



Office Hours: COVID-19 Planning and Response

October 23, 2020



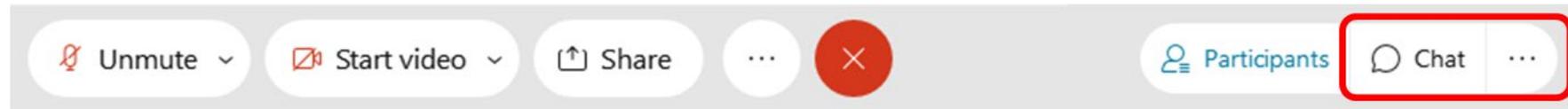
Housekeeping

- A recording of today's session, along with the slide deck and a copy of the Chat and Q&A content will be posted to the HUD Exchange within 2-3 business days
- Event information for upcoming Office Hours, along with copies of all materials can be found here:

<https://www.hudexchange.info/homelessness-assistance/diseases/#covid-19-webinars-and-office-hours>

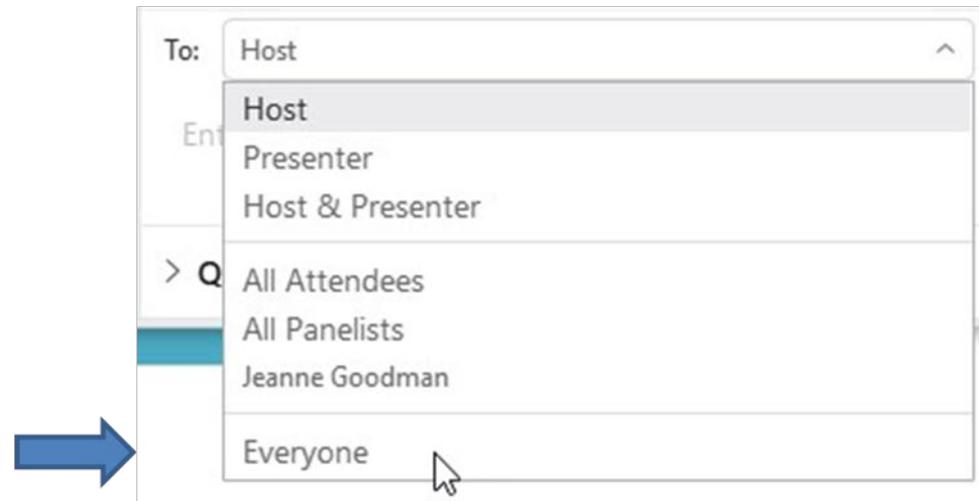
- To join the webinar via the phone, please call in using:
+1-415-655-0002 Access code: 610 976 677
(If you need to call in toll-free, call 1-855-797-9485)

Chat Feature



Select the Chat icon to make a comment or ask a question.

Be certain the To field is set to **Everyone**



Speakers & Resource Advisors

Department of Housing and Urban Development

- Office of Special Needs Assistance Programs
 - Norm Suchar
 - Lisa Coffman
 - Brett Esders
 - Marlisa Grogan
 - Abby Miller
 - Ebony Rankin
 - William Snow
- Taylor Kiely, CPD Representative, Chicago Field Office
- Aaron Weaver, Senior CPD Representative, Chicago Field Office
- David Canavan, HUD TA, Canavan Associates

Speakers & Resource Advisors

Centers for Disease Control and Prevention

- Lindsey Stillman Barranco, PhD, Homelessness Unit, Disproportionately Affected Populations Team

How Right Now

- Amelia Burke-Garcia, PhD, MA, Program Area Director, Digital Strategy and Outreach, Public Health, NORC, University of Chicago

Serving People with High Acuity Needs

- Aubrey Sitler, MSW, MPP, HUD TA, Abt Associates

Department of Veterans Affairs

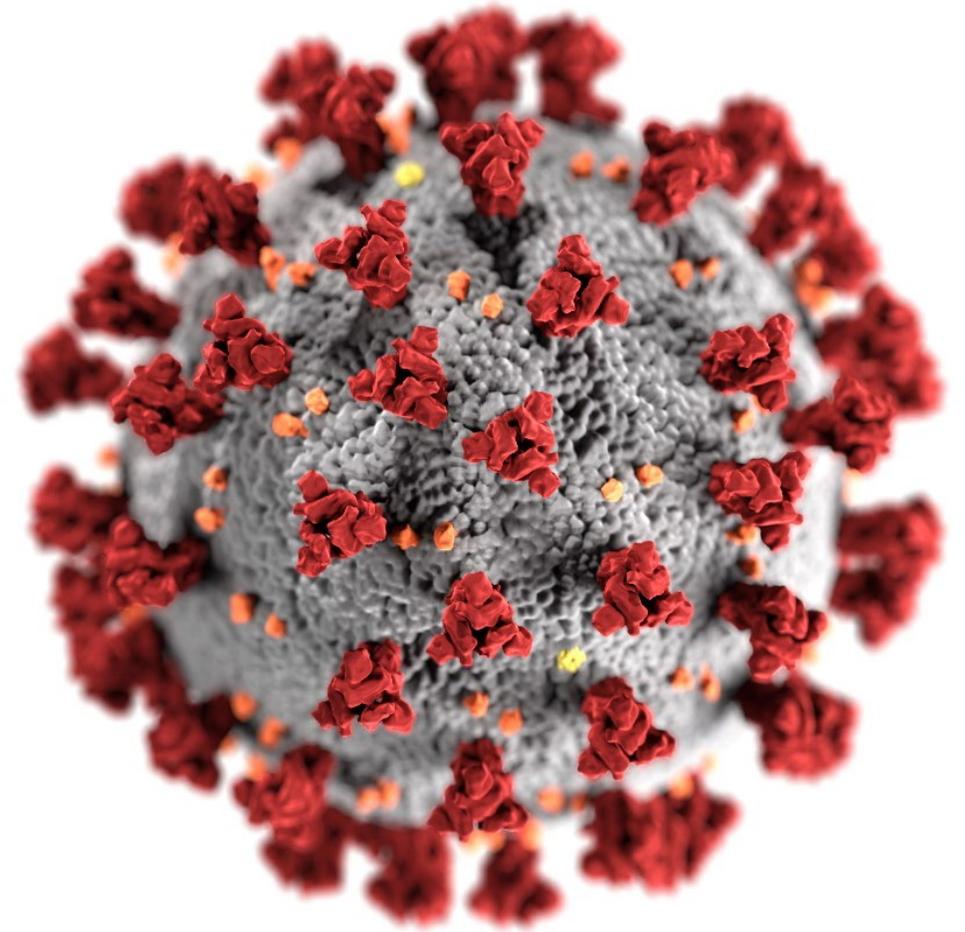
- Dina Hooshyar, MD, MPH, Director, National Center on Homelessness Among Veterans (the Center), VHA Homeless Program Office
- Jillian Weber, PhD, RN, CNL, Homeless-PACT National Program Manager, VHA Homeless Program Office



COVID-19 and Homelessness

Updates

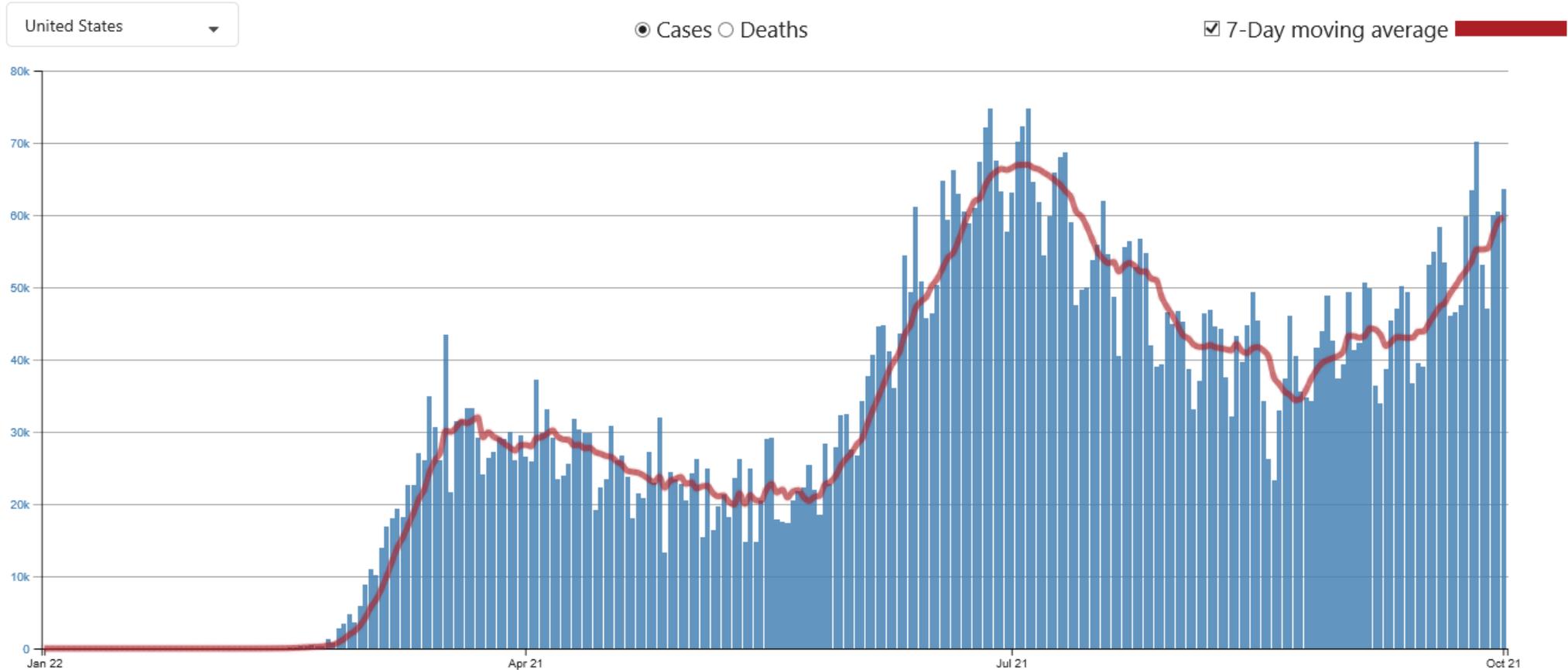
Homelessness Unit
Disproportionately Affected Populations Team
COVID-19 Response



cdc.gov/coronavirus

8.3 million cases reported in the United States*

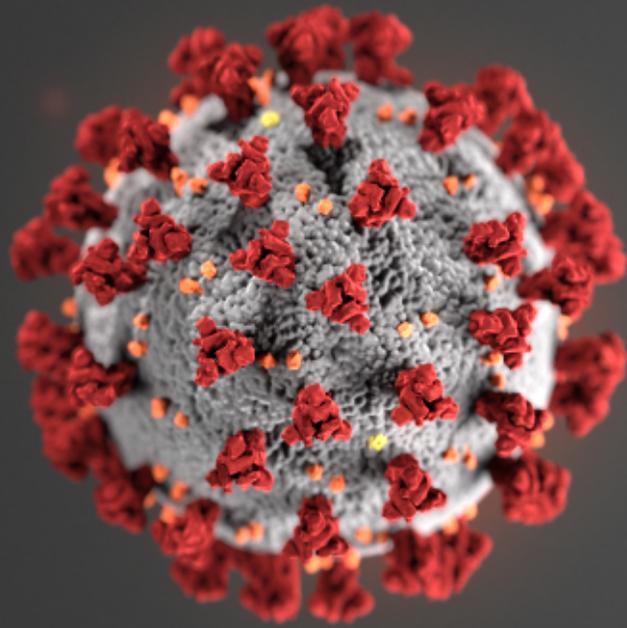
Daily Trends in Number of COVID-19 Cases in the United States Reported to CDC



https://covid.cdc.gov/covid-data-tracker/#trends_dailytrends



*as of 10/22/20



For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



How Right Now Communication Initiative

Project Overview

Project Kick Off Date: April 20, 2020

Presentation Date: October 23, 2020



 **How
Right
Now**



How Right Now Initiative Overview

- Comprehensive effort to reach high-risk populations who are facing adverse mental health challenges due to the COVID-19
 - Grounded in evidence-based health communication, psychology, and behavior change theory
- Desired outcomes
 - Improved coping and emotional wellbeing among audiences
 - Reduction of risk of adverse behaviors
- Priority audiences (with emphasis on racial/ethnic and SOGI minorities)
 - Older adults ages 65+ and their caregivers
 - People with pre-existing health conditions
 - People who are experiencing violence
 - People who are experiencing economic distress
- Informed by research
- Through and with partners

What We Did



eScan

>700 peer-reviewed and grey publications and existing communication initiatives - in both English and Spanish



Data Distillation

>20 data sets analyzed



Social Listening

>1 million social media posts (a total of 129,322 were relevant) - in both English and Spanish



Partner Needs Assessments

>150 partner and influencers assessed; 15 needs assessment calls held



Partner Listening Sessions

6 partner listening sessions conducted to date; 29 members of audiences participated



Online Focus Groups

10 online focus groups conducted; 58 members of audiences participated

AmeriSpeak® May Omnibus Survey

Total Weighted Sample: 250,925,936

Total Weighted Screened Sample: 161,265,124

Total Unweighted Sample: 1,065

Total Unweighted Screened Sample: 731

1,004 (English-language)

682 (English-language)

61 (Spanish-language)

49 (Spanish-language)

Exemplar HRN Partners





**Truthfully, how
are you feeling
today?**

Afraid

Angry

Grieving

Lonely

Sad

Stressed

Worried

Not Sure

Visit [Howrightnow.org](https://www.howrightnow.org) and [Quehacerahora.org](https://www.quehacerahora.org) to explore the resources

Existing Content

HRN Promotion



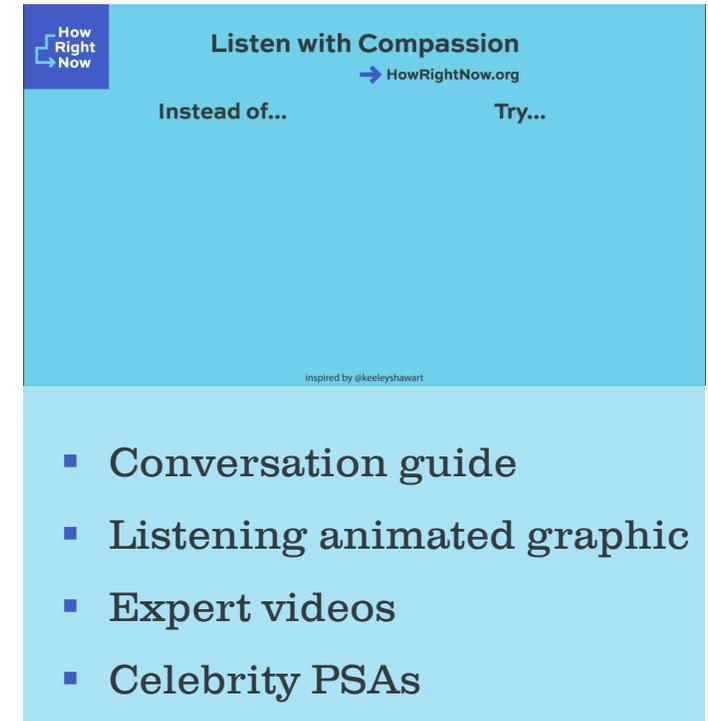
- Social graphics
- Launch videos
- Newsletter copy

Coping Resources



- Emotion 1-pagers & associated resources
- Social graphics
- Crisis lines

Talk Resources



- Conversation guide
- Listening animated graphic
- Expert videos
- Celebrity PSAs

Sample Content



Don't give up.
There are groups that can help you with:

- ▶ Job searches
- ▶ Housing
- ▶ Food resources
- ▶ Health care and more.

→ [HowRightNow.org/GetHelp](https://www.HowRightNow.org/GetHelp)

Stock photo. Pinned by model.



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Stock photo. Pinned by model.



Connect with local resources for food, housing, and other support.

Call 2-1-1
www.211.org

Find more resources that help:
→ [HowRightNow.org/GetHelp](https://www.HowRightNow.org/GetHelp)

Stock photo. Pinned by model.

<https://www.dropbox.com/sh/nbiex2tks2mzo4z/AABZimXcJhaKVoNapOF4dsiva?dl=0>

<https://www.dropbox.com/sh/kfcsnrn3ivsjob/AAD-Ix4AbDVMLodczQ91y557a?dl=0>

CDC's State and Community Health Media Center

The screenshot shows the CDC State and Community Health Media Center website. At the top left is the CDC logo and the text "Centers for Disease Control and Prevention CDC 24/7: Saving Lives, Protecting People™". A search bar is located at the top right. Below the header is a green navigation bar with "State and Community Health Media Center". On the left is a sidebar with links for Home, Search, FAQ, Glossary, and Help, along with buttons for "Log in to the Media Center" and "Tobacco Materials Media Campaign Resource Center". The main content area displays search results for "Cut the Sugar: Bus Shelter". The search results include a "Modify Search" button, "Sort By" (Title: A-Z), "Ads/Materials Per Page" (20), and "Paging" (1 - 20 of 98). The search result card features a photo of a child with decayed teeth and a bottle of soda, with the text "Drinking sugar is sweet, but its results can be bitter." and "Choose water and low-fat milk instead." Below the photo is a "more details" link. To the right of the search results is a "NEED HELP?" box with a "Contact us" button and contact information for the State and Community Health Media Center, including the address "4770 Buford Highway Atlanta, GA 30341" and the email "schmc@cdc.gov".

Content Highlights & What's Coming Next

Resource Highlights

- HRN Emotion 1-pagers
 - In order of most downloaded: Stress, Fear, Loneliness, Sadness, & Worry
- [UnitedWay's 211 COVID-19 Pandemic Resources](#) (available in Spanish too)
- [COVID-19 Pandemic Financial Support Resources](#)
 - Source: Mental Health America
- [Get Help Finding Food Assistance](#)
 - Source: Feeding America
- [Find Open Shelters Resource Page](#) (available in Spanish too)
 - Source: Red Cross
- [Protecting your finances during the coronavirus pandemic](#) (available in Spanish too)
 - Source: Consumer Finance Bureau

Future Content – Grief + Gratitude

- New content pieces to be developed
- Timed for the holidays
- Grief content will build on what is currently on site
- Gratitude will address:
 - Gratitude as a way to cope with grief
 - People who may be experiencing feelings of gratitude
- Partner and celebrity pushes

Amelia Burke-Garcia, PhD

burkegarcia-amelia@norc.org

Thank you.

 **NORC** at the
University of
Chicago

burness

 **TMNcorp**
MARKETING AND COMMUNICATIONS

HUD TA RESOURCE SPOTLIGHT

*PRIMER ON SERVING PEOPLE
WITH HIGH ACUITY NEEDS*



Related Resources

Primer on Serving People with High Acuity Needs:

<https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Primer-on-Serving-People-with-High-Acuity-Needs.pdf>

Webinar Recording: Best Practices for Serving Populations with High

Acuity Needs: <https://www.hudexchange.info/trainings/courses/best-practices-for-serving-populations-with-high-acuity-needs/>

Acuity Definition in Housing Context

Consider:

- Severity and chronicity of illness and disabilities;
- Level of care needed to support activities of daily living, including assessing assistance required to support communication, decision-making, mobility, and managing challenging behaviors; and
- Recognition of the exponential effects that multiple co-occurring chronic health and behavioral health conditions can have, particularly when coupled with the effects of systemic racism and historical trauma, adverse childhood experiences, isolation from family and friends, lack of safety net in times of crisis and disconnection from mainstream community health providers.



Factors Influencing High Acuity

- Illness, physical, mental, behavioral health (diagnoses, chronicity of illness, severity)
- Cognitive functioning (memory, thinking, reasoning, decision making and communication skills)
- Independence in activities of daily living (e.g., showering/tending to personal hygiene; cleaning/maintaining living space; taking out trash, grocery shopping, cooking/preparing food, taking medications)
- History of trauma and adverse childhood experiences
- Levels of natural supports and connectedness to family, friends, community, resources
- Housing history (e.g., chronicity of experience of homelessness) and past tenant experiences

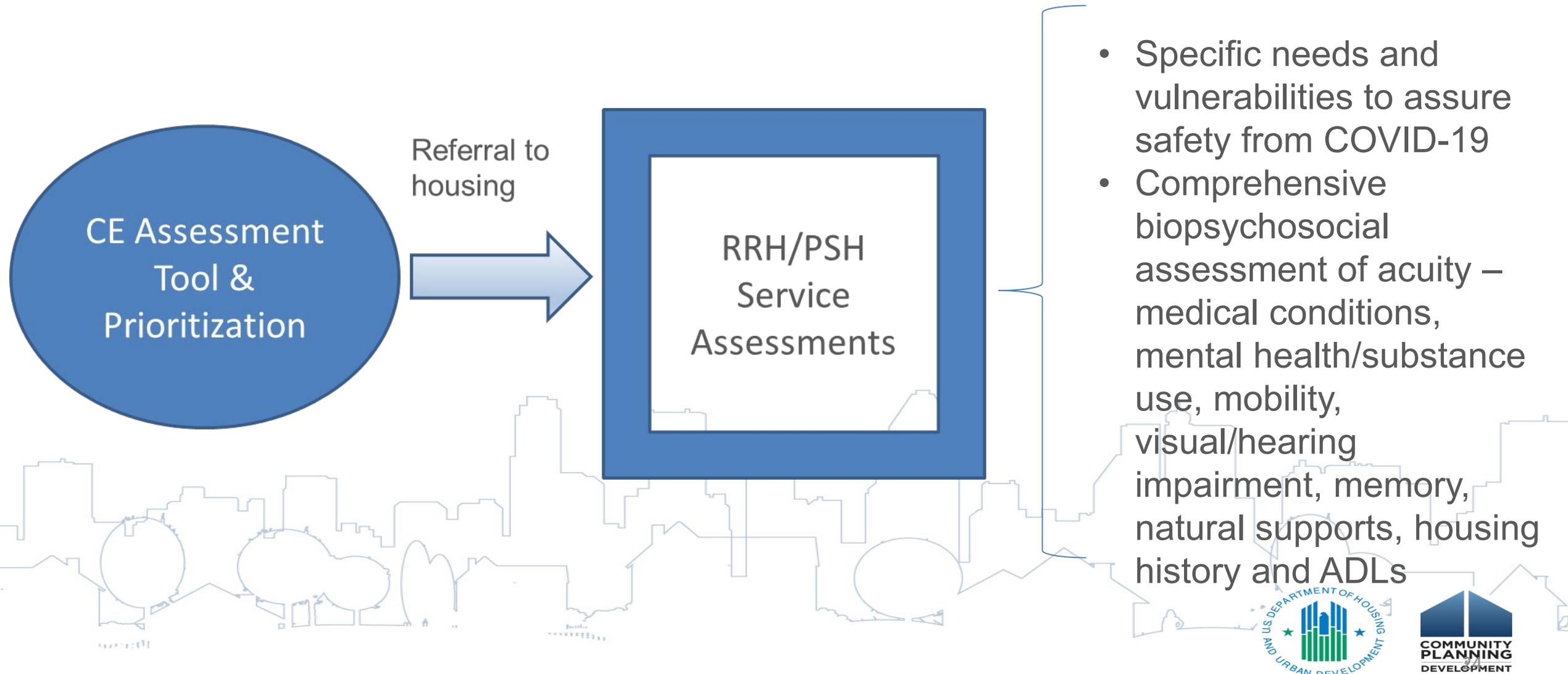


Acuity Classifications and Service Needs

Acuity Classification	Caseload Size	
High acuity	1:10-1:15	<ul style="list-style-type: none">• High levels of coordination with mental/behavioral/health• Likely to need PSH in long run to support housing stability• High acuity in RRH can be addressed with mixed caseloads
Moderate acuity	1:16-1:30	<ul style="list-style-type: none">• Similar need for coordination• Many may need longer support than time-limited RRH, particularly true of BIPOC disproportionately impacted by pandemic
Low acuity	1:31-1:50	<ul style="list-style-type: none">• Coordination combined with warm handoffs to other community providers• Need for RRH services should be reassessed every 3-6 months to determine the need for continued services to promote housing stability and retention.



Assessing for Acuity



Using Coordinated Entry (CE) to Serve People with High Acuity Needs

- Center **the actual people** most in need of services and resources in operating your CE system
- Ensure racial equity by **assessing a person's acuity level holistically**, not just using documented medical diagnoses or healthcare system usage.
- Use CE to prioritize people with high acuity needs for **all available permanent housing resources**, not just PSH.
 - RRH may typically be reserved for people with less intensive service needs, but the urgency of COVID-19 highlights the need for communities and projects to adapt to ensure that people with higher acuity levels do not remain homeless while lower acuity households access services more quickly.



Service Approaches & Staffing Models

Big picture: Focus on how each community can support every individual who has experienced homelessness to obtain and maintain housing, regardless of their acuity levels.

Service Approach

- **Best practice technique or engagement style that requires training**
- **Examples:**
 - Trauma-informed practices
 - Motivational Interviewing
 - Cultural humility, anti-bias, and cultural competency
 - Person-centered, holistic approach to assessments and service delivery that honors client choice and self-determination

Staffing Model

- **How a project is staffed to make sure the needs of clients are met**
- **Adoption of fidelity standards in:**
 - Staffing patterns
 - Requirements of staff expertise
 - Coordination across services
 - Organization of caseload sizes and mix of acuity levels assigned to staff in service provision

Example of Mixed Acuity Staffing Review Matrix

	Case Manger A	Case Manager B
Low Acuity (Scores of 1-3)	4 households = 12 Acuity Score	25 households = 68
Moderate Acuity (Scores of 4-7)	1 household = 5 Acuity Score	2 Households = 11
High Acuity (Scores of 8-10)	8 households = 78 Acuity Score	1 Household = 9
Total Caseload Size Total Acuity Score	13 Households Acuity Score = 95	28 Households Acuity Score = 88

Further Resources

High Acuity Primer: <https://www.hudexchange.info/resource/6182/covid19-homeless-system-response-primer-on-serving-people-with-high-acuity-needs/>

Evidence-Based Practices: <https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Evidence-based-Service-Delivery.pdf>

Case Management Ratios: https://files.hudexchange.info/resources/documents/COVID-19-Homeless-System-Response-Case-Management-Ratios.pdf?utm_source=HUD+Exchange+Mailing+List&utm_campaign=c0d038d823-SNAPS-COVID-19-Digest-08-11-2020&utm_medium=email&utm_term=0_f32b935a5f-c0d038d823-18477021

How Good Case Management can Lead to Successful Rapid Rehousing:
<https://endhomelessness.org/why-good-case-management-success-for-rapid-rehousing-participants/>



New Resources Posted

- [ESG-CV Reporting Guidance](#)
- [Primer on Serving People with High-Acuity Needs](#)
- [Winter Planning Resources](#)

Key Websites

HUD: <https://www.hudexchange.info/homelessness-assistance/diseases/infectious-disease-prevention-response/>

CDC: <https://www.cdc.gov/coronavirus/2019-ncov/community/homeless-shelters/index.html>

NHCHC: <https://nhchc.org/clinical-practice/diseases-and-conditions/influenza/>

USICH: <https://www.usich.gov/tools-for-action/coronavirus-covid-19-resources/>

VA: <https://www.publichealth.va.gov/n-coronavirus/index.asp>

HRSA: <https://bphc.hrsa.gov/emergency-response/coronavirus-frequently-asked-questions.html>

Federal Partner Contacts

For additional information or assistance, contact:

- Centers for Disease Control and Prevention:
www.cdc.gov/COVID19; 1-800-CDC-INFO (232-4636); TTY: 1-888-232-6348
- Department of Housing and Urban Development:
[HUD Exchange Ask-A-Question \(AAQ\) Portal](#)

Q & A

