs of People with I/DD

(click and 'save image as' to download)






Our current public health crisis related to COVID-19 has made visible the even greater crisis for people who don't have access to a safe place to shelter. The housing needs of people with intellectual and developmental disabilities (I/DD) has long been an invisible issue—and that must change. Beyond this critical moment, we've seen all too often that California's systems related to health, developmental disability, homelessness, and housing work separately to address the specific needs of individuals with I/DD. We need the above stakeholders, along with self-advocates, families, and their elected officials to join together to align current resources and **champion bold solutions to achieve an inclusive and empowering housing vision for people with I/DD.**

That's why the **Lanterman Housing Alliance (LHA)** is encouraging public-private collaboration and coalition building to tackle the many challenges that heighten the housing crisis for people with I/DD. These issues that require cross-sector solutions include the **lack** of:

- a) Public awareness of how severely the housing crisis affects this population
- b) Measurable housing needs data
- c) Dedicated affordable housing funding that is allocated specifically to create units that meet the needs of people with I/DD
- d) Accessible units in the rental market
- e) Fully resourced housing access services to assist this population in navigating the maze-like application process to secure existing affordable housing units

Here's what you can do to increase the collaboration of statewide leadership to address the housing needs of the I/DD community:

-  Call for state policymakers and elected officials to work with nonprofit and business leadership to create solutions and resources that address the housing needs of people with I/DD. Inform them that this problem cannot be addressed alone, but together we can begin addressing the barriers to creating housing that meets the needs of this population.
-  Take action by sharing our post on social media. Help increase awareness of this issue and educate friends, family and allies.
-  Sign up for our [mailing list](#) for up-to-date information and news.

We call for statewide leadership to coordinate a series of convenings around creating a strategic plan to fully meet the housing needs of people with I/DD. During these sessions they should work to align current available resources from California's developmental disability services, affordable housing, and homeless sectors around proven, Home and Community-Based Services-compliant housing practices and models.

LHA encourages their participation and support of our bi-annual summits that bring together LHA members, partners, affiliates, and stakeholders for networking, sharing of best practices, and discussing big-picture issues and challenges that our sector faces in creating housing to address the needs of people with I/DD.

Thank you for taking action on this important issue, and for letting your elected officials, policy makers, industry leaders, friends, families, and allies know that **bringing people together can change the system** for individuals with I/DD.

2. SOCIAL MEDIA GRAPHICS AND COPY/TEXT

Facebook

Beyond our current COVID-19 public health crisis, we've seen that California's systems related to health, developmental disability, homelessness, and housing work separately to address the specific housing needs of individuals with I/DD. That's why the [#LantermanHousingAlliance](#) is advocating for the above stakeholders, along with self-advocates, families, and their elected officials to come together to align current resources and champion bold solutions to achieve an inclusive and empowering housing vision for people with I/DD. Take action at www.lantermanhousingalliance.org/action.

Facebook Graphic (click and 'save image as' to download)



Twitter (thread)

1. The housing needs of people with I/DD have long been an invisible issue—and that MUST change. For too long, CA's systems for health, developmental disability, homelessness, and housing work separately to address the specific housing needs of individuals with I/DD.
2. The [#LantermanHousingAlliance](#) (LHA) calls for these stakeholders, self-advocates, families, & elected officials to join together to align resources & champion bold solutions to achieve an inclusive & empowering housing vision for people with I/DD.

www.lantermanhousingalliance.org/action.

Twitter Graphic (click and 'save image as' to download)



Campaign: Marketing Asset #2

Priority Area: Collect and Share Housing Data to Drive Resource Allocation for Supportive Housing Expansion

1. EMAIL GRAPHIC AND COPY/TEXT

Subject: Your Voice Counts: Advocate for the Collection of Data on the Affordable Housing Needs of People with I/DD






(click and 'save image as' to download)

Without knowing the true size of a problem, community members, advocates, and leaders risk complacency in the face of mounting crisis. The COVID-19 pandemic has made this issue clear. LHA knows that for people with intellectual and developmental disabilities (I/DD), the severe shortage of affordable housing in our state is acutely affecting their ability to find safe, stable, and affordable homes. **The public and our leaders must have the information they need to address this emergency before it gets worse.**

That's why the **Lanterman Housing Alliance (LHA)** is calling on the developmental disability services system to create a data collecting structure that better assesses the housing reality and needs of individuals with I/DD. This crucial housing data must be routinely updated and shared with elected officials and key stakeholders in the health, affordable housing, and homelessness

prevention sectors so that they can coordinate and distribute resources to meet the needs of people with I/DD.

Here's what you can do to ensure that data is accurately collected to communicate the true housing need of the I/DD community:

-  Call for state policymakers, leaders in the I/DD service system, and elected officials to create a sustainable system for analyzing historic data, current population need, and future housing trends that will project the units the state must provide to meet the housing demand of people with I/DD. Inform them that this population is at crisis level regarding housing instability and that data is needed now to begin coordinating and planning solutions.
-  Take action by sharing our post on social media. Help increase awareness of this issue and educate friends, family, and allies.
-  Sign up for our [mailing list](#) for up-to-date information and news.

We ask statewide leadership to prioritize the collection of this vital measurable information, so that regional housing authorities can use it in upcoming housing elements and specialized housing plans. With more than 350,000 people with I/DD living in California, many are at risk of homelessness due to not having access to suitable homes when a crisis arises.

At LHA, we know that many people with I/DD have severely limited choices on where and with whom they live due to the affordable housing crisis. Although some consumers may have what some consider “stable” housing, it may be unhealthy, overcrowded, or an abusive living arrangement, and because of limited housing options, they have no other choice but to stay.

Thank you for taking action on this important issue, and for letting your elected officials, policy makers, industry leaders, friends, families, and allies know that **collecting measurable data on housing needs is critical to supporting people with I/DD** to live healthy, safe, and independent lives.

2. SOCIAL MEDIA GRAPHICS AND COPY/TEXT

Facebook

LHA knows that for people with intellectual and developmental disabilities (I/DD), the affordable housing crisis in our state is severely affecting their ability to find safe, stable, and affordable homes. This issue is even more transparent during the current COVID-19 pandemic. **The public and our leaders must have the information they need to address this emergency before it gets worse.** We're calling on the developmental disability services system to create a data collecting structure that better assesses the housing reality and needs of individuals with I/DD. This crucial housing data must be routinely

updated and shared with elected officials and key stakeholders in the health, affordable housing, and homelessness prevention sectors so that they can coordinate and distribute resources to meet the needs of people with I/DD. Take action at www.lantermanhousingalliance.org/action.
#LantermanHousingAlliance

Facebook Graphic (click and 'save image as' to download)



Twitter (thread)

1. The affordable housing crisis in CA is severely affecting the ability of people with I/DD to find safe, stable, and affordable homes. #LantermanHousingAlliance knows that the public & our leaders must have the information they need to address this emergency before it gets worse.
2. The disability service system must collect data on the housing needs of people w/ I/DD. Data must be shared w/ stakeholders in the health, affordable housing, & homelessness sectors to accurately allocate resources. Take action at www.lantermanhousingalliance.org/action.

Twitter Graphic (click and 'save image as' to download)

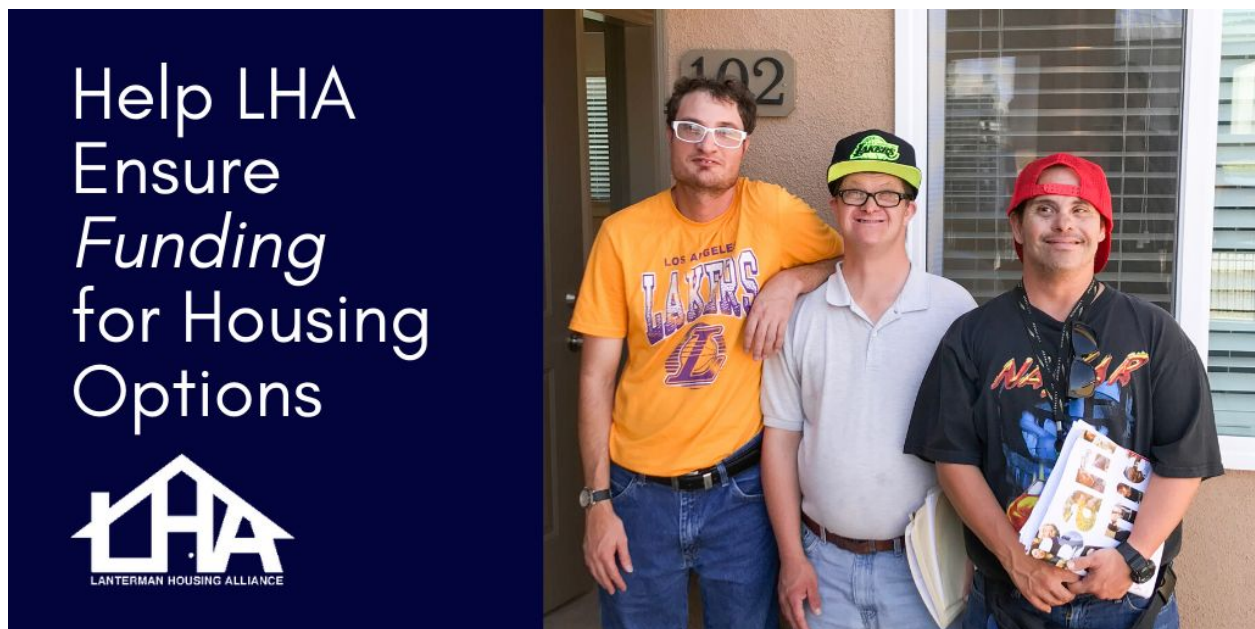


Public Awareness Campaign: Marketing Asset #3

Priority Area: Secure New Funding to Meet the Affordable and Supportive Housing Needs of People with I/DD

1. EMAIL GRAPHIC AND COPY/TEXT

Subject: Your Voice Counts: Without This One Thing, We Can Not Meet the Housing Needs of People with I/DD



(click and 'save image as' to download)

There's been a lot of recent conversation and action to provide funding to create housing options for unsheltered residents throughout our state. This issue is urgent and we're glad to see it getting the attention it deserves. But what does this mean for individuals with intellectual and developmental disabilities (I/DD)? Where does this community fit into California's housing puzzle?

In a real estate market where developing affordable housing is challenging for many financial, political, and environmental reasons, people with I/DD are being left out of the conversation.

Here's a few things you should know:

- Currently, there is no permanent source of dedicated funding to meet the affordable and supportive housing needs of people with I/DD.
- Without an ongoing, scalable and dedicated funding source, housing creation for people with I/DD is on the line.

- Data reported by the US Interagency Council on Homelessness shows significant rates of people with developmental disabilities seeking housing support after experiencing homelessness.¹
- Beyond these individuals, there are thousands more who are living with aging parents or caregivers, or in settings that are not best suited for their particular needs.

We need a comprehensive solution to ensure appropriate, safe and stable housing options for people with I/DD. And that requires funding.

That’s why the **Lanterman Housing Alliance (LHA)** is bringing together organizations, community members, and self-advocates – along with their families and allies – to call for new funding to meet the affordable and supportive housing needs of people with I/DD.

Here’s what you can do to join our call for expanded funding to identify or create additional housing opportunities for the I/DD community:

- 1 **[Inform state policymakers and elected officials](#)** that this issue needs urgent attention. Let them know that the State, through collaboration with its HCD and DDS departments, must provide a scalable and dedicated funding source to create more housing options for people with I/DD.
- 2 Take action by sharing our post on social media. Help increase awareness of this issue and educate friends, family and allies.
- 3 Sign up for our **[mailing list](#)** for up-to-date information and news.

Thank you for taking action on this important issue, and for letting elected officials, friends, families, and allies know that we must secure permanent, **dedicated funding to address the housing crisis for people with I/DD.**

2. SOCIAL MEDIA GRAPHICS AND COPY/TEXT

Facebook

Did you know that currently, there’s no source of permanent, dedicated funding to meet the affordable and supportive housing needs of people with I/DD? Without ongoing, scalable, and dedicated funding, housing creation for people with I/DD is on the line.

Join the **Lanterman Housing Alliance (LHA)** to call for **funding to address the housing crisis for people with I/DD.** Take action at www.lantermanhousingalliance.org/action. #LantermanHousingAlliance

¹ https://www.usich.gov/resources/uploads/asset_library/Homelessness-in-America-Focus-on-chronic.pdf

Facebook Graphic (click and 'save image as' to download)



Twitter (thread)

1. Did you know that currently, there's no source of permanent, dedicated funding to meet the affordable and supportive housing needs of people with I/DD? Without ongoing, scalable, and dedicated funding, housing creation for people with I/DD is on the line.
2. Join the **#LantermanHousingAlliance (LHA)** to call for **funding to address the housing crisis for people with I/DD**. Take action at www.lantermanhousingalliance.org/action.

Twitter Graphic (click and 'save image as' to download)



Public Awareness Campaign: Marketing Asset #4

Priority Area: Promote Individual and Local Housing Outcomes through Housing Access Services to Identify Housing Opportunities for People with I/DD

1. EMAIL GRAPHIC AND COPY/TEXT

Subject: Your Voice Counts: Help LHA Advocate to Increase Access to Housing for People with I/DD






(click and 'save image as' to download)

The COVID-19 pandemic has put a spotlight on the housing insecurity of people with intellectual and developmental disabilities (I/DD). Many in this community who have been historically denied access to safe, stable, and affordable housing were then faced with a new challenge: comply with the “Safer at Home” public health mandate while living in inadequate, unhealthy, or overcrowded housing conditions. Some even found themselves homeless during this unprecedented crisis. Still, it’s a growing problem that’s being largely ignored in policy discussions statewide around housing. And while California has a robust service system for people with I/DD, too often housing is left out of the conversation.

That’s why the **Lanterman Housing Alliance (LHA)** is rallying our stakeholders to ensure that people with I/DD can access housing systems more effectively. There are more than 350,000 individuals with I/DD living in California—and many of them are direly in need of housing

options due to aging parents, wanting to live more independently, or the closure of licensed group homes—resulting in an extreme statewide housing shortage.

Here's what we can do together to increase access to affordable and appropriate housing for the I/DD community:

-  Call for policies and funding to help people with I/DD find housing. Let your elected officials know that increasing housing access for this community is an issue we all need to get behind.
-  Take action by sharing our post on social media. Help increase awareness of this issue and educate friends, family, and allies.
-  Sign up for our [mailing list](#) for up-to-date information and news.

There are a lot of ways we can support people with I/DD with housing access, including helping people with I/DD find affordable housing, pay rent and security deposits, move into a property, set up utilities, communicate with landlords, and advocate for their housing needs. All these services are necessary to secure housing. **These services must be provided—fully funded—and maintained within existing service systems.**

Most importantly, new pilot projects of rent subsidy programs should be developed or expanded to ensure people with I/DD are quickly able to access the increasingly competitive rental units available in their communities.

Thank you for taking action on this important issue, and for letting elected officials, friends, families, and allies know that **access to housing makes all the difference** for people with I/DD.

2. SOCIAL MEDIA GRAPHICS AND COPY/TEXT

Facebook

The current COVID-19 pandemic has raised awareness of the need for safe, stable, and affordable housing that allows Californians with intellectual and developmental disabilities (I/DD) to live independently in the community. That's why the **Lanterman Housing Alliance (LHA)** is advocating to increase access to housing for people with I/DD. Share this post with elected officials, friends, families, and allies to let them know that **access to housing makes all the difference** for people with I/DD. Take action at www.lantermanhousingalliance.org/action. #LantermanHousingAlliance

Facebook graphics (click and 'save image as' to download)



Twitter (thread)

1. The current COVID-19 pandemic has raised awareness of the need for safe, stable, and affordable housing that allows Californians with intellectual and developmental disabilities (I/DD) to live independently in the community.
2. That's why **#LantermanHousingAlliance** is advocating for strategies that will increase access to housing for people with I/DD. Share this post to let your community know that access to housing makes all the difference for people with I/DD. www.lantermanhousingalliance.org/action.

Twitter graphics (click and 'save image as' to download)



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