



WAP Resources

Researching, Finding, Sharing



March 28, 2017

Eric Behna- Program & Policy Analyst



Overview

- ▶ Web Resources
 - ▶ NASCSP & WAPTAC
 - ▶ WxPlusHealth
 - ▶ DOE
- ▶ Communications-Messages and Framing
- ▶ Success Stories
 - ▶ What makes a good success story
- ▶ Other General communications tips
 - ▶ Social media
 - ▶ Photos Do's and Don'ts
 - ▶ Infographics

Goals

1. Understand WAP websites and where to find resources
2. A better understanding of how to communicate around WAP in current landscape
3. Tools and knowledge to craft effective success stories
4. How NASCSP can be a communications resource to you going forward

NASCSP.org - <http://nascsp.org/Weatherization.aspx>

Follow us on  and like us on 



NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

- Home
- About NASCSP
- The State of Poverty Blog
- Member Services
- CSBG
- Weatherization
- Healthy Homes
- Carbon Project
- State Contacts
- NASCSP Newsroom
- Events
- Links
- Contact Us

Search:



Building capacity in states to respond to poverty issues.

NASCSP members are state administrators of the U.S. Department of Health and Human Services Community Services Block Grant (CSBG) and the U.S. Department of Energy's Weatherization Assistance Program (DOE/WAP). [Read more...](#)

FIND YOUR CONTACT: Select a State or Territory

Upcoming Event

**2016 NASCSP
Mid-Winter
Training Conference**

Feb. 22-26, 2016
Arlington, VA

 **NASCSP Now**

Tweets

 Follow



NASCSP
@NASCSP

58m

Are you ready for
[#NASCSP16](#)? See you next
week!!!

Expand



[WAP Basics](#) [Rules & Guidance](#) [Technical Tools](#) [Public Information](#) [Best Practices](#) [Training Resources](#) [Wx Plus Health](#) [Contacts](#)

What's New?

- [WAP Memorandum 024: The Use of Solar PV in the WAP](#) (January 17, 2017)
- [WAP Memorandum 023: American Customer Satisfaction Index \(ACSI\)- Subgrantee Survey](#) (January 9, 2017)
- [WAP Memorandum 022: Allowable Use of Training Funds for Network Conferences](#) (January 6, 2017)
- [WPN 17-1: Program Year 2017 Weatherization Grant Guidance](#) (December 20, 2017)
- [WAP Memorandum 021: DOE Sponsorship of the 2017 HPC National Home Performance Conference and Trade Show](#) (December 6, 2016)
- [WAP Memorandum 020: Clarification on DOE Evaluation Studies vs. Independent Studies](#) (December 6, 2016)
- [WAP Memorandum 019: American Customer Satisfaction Index \(ACSI\)](#) (October 17, 2016)
- [WAP Memorandum 018: PY 2017 New WAP Awards - No Carryover](#) (October 14, 2016)
- [WAP Memorandum 017: Health and Safety Draft WPN Request for Comment](#)

PG

Program Guidance [LEARN MORE >>](#)

BP

BEST PRACTICES [LEARN MORE >>](#)



WEATHERIZATION
PLUS HEALTH

[LEARN MORE >>](#)

WB

WAPTAC BLOG [LEARN MORE >>](#)

Weatherization Program Guidance 2016

WAPTAC.org

Below are links to each year's Program Guidance from the Department of Energy for the Weatherization Assistance Program.

[2016](#) | [2015-2011](#) | [2010-2006](#) | [2005-2001](#) | [2000-1996](#) | [1994-1993](#)
[Other Guidance Documents](#)

[2016](#) ^

[WPN 16-3 Poverty Income Guidelines and Definition of Income](#)

Effective: February 10, 2016 - To provide Grantee guidance on Poverty Income Guidelines and Definition of Income.

[WPN 16-2A PROGRAM YEAR 2016 GRANTEE ALLOCATIONS - REVISED](#)

Effective: January 8, 2016 - To provide revised Grantee allocations for the preparation and submission of applications for funding of the Weatherization Assistance Program (WAP) for Program Year (PY) 2016.

[WAP Memorandum 015 - Weatherization Financial Toolkit - 2 CFR 200 Regulations and Procurement Procedures](#) (January 6, 2016)

This Memorandum serves to update and supersede the Financial Toolkit, previously issued in Weatherization Program Notice (WPN) 12-4, Weatherization Assistance Program Financial Management Training Toolkit dated December 9, 2011, and the Procurement Toolkit previously issued in WPN 10-3, Procurement Toolkit CD, dated October 30, 2009.

[WPN 16-1 PROGRAM YEAR 2016 WEATHERIZATION GRANT GUIDANCE](#)

Effective: December 31, 2015 - To issue grant guidance and management information for the Weatherization Assistance Program (Weatherization or WAP) for Program Year (PY) 2016 based on the following documents:

- [Attachment 1](#): Administrative and Legal Requirements Document (ALRD)
- [Attachment 2](#): Application Instructions, to be used by all States, Territories, and Native American Tribes (and locals, if applicable) as supplemental information when applying for direct grants under the Weatherization Assistance Program for Low-Income Persons.

[WPN 16-2 PROGRAM YEAR 2016 GRANTEE ALLOCATIONS](#)

Effective: December 31, 2015 - To provide Grantee allocations for the preparation and submission of applications for funding of the Weatherization Assistance Program (WAP) for Program Year (PY) 2016.

[WPN 16-4 UPDATED WEATHERIZATION ASSISTANCE PROGRAM MONITORING GUIDANCE](#)

Effective: December 17, 2015 - To issue updated monitoring policy and procedures for the Weatherization Assistance Program (WAP or Program).

- [Attachment 1](#): On-site Monitoring: Programmatic & Management Checklist - An updated Grantee programmatic and management checklist covering Pre-Monitoring Program Materials and Programmatic and Management Checklists.
- [Attachment 2](#): WPN 12-5 and WPN 16-4 Grantee Programmatic & Management Checklists - A review of updates to the Grantee programmatic and management checklist covering updates to both WPN 12-5 and WPN 16-4 lists.
- [Attachment 3](#): On-site Monitoring: Field/Subgrantee Review Checklist - An updated Subgrantee programmatic and management checklist covering Pre-Monitoring Program Materials and Field/Subgrantee Review Checklists.
- [Attachment 4](#): WPN 12-5 and WPN 16-4 Subgrantee Checklists - A review of updates to the Subgrantee programmatic and management checklist covering updates to both WPN 12-5 and WPN 16-4 lists.

Public Information

- [How Do I Start a Weatherization Public Information Campaign?](#)
- [How Do I Connect to Others?](#)
- [Site Demonstrations](#)
- [Weatherization Day](#)
- [Tools](#)

2015 Public Information Campaign

October is Energy Action Month. For WAP, October brings an opportunity to showcase the good work and successes of the program through a Public Information Campaign (PIC), culminating on [Weatherization Day](#) on October 30.

WAP operators should consider events, press releases, Weatherization Day Proclamations, and other activities to get the word out that **Weatherization Works!** There are numerous ideas and resources in this section of WAPTAC. You are strongly encouraged to be proactive and help spread the message that **Weatherization Works** in local communities, states, and nationwide.

A widespread PIC can be very valuable and influential in educating policymakers, stakeholders, and the general public about the professional work, state-of-the art technology, and beneficial results of the Weatherization Assistance Program.

Please contact [NASCSP Energy Services](#) with any questions or if you need assistance. We also request that you send any proclamations, news clips, event details, or other PIC and Weatherization Day items to NASCSP for sharing and archiving.

Spread the Word

[Print this page](#)

SHARE



Public Information

- [How Do I Start a Weatherization Public Information Campaign?](#)
- [How Do I Connect to Others?](#)
- [Site Demonstrations](#)
- [Weatherization Day](#)
- [Tools](#)

2015 Public Information Campaign

October is Energy Action Month. For WAP, October brings an opportunity to showcase the good work and successes of the program through a Public Information Campaign (PIC), culminating on [Weatherization Day](#) on October 30.

WAP operators should consider events, press releases, Weatherization Day Proclamations, and other activities to get the word out that **Weatherization Works!** There are numerous ideas and resources in this section of WAPTAC. You are strongly encouraged to be proactive and help spread the message that **Weatherization Works** in local communities, states, and nationwide.

A widespread PIC can be very valuable and influential in educating policymakers, stakeholders, and the general public about the professional work, state-of-the art technology, and beneficial results of the Weatherization Assistance Program.

Please contact [NASCSP Energy Services](#) with any questions or if you need assistance. We also request that you send any proclamations, news clips, event details, or other PIC and Weatherization Day items to NASCSP for sharing and archiving.

Spread the Word

WXplusHealth.org



Get Email Updates Contact Us

About

Training

Resources

Find a Provider

About Wx Plus Health

Weatherization Plus Health (WxPlusHealth) initiative is a national effort to enable the comprehensive, strategic coordination of resources for energy, health, and safety in low-income homes.

[More About Wx Plus Health](#)

About Wx Plus Health

Success Stories

Find a Provider

Find a Provider

Search for community action agencies, weatherization and healthy homes providers in your area. Search by address, city, state or zip code.

Need Healthy Homes Services?

Find a provider in your area for help.

Provider Types Find a Provider: State/County/Territories

Provider List

- Wx Agencies [+1] Waiting for search...
- CAA Agencies [+1] Waiting for search...
- CSBG State Contacts [+1] Waiting for search...
- Wx State Contacts [+1] Waiting for search...
- Asthma Grantees [+1] Waiting for search...
- Lead Grantees [+1] Waiting for search...
- Radon Grantees [+1] Waiting for search...
- HH Grantees [+1] Waiting for search...
- Health and Housing Funders' Forum [+1] Waiting for search...
- HH Training Providers [+1] Waiting for search...
- Wx Training Providers [+1] Waiting for search...

© 2010 NAVTEQ © 2016 Microsoft Corporation



ENERGY.GOV

Office of Energy Efficiency & Renewable Energy

Search Energy.gov



SERVICES

EFFICIENCY

RENEWABLES

TRANSPORTATION

ABOUT US

OFFICES >



- Facebook
- Twitter
- RSS
- Subscribe

More ways to connect >

NEWS

FEBRUARY 17, 2016

Hilton Worldwide and Whole Foods Market Partner with the U.S. DOE to Launch Better Buildings Challenge SWAP

FEBRUARY 17, 2016

Energy Department Announces Ten New Projects to Apply High-Performance Computing to Manufacturing Challenges

More >

BLOG

FEBRUARY 18, 2016

Community Efficiency Champions Designated in Alaska

More >

DOE Launches Major Initiative to Modernize America's Grid

Secretary Moniz announced the release of DOE's Grid Modernization Multi-Year Program Plan and the award of up to \$220 million to DOE's National Labs and partners to support critical research and development in grid modernization.

[READ MORE >](#)

RENEWABLE POWER

ENERGY-SAVING HOMES,
BUILDINGS, &
MANUFACTURING

SUSTAINABLE
TRANSPORTATION

WEATHERIZATION ASSISTANCE PROGRAM

[Weatherization & Intergovernmental Programs Office Home](#)

[About the Office](#)

[Weatherization Assistance Program](#)

[Where to Apply for Assistance](#)

[What is Weatherization](#)

[Program Guidance](#)

[Goals & Metrics](#)

[Pilot Projects](#)

[Success Stories](#)

[Guidelines for Home Energy Professionals](#)

[Multifamily Retrofits](#)

[State Energy Program](#)

[State & Local Solution Center](#)

The U.S. Department of Energy (DOE) Weatherization Assistance Program provides grants to states, territories, and some Indian tribes to improve the energy efficiency of the homes of low-income families. These governments, in turn, contract with local governments and nonprofit agencies to provide weatherization services to those in need using the latest technologies for home energy upgrades. Since the program began in 1976, DOE has helped improve the lives of than 7 million families by reducing their energy bills.



Where to Apply for Weatherization Assistance

Learn how and where to apply for weatherization assistance and find contacts in your state.



Guidelines for Home Energy Professionals

This project supports the national residential energy upgrade industry through standard work specifications, advanced professional certifications for workers, accredited training programs, and quality work plan



Weatherization Program Success Stories

Highlighting the positive impact of weatherization across the country.



DOE budget justification



All

News

Images

Videos

Shopping

More

Settings

Tools

About 50,600 results (0.64 seconds)

FY 2017 Budget Justification | Department of Energy

<https://energy.gov/cfo/downloads/fy-2017-budget-justification> ▼

Home » Reports » **Budget** » FY 2017 **Budget Justification**. ... The following documents reflect the FY 2017 **Department of Energy's Budget** Request to Congress: ... **Budget** in Brief - A high-level narrative summarization of the Department's **budget** request.

FY 2016 Budget Justification | Department of Energy

<https://energy.gov/cfo/downloads/fy-2016-budget-justification> ▼

Home » Reports » **Budget** » FY 2016 **Budget Justification**. ... Watch the video above to hear Secretary Moniz present the Energy Department's fiscal year 2016 **budget** request to the media on February 2, 2015. The following documents reflect the FY 2016 **Department of Energy's Budget** ...

Budget (Justification & Supporting Documents) | Department of Energy

<https://energy.gov/cfo/listings/budget-justification-supporting-documents> ▼

The following documents reflect the **Department of Energy's Budget** Request to Congress: ... Fiscal Year 2017 **Budget Justification** documents to support **Department of Energy Budget** Request to Congress. ... Fiscal Year 2016 **Budget Justification** documents to support **Department of Energy Budget** ...

FY 2009 Budget Justification | Department of Energy

<https://energy.gov/cfo/downloads/fy-2009-budget-justification> ▼

FY 2009 **budget justification** and supporting documents to reflect the **Department of Energy budget**

Communications and Story Telling



2017-Challenging Communications Landscape

- ▶ Time of Change
- ▶ Time of anxiety or uncertainty
- ▶ Competing messages
 - ▶ Information overload
- ▶ Government shifting priorities



WAP Communication Strengths

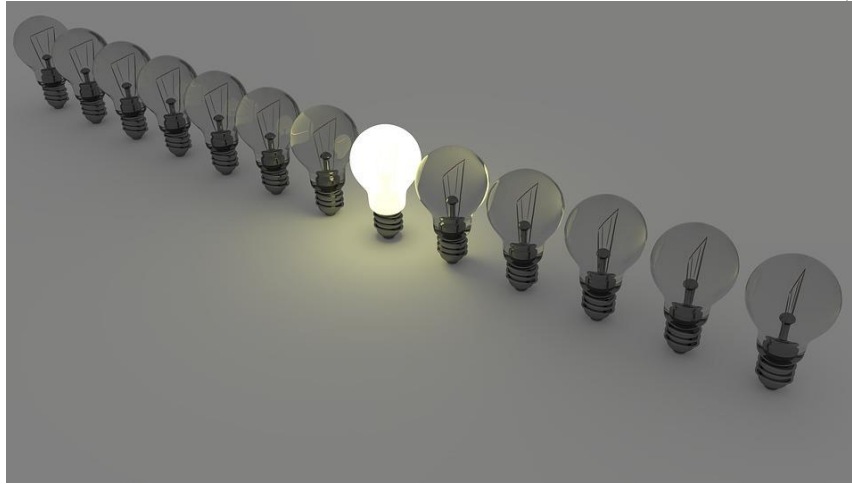
- ▶ WAP has a measurable impact: on a home, on a person's life, on a community, etc.
- ▶ WAP is nationwide in scope but locally administered & focused
- ▶ WAP is multidimensional- more than just energy
- ▶ WAP has a 40 year history AND modern, cutting edge tech & standards
- ▶ WAP has a dedicated workforce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

Then V.S. Now

Then	Now
Protecting the environment	Promoting Health & Safety
Conserving energy	Reducing energy waste
Making energy efficiency improvements	Modernizing energy infrastructure
Helping low-income Americans	Creating opportunity in vulnerable communities

Reducing Energy Waste

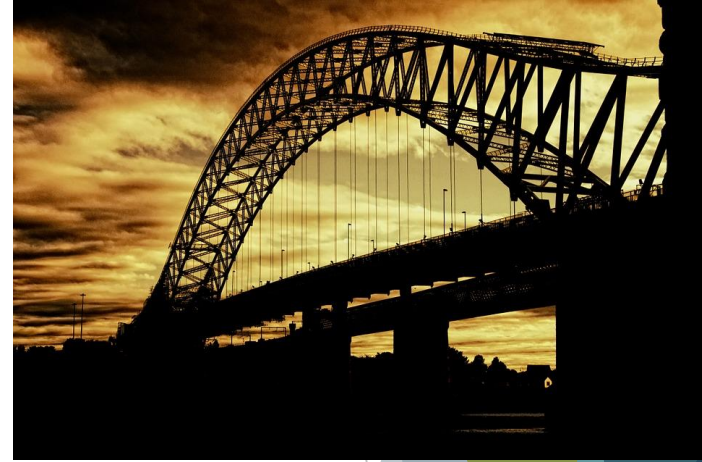
- ▶ Conserving energy VS....
 - ▶ Reducing energy waste
 - ▶ Energy optimization
 - ▶ Energy efficiency
 - ▶ Reducing energy burden



- ▶ WAP generates \$340 million in energy savings each year
- ▶ Family in weatherized home saves on average \$280 per year- sometimes a lot more
- ▶ In total for products purchased through 2035, Americans will save \$2.4 trillion because of energy efficiency standards set over the past three decades. [NRDC](#)

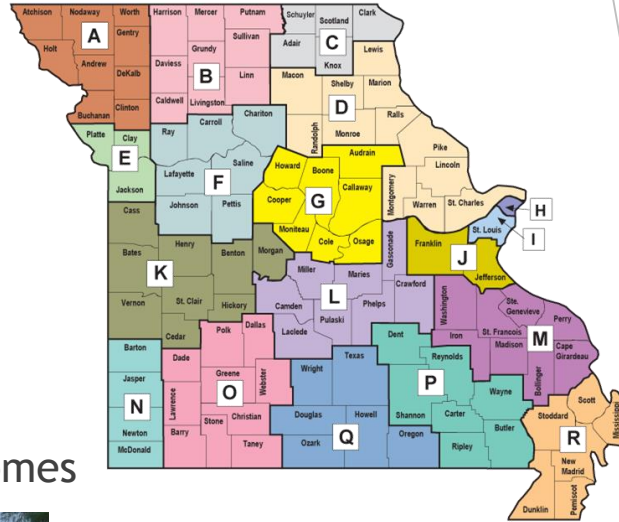
Housing as Infrastructure

- ▶ Infrastructure is and will continue to be hot topic
 - ▶ Infrastructure not just bridges and roads
 - ▶ Residential Energy Efficiency = Infrastructure
- ▶ 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 \(2013\)](#)



WAP Helps ALL Americans

- ▶ 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



A	Community Action Services, Inc. of Northwest Missouri (CSN) 660-852-3113 http://www.communityservicesmo.org
B	Community Action Partnership of North Central Missouri (CAPNCM) 888-280-8844 http://www.capncm.org
C	Northwest Missouri Community Action Agency (NMCAA) 660-668-9555 http://www.nmcmaa.org/Housing%20and%20Weatherization.htm
D	North East Community Action Corp. (NECAC) 873-324-2231 http://www.necac.org
E	United Services Community Action Agency (USCAA) 816-358-8868 http://www.house-hope.org
F	Missouri Valley Community Action Agency (MVCAA) 660-686-7476 http://www.mvcaa.net/index.cfm?Page=HomeWeatherization
G	Central Missouri Community Action (CMCA) 873-443-3500 http://www.showmoeaon.org
H	Urban League of Metropolitan St. Louis, Inc. (ULMSL) 314-618-3600 http://www.ule.org/economic-empowerment/weatherization/
I	Community Action Agency of St. Louis County (CAA STLCO) 314-883-0016 http://www.caastlo.org
J	Jefferson-Franklin Community Action Corp. (JFAC) 636-789-2686 http://www.jfac.org
K	West Central Missouri Community Action Agency (WCMCAA) 660-476-0188 http://www.wcmcaa.org/meeting-4-4-13-noise-utility-learned-off/
L	Missouri Ozarks Community Action, Inc. (MOCA) 873-768-3263 or 800-475-0264 http://www.mocaonline.org/public/WeatherizationWeather.htm
M	East Missouri Action Agency (EMAA) 873-431-5191 http://cfe.eastmoea.org/programs/housing/weatherization/
N	Economic Security Corp. of the Southwest Area (ESC) 417-782-1282 http://www.esccwa.org/District/Department8-Weatherization
O	Ozarks Area Community Action Corp. (OACAC) 417-782-2114 http://www.oaao-aaa.org/oaaoa/online/weatherization
P	South Central Missouri Community Action Agency (SCMCAA) 873-325-4255 http://www.scmcaa.org/weatherization.php
Q	Ozark Action Inc. (OAI) 417-266-6147 http://www.oai.org/WX.html
R	Delta Area Economic Opportunity Corp. (DAEOC) 873-739-3551 http://www.daoc.org/weatherization.phphttp://www.daoc.org/weatherization.php

Audiences

- How you message around WAP, what frames you use also depends on WHO you are talking to

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

Combating Negative Frames



WAP is “Government Waste”

- ▶ **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 spent effectively and efficiently



WAP is a “Handout”

- ▶ **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 like food, medicine, child care, etc.
 - ▶ WAP also creates opportunity through job creation and training



WAP is “Unnecessary”

- ▶ **Negative:** “There really isn’t a need for this program - the government shouldn’t be in the business of retrofitting homes.”
- ▶ **Reframed:**
 - ▶ DOE estimates 20-30 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 7.2% of income on utilities - more than three times what higher income households pay (2.3%) - ACEEE
 - ▶ WAP has served as a catalyst for the entire residential home performance/energy efficiency industry saving millions of dollars



Choosing Your Stories: Purposes

- Elaborate on strengths of WAP
- Introduce the WAP to the general public
- Teach others about how energy efficiency and energy poverty affects low-income individuals
- Raise awareness of job opportunities and training through the WAP
- Raise awareness about technology and techniques of the program
- Describe innovative approaches to service delivery.

1. Title or heading

2. Background on client/family

3. What was the home like before?

4. What was it like during weatherization?

5. What is it like now & what impact has it made?

CSBG, ENERGY AND GREEN INITIATIVES, HEALTHY HOMES INITIATIVE, WEATHERIZATION

“The weatherization program was life-changing for me. It inspired me to pay it forward and help others live lives of hope and dignity.”

POSTED BY NASCSP - OCTOBER 5, 2016 - LEAVE A COMMENT

FILED UNDER COMMUNITY ACTION, ENERGY ACTION MONTH, WAP, WAP40YRS, WEATHERIZATION, WEATHERIZATION ASSISTANCE PROGRAM, WXDYOCT30

By: Kelly Fontein

My name is Kelly Fontein. I live in Pullman, WA with my husband and our seven- and nine-year old kids. Together we run a campus ministry at Washington State University. My home was weatherized as part of the Weatherization Assistance Program by Whitman County Community Action Center in 2013.

Before weatherization, our house had minimal insulation. The walls were rough-hewn fir boards with a century's worth of wallpaper on them, and thin pine paneling over that. When we bought the house, we got a good deal because the home inspector said it was “uninhabitable” due to a lack of heat source in most rooms. We moved in during the summer, so we didn't notice until our first Thanksgiving, when the temperature suddenly dropped to -10° F. My parents, who were visiting for Thanksgiving, got our family long underwear on Black Friday to wear in the house! I wore a thick wool sweater and wool pants inside every day the first few winters. I can remember constantly huddling around our gas fireplace, which was our main heat source. We practically saved up on it! In fact, when my daughter was three, she backed up too far against the fireplace because she was cold and melted her polyester jammies onto the glass face. Thankfully she was unhurt, but it gave us quite a scare!

I learned about the weatherization program from a flyer I saw at our library, but I was not sure at first if it would be a good fit for our family. After all, my husband was working full time while I was home with two tiny kids. We had a steady income. Then I met with Ginger at the Community Action Center; she told me about the weatherization income guidelines and I was surprised to see that we easily qualified. We were approved, then went through an energy audit to find the places in our house that were least energy efficient.

One morning not long afterwards, Alex and his crew from the Community Action Center showed up at our house. They crawled into our crawl space and insulated our floor. They also blew insulation into our attic and walls, and plugged holes we hadn't even known about with caulk. It turns out our carbon monoxide detector wasn't working, so they replaced that, too. The crew was very gracious and kind. In fact, when Alex finished up the project and had me sign the final paperwork, he thanked me for allowing the Community Action Center to weatherize my house. I started laughing and I said, “You are thanking me for doing hours of hard work and making home improvements free of charge?”

The first winter after weatherization, when it got cold outside, I got ready for my typical winter routine. I put the thick down comforter on our bed, and pulled my wool slippers and socks out of the closet. That night, we lit the down comforter off the bed. It was so warm in our



YOU ARE FO

You are
(manage).

FOLLOW NA

Tweet

NASC

NH Na
@

#HeadSta
the driver
again via
bit.ly/2m8j



Head S
The fed
blogs.e

Embed

Like us on

KE NASC

Like us on

FOLLOW NA

FOLLOW ME

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.

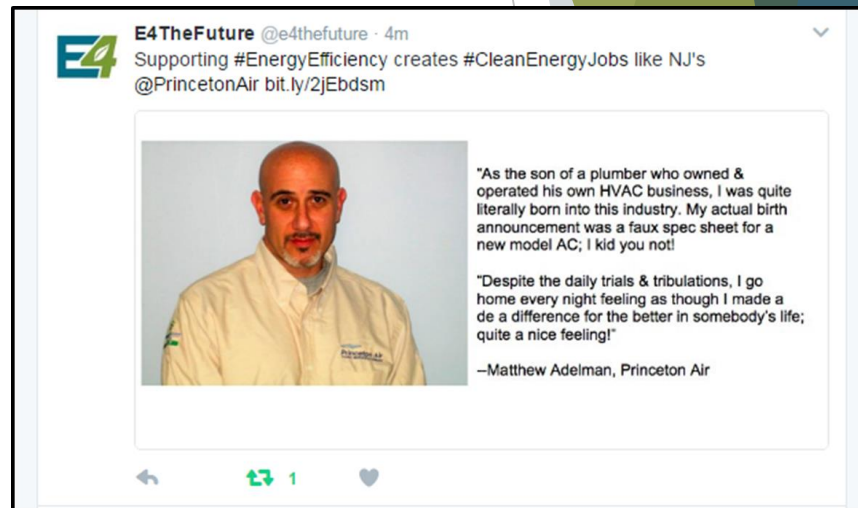
It soon became apparent that Zach was also very familiar with the clients. As we entered each home you could tell that Zach had a rapport with the clients. They were happy to see him and continued to be very appreciative for the weatherization services that were provided.



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

#WxJobs Blog/Social Media Post

1. Title or heading
2. Background on WAP professional/how they got into the field
3. Description of what they do on a day-to-day basis, their skills, their training
4. Why is the job meaningful to them? Connect to mission of program.
5. Photo or video!



DOE Resources

- ▶ [EERE Blog](#)
- ▶ [EERE Success Stories](#)

ENERGY.GOV
Office of Energy Efficiency & Renewable Energy

Search Energy.gov

SERVICES EFFICIENCY RENEWABLES TRANSPORTATION ABOUT US OFFICES ▶

Home » More than Just an Energy Efficiency Program, Weatherization Ensures Health and Safety

More than Just an Energy Efficiency Program, Weatherization Ensures Health and Safety

October 25, 2016 - 1:16pm





Claudette Jones
Homeowner
WAP Recipient



The primary mission of the Energy Department's Weatherization Assistance Program (WAP) is to reduce energy costs for low-income households by providing energy efficiency upgrades that make the most cost effective sense. However, most people don't realize that these upgrades also ensure the health and safety of our clients. The WAP has made a tremendous difference in the lives of **millions** of Americans. According to a **national evaluation** of WAP, during a typical Recovery Act year, the program achieved approximately \$3.8 billion in health and

RELATED ARTICLES



The History and Evolution of America's Weatherization Network



Energy Department Celebrates 40th Anniversary of National Weatherization Program



Improving Energy Efficiency and Creating Jobs Through Weatherization

Social Media

- ▶ Get out your phones!
- ▶ If you are able, NASCSP happy to go in depth and walk through set up, use, strategies, etc.
- ▶ Share with us
- ▶ Use WAP Toolkits

<https://thestateofpoverty.org/2016/09/26/weatherization-day-energy-action-month-toolkit-4/>



The State of Poverty

THE NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS' (NASCSP) BLOG

[ABOUT US](#) [BLOG ROLL](#) [CONTACT US](#) [UPCOMING EVENTS](#)

SEARCH



[Home](#)



[About](#)



[Contact](#)

Search

> [home](#)

CATEGORIES

- [CSBG \(119\)](#)
- [Energy and Green Initiatives \(89\)](#)
 - [Healthy Homes Initiative \(23\)](#)
 - [Weatherization \(79\)](#)
- [Events \(28\)](#)
- [NASCSP Updates \(68\)](#)
 - [Legislative Updates \(40\)](#)
 - [Policy Updates \(9\)](#)
- [Newsletter \(47\)](#)
- [Poverty \(5\)](#)
- [Videos \(2\)](#)
- [Words from NASCSP'S President \(10\)](#)

Words from NASCSP WAP Program Chair: The Importance of Weatherization Day

POSTED BY NASCSP - OCTOBER 30, 2015 - 1 COMMENT

Why Is Weatherization Day Important to Me? My name is Ray Judy and I am currently the WAP Program Chair for NASCSP. I started my career in the Weatherization Assistance Program as a "Material Installer" [shell technician, insulation guy, crew person, etc.] for a WAP sub-grantee in Southern Indiana. When I took the job, I ... [Continue reading →](#)

Community Action Agencies Work to Alleviate Energy Burden and Unsafe Housing

POSTED BY RTAMBLYN - OCTOBER 27, 2015 - LEAVE A COMMENT

By Quinton Young, Program Assistant Community Action Agencies (CAAs) work across the United States and its territories to alleviate the causes and conditions of poverty in communities. Through the Community Service Block Grant (CSBG) and other grants, these agencies have the flexibility to provide innovative, flexible, and responsive programs and services to address the needs ... [Continue reading →](#)

Mini Weatherization Toolkit, Week 4

POSTED BY RTAMBLYN - OCTOBER 26, 2015 - 1 COMMENT

We made it! We are in the Final Week of Energy Action Month! The staff here at NASCSP is impressed with the enthusiasm shown across the WAP Network and beyond. Your tweets, proclamations and events have made this Public Information Campaign one to remember. This week's goal is to finish stronger than ever! Feel free ... [Continue reading →](#)


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	1145am	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 happen			
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			

Photos

- ▶ Success story- Now 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/>



Try the new CC Search beta, with list-making and one-click attribution!


Find content you can share, use and remix

Enter your search query

I want something that I can... ☒ use for commercial purposes ☒ modify/adapt or build upon

Search using:

Europeanana
Media

Flickr
Image

Google
Web

Google Images
Image

Jamendo
Music

Open Clip Art Library
Image

SpinXpress
Media

Wikimedia Commons
Media

YouTube
Video


Pixabay
Image

ccMixter
Music

SoundCloud
Music

Please note that search.creativecommons.org is not a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. Do not assume that the results displayed in this search portal are under a CC license. You should always verify that the work is actually under a CC license by following the link. Since there is no registration to use a CC license, CC has no way to determine what has and hasn't been placed under the terms of a CC license. If you are in doubt you should contact the copyright holder directly, or try to contact the site where you found the content.

Add CC Search to your browser.
Learn how to switch to or from CC Search in your Firefox search bar.

English  [Help Translate](#)



NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

OK



Better





NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

OK



Better

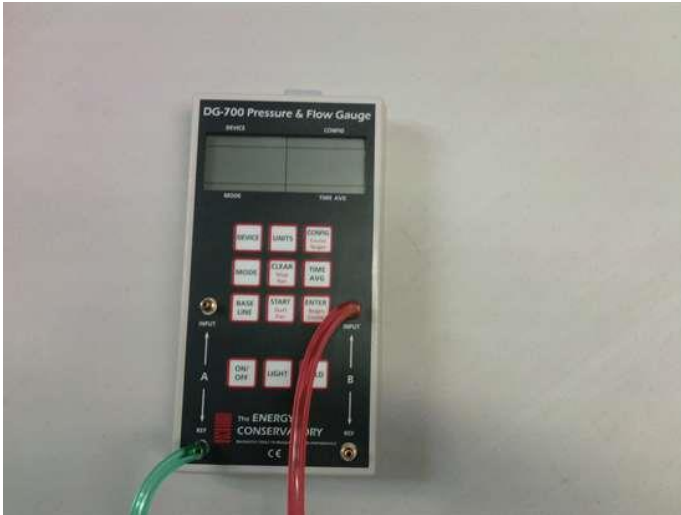




NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

OK



Bett





NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

OK



Bett





NASCSP

NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

OK



Bett



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?



Did You Know?

The Weatherization Assistance Program...



Has weatherized over 7.4 million homes since it began in 1976



Improves the health and safety of residents leading to fewer hospitalizations and missed school days



Helps reduce greenhouse gas emissions- the WAP lead to a 7,382,000 metric ton carbon reduction in 2010 alone



Health Benefits of Weatherization

After Weatherization...

Residents with asthma reported fewer hospitalizations and ER visits



Residents experienced fewer "bad" physical and mental health days

Children in the household missed fewer days of school



Household members reported fewer allergy and cold symptoms

Source: Oak Ridge National Laboratory- weatherization.ornl.gov



UTAH WEATHERIZATION ASSISTANCE PROGRAM

Celebrating **40** *Years*  1976
program
established



low-income
households spend

14%
of their income on
energy



35%

average energy
cost reduction
per home



50,544

Utah homes
improved

\$2 billion 
saved nationally each year

Department of Workforce Services
Housing & Community Development Division



NASCSP is your Resource!

- ▶ 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
- ▶ State of Poverty Blog - <https://thestateofpoverty.org/>
- ▶ WAPTAC Public Information Resources- <http://www.waptac.org/Public-Information.aspx>
- ▶ Twitter- <https://twitter.com/NASCSP>
- ▶ Facebook

Thank you!

