

# Public Health Communications Awards

## APPLICATION: MOST PROMISING CAMPAIGN PROPOSAL

*This award will be given based on a proposed campaign, not on a campaign already in progress or completed.*

### CONTACT INFORMATION

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### ABOUT THE COMMUNICATIONS CAMPAIGN

<b>Name Of Communications Campaign</b>	Homeless of Napa: Housing is Healthcare
<b>Brief Campaign Overview (200 Words Or Less)</b>	<p>The “Homeless of Napa: Housing is Healthcare” is a collaborative public health communications campaign between the Napa County Health &amp; Human Services Agency Public Health Division, the “<a href="#">Homeless of Napa</a>” project started in 2016 by a <a href="#">Leadership Napa Valley</a> practicum group and other diverse community partners. The goal of the “Homeless of Napa: Housing is Healthcare” campaign is to increase awareness among Napa County residents, community agents of change and policy makers on the impact of homelessness on health outcomes and high costs to the community.</p> <p>The “Homeless of Napa” project goal is to raise awareness about the reality of Napa’s homeless issue. This awareness campaign showcases a cross section of the local homeless population and the people serving them through video testimonials, photographs and stories.</p>

	The Napa County Public Health Division proposes to collaborate with the “Homeless of Napa” project group to continue their successful outreach efforts through social media, traditional media, educational materials, social marketing and community events. The campaign’s goal is to educate residents about the interconnections between housing, homelessness and health in order to foster the necessary paradigm shift for funding, policy and systems change necessary to address housing as a component of healthcare.
<b>Campaign Start Date</b>	June 6, 2016
<b>Campaign End Date</b>	June 2017 (TBD)

**CAMPAIGN PLANNING AND IMPLEMENTATION**

**What is the purpose of this campaign? Does it address an underlying community need? Please describe why the campaign was developed. You are encouraged to submit evidence of need (e.g., local news stories, internal reports, testimonials, data, community health assessments) as an addendum to this form.**

The purpose of the campaign “Homeless of Napa: Housing is Healthcare” is to change the narrative about health in Napa County. Based on the California Endowment’s “Health Happens Here” framework, promoting the message “Health Happens at Home” would exclude many disadvantaged individuals and families in our community currently experiencing or at risk of homelessness in Napa County. “Homeless of Napa: Housing is Healthcare” will be a county-wide public health communication campaign with the intent of increasing community awareness of and participation in the effort to address the root needs of our homeless residents by shifting resources toward permanent housing with wraparound supportive services through policy and resource allocation changes, with the goal of improved health outcomes and healthcare cost-savings.

In 2015 Napa County was ranked one of the least affordable areas to buy a home in the U.S. (Realty Trac). The City of Napa ranks 219 out of 225 cities for affordability by the National Association of Home Builders Housing Opportunity Index. The average rent for a one bedroom exceeds \$2,300 per month, while affordable rent is \$775 - \$1,100. The City of Napa Housing Authority reports a Section 8 waiting list of 9,500, seven times the affordable housing units available.

The City of Napa has a wide variety of health services available, many of them privately funded by one of several large community foundations, but low income and shelter housing developments are not located near or integrated with these support services. Service providers struggle to find appropriate space at housing complexes to serve families, and shelters do not conduct wraparound assessments and case management to develop a service plan that would best meet the needs of each family. In addition, strict housing density ordinances prohibit maximizing housing development on city-owned land, and permitting costs and timing make the building of additional units on privately owned property cost-prohibitive. Lastly, public funds are disproportionately spent on a small number of homeless who are “super users” of costly crisis service systems (ERs, hospitals, jails, shelters, etc.).

The “Homeless of Napa: Housing is Healthcare” campaign is designed to create broad community stakeholder engagement as a first step toward systems-focused, community driven strategy development. By focusing in on the most frequent users of the current system and engaging the community to understand their needs in a comprehensive manner, the entire community will benefit and the potential exists to end chronic homelessness in Napa in the next three years.

**Does your campaign address an issue related to health equity? How?**

Napa’s economy has more than tripled in the last 20 years. This economic expansion has created a large number of low-wage jobs. Napa’s population has similarly increased, though quite disproportionately. Most of Napa’s population growth is in persons of Hispanic origin, whose numbers have increased by 49%, versus non-Hispanic which declined by 3%. The largest barrier to positive health outcomes in Napa is the lack of affordable housing, and an old, problem-oriented, underfunded shelter system designed only to cycle people from shelter to institution to street.

Data for 2015 shows 1,036 persons in Napa were literally or at risk of becoming homeless, including 160 children. Of households with children, 66% were Hispanic/Latino. The majority of persons served had at least one health condition, such as mental illness, alcohol and/or drug abuse, chronic disease, or physical disability. Many had three or more conditions. Housing, homelessness and health are intertwined and must be addressed together.

The public health outreach campaign “Homeless of Napa: Housing is Healthcare” will address the issue of health equity by raising awareness among a broad cross-section of Napa County residents and providing the opportunity for collective action to improve community health.

**What population is this campaign targeted to reach? How do you plan to reach them?**

The campaign is targeted to reach Napa County residents (population 142,456), especially community members, informal leaders, community planners and policy makers. Critical to the success of our public health communications efforts to create the necessary paradigm shift that “Housing is Healthcare” will be the engagement of stakeholders across the economic, housing solution and stakeholder spectrum.

A consortium of groups and organizations has formed to address the spectrum of housing concerns, from workforce/affordable housing to homelessness in Napa, including Live Healthy Napa County, representatives from City of Napa Planning, Napa County Health & Human Services Agency, Napa Valley Community Housing, Consortium of Care, Area Agency on Aging, Public Safety, Housing Action Committee, the Healthy Aging Population Initiative, and many other community stakeholders. On June 6, 2016 this consortium will hold “[A Community Summit: Housing for All in Napa County](#)”, with aim to:

- Understand housing challenges & impact for families, business/workers and older adults
- Learn what’s happening to increase all types of housing in Napa County
- Hear from housing innovators throughout the Bay Area
- Join with others to advocate for healthy, sustainable communities

The “Homeless of Napa: Housing is Healthcare” campaign will collaborate with the original “Homeless of Napa” project team and build on their successful webpage ([www.homelessofnapa.com](http://www.homelessofnapa.com)) and social media platforms (Instagram, YouTube, Facebook, Twitter). Video testimonials are the driving force of the current “Homeless of Napa” campaign. The page [www.homelessofnapa.com/videos](http://www.homelessofnapa.com/videos) features over 20 videos of people affected by homelessness or serving the homeless population. The Facebook page, [Homeless of Napa](#), has been the most successful social media platform with 1,943 page likes and

videos/posts reaching over 375,000 people. The estimated reach via Facebook in Napa County is over 50,000 people.

Other methods to reach the Napa County population may include:

- Events (summits, town hall forums, focus groups, “Napa Homeless Connect 2017” based on the successful April 2016 event by “Homeless of Napa”)
- Presentations at local groups addressing homelessness and other services organizations (i.e. Rotary, Kiwanis)
- Local print media (earned media coverage, letter to the editor campaigns, editorials and purchased advertisements)
- Local radio and TV sports (interviews, public service announcements and purchased advertisements)
- Educational and social marketing materials

**Could this campaign be replicated or transferred to other jurisdictions? Please explain.**

Yes. Lack of affordable housing, gentrification and homelessness affect every jurisdiction in California. The public health communications campaign “Homeless of Napa: Housing is Healthcare” could be replicated, scaled and sustained by both larger and smaller jurisdictions based on and tailored to meet their unique community needs.

The format of the “Homeless of Napa” video segments, use of social media and incorporation of both homeless persons and homeless service providers is a replicable program that can be readily shared with other jurisdictions. A baseline exists to show what is possible through social media alone. Additional funding in the form of award grants will provide an opportunity to understand how and where funding for traditional media and social marketing materials expands the reach of this campaign.

**To what extent will the campaign leverage existing resources without creating new costs?**

The campaign will leverage diverse existing resources including staff from the Napa County Health & Human Services Agency Public Health Division, “Homeless of Napa” project team members and Live Healthy Napa County workgroups.

In May 2016, Napa County Health & Human Services Agency with community partners was awarded a \$60,000 Invest Health Initiative grant from the Reinvestment Fund and Robert Wood Johnson Foundation to study health care inequities and homelessness in the city of Napa. In addition to the June 6, 2016 event, a portion of the Invest Health Initiative grant will be used to hold up to two additional community housing summits to address the housing crisis in Napa County. Funding from this public health communications award will help leverage and strengthen the impact of the Invest Health Initiative grant work by greatly enhancing public awareness and understanding of the connection between housing and healthcare.

**What are the campaign objectives?**

- On June 6, 2016 launch the “Homeless of Napa: Housing is Healthcare” public health communications campaign at the [“A Community Summit: Housing for All in Napa County”](#).
- By July 30, 2016 develop a “Homeless of Napa: Housing is Healthcare” taskforce membership, meeting schedule to develop a public health communications campaign action plan.
- By September 30, 2016 develop a public health communications campaign action plan. Based the action plan complete the following potential activities by June 30, 2017:

- Continue to engage homeless/those affected by homelessness, people serving those populations and key community leaders as the voice and the face of the campaign through videos and other testimonials.
- Design and distribute appropriate educational and social marketing materials, including social media badges, stickers, and other tangible materials with the message “Homeless of Napa: Housing is Healthcare”.
- Conduct presentations at local groups addressing housing, homelessness and other services organizations.
- Schedule, plan, facilitate, collect information and compile results from meetings such as summits, town hall forums, focus groups and “Napa Homeless Connect 2017” based on the successful April 2016 event by Homeless of Napa.
- Implement a comprehensive social and traditional media campaign including video/photo stories, earned media coverage, letters to the editor, editorials, local TV/radio PSAs and interviews.
- By June 30, 2017, present a final report to the partners involved summarizing the evaluation of successes, lessons learned and recommendations for future public health communications campaign action.

**Can this campaign be implemented immediately if funding is made available?**

Yes.

**Can we share this application with other local health officials who are interested in communications best practices?**

Yes.

**Please email your completed application by Friday, May 27, 2016 to:**

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