

Weatherization Day

October 30, 2019

#WeatherizationWorks

#WxDayOct30



Planning & Communications Toolkit



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Weatherization Day Contacts

National Association for State Community Services Programs (NASCSP) | @NASCSP 
 -Eric Behna, NASCSP, ebehna@nascsp.org

Community Action Partnership (CAP) | @CAPartnership 
 -Kathryn Maddux, CAP, kmaddux@communityactionpartnership.com

National Community Action Foundation (NCAF) | @NCAFNews 
 -Frances Yator, NCAF, francesyator@ncaf.org

Timeline

2019 Public Information Campaign

August

- Email Blast- Mark your Calendar for Weatherization Day! (Last week of July)
- Collaborative effort between NASCSP, NCAF, and the Partnership
- Encourage site visits and link to updated guide for planning events
- Announce Sept. webinar to roll out Resource Kit
- Briefly outline communication strategy for October

September

- WAP Wx Day Kit Roll Out Webinar (Sept. 11, 3pm)
 - Explain Communication Strategy in depth
 - Go over resources in toolkit
- Release toolkit on 3 national partner websites
- National partners collect, share, "coach" state and local material

October

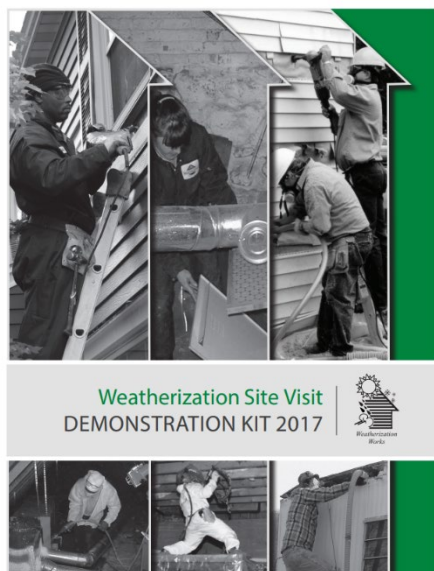
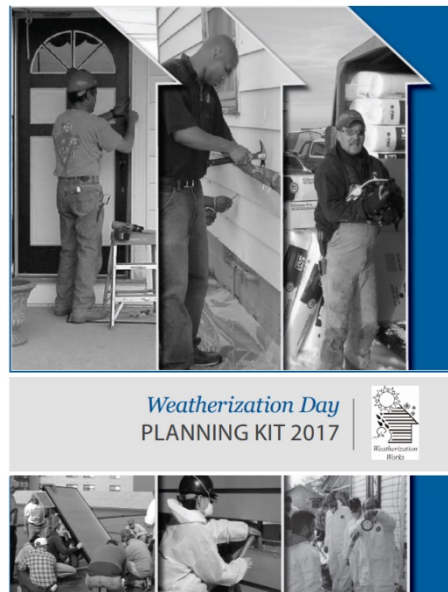
- Energy Action Month (NASCSP blog post & CAP E-News reminding theme of each week and pointing to resources from kit)
- Week 1 - Energy Benefits & Energy Efficiency
- Week 2- Jobs and Workforce Development
- Week 3- Health & Safety
- Week 4- Client Success Stories

October 30th
Weatherization Day

- Coordinated events to celebrate Wx Day
 - Social Media push highlighting events
- Participation Goal- Events or activities in every state

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. Click [here](#) to view the kit.

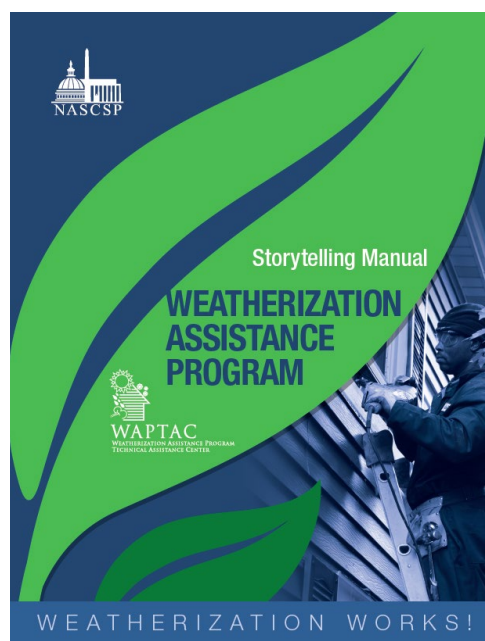


Site Demo Kit

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. Click [here](#) to view the kit.

Story Telling Manual

NASCSP has updated the WAP Story Telling Manual. This document shows how to choose, frame, and tell WAP stories using effective communications techniques. The manual is available on nascsp.org. Click [here](#) to view the manual.



Calendar

OCTOBER 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	1	2 Energy Efficiency Day #EEDay2019	3	4	5
6	7	8	9	10	11	12
Energy Benefits & Energy Efficiency						
13	14	15	16	17	18	19
Jobs, Training, & Partnerships						
20	21	22	23	24	25	26
Health & Safety Benefits						
27	28	29	30 Weatherization Day #WxDayOct30	31	1	2
Client Success Stories						

Themes**Week 1- Energy Benefits & Energy Efficiency**

Your social media posts/ toolkit resources will focus on the energy benefits of WAP and the benefits of energy efficiency in general. This is the bread and butter of the program. Think family savings, reduced use, lower bills, what are the energy savings measures? (e.g. insulation, air sealing, etc.)

Week 2- Jobs, Training, & Partnerships

Your social media posts/ toolkit resources will focus on jobs supported by WAP, workforce development/training of the WAP workforce, and partnerships with utility companies/other sources of leveraged funds that maximize impact. This is a time to feature WAP professionals, small businesses that participate in WAP, WAP training centers, info on weatherization tools, use of LIHEAP funds, etc.

Week 3- Health & Safety Benefits

Your social media posts/ toolkit resources will focus on the Health and Safety benefits of WAP e.g. reduced asthma, less mold, less allergies, fewer days missed of work/school, less out of pocket medical costs. Also highlight Weatherization Plus Health and healthy homes initiatives.

Week 4- Client Success Stories

This week will center around clients of WAP services who have been positively impacted by the program. WAP can be life changing- highlight client stories and send to NASCSP, CAP, and NCAF. Goal for a story from all 50 states to be shared this week.

Log Your Activities!

Is your State or Agency doing something for Weatherization Day? The national partners want to know about it! Whether it's an event, a press release, a proclamation, or something else put the information in this [Google Document](#) so that the national partners can share and highlight all of the great work you are doing.

Weatherization Day Points of Contact at each National Partner

-Eric Behna, NASCSP, ebehna@nascsp.org

-Kathryn Maddux, CAP, kmaddux@communityactionpartnership.com

-Frances Yator, NCAF, francesyator@ncaf.org

Wx Day 2019

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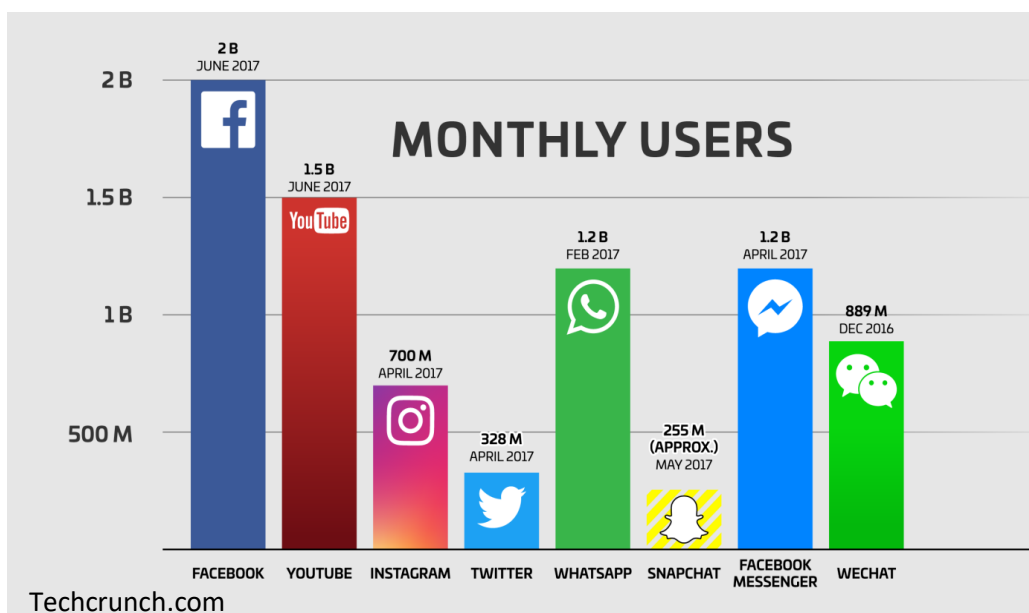
	A	B	C	D	E	F	G
	Organization Name	Name of event or activity	Dates	Description of Activity	Any relevant links		
1	Organization Name	Name of event or activity	Dates	Description of Activity	Any relevant links		
2				-Press Release: Press release to highlight Wx Day LINK -Governor will be attending a site demo, media will be present	Visit our website at www.wxevent.org Retweet us please!		
3	**Example Organization Name**	40th Anniversary Site Demonstration	10/30/17				
4							
5							
6							
7							
8							
9							
10							
11							

Please email any additional information to ebehna@nascsp.org & kmaddux@communityactionpartnership.com

Please remember to log your activities in the [Google Document](#) spreadsheet so that national partners can elevate your work!

Social Media Resources

Social media has become an indispensable communication tool in the policy and advocacy landscape. A 2014 University of Massachusetts [study](#) found that 98% of charities were using at least one social media platform. Social media can be a powerful asset for the WAP. It can amplify messages and highlight the impact that weatherization has on the lives of American families. In the following pages you will find social media resources to assist in your Weatherization Day 2019 efforts. These resources include pre-written and fill-in-the-blank posts, images, videos, and sites to create infographics. If you have questions about any of the materials in this guide, please email Eric Behna at NASCSP (ebehna@nascsp.org).



Tweets

Twitter posts must be short, impactful, and catch the attention of readers. Twitter is also the go to social media platform for real time conversations about event or ideas. Using hashtags (e.g. #WxDayOct30) you can aggregate posts surrounding one topic. Additionally, you can tag or call out relevant organizations by including their handle in your post (e.g. @NASCSP). Also include a link to your website or an image with your tweet for greater impact. Consider pre-scheduling tweets using [Hootsuite](#) or [Tweetdeck](#).



General WAP

- #DYK: The #WAP was signed into law over 40 years ago by President Gerald Ford on August 14, 1976 #WxDayOct30 #WeatherizationWorks
- #WAP is an incredibly successful federal, state, & local partnership that serves every county in the US and 5 US territories. #WeatherizationWorks #CommunityActionWorks

- Over its more than 40 year history, the #WAP has weatherized more than 7.4 million homes, creating #healthyhomes & lowering #energyburden #WeatherizationWorks
- Every dollar invested in #WAP returns over \$4 to society in energy, health, and safety benefits #WxDayOct30 #WeatherizationWorks
- The #WAP's 40-year record of success has been documented by @ORNL. Check out the report here: <http://bit.ly/1W4Nag2> #WxDayOct30
- #WAP was launched in 1976 to save imported oil & reduce energy bills for vulnerable families #WeatherizationWorks #WXDayOct30
- #WAP provides: energy savings to American families, health & safety benefits, jobs & new technology #WxDayOct30 #WeatherizationWorks
- Households benefit from #EnergyEfficiency when less of their household incomes go to utilities #WxDayOct30 #TalkPoverty
- #DYK: The #WAP serves single family, multifamily, and manufactured housing! #WxDayOct30

Fill in the Blank

- Today (@agency) celebrates Weatherization Day! Learn about WAP services in our community (insert link to website) #WxDayOct30
- (@State Office/Department) celebrates Weatherization Day! We are proud to adminisiter the WAP in *State Name*. Click here to find the local WAP agency serving your community (insert link to state agency website).
- (@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
- (@agency) leveraged \$____ in additional funding to maximize their ability to provide #weatherization for local households #WxDayOct30
- Over ____ homes were weatherized in _year_ by (@agency) #WeatherizationWorks #WxDayOct30

Themes

Energy Benefits and Energy Efficiency

- Common #WAP measures include: air sealing, wall & attic insulation, duct sealing, furnace repair/replacement #WeatherizationWorks #WxDayOct30
- #Weatherization saves families with low-incomes \$283 per year on average in energy costs, lowering their #energyburden #WxDayOct30
- #WAP can have a big impact in rural areas where energy burden is high. Learn more about rural energy burden from this report from @ACEEEdc: <http://bit.ly/2xaPdd9>
- #WAP reduces a home's average natural gas consumption by 18%, electricity by 7%. What would that mean for YOUR bill? #WeatherizationWorks
- #WAP is just as critical in warm climates as cold ones- WAP saves \$\$ on cooling! #WxDayOct30

- #WAP lowers heating bills in a cold weather state by 30% on average #WxDayOct30 #WeatherizationWorks
- Low-income households spend 16.3% of annual income on energy versus 3.5% for others. #WAP critical to reduce #energyburden! #WxDayOct30
- #WAP lowers the #EnergyBurden of low-income families. Learn more about energy burden in your community from the Home Energy Affordability Gap Project. <http://bit.ly/2O85d6M> #WxDayOct30

Jobs, Training, and Partnerships

- The #WAP supports jobs that cannot be exported! The #WeatherizationWorkforce is highly skilled and trained. Learn about #WAP Training centers here: <http://bit.ly/2Mgj74V> #WxDayOct30
- #WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employs over 2.2 million people nationwide? Learn more: <http://bit.ly/2CISjuV> #WxDayOct30
- #WAP leads the way in advancing tech, research & work practices to make #energy upgrades cost effective, safe & comprehensive #WeatherizationWorks
- #WAP supports at least 8,500 skilled and dedicated jobs and thousands more in related industries #WeatherizationWorks #WxJobs #WxDayOct30
- #WAP supports jobs across supply chain- WAP crews, material suppliers, tech companies, & more #WeatherizationWorks
- #WAP benefits communities by providing safer & more #energy efficient housing stock, + increases local economic activity #WeatherizationWorks
- In 2017, at least 30 states each leveraged over \$1 million non-federal funds to supplement their #WAP. 11 states leveraged less than \$1 million #WeatherizationWorks #Leveraging #Partnerships
- #LIHEAP and #WAP work hand in hand to reduce the energy burden of low-income Americans. Read more about the strategic partnership between LIHEAP and WAP here: <https://nascsp.org/liheap-and-wap-a-dynamic-duo-for-reducing-the-low-income-energy-burden/> #WxDayOct30
- Up to 15% of state's #LIHEAP funding can be allocated towards investing in energy efficiency measures through the #Weatherization Assistance Program. Through this partnership, more families and communities are served with #WAP. #WxDayOct30

Health and Safety

- #DYK: Residents w/ asthma reported fewer hospitalizations and ER visits after #weatherization #WxPlusHealth #WxDayOct30
- Children missed fewer school days after their homes received #energyefficiency services from #WAP #HealthyHomes #WxDayOct30
- Reducing energy costs means families have more money to spend on food, medicine & other essentials #WeatherizationWorks #WxDayOct30
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of \$514. #WxDayOct30 #WxPlusHealth

- #Weatherization returns \$2.78 in health-and-safety related benefits for every \$1 invested #WxDayOct30
- #Weatherization leads to significant health benefits. Read the @ENERGY "Home Rx" report: <http://bit.ly/2iUEQ59> #WxDayOct30 #WxPlusHealth

Facebook Posts

Facebook posts do not have a limit on length or content. These posts can be used to give far more detail than a tweet. Consider using a Facebook post to highlight a client story or discuss a news article or research study relevant to WAP. As with Twitter, images, videos, and links enhance the impact of your post.



Energy Benefits and Energy Efficiency

- The Home Energy Affordability Gap is the gap between “affordable” home energy bills and “actual” home energy bills. In 2018, the Home Energy Affordability Gap for those near or below the federal poverty line reached over \$51 million. Learn more here and get county by county fact sheets on the energy burden in your state! <http://bit.ly/2cPvCoi> #WxDayOct30 #EnergyBurden #TalkPoverty
- According to Oak Ridge National Laboratory, households with low-incomes spend 16.3% of total annual income on energy versus 3.5% for other households. #WAP critical to reducing #EnergyBurden and frees up income for other essentials like food, medicine, and education. #WxDayOct30
http://weatherization.ornl.gov/pdfs/ORNLTm2014_133.pdf
- For 40 years the WAP has made lasting improvements on the lives of families with low incomes. [Insert example of a client testimonial (3-5 sentences), or agency-wide data on outcomes]. (total post, around 50-100 words) #WxDayOct30 #WeatherizationWorks

Jobs, Training, and Partnerships

- States have been involved in several successful Department of Energy pilot programs to develop and incorporate innovative home energy efficiency solutions such as cool roofs, solar water heating, and photovoltaics. Learn about how Colorado incorporates solar into their WAP: <http://bit.ly/2d05Cap> #WxDayOct30
- Partnerships help increase the impact of #WAP! Many WAP organizations have forged successful partnerships with utilities in order to serve more clients and secure more energy efficiency gains. Read about a successful utility partnership here: <https://nascsp.org/guest-blog-partnerships-that-make-a-difference/>
- The weatherization workforce is highly skilled and trained to deliver energy savings to families in all types of homes- single family, multifamily, and mobile homes. The latest building science and energy efficiency technology is used to deliver the highest savings

for clients #WAP. Learn about a few award winning WAP Agencies here:

<https://nascsp.org/award-winning-weatherization/>

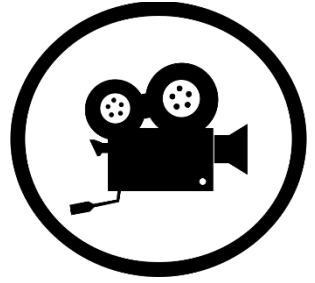
- Energy efficiency is the largest sector within the U.S. clean energy economy, employing nearly 2.25 million Americans nationwide. #WAP supports thousands of those jobs- jobs that support the community and cannot be exported. Read this report on Energy Efficiency Jobs in America: <https://e4thefuture.org/wp-content/uploads/2018/09/EE-Jobs-in-America-2018.pdf>

Health and Safety

- #WAP mitigates asthma triggers like mold. Residents of weatherized homes report fewer asthma symptoms and hospitalizations after receiving services. WAP not only reduces energy costs for families with low-incomes, but also out of pocket medical costs. #WeatherizationWorks #HealthyHomes #WxDayOct30
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of \$514. Total health & household-related benefits for each unit weatherized is \$14,148 #WxDayOct30 #WxPlusHealth #HealthyHomes
- Did you know?: In addition to #weatherization services, many local #WAPagencies mitigate slip, trip, & fall hazards by installing health & safety measures such as grab bars, ramps, etc. #HealthyHomes #WxPlusHealth #WxDayOct30
https://www.hud.gov/program_offices/healthy_homes/hhi
- In 2017, the Vermont WAP won one of the HUD Secretary's Awards for Healthy Homes! Integrating WAP services with other healthy homes measures such as lead removal, pest control, mold mitigation, and more is part of a movement called Weatherization Plus Health! #WxPlusHealth #WxDayOct30
https://www.hud.gov/program_offices/healthy_homes/hhi
- The Washington WAP has developed an extensive #WxPlusHealth program! Learn more and read success stories from the Washington Department of Commerce here:
<https://www.commerce.wa.gov/growing-the-economy/energy/weatherization-and-energy-efficiency/matchmaker/weatherization-plus-health-wxh/>

Videos

Consider adding a video to your post to increase its impact! Share any videos you have made highlighting your program, staff, or clients.



State WAP Programs

- Delaware- <https://youtu.be/yH363CSUTZU>
- Indiana <https://www.youtube.com/watch?v=QlYqamrkijA>
- New Mexico <https://www.youtube.com/watch?v=QJiZCx5ZGiA>
- Washington <https://www.youtube.com/watch?v=uzJLt0fA0Yg>
- Virginia- <https://youtu.be/XU6BWB3fH4>

Client Stories

- Georgia- <https://youtu.be/6XWIk7bsGTM>
- Washington- https://www.youtube.com/watch?v=v_i9f4Ktu4A
- Indiana- <https://www.youtube.com/watch?v=QlYqamrkijA>
- Colorado- <https://www.youtube.com/watch?v=IDgaL7Z3DHo>
- Wisconsin- <https://www.youtube.com/watch?v=IM0urSuRbHc>
- New York- <https://www.youtube.com/watch?v=kdGquOq40Ks>
- Pennsylvania- <https://youtu.be/5ahdzMmFUgc>
- Florida- https://www.youtube.com/watch?v=Wl_S5Wtlw3l
- Virginia- https://youtu.be/PWiv_nuDcmQ
- Misc.- <https://www.youtube.com/watch?v=UEe1202TGOg>

Wx TV

- All episodes: <http://wxtvonline.org/episodes/>
- The Warmest Village in Alaska: <http://wxtvonline.org/2012/02/village-alaska/>
- This Is the World of Weatherization: <http://wxtvonline.org/2010/04/world-wx/>

WAP Workforce

- Energy Auditor: https://www.youtube.com/watch?time_continue=29&v=-CdNjM_btPk
- Trainer: https://www.youtube.com/watch?time_continue=10&v=5L0qP3NyrzE
- Small Business Owner: https://www.youtube.com/watch?v=Hf4xhsbwc_l

History of WAP

- Filling the Gaps: <https://www.youtube.com/watch?v=aJcZTXwzgow>
- 40 Years of Improving Homes and Lives: <http://bit.ly/2i2zito>

Other

- White House Briefing on Weatherization Jobs
https://www.youtube.com/watch?time_continue=15&v=fmTwog9MCU

Reports and Fact Sheets

Sharing data from reports, fact sheets, and research can be a powerful messaging tool. Below you can find links to documents you can share as part of your Weatherization Day campaign.

Quick Fact Sheets

- [WAP Key Program Highlights](#) - DOE
- [WAP National Evaluation Results Fact Sheet](#) -DOE
- [WAP-American Families, Workers, Businesses](#) - NASCSP
- [Office of Weatherization & Intergovernmental Programs Fact Sheet](#)- DOE



WAP National Evaluation- Oak Ridge National Laboratory

- [Weatherization Works – Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy’s Weatherization Assistance Program](#)
- [Health and Household-Related Benefits Attributable to the Weatherization Assistance Program](#)
- View all Oak Ridge Laboratory WAP reports [here](#).

Health Benefits of WAP and Residential Energy Efficiency

- [Massachusetts Low-income Single-Family Health- and Safety-Related Non-Energy Impacts \(NEIs\) Study](#)- Three3 ([See More](#))
- [Occupant Health Benefits of Residential Energy Efficiency](#)- E4TheFuture ([See More](#))
- [Home Rx: The Health Benefits of Home Performance](#)- DOE
- [Weatherization + Health: Health and Climate Change Co-Benefits of Home Weatherization in Vermont](#)– Vermont Department of Health, 2018
- [The Washington State Weatherization Plus Health Pilot: Implementation and Lessons Learned](#)– Washington Department of Commerce, 2018
- [Pierce County Healthy Homes Case Study](#)– Washington State Weatherization Plus Health, 2019
- [Healthy Homes Pilot One Year Later: Progress and Possibilities](#)– Community Development Corporation of Long Island (CDCLI), 2016
- [Weatherization Plus Health: Injury Prevention Pilot](#)– New Opportunities, Inc. & National Center for Healthy Housing, 2016
- [Incorporating Injury Prevention into Energy Weatherization Programs](#)– Journal of Public Health Management and Practice, 2019
- [Federal Weatherization and Health Education Team up: Process Evaluation of a New Strategy to Improve Health Equity for People With Asthma and Chronic Obstructive Pulmonary Disease](#)– Journal of Public Health Management and Practice, 2019

Energy Burden and Low-Income Energy

- [DOE Low Income Energy Affordability Data \(LEAD\) Tool](#)- This interactive mapping database can zero in on specific community statistics and data.
- [Bridging the Rural Efficiency Gap](#)- Island Institute
- [Energy Information Administration \(EIA\) State Energy Portal](#)- Download custom data dashboards
- [Residential Energy Consumption Survey](#) (RECS)- Energy Information Administration
- [Lifting the High Energy Burden in America's Largest Cities: How Energy Efficiency Can Improve Low-Income and Underserved Communities](#)- ACEEE ([See More](#))
- 2018- [The High Cost of Energy in Rural America: Household Energy Burdens and Opportunities for Energy Efficiency](#)- ACEEE
- [Home Energy Affordability Gap](#)- FSC
 - Find state [fact sheets](#) with information such as percentage of income paid by low-income families on energy, number of households facing high energy burden, etc.
- [Technical Memorandum Background Data and Statistics On Low-Income Energy Use and Burdens](#)- Oak Ridge National Lab

Weatherization and Energy Efficiency Jobs

- [2019 US Energy and Employment Report](#)- NASEO and EFI
- [2018 Energy Efficiency Jobs in America](#)- E4TheFuture ([See More](#))
 - *2019 Version coming soon [here](#).*
- [Energy Efficiency Jobs and Investments](#)- ACEEE

Tips for Engaging Policy Makers

1. **Contact national organizations before you begin planning.** We can guide you through the entire process, whether that's helping you set up a visit, making the most of your visit, or following up with your member in Washington, DC.
 - Local agencies: Contact Frances Yator at 202-842-2092 or at francesyator@ncaf.org
 - State offices: Contact Eric Behna at NASCSP at 202-370-3662 ebehna@nascsp.org
2. **Select a leader,** or someone who will manage all aspects of the site visit including logistics, internal messaging prep and communications to the public.
3. **Craft an invitation** that conveys gratitude and excitement. The invite letter should include the significance of the site visit for the member, in addition to logistical details and the Leader's contact information.
4. **Select a site.** Members want to see a site in progress, and want to see action while there. If possible, stop by a completed project as well, or have a homeowner of a completed home come by the site in progress.
5. **Preparing Messaging:**
 - a. **Determine objectives** of your visit. What do you want your member to leave knowing? There are different objectives for different members. Make sure you are ready to tell your member how he/she can support your efforts in Washington. Ask yourself: how can we make this visit worth the member's time?
 - b. **What's your message?** Give an overview of how many houses you weatherize and the community impact for doing so aka how many families have you kept securely in homes and how much money has it saved ratepayers if possible. But, also be ready to illustrate through a story of one family. Think in terms of "heating versus eating" story, or what would happen to the family without WAP.
 - c. **Choose and prepare folks who will talk with your member.** Your member will be interested in speaking to: 1) the family whose home is being weatherized to learn what it means to them; 2) a family who has had a home completed and what it has meant to them since they've been in the home; 3) workers who can explain the techniques and advanced training it takes to properly weatherize a home; and, if possible, 4) a community stakeholder who has seen the benefits of WAP through another lens (a banker, a utility supplier).
6. **Managing Press:** Coordinate press engagement with your member's office. Generally, they will want to invite press and manage the contact with the press, but see if you can help by drafting a press release, and let them look over anything before you send it out to your press list.
7. **Follow-up.** Send a thank you note and stay in touch.

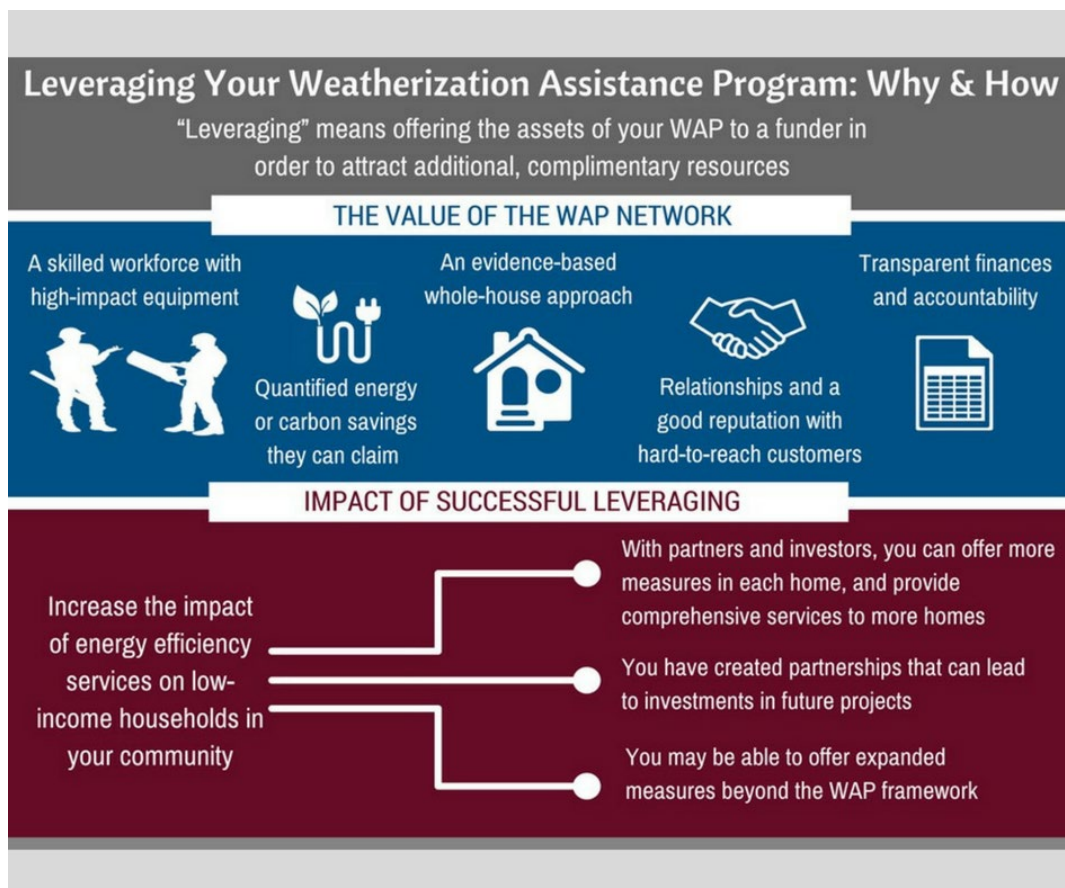
Weatherization Leveraged Partnerships Project

The goal of this project is to support local Weatherization Assistance Program (WAP) organizations to increase the size and impact of their federal program through local or state partnerships that provide more resources. The project team is based at the National Community Action Partnership to offer training and assistance to WAP subgrantees and their associations as they design and advocate for private partnerships and programs to coordinate with their federally-funded services.



Since 2001, this project has been managed by Economic Opportunity Studies under the supervision of Meg Power. Since 2016, Community Action Partnership has been sharing in the work of the project and now is funded to manage the project work through 2019.

View tools, templates, webinars, and other leveraging resources from the project [HERE](#). To sign up for updates from the project, contact Kathryn Maddux at kmaddux@communityactionpartnership.com



National Human Services Reframing Initiative

The National Reframing Human Services Initiative, led by the [National Human Services Assembly](#) (NHSA), seeks to build broader and deeper public support for human services so that everyone has the opportunity to reach their full potential. NHSA is implementing an evidence-based communication strategy for building public understanding of the human services sector and the will to support the important work of serving low-income communities.

The communications research conducted as part of the Reframing Initiative has also identified framing and messaging techniques that are proven to be effective. The tips and techniques can help you tell the story of WAP, better communicate the impact that weatherization makes in our communities, and more effectively tell client stories.

- Consider exploring the National Human Services Assembly's [Reframing Implementation Guide](#), which offers user-friendly recommendations, strategies, and real-world examples to help human service organizations and allies through each step of the reframing process.
- Also consider visiting the FrameWorks Institute's [Human Services Toolkit](#) to find sample message, FAQs, and the research reports that serve as the foundation of the National Reframing Human Services Initiative.



Images

Images and infographics are a powerful, eye-catching way to tell the story of WAP. Images can convey complex data very quickly and clearly. The images below would complement any of the tweets or Facebook posts from earlier in the guide. Just right click and copy/paste into your post OR right click and “Save Image As” onto your computer. Or download directly from this [Dropbox folder](#) or request a specific image via email from ebehna@nascsp.org. Also consider crafting your own captions to go along with the image.

Want to create your own infographics? Sites like [Venngage](#), [Canva](#), and [Piktochart](#) are FREE and easy to use. When selecting images, be sure to make sure they are unlicensed and available for public use/reproduction. The Creative Commons database is a great source for free images that can be used in your social media efforts.





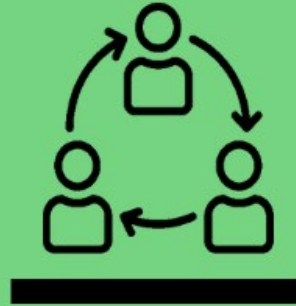
**Mark Your Calendar for
Weatherization Day 2019!**



#WXDayOct30



UTILITY PARTNERSHIPS



- **Enable WAP to weatherize more homes**
- **Empower WAP agencies to deliver more comprehensive services**
- **Promote innovation**
- **Expand capacity and workforce**

#WeatherizationWorks





WAP SUPPORTS...

JOBS & SMALL BUSINESSES

- Strengthens local communities - jobs cannot be exported.
- Training, certifications, & workforce development.
- A market for American manufacturing of products & equipment used in weatherization.

#WeatherizationWorks



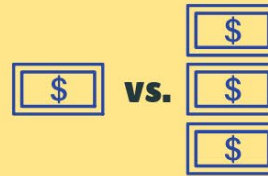
WEATHERIZATION AND LIHEAP

The Weatherization Assistance Program (WAP) and the Low Income Home Energy Assistance Program (LIHEAP) work together to reduce low-income energy burden and forge an energy efficient future.

A DYNAMIC DUO FOR ENERGY EFFICIENCY:

7.2% OF HOUSEHOLD INCOME

spent on utilities by the average low-income household, more than three times the amount that higher-income households pay (2.3 percent)



WAP SAVES \$283 PER FAMILIES YEAR



on average by installing energy conservation and efficiency measures, made possible in part due to the support of LIHEAP funds

UP TO 15% OF LIHEAP FUNDS

can be transferred by states to their WAP, or up to 25% with a waiver



LIHEAP AND WAP IN \$374 2017: MILLION



of LIHEAP funds were allocated to providing WAP services nationwide, investing in long term energy efficiency

**AUGUST IS LIHEAP ACTION MONTH !
#LIHEAPACTION**



Energy Burden Data Source- ACEEE 2016
LIHEAP Data Source- HHS LIHEAP Clearinghouse 2017

LIHEAP & WAP

**WORKING TOGETHER TO PROTECT HOUSEHOLD
ENERGY RESOURCES & REDUCE THE ENERGY BURDEN**



**LOW-INCOME FAMILIES ARE DISPROPORTIONATELY
AFFECTED BY HIGH HOME ENERGY COSTS.**

16.3%

OF A LOW-INCOME FAMILIES'
GROSS ANNUAL INCOME IS
SPENT ON HOME ENERGY COSTS

3.5%

OF OTHER HOUSEHOLDS' ANNUAL
INCOME IS SPENT ON HOME
ENERGY COSTS COMPARATIVELY

**LIHEAP PROVIDES 6.7
MILLION HOUSEHOLDS
WITH HEATING AND
COOLING ASSISTANCE.**

**WAP INSTALLS ENERGY
EFFICIENCY MEASURES
FOR LONG-TERM
SOLUTIONS.**



NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

NATIONAL HEALTHY HOMES MONTH

JUNE 2019

THE HEALTH BENEFITS OF WEATHERIZATION

The Weatherization Assistance Program plays a key role in making homes more livable and healthy for at risk families, decreasing doctors visits and improving health outcomes relating to respiratory and other health issues.



ASTHMA

- 65% reduction in the mean number of hospital visits for asthma patients
- Decline in annual Medicaid costs per year and fewer Medicaid claims

ALLERGIES

- Fewer sinus infections, colds, and allergies observed after weatherization



HYPERTENSION

- Less hypertension reported by residents after weatherization

MENTAL HEALTH

- 48% reduction in the number of days in the past month residents reported poor mental health



LESS HOSPITAL VISITS AND DAYS OF WORK MISSED

- Net decrease in days absent from work or school
- Fewer hospital visits after weatherization for individuals with asthma or COPD

SAVING FAMILIES MONEY

Average of \$514 saved per household in out-of-pocket medical expenses after weatherization

\$4.50 in benefits for every DOE WAP dollar spent



\$2.78

in non-energy benefits including health and safety



\$1.72

in energy savings, which become usable income for other necessities



SOURCE: OAK RIDGE NATIONAL LABORATORY, WEATHERIZATION.ORNL.GOV



HEALTHY HOMES

& why we need them



Why are Homes Important?

Americans spend 90% of their time indoors, which means they are extremely influenced by these indoor environments. The air quality, water quality, and infrastructure of the home all can have important health implications. **The health of our homes is indicative of our own health.**

Air Quality

Second-hand smoke, carbon monoxide, dust mites, cockroach and mouse allergens, and mold are all aspects that limit a home's indoor air quality.

Fire Safety

Installing smoke detectors, setting up an escape plan in the case of an emergency, and properly storing candles and lighters greatly improves the safety of a home.

Lead

Lead is a highly toxic metal known to damage the brain and other vital organs that used to be used in paint for homes. Many homes still find traces of it inside.

Drinking Water

Bacteria and viruses, nitrate, lead, and copper, and pesticides can all commonly contaminate a home's water supply.

Healthy are homes are specifically important for children.

Their brains and bodies are still developing.

For their size, children breathe **twice** as much air as adults.

They also drink more water and eat more food.

Any harmful substance they ingest, they will receive in a higher dosage and will have a harder time fighting off.



Start Today

There are plenty of federal and local resources available to gain assistance in assessing the health of your home, learn ways to improve it, and share information with others. Visit www.hud.gov/healthyhomes

Source: www.hud.gov/healthyhomes



Everyone Deserves A Safe & Healthy Home

June is National Healthy Homes Month (NHHM), created by HUD's Office of Lead Hazard Control and Healthy Homes (OLHCHH). This month-long campaign is designed to educate the public of the strong connection between our health and our homes. Americans spend 90% of their time indoors and millions of homes have anywhere from moderate to severe physical housing problems such as high radon gas levels and water intrusion. These problems are proven to be linked to serious health outcomes such as asthma, lead poisoning, and lung cancer. This year's theme "Check Your Home: Protect Your Family" hopes to raise awareness of possible dangers within homes, provide federal and local resources to mitigate these dangers, and support families to take action.

ASTHMA

The number of children in with asthma has doubled within the past 10 years.

1 in 15

children under 18 years of age have asthma.

PESTICIDES

Did you know? Nearly

one-half

of households with a child under age five have pesticides stored within reach.



ACCIDENTS AT HOME

Each year, accidents in the home hurt over

6.5 million people

LEAD POISONING

1 in 40

American children have too much lead in his/her body.



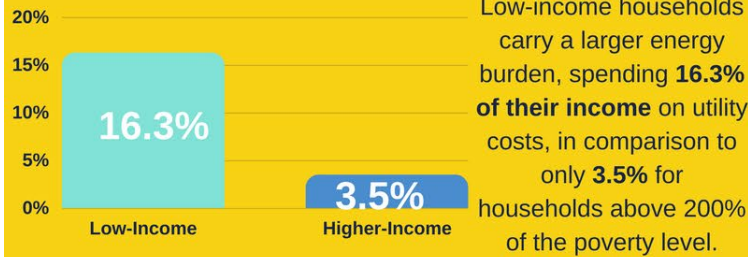
Information Source: www.hud.gov/healthyhomes





WEATHERIZATION

REDUCING ENERGY BURDEN



ENERGY COST SAVINGS



WATER COST SAVINGS

LOWER UTILITY BILLS



LOWER OUT OF POCKET MEDICAL EXPENSES

FEWER MISSED DAYS OF WORK



MORE DISPOSABLE INCOME

Source: Oak Ridge National Lab Evaluation



WEATHERIZATION WORKS



40,000 homes
are weatherized every
year with DOE funds.

**40,000
HOMES**

**8,500
JOBS**

The program supports
over **8,500** jobs .

WAP achieves a program
wide energy savings
of **\$340 million**.

**\$340
MILLION**



\$283

Weatherized homes
save an average of
\$283 a year in
energy costs.



\$514

Households save \$514
a year in out of pocket
medical expenses.



30%

Weatherization saves
households an average
of 30% on heating
costs.

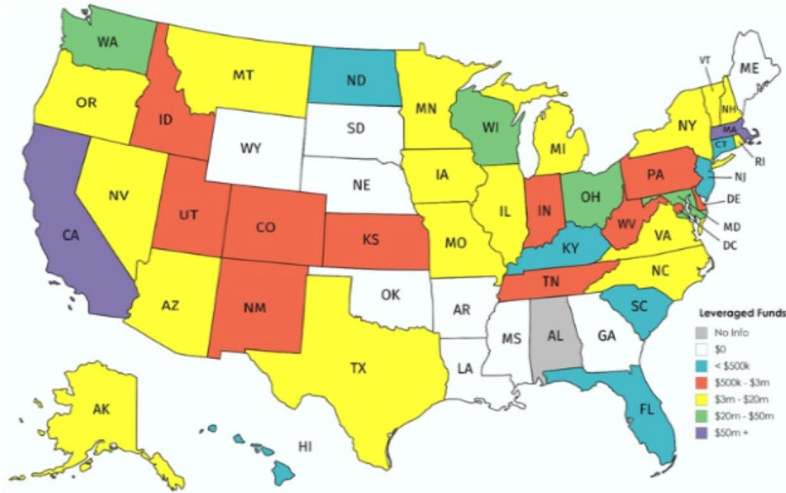


With the help of the
**WEATHERIZATION ASSISTANCE
PROGRAM**

over 7.4 million homes have
been weatherized since 1976.

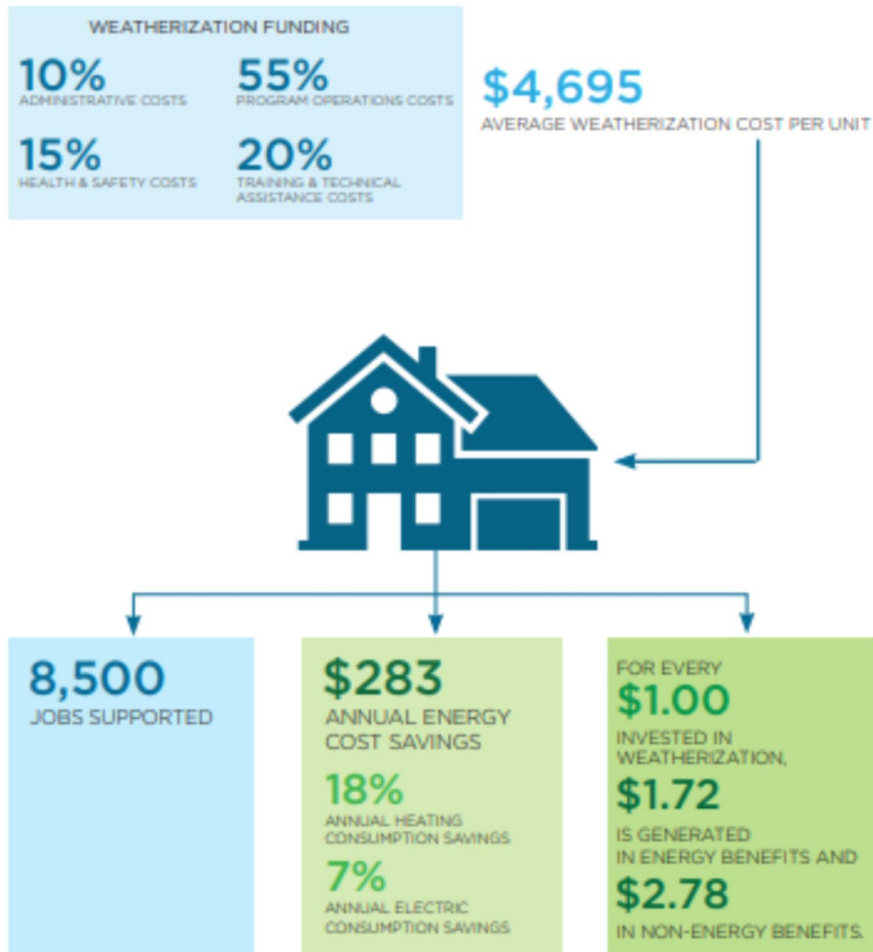
Source: Oak Ridge National Lab Evaluation

NON-FEDERAL LEVERAGED FUNDS



**Weatherization Programs
in 30 States Leveraged
over \$1 million of Non-
Federal Funds in 2017**

An additional 11 programs
leveraged less than \$1 million



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.



WEATHERIZATION | SOCIETAL BENEFITS



HOMES ARE MORE LIVABLE



IMPROVED OVERALL HEALTH FOR CLIENTS



FEWER MISSED DAYS OF WORK



REDUCED ASTHMA-RELATED MEDICAL COSTS



MORE USABLE INCOME FOR LIVING EXPENSES



REDUCED DOCTOR OR ER VISITS



\$14,148

IS THE AVERAGE TOTAL HEALTH RELATED SAVINGS FOR EACH WEATHERIZED UNIT

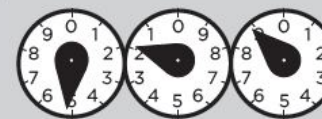
HEALTH & SAFETY



AN AVERAGE WEATHERIZED HOME SAVES **8,030** GALLONS OF WATER EVERY YEAR.

WATER SAVINGS

THE AVERAGE WEATHERIZED HOME SAVES **\$283** EVERY YEAR.



KILOWATT

ENERGY SAVINGS

WEATHERIZATION | WHAT WE DO



MECHANICAL MEASURES

- Clean, tune, repair, or replace heating and/or cooling systems.
- Install duct and heating pipe insulation.
- Repair leaks in heating/cooling ducts.
- Install programmable thermostats.
- Repair/replace water heaters.
- Install water heater tank insulation.
- Insulate water heating pipes.



BUILDING SHELL MEASURES

- Install insulation where needed.
- Perform air sealing.
- Repair/replace windows/doors.
- Install window film, awnings and solar screens.
- Repair minor roof and wall leaks prior to attic or wall insulation.



HEALTH & SAFETY MEASURES

- Perform heating system safety testing.
- Perform combustion appliance safety testing.
- Repair/replace vent systems to ensure combustion gas draft safely outside.
- Install mechanical ventilation to ensure adequate indoor air quality.
- Install smoke and carbon monoxide alarms when needed.
- Evaluate mold/moisture hazards.
- Perform incidental safety repairs when needed.



ELECTRIC & WATER MEASURES

- Install efficient light sources.
- Install low-flow showerheads.
- Replace inefficient refrigerators with energy-efficient models.



CLIENT EDUCATION ACTIVITIES

- Educate on potential household hazards such as carbon monoxide, mold & moisture, fire, indoor air pollutants, lead paint and radon.
- Demonstrate the key functions of any new mechanical equipment or appliances.
- Discuss the benefits of using energy-efficient products.



Health Benefits of Weatherization

After Weatherization...

Residents with asthma reported fewer hospitalizations and ER visits



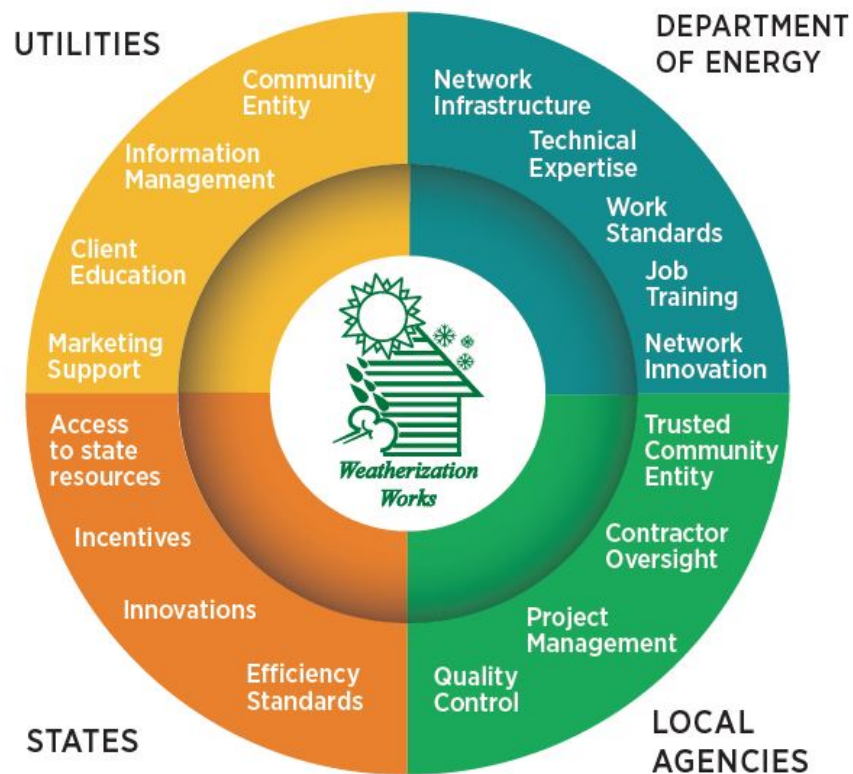
Residents experienced fewer "bad" physical and mental health days

Children in the household missed fewer days of school



Household members reported fewer allergy and cold symptoms

WHEN UTILITY & STATE RESOURCES
ARE PARTNERED WITH THE
WEATHERIZATION NETWORK,
THE LARGER THE IMPACT



POWER of PARTNERSHIP

WEATHERIZATION ASSISTANCE PROGRAM
IS THE **FOUNDATION FOR INDUSTRY AND
STATE PROGRAMS** TO DEPLOY ENERGY
EFFICIENCY ACROSS THE COUNTRY.





The Weatherization Assistance Program...



Saves low-income families an average of \$283 per year in energy costs and reduces heating bills by an average of 30% in cold weather states.



Returns over \$4 in energy, health, and safety benefits for every \$1 invested in the program



Helps the country reduce its dependence on foreign oil and reduce carbon emissions



Did You Know?

The Weatherization Assistance Program...



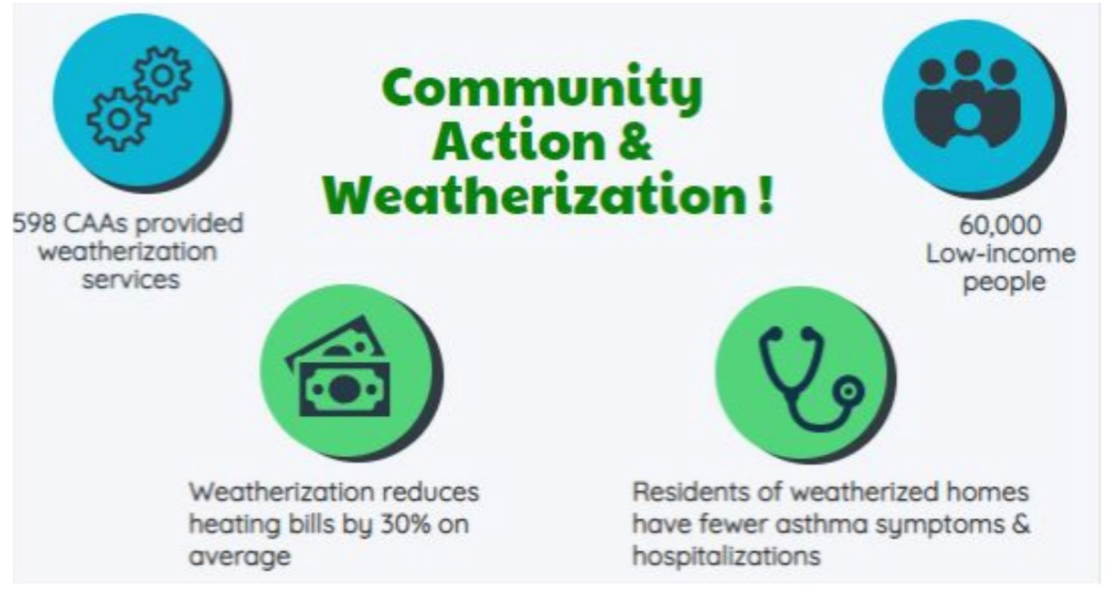
Has weatherized over 7.4 million homes since it began in 1976



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

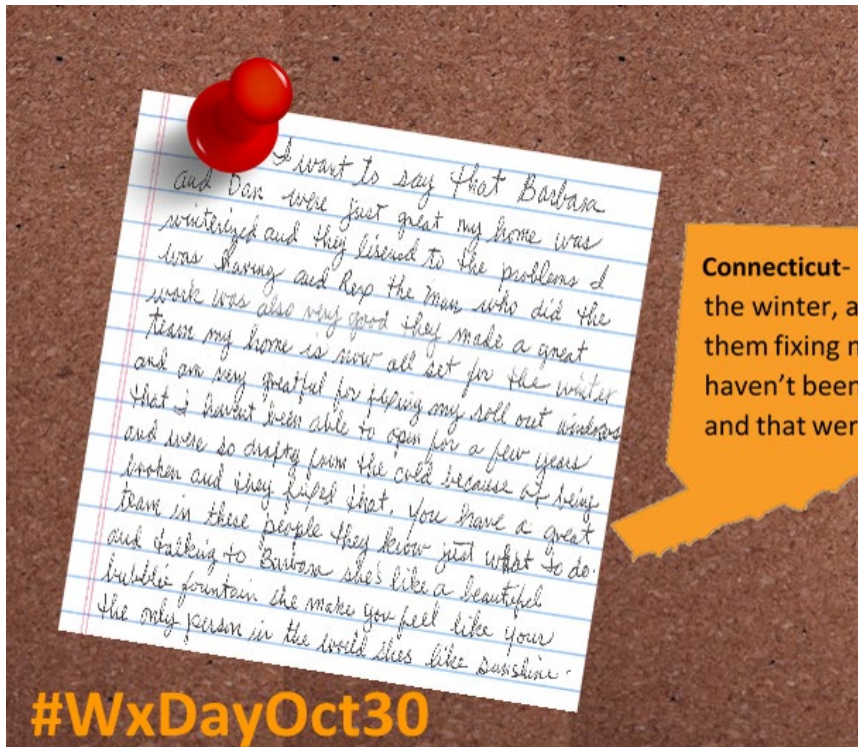


Helps reduce greenhouse gas emissions- the WAP lead to a 7,382,000 metric ton carbon reduction in 2010 alone

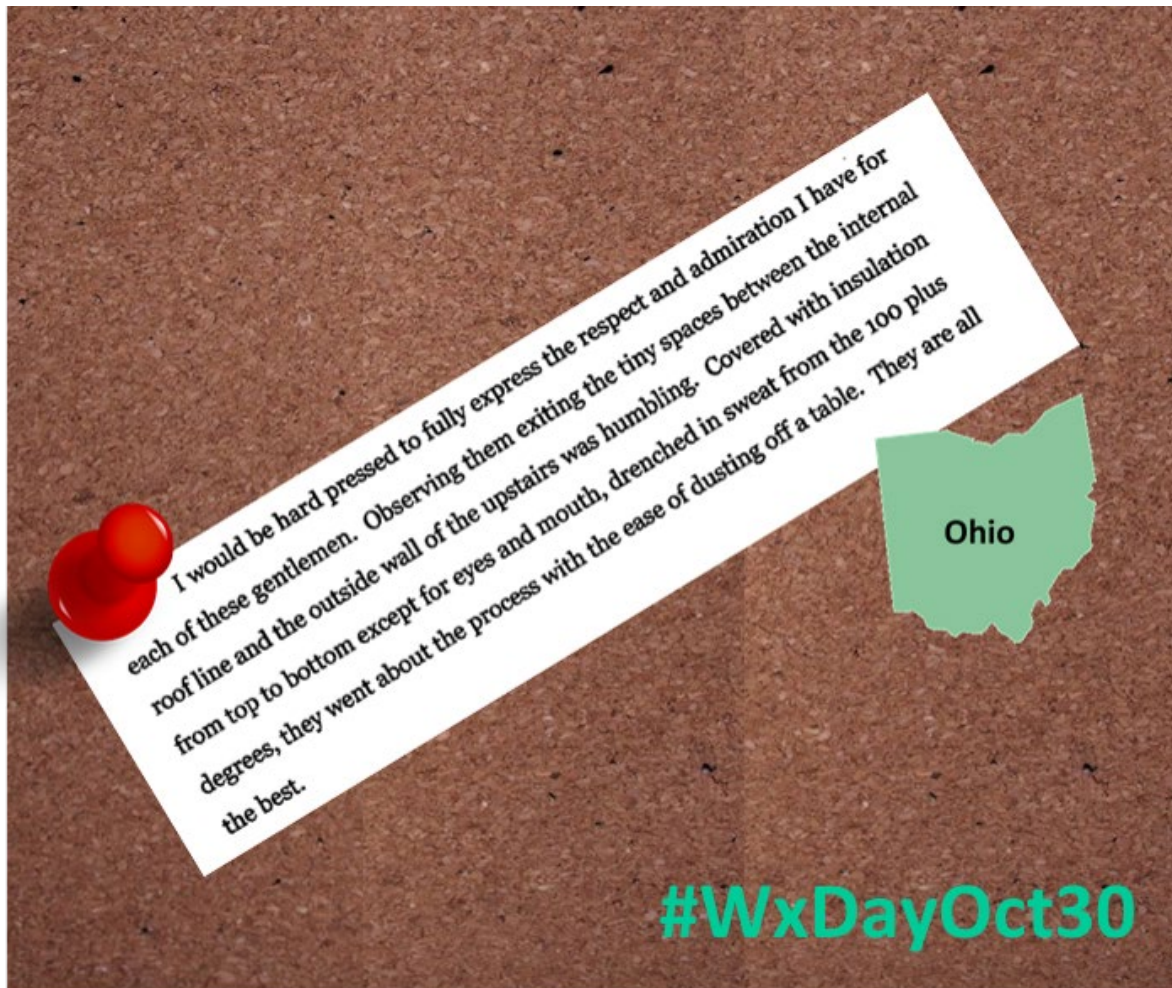


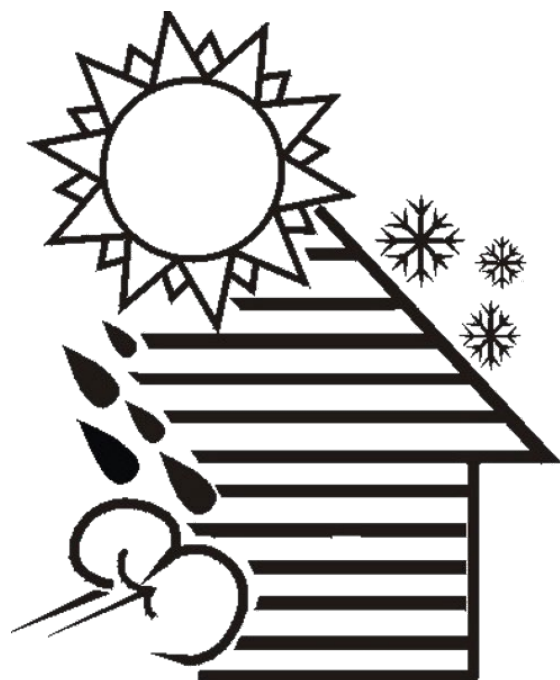






Connecticut- "My home is now all set for the winter, and I am very grateful for them fixing my roll out windows that I haven't been able to open for a few years and that were so drafty from the cold."





*Weatherization
Works*

