



Community Mobilization for HIV/AIDS Housing

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*Creating A Vision for HIV/AIDS Housing: The HOPWA Program
Today and Tomorrow* September 13, 2010

Fighting to end AIDS and homelessness

HOUSINGWORKS.ORG

HOUSINGWORKS IS A HEALING COMMUNITY OF PEOPLE LIVING WITH AND AFFECTED BY HIV/AIDS OUR MISSION IS TO END THE DUAL CRISES OF HOMELESSNESS AND AIDS THROUGH RELENTLESS ADVOCACY THE PROVISION OF LIFE-SAVING SERVICES AND ENTREPRENEURIAL BUSINESSES THAT SUSTAIN OUR EFFORTS

Community Mobilization

Community mobilization engages all sectors of the population in a community-wide effort to address a health, social, or environmental issue. It brings together policy makers and opinion leaders, local, state, and federal governments, professional groups, religious groups, businesses, and individual community members. Community mobilization empowers individuals and groups to take some kind of action to facilitate change.

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Who should be involved & Why?

- Decisions about our lives are being made
- People receiving services understand the impact better than most.
- Population served is often underestimated
- It's your right; It's your responsibility!
- Who better than you?!

Education

- Federal and local policies
- Information around Consolidated Plan, HOPWA, Gaps Analysis
- HUD/HOPWA Grantees
- Federal Notices
- Opportunities to engage
 - Local hearings, local hearings, political processes, decision makers
- What else?
- Where else?

Communication

- Build your networks – power in numbers; power in education!
 - What does your community need?
 - What is the continuum of housing that needs to be developed?
- Develop a strong message – verbal and visual

LISTEN!

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Action Planning



- Where will you spread your message?
- Who are your targets?
- How will you get your message out?
- What are the barriers?
- How do you overcome those barriers?

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Follow-Up



- What are the outcomes of your efforts?
- Where do you go from here?
- What does this series of actions lead to?

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