

National Association for State Community Services Programs

20
17 **A N N U A L**
Training Conference



Communication & Education Through A Public Information Campaign



Eric Behna, NASCSP

Bruce Hagen, North Dakota
Department of Commerce

Objectives

- Learn how to get involved in WAP communication and education efforts through a Public Information Campaign (PIC)
- Learn strategies to communicate about WAP in the current environment
- Learn the difference between education and lobbying
- Know what resources are available to you and where to find them
- Gain the tools and knowledge to craft effective success stories



Overview

- What is a Public Information Campaign?
 - Opportunities & Challenges of WAP Communication
- What is the difference between education & lobbying?
 - Role of the State
 - Role of the local agency/State Association
- Effective WAP Education- Bruce Hagen, North Dakota
- What communications resources are available?
 - How to best tell the WAP story



2017-Challenging Landscape

- Time of Change
- Maybe anxiety or uncertainty?
- Competing messages & hyper-connectivity
 - Information overload
- Shifting priorities



What is a Public Information Campaign?

- A Public Information Campaign (PIC)...
 - Targeted and focused distribution and coordination of information
 - Information → Educates key audiences
 - Cutting through the “noise”
 - Outreach
- Why?- Weatherization Network is the voice for public information of how successful, important and cost-effective WAP is for this country, its communities, and its citizens.



Who are the key audiences?

Three Key Audiences of WAP Communication

1. Leaders/decision makers at federal, state, & local levels
2. Partner organizations that can support and strengthen your efforts
3. Potential clients in need of Weatherization

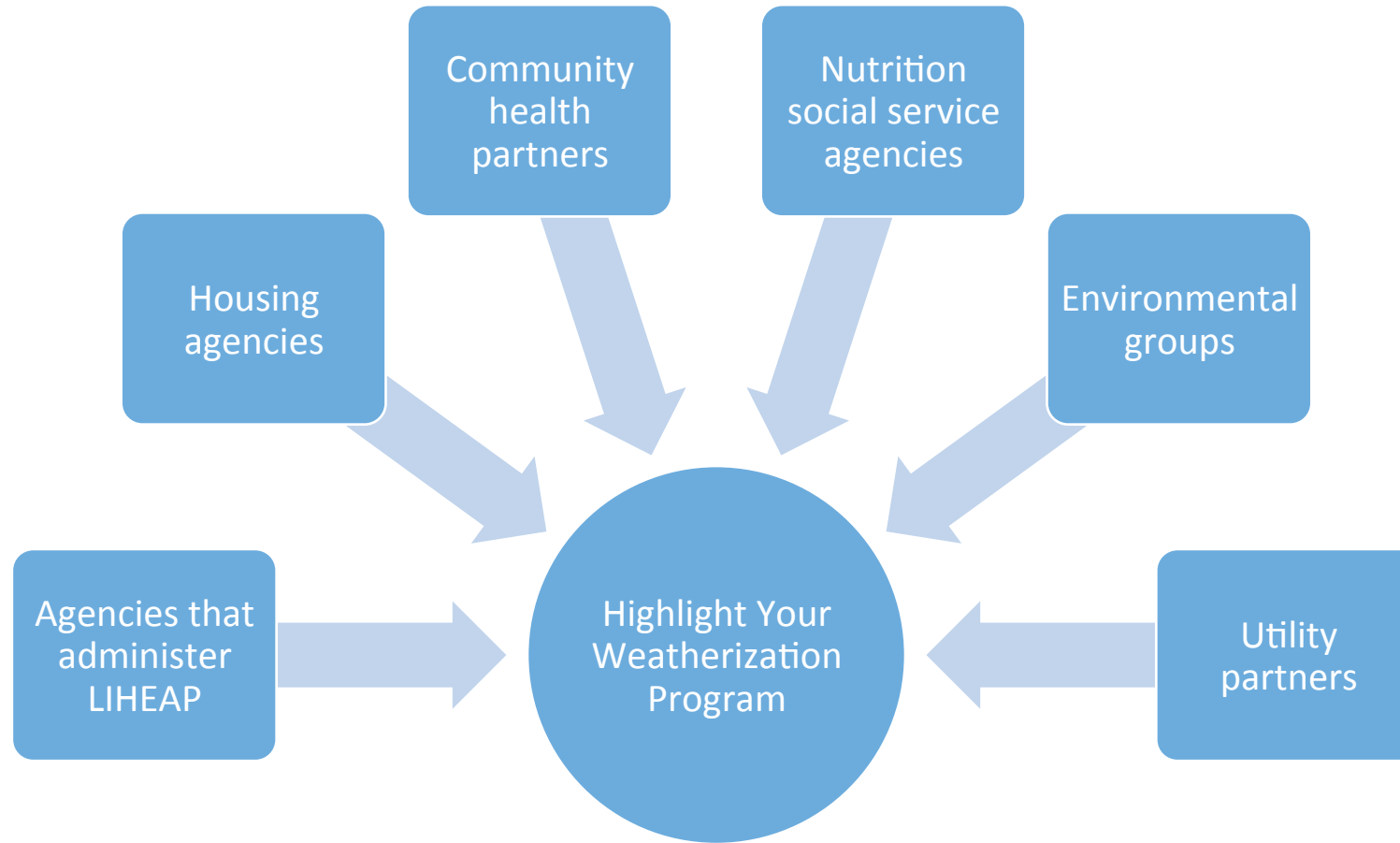


Develop Your Organizational Support for PIC

- Buy-in needed for comprehensive and effective Public Information
 - The support & knowledge of your network's decision makers (State Office, CAA Assn. & WAP Program Director state and local levels)
- A meeting with key weatherization delivery network members is strategically smart to get everyone on the same page.
- Once you are clear on what you hope to accomplish, organize a strategic planning session or sessions within your organization, with leadership.



Potential Partners



Courtesy of the CAP/EOS
Weatherization Leveraged
Partnership Project

National Association for State Community Services Programs
www.nascsp.org

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Identify...

- Group goals/expectations from such a PIC project, & needs-goals for success
- Group assets, contacts and past PIC successes at state and local levels
- Barriers – include lack of office support staff, bureaucracy issues, limited time, limited dollars, etc.
- Windows of opportunity e.g. existing initiatives, reports released that identify issues, policymakers initiatives or newly elected officials and their agendas, etc.



Example- Weatherization Day

- Highlight the WAP and demonstrate impact
- Increase awareness of WAP for key audiences
- This year is even more critical
- October 30th is an anchor date
 - Successful activities before & after
- Toolkit & More later

**Mark Your Calendar for
Weatherization Day 2017!**



#WXDayOct30



Example-Site Demonstration

- States/agencies arrange for their governor or member of Congress to tour a Weatherization job site.



This is Senator Jack Reed touring a home in Providence, RI with the Community Action Partnership of Providence (CAPP)



Example- Weatherization Day

- Some states/agencies have celebratory events open to the public with booths, speakers, etc. to encourage members of the community to sign up for weatherization and to showcase the WAP to leaders and policymakers.

State WAP programs and local agencies across the country hosted expos. These are pictures from the Roanoke VA Weatherization Day Celebration.



Example- Weatherization Day

- State and local governments have issued official proclamations commemorating Weatherization Day

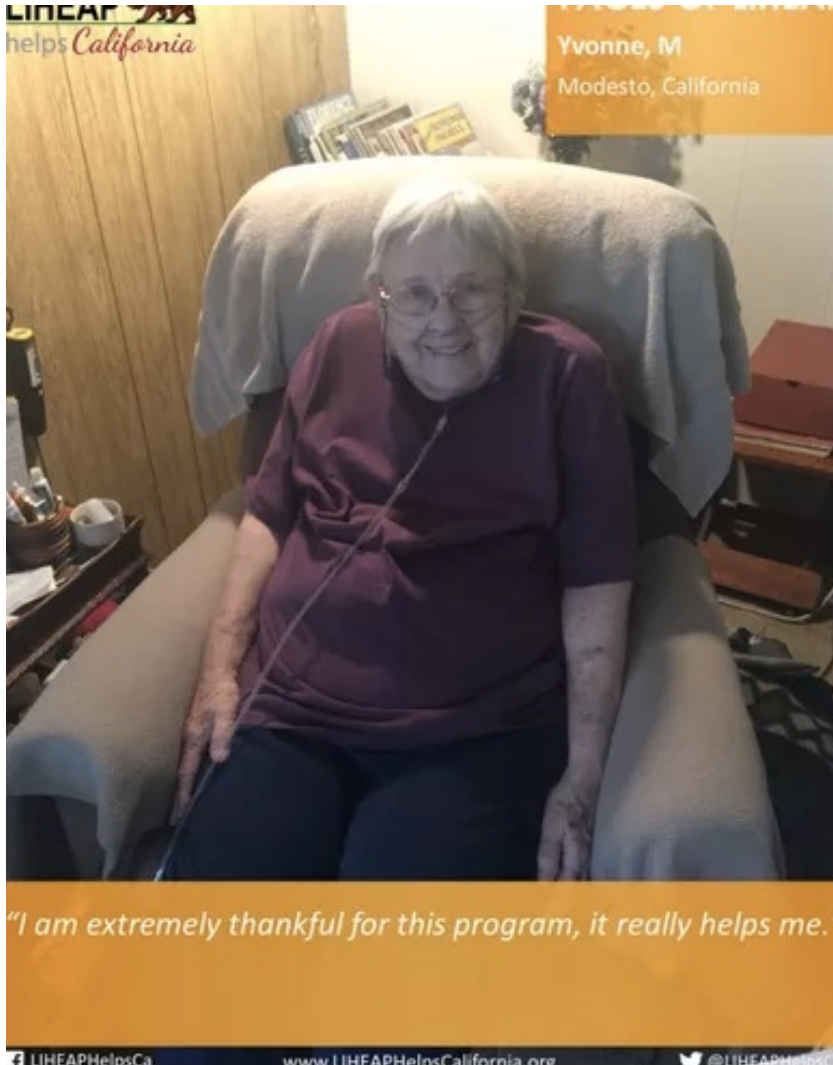


State of
North Dakota
Office of the Governor
Jack Dalrymple
Governor

Jack Dalrymple



Example- LIHEAP Helps California



- Liz Moreno, Central Coast Energy Services
- lizet@energyservices.org



WAP Communication Strengths

WAP Mission Statement-“To reduce energy costs for low-income families, particularly for the elderly, people with disabilities, and children, by improving the energy efficiency of their homes while ensuring their health and safety.”

- WAP has a measurable impact: on a home, on a person’s life, on a community, etc.
- WAP is nationwide in scope but locally administered & focused
- WAP is multidimensional- more than just energy
- WAP has a 40 year history AND modern, cutting edge tech & standards
- WAP has a dedicated workforce on the ground running/implementing the program



Observable Problem

- Median age of owner-occupied homes is 37 years old
 - Approximately 2/3 of owner-occupied homes in the U.S. were built before 1980, with 40% built before 1970.
 - Homes constructed after 2000 account for just 17% of the owner-occupied homes.
 - [*HUD American Housing Survey \(2013\)*](#)



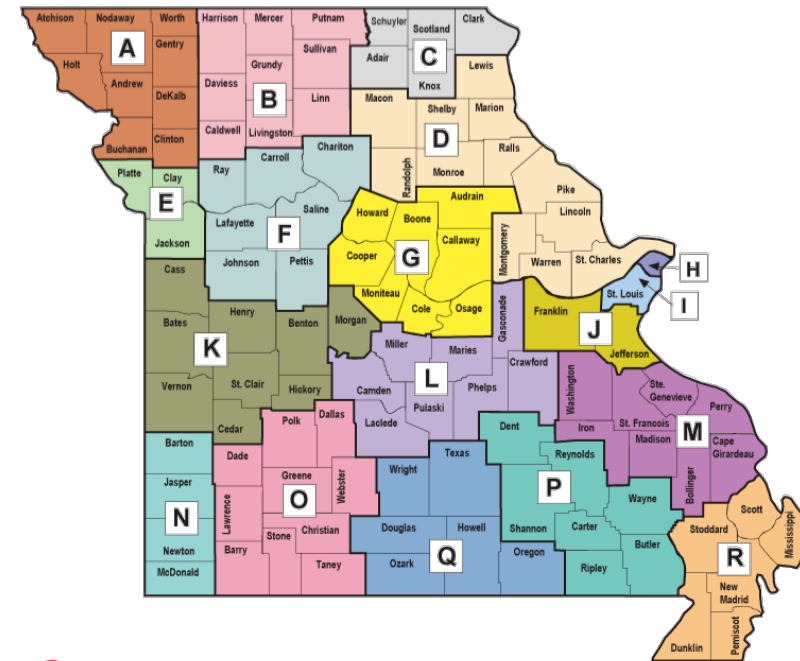
More than just energy

- \$82.4 billion is lost annually due to unhealthy and inefficient housing—3% of total U.S. healthcare costs. ([GHHI](#))
- Every dollar invested in weatherization returns over \$4 to society in energy, health, and safety benefits
- Residents of weatherized units reported fewer asthma symptoms, colds, and headaches as well as fewer hospitalizations and doctor visits.
- Children in households that received weatherization services missed fewer days of school
 - [WAP National Evaluation](#)



Nationwide, Local Focus

- WAP helps “forgotten” communities
- WAP touches every part of your State
 - Urban and rural
- WAP is in every type of home
 - Single family, multi-family, mobile homes



Communication Challenges

- **Negative:** “WAP is just big government throwing money at a problem and wasting tax dollars”
- **Reframed:**
 - WAP is a lean, efficient federal program that makes lasting investments in communities across the country
 - WAP leverages additional money from state, local and private sources for every federal dollar spent
 - High cost-benefit and quality control standards ensure money is spent effectively and efficiently



Communication Challenges

- **Negative:** “WAP is just another social program where the government gives poor people money”
- **Reframed:**
 - WAP makes a one time investment in a home that lasts for decades
 - WAP reduces energy waste, allowing hard working Americans to afford other necessities e.g. food, medicine, child care, etc.
 - WAP also creates opportunity through job creation and training



Communication Challenges

- **Negative:** “There really isn’t a need for this program - the government shouldn’t be in the business of retrofitting homes. States can run their own programs.”
- **Reframed:**
 - [DOE](#) estimates ~30 million U.S. families qualify for WAP, but only a small fraction are served each year- the need is great and remains as more homes age.
 - On average, low-income households pay 16.3% income on utilities
 - WAP has served as a catalyst for the entire residential home performance/energy efficiency industry saving millions of dollars



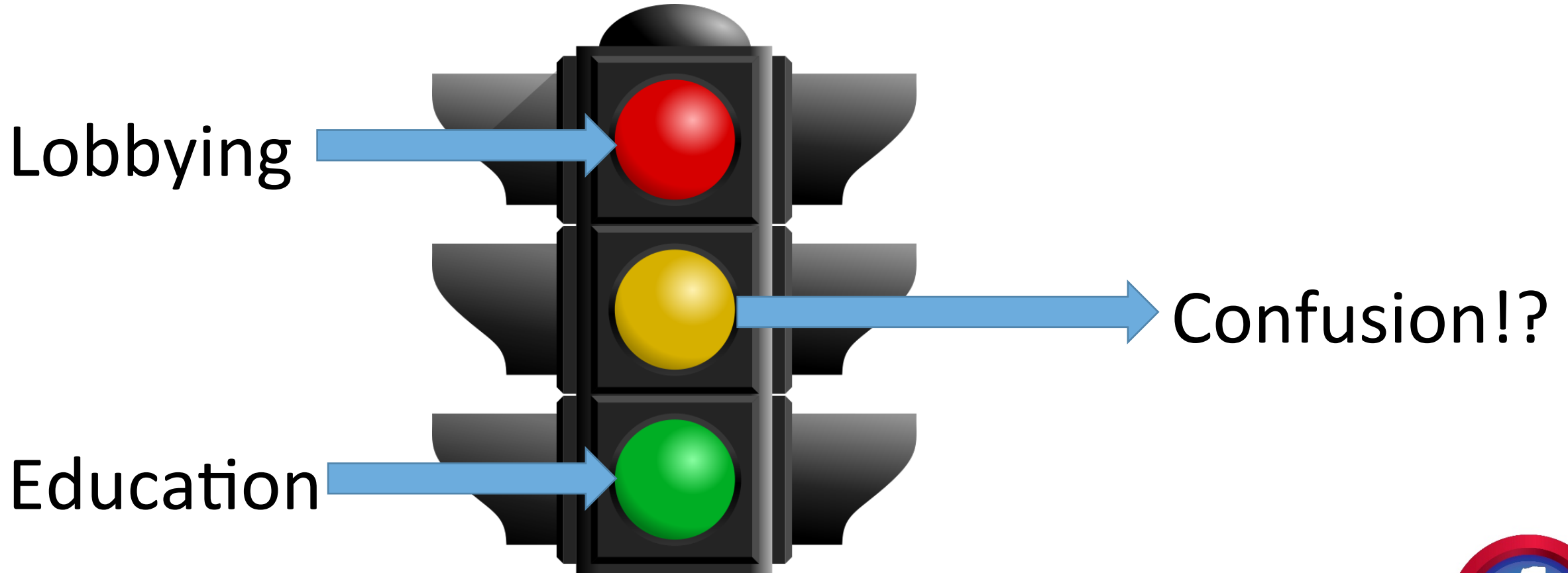
Let's zero in on educating policymakers...

Three Key Audiences of WAP Communication

1. Leaders/decision makers at federal, state, & local levels
2. Partner organizations that can support and strengthen your efforts
3. Potential clients in need of Weatherization



Education OR Lobbying?



Education

- Meeting with an elected official to inform them about your work in the WAP program
- Actively creating, maintaining, and sharing resources e.g. statistics and data about the impact of WAP in your state/community
- Bringing an elected official or staff member out to your agency or a WAP site
- Curating and sharing client stories with elected officials
- Testifying at a hearing (Sometimes)



Lobbying

- Meeting with an elected official or contacting elected official to make a specific ask
 - Specific funding amount
 - Specific policy change
 - Discussing specific legislation = Key Factor
- Testifying at a hearing (Most times)
- Letters specifically meant to influence legislation
 - Organization signing on to an appropriations letter
 - Urging a legislator to sign onto a “Dear Colleague” letter
 - Asking clients or staff: “Contact your legislator and tell them to Save _____!”



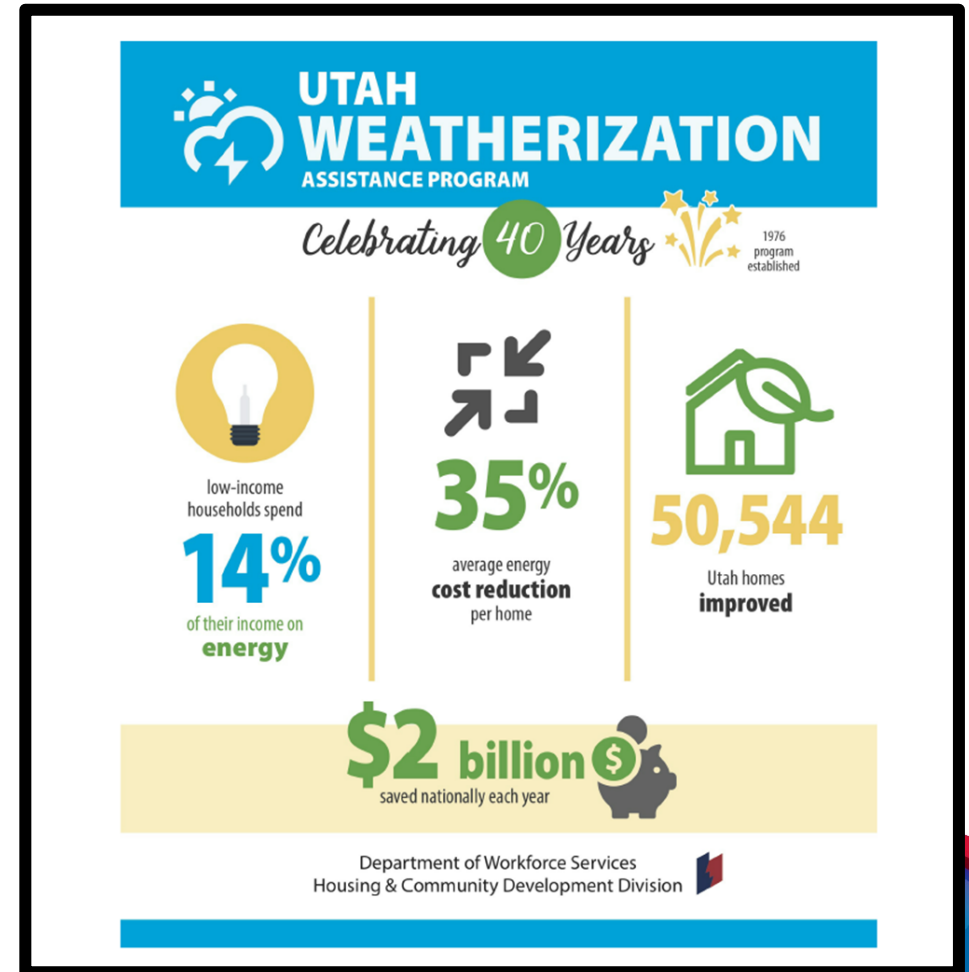
State Role

- States cannot lobby using federal funds
 - Maybe you have unrestricted funds
- CAN educate...SO state staff CAN meet with legislators!
 - You CAN meet with legislators on Capitol Hill
 - Efforts must fall under education
 - BUT...follow state policies
- Getting started...
 - Counsel in your department?
 - Public affairs liaison?
- Note on the Hatch Act



State Role

- Provide the education materials
- What information can you maintain?
 - How many people employed by WAP in your state?
 - Average savings of a house in your state?
 - Rural vs. urban communities
 - Single v.s. multi v.s. mobile
 - Other dollars
- Another reason why a PIC is so important- raise the profile



Local Agency Role

- Education as well!
- Community Action Agencies, State Associations, other local WAP agencies CAN engage in efforts that cross into lobbying territory
 - BUT- Only if using unrestricted, non-federal funds
- Using information to make your case
- Extensive resources from CAPLAW- FAQ's, Do's & Don'ts
- NCAF a resource for Community Action Agencies legislative efforts



Example of State Role

- Example of Effective WAP Education, Bruce Hagen, North Dakota Department of Commerce



Effective WAP Education of Policymakers



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What Resources are Available?





N A S C S P

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

Home

About NASCSP

The State of Poverty Blog

Member Services

CSBG

Weatherization

About The Weatherization Assistance Program

Submit a Success Story

Weatherization Services

Weatherization Publications

WAP Annual Funding Surveys

Reports and Fact Sheets

Weatherization Toolkits

Weatherization Resources

Training and Technical Assistance

Weatherization Libraries

Public Information Tools

Weatherization Related Sites

Healthy Homes

Carbon Project

State Contacts

NASCSP Newsroom

Events

Links

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Search: Go



Weatherization Toolkits

[Weatherization](#) > [Weatherization Publications](#) > [Weatherization Toolkits](#)

Weatherization Day 2017 Toolkit

This 2017 [Weatherization Day Toolkit](#) contains social media and other communications resources to help you plan your Weatherization Day activities. The toolkit was rolled out via a webinar in September 2017.

[Webinar Recording](#) | [Slides](#)

Weatherization Site Demonstration Toolkit

A step-by-step guide to planning a successful Weatherization Site Demonstration.

[Weatherization Site Demonstration Toolkit](#)

To learn more about Site Demonstrations, [check the waptac.org Site Demonstration page](#).

Weatherization Day Toolkit

A Public Information Day toolkit to aide in planning Weatherization Day activities. Toolkit includes sample press releases, event ideas, social media examples, and press kits.

[Weatherization Day Toolkit](#)

To learn more about Weatherization Day, [check the waptac.org Weatherization Day page here](#).

WAP Story Telling Manual



conference



Weatherization Day 2017

Planning Kit

NASCSP has updated the Weatherization Day Planning kit that has been used for several years. This kit will provide you with templates for press releases, instructions to secure a governor's proclamation, tips for writing an op-ed, and more! The kit is available on nascsp.org, waptac.org, and weatherizationplus.org. Click [here](#) to view the kit.



Site Demo Kit

NASCSP has updated the Weatherization Day Site Visit Demonstration kit that has been used for several years. This kit will provide you a step by step guide for putting together a site demonstration, engaging elected officials, and highlighting the demo in the media. The kit is available on nascsp.org, waptac.org, and weatherizationplus.org. Click [here](#) to view the kit.



Social Media Resources

2017 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
Energy Benefits & Energy Efficiency				EE Day #EEDay2017		
8	9	10	11	12	13	14
Jobs, Training, & Partnerships						
15	16	17	18	19	20	21
Health & Safety Benefits						
22	23	24	25	26	27	28
Client Success Stories						
29	30	31				
	Wx Day -Social Media Push #WXDayOct30					

Fill in the Blank

- Today (@agency) celebrates Weatherization Day! Learn about WAP services in our community (insert link to website) #WxDayOct30
- (@agency) is proud to work with (@Community Partners or utility companies) to increase the #energyefficiency of our community #WxDayOct30
- #Weatherization work by (@agency) saved low-income households \$____ on average #WeatherizationWorks #WxDayOct30



- The Home Energy Affordability Gap is the gap between “affordable” home energy bills and “actual” home energy bills. In 2015, the Home Energy Affordability Gap for those near or below the federal poverty line was calculated to be \$40 billion. Learn more here and get county by county fact sheets on the energy burden in your state! <http://bit.ly/2cPvCoj> #WxDayOct30 #EnergyBurden #TalkPoverty

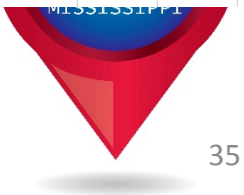
#WXDayOct30



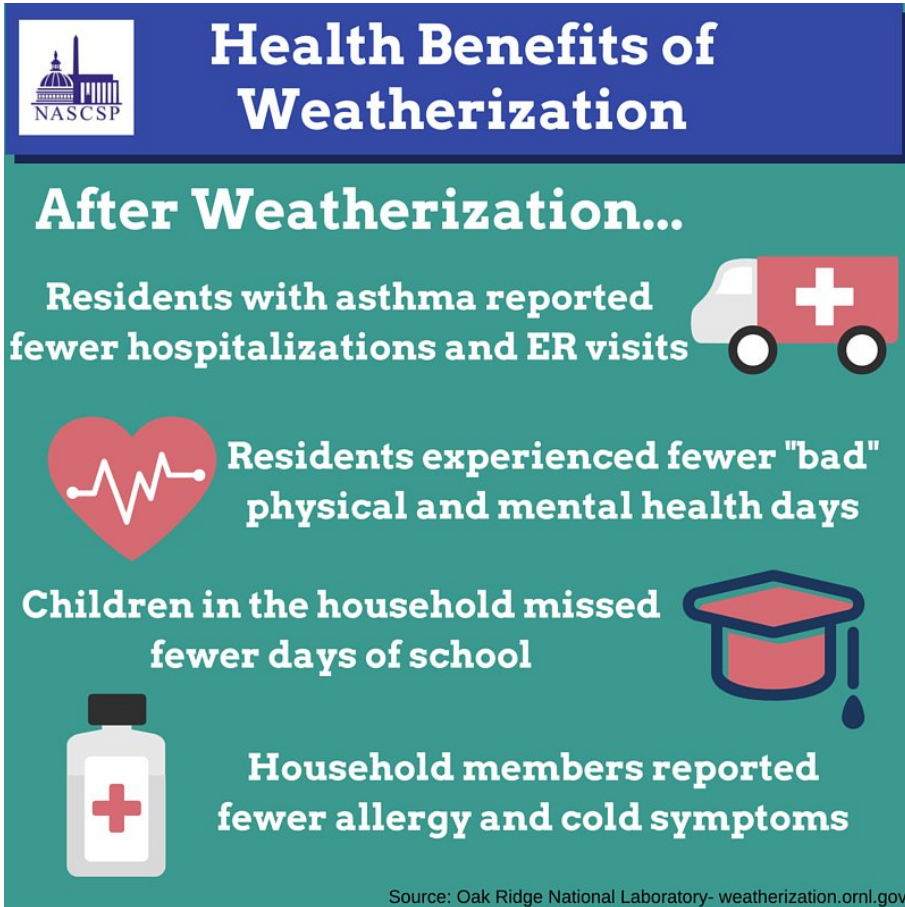
Scheduling Social Media

- Platforms for scheduling social media
 - <https://hootsuite.com/>
 - <https://tweetdeck.twitter.com/>

	A	B	C	D	E	F	G
1	Time	Type	Topic	Post			
2	THURSDAY 10/27						
3							
4	10am	Twitter	Wx Plus Health	Reshare Washington Guest Blog			
5	11am	Twitter	DOE	Announce 10/28 Twitter chat and tag partners			
6	11am	Facebook	DOE	Announce 10/28 Twitter chat			
7	2pm	Facebook	Wx Day	Reminder about Sunday and posting through Monday			
8	2pm	Twitter	Wx Day	Reminder about Sunday and posting through Monday			
9	3pm	Twitter	DOE	DOE Asst. Sec. Blog			
10	4pm	Facebook	DOE	DOE Asst. Sec. Blog			
11	FRIDAY 10/28						
12	9:30am	Twitter	DOE	Don't forget to tune in TODAY at 12pm ET for a LIVE Twitter chat w/ WAP Director Dave Rinebolt!			
13	9:30am	Facebook	DOE	Hey Facebook! Don't forget to head over to Twitter TODAY at 12pm ET for a LIVE chat w/ WAP Dir			
14	11am	Twitter	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
15	11am	Facebook	DOE	Live twitter chat with Dave Rinebolt starts in 1 hour			
16	11:45am	Twitter	DOE	15 min until twitter chat			
17	12pm	Twitter	DOE	Twitter Chat Starting now!			
18	1pm	BLOG	Client Story	Wap In your words post			
19	3pm	Facebook	Wx Day	This weekend great events will be happening all over the country to commemorate Weatheriza			
20	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
21	Saturday 10/29						
22	9am	Facebook	Wx Day	Good morning! Tomorrow is Weatherization Day 2016 and all weekend great events will be hap			
23	9am	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
24	10am-1pm	Twitter	VA Event	Event in Virginia			
25	2pm	Facebook	Wx Dat	Client Testimonial			
26	3pm	Facebook	Wx Day	REMINDER: Tomorrow is Weatherization Day 2016 and all weekend great events will be happeni			
27	3pm	Twitter	Wx Day	All weekend, events will be held for #Weatherization Day & the #WAP 40th Anniversary. Tweet			
28	Note: Eric Traveling at VA event, will repost member social media throughout day via Twitter						
29	Sunday 10/30						
30	9:30am	Facebook	WxDat	Happy Wx day birthday Cake post			
31	11am	Facebook	Wx Day	Client Testimonial			
32	11:30am	Blog	Wx Day	Reflections from Ray Judy			
33	12pm	Facebook	Wx Day	Grantee Map			
34	1:15pm	Facebook	WAP Jobs	WAP professionals collage and job stats			
35	?	Facebook	DOE	Repost DOE Wx Day Announcement			
36	2pm	Facebook	LIHEAP	Link to Blog post			
37	3pm	Blog	Wx Workers	Post about Zach in Indiana			



Infographics



WEATHERIZATION | WORKFORCE DEVELOPMENT

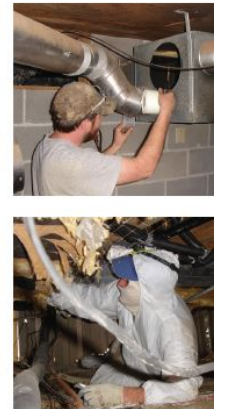
THE U.S. DEPARTMENT OF ENERGY IS INVESTED IN CREATING THE MOST QUALIFIED ENERGY EFFICIENCY WORKFORCE IN THE COUNTRY.

100%

OF WEATHERIZATION ASSISTANCE PROGRAM (WAP) HOME INSPECTIONS MUST BE COMPLETED BY A CERTIFIED QUALITY CONTROL INSPECTOR.

CERTIFIED INSPECTORS RECEIVE TRAINING BY ACCREDITED TRAINING CENTERS. THESE CENTERS OFFER TRAININGS TO PRIVATE CONTRACTORS, BUILDING CODE OFFICIALS & HOUSING SPECIALISTS.

USE OF DOE'S STANDARDIZED WORK SPECIFICATIONS (SWS) ENSURES THE HIGHEST QUALITY OF WORK IN THE WEATHERIZATION & HOME PERFORMANCE INDUSTRY.



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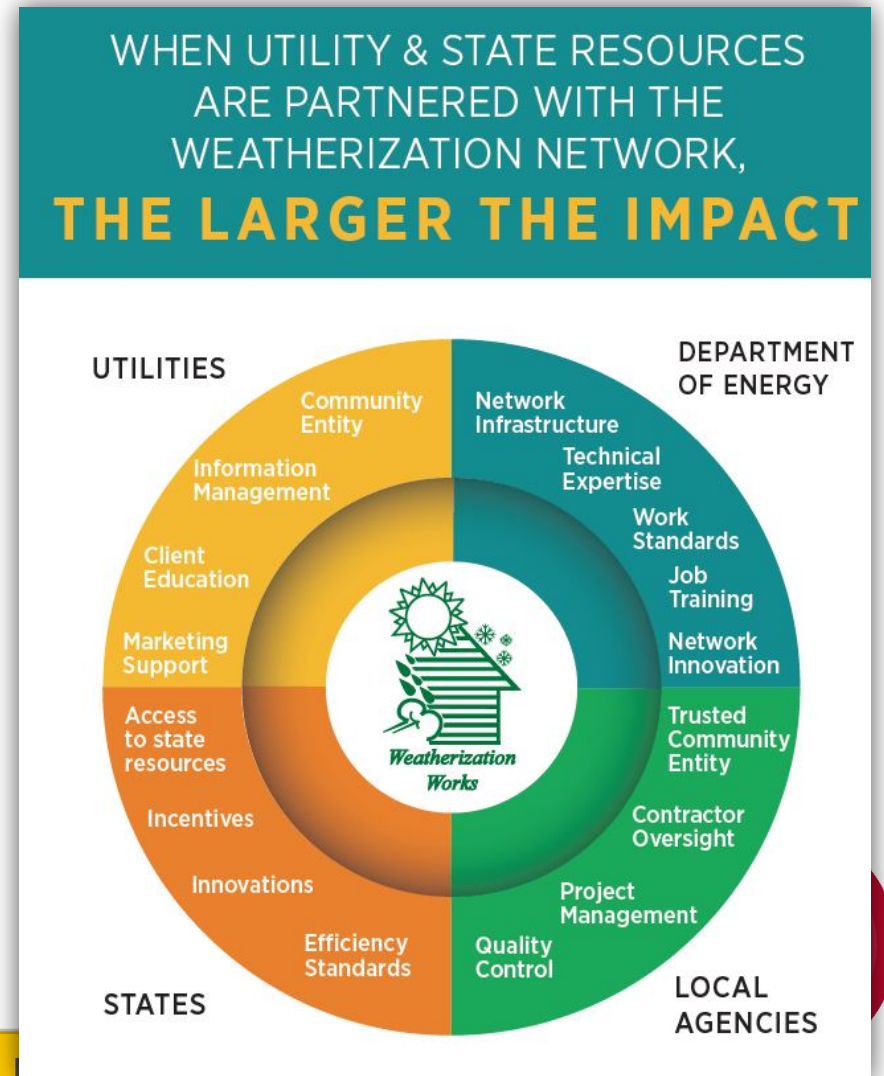
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Infographics

- Powerful storytelling use
 - Easy to include on social media, in newsletters/emails, on fliers
- Gives the essentials fast and makes a big impact
- Requires a hook – DATA!
 - If you provide it NASCSP can build it and share it
 - What reports/data do you already have that you can showcase in a new way?
- FREE- Venngage, Canva, and Piktochart



Story Telling Manual



Submit a Success Story

Weatherization > About The Weatherization Assistance Program > Submit a Success Story

Submit a Success Story

Name

First Name

Last Name

E-mail

State

Organization/Agency



Storytelling Steps

1. Choosing Well

2. Framing

3. Setting Up

4. Showing Implementation

5. Demonstrating Outcomes



Client...or constituent?



The Passion of a Weatherization Practitioner

POSTED BY NASCSP · OCTOBER 30, 2016 · [LEAVE A COMMENT](#)

FILED UNDER COMMUNITY ACTION, HOUSING, WAP40YRS, WEATHERIZATION ASSISTANCE PROGRAM, WEATHERIZATION DAY

By: Ray Judy, NASCSP Energy Services Director

Every once in a while there is an event or set of circumstances that causes you to pause and look at seemingly normal or routine things in a different manner.

As many of you are aware, NASCSP held an event in Washington, DC on September 7th celebrating the 40th Anniversary of the WAP. A part of this celebration included the airing of a video highlighting two weatherization client success stories from Indiana. NASCSP worked with the Indiana Housing and Community Development Authority [Indiana's WAP Grantee] and the Area IV Agency on Aging [one of Indiana's WAP sub-grantees] to produce the video. I was fortunate enough to be able to attend the client homes where the video was filmed.

As I was making the drive up to Lafayette, IN for the filming, I was looking forward to seeing the homes and the measures that were installed as each had experienced significant energy savings. Needing a "voice" from Area IV to describe what work was accomplished, Zach Thise was called upon to provide the narrative at each home. Zach, a 15 year veteran in Weatherization, was one of Area IV's three WAP staff who carry both Indiana's Energy Auditor Competency and QCI certification. That being the case, Zach was very familiar with the homes in the video.

It soon became apparent that Zach was also very familiar with the clients. As we entered each home you could tell that Zach had a rapport with the clients. They were happy to see him and continued to be very appreciative for the weatherization services that were provided.

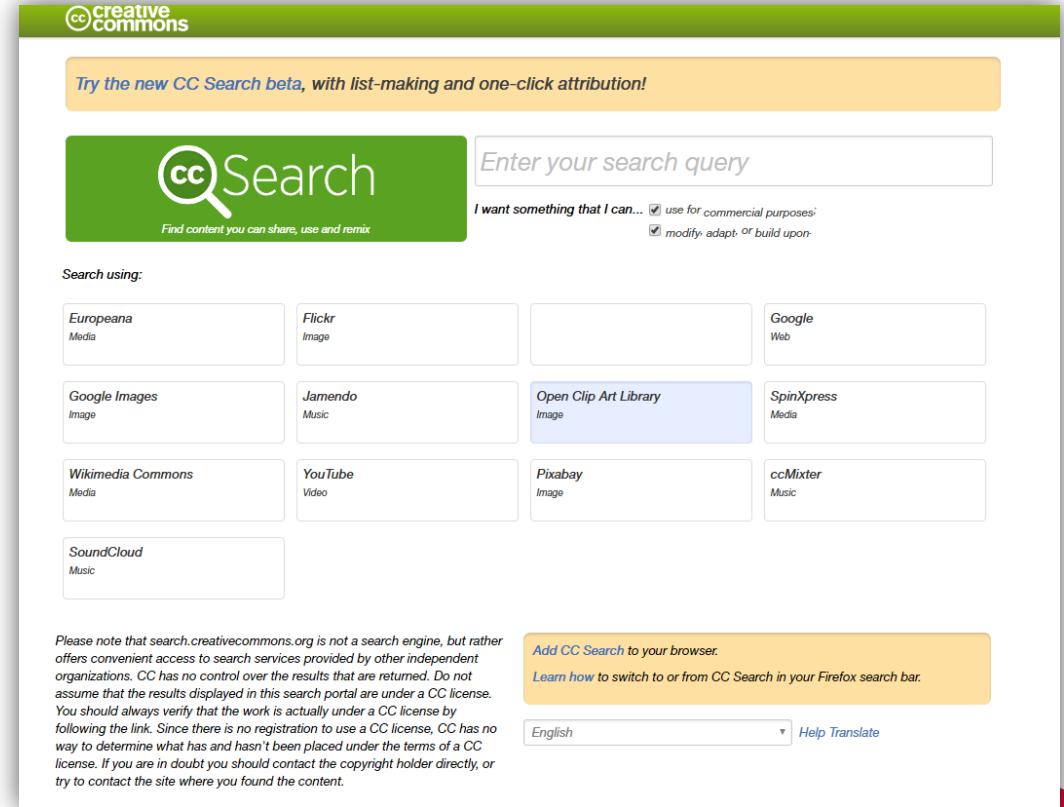


[Click here to watch the video from Indiana featuring Zach and the WAP clients he passionately served](#)



Photos

- Success story- almost useless without photos, graphics, videos
- How to find photos you can use free & unrestricted
 - Newsletters, presentations, fliers, social media
 - Creative Commons
<https://search.creativecommons.org/>
- ACTIVE & CLEAR not STATIC & GENERIC
 - Golden Rule



Photos

OK



Better



Photos

OK



Better



Photos

OK



Better



Contact Us

- Contact us! WAP communication is an every day effort, not just Weatherization Day
- We recognize you are running programs- let us help with communication!
- Eric Behna ebehna@nascsp.org
- CAA's - Natalie Kramer Nkramer@communityactionpartnership.com



National Association for State Community Services Programs



@NASCSP

Blog- www.thestateofpoverty.org

www.nascsp.org

www.waptac.org



Thank you!

Questions?

