

Weatherization Day 2020



Planning & Communications Toolkit



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Messaging Calendar

The calendar below can be used to organize communications efforts throughout the month of October leading up to Weatherization Day on October 30th. Each of the four weeks has a different core theme, and there are also individual days that highlight specific messages and hashtags. The four themes for 2020 are:

1. Energy Savings, Equity, and Climate
2. Jobs and Workforce Development
3. Health, Safety, and COVID 19 Response
4. Innovation and Partnerships

Learn more about each theme below. Find suggestions for tailoring your message, recommended hashtags, and sample social media posts

October 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Countdown begins! #WxDayOct30	2 Client Story #MyWxStory	3
4	5	6	7 Energy Efficiency Day #EEDay2020	8	9 Client Story #MyWxStory	10
Energy Savings, Equity, & Climate						
11	12	13	14 Staff Story #MyWxStory	15	16 Client Story #MyWxStory	17
Jobs and Workforce Development						
18	19	20	21 Staff Story #MyWxStory	22	23 Client Story #MyWxStory	24
Health, Safety, & COVID19 Response						
25	26	27	28 Staff Story #MyWxStory	29	30 Weatherization Day #WxDayOct30	31
Innovation & Partnerships						

Messaging Guide

Week 1- Energy Savings, Equity, & Climate

About: Your social media posts and communications efforts should focus on the energy benefits/savings from WAP, the importance of energy efficiency in general, and the impact that weatherization/energy efficiency has on the climate. Additionally, demonstrate how WAP is critical to reducing energy burden, and promoting energy equity in low-income communities and communities of color.

Key Ideas:

- Weatherization lowers energy bills, freeing up household income for other necessities. The most affordable energy is the energy you don't need to use in the first place.
- Low-income communities, particularly communities of color, are disproportionately impacted by energy burden. Energy efficiency initiatives play a role in reversing these inequities.
- Many homes were built before energy efficient buildings were common, weatherization installs the latest energy saving measures based on building science
- Weatherization reduces energy consumption, thereby reducing greenhouse gas emissions and stress on the power grid
- Weatherization and energy efficiency make a home more resilient to the effects of climate change

Data Points to Share:

- How many homes are weatherized each year by your state or your local agency
- Average \$ amount saved by a household served by WAP in your state or at your local agency
- Typical energy efficiency measures installed by WAP (e.g. insulation, air sealing, etc.)
- Statistics from the WAP [national evaluation](#) conducted by Oak Ridge Laboratory
- Information from the Dept. of Energy [fact sheet](#)
- Energy burden statistics from the Dept. of Energy [Low-Income Energy Data \(LEAD\) Tool](#).

Tweets:

- #Weatherization work by (@agency) saved low-income households \$_____ on average #WeatherizationWorks #WxDayOct30
- Over _____ homes were weatherized in __year__ by (@agency) #WeatherizationWorks #WxDayOct30
- Every \$1 invested in WAP, yields \$4.50 in benefits including energy savings, health, & safety. #WeatherizationWorks #EnergyEfficiency #InvestInEE
- 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! Learn about WAP cooling efforts in a recent @NASCSP webinar [here](#). #WxDayOct30
- WAP lowers heating bills in a cold weather state by 30% on average #WxDayOct30 #WeatherizationWorks
- According to @ORNL, low-income households spend 16.3% of annual income on energy versus 3.5% for others. WAP critical to reduce #EnergyBurden! #WxDayOct30
- Communities of color are disproportionately affected by high energy burden. By making homes healthier, safer, and more efficient, WAP plays a role in reducing energy inequity.
- 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

Facebook Posts:

- Energy burden disproportionally impacts low income communities of color. Federal Energy efficiency efforts like WAP can help reduce disparities in communities of color. Learn more from the Natural Resources Defense Council here: <https://on.nrdc.org/3aLVQpF>
- For over 40 years the WAP has made lasting improvements on the lives of families with low incomes. [Insert example of agency-wide data on savings or # of homes served]. (total post, around 50-100 words) #WxDayOct30 #WeatherizationWorks
- The Home Energy Affordability Gap is the gap between “affordable” home energy bills and “actual” home energy bills. Learn more here and get county by county fact sheets on the energy burden in your state! <http://bit.ly/2cPvCoj> #WxDayOct30 #EnergyBurden
- 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 <https://bit.ly/2Fqf8VI>

Recommended Hashtags: #WeatherizationWorks, #EnergyEfficiency, #SaveEnergy, #EnergyBurden #InvestInEE



October 7th - Energy Efficiency Day

Energy Efficiency Day (the first Wednesday in October – Oct. 7, 2020) is a collaborative effort of dozens of energy efficiency advocacy groups around the United States, including the American Council for an Energy-Efficient Economy (ACEEE), Advanced Energy Economy, Alliance to Save Energy, Natural Resources Defense Council, the Regional Energy Efficiency Organizations and many others. This day highlights the importance of energy efficiency in general and is very relevant to the Weatherization Assistance Program (WAP). The theme is “Save Money. Cut Pollution. Create Jobs.” and the hashtag is #EEDay2020.

Learn more about Energy Efficiency Day 2020 and find tools/resources here:

<https://energyefficiencyday.org/>



Week 2 - Jobs and Workforce Development

About: Your social media posts and communications efforts should focus on the jobs and small businesses supported by WAP. Additionally, consider highlighting the training, certifications, and building science expertise of WAP workers. Other focuses include WAP training centers and material manufacturers/suppliers.

Key Ideas:

- WAP supports jobs and small businesses in our communities that *stay* in our communities and cannot be exported
- The WAP is also a workforce development program, training and certifying workers in the same low-income communities where it is weatherizing homes
- The WAP workforce is highly skilled and trained, using the latest building science to achieve savings for American households
- Weatherization can be a fulfilling, lifelong career path, with opportunities for increasing responsibilities such as crew leader, final inspector, and WAP manager.
- Many of the materials and technologies installed in homes are manufactured in America
- The WAP workforce field tested cutting edge technologies that are now standard in the home performance industry
- WAP agencies utilize their own work crews, as well as private contractors, to weatherize homes
- A network of accredited weatherization training centers across the country grow and strengthen the WAP workforce

Data Points to Share:

- # of jobs supported by WAP at your local agency or across your state
- # of small businesses in your community you work with/partner with to deliver WAP
- # of certifications earned by your local WAP agency last year
- Data about the jobs in the larger energy efficiency/clean energy field
- Impact of COVID on clean energy jobs



Tweets:

- (@agency) employs ___ people on our #weatherization crew! This highly skilled team works hard to save families money on their energy bills, and make homes healthier & safer. #WxJobs #WeatherizationWorks
- The WAP supports jobs that cannot be exported! The #WeatherizationWorkforce is highly skilled and trained. Learn about WAP Training centers here: <https://bit.ly/2Z3ziMc> #WxDayOct30
- WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employed over 2.3 million people nationwide in 2019? Learn more: <https://bit.ly/3h7j3Vo> #EEJobs #WeatherizationWorks

- 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
- Prior to #COVID19, #energyefficiency led the energy industry in job growth. Now, 15% of the EE workforce is unemployed. Investing in the clean energy work force today can bring economic, environmental, and equity benefits that will last for decades. #WeatherizationWorks #EEJobs



Facebook Posts:

- #Weatherization provides a rewarding career path in an industry that helps American families and our planet. Meet *Insert First Name*, a *Insert Job Title* our WAP team. *Insert short description of employee's job and a photo.*
- #COVID has hit low-income communities of color hardest. By scaling up federal #energyefficiency programs like WAP, America can create jobs in communities impacted by COVID and ensure a just economic recovery. #WxJobs #WeatherizationWorks
- The WAP workforce is highly skilled and trained, ensuring that the latest building science is utilized to save energy for American households. Learn more about the Department of Energy's certifications and Standard Work Specifications here: <https://bit.ly/3aII5ZS>
- 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. 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 at least 2.3 million Americans nationwide in 2019. 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://bit.ly/2QbjqCJ>

Recommended Hashtags: #WxJobs, #EEJobs, #WeatherizationWorks, #EnergyEfficiencyJobs

Week 3 - Health, Safety, & COVID19 Response

About: Your social media posts and communications efforts should focus on the Health and Safety benefits of WAP e.g. reduced asthma, less mold, less allergies, etc. Also highlight Weatherization Plus Health and healthy homes initiatives. During Week 3, also be sure to emphasize the critical role of WAP during COVID, making living environment's healthy and safe for those sheltering at home. You can also note your organization's adaptations to COVID.

Key Ideas:

- The WAP improves indoor air quality and reduces potential asthma triggers like mold and dust. The National WAP Evaluation found that residents also missed fewer days of work/school and had less out of pocket medical costs after weatherization.
- In a Weatherization Plus Health model, some agencies utilize other funding to implement additional healthy homes measures such as replacing carpet with hard surface flooring, installing ramps or grab bars, improved ventilation/air filtration, etc.
- During COVID19, having an energy efficient, safe, and comfortable home is critical for seniors and medically vulnerable individuals sheltering at home in the heat of summer.
- WAP agencies have quickly adapted, implementing new training and safety protocols to ensure they can continue to deliver weatherization safely.
- While the majority of WAP agencies had to pause during COVID19, many continued providing emergency services like HVAC replacements to vulnerable individuals.

Data Points to Share:

- Asthma rates in your community
- Health related feedback shared by clients
- # of smoke detectors and/or carbon monoxide detectors installed
- Examples of healthy homes measures your agency installs on top of weatherization
- Emergency HVAC replacements since COVID19 began in March
- Overview of new COVID 19 safety protocols taken by your agency
- # of staff who have completed DOE's COVID 19 Workplace Safety training course



Tweets:

- WAP is critical to meeting heating & cooling needs of those with low-incomes, especially as many seniors and other vulnerable households shelter at home due to #COVID19. #WeatherizationWorks
- #COVID19 has demonstrated the importance of healthy indoor environments. WAP makes homes more energy efficient, safer, and healthier. #WxPlusHealth #WxDayOct30
- As families spend more time at home during #COVID19, they tend to use more energy. The #energyefficiency benefits of WAP become even more critical! #WeatherizationWorks

- #DidYouKnow: Residents w/asthma reported fewer hospitalizations & ER visits after #weatherization. #WxPlusHealth #WxDayOct30
- Children missed fewer school days after their homes received #energyefficiency services from WAP #HealthyHomes #WxDayOct30
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of \$514 according to @ORNL. #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:

- As families spend more time at home during #COVID19, they tend to use more energy. The #energyefficiency benefits of WAP become even more critical! @Agency's WAP team has instituted numerous new safety protocols amidst #COVID19. With additional training, more PPE, and social distancing, we can continue to deliver critical weatherization services in a safe and healthy manner. #WeatherizationWorks
- Braiding #energy and #health funds is an opportunity for #energyefficiency programs to expand services and reach more people, particularly low-income households. Learn more in a new report from @ACEEE. <https://aceee.org/blog-post/2020/07/efficiency-programs-can-expand-leveraging-health-focused-funding>
- 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 WAP agencies 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

Recommended Hashtags: #WxPlusHealth, #HealthyHomes, #COVID19

Innovation & Partnerships

About: In the final week leading up to Weatherization Day, highlight the innovative projects and partnerships your state or local agency is engaging in. Focus on new endeavors like renewables, smart technologies, or community scale approaches. Show your partnerships with utility companies/other sources of leveraged funds that maximize impact.

Key Ideas:

- WAP can be a testing ground for innovative energy saving techniques and technologies
- Weatherization agencies are piloting new programs that incorporate rooftop solar, community solar, smart devices, healthy homes measures, and more.
- Partnerships with utilities help federal dollars go further, enable more comprehensive weatherization, and weatherization of more homes.
- The strategic partnership between WAP and LIHEAP helps bring energy efficiency, health, and safety to more low-income households.

Data Points to Share:

- \$ amount leveraged from non-federal sources
- # of innovative projects undertaken by your agency
- # of smart devices installed
- Examples of partnerships with utilities, housing authorities, environmental organizations, healthcare companies, etc.
- Examples of innovative energy education initiatives, outreach strategies, etc.



Tweets:

- 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.
- In North Carolina, WAP is partnering with utilities to provide community solar subscriptions to weatherized households. Learn more about the innovative project here: <https://bit.ly/31iLGK4> #WeatherizationWorks
- In 2018, at least 38 states leveraged additional non-federal funds to supplement their WAP. Other funding sources include utilities, state funding, foundations, healthcare companies, and more! #WeatherizationWorks #Leveraging #Partnerships
- In Colorado, WAP agencies install solar panels to deliver even more savings to WAP clients! Learn more here: <https://bit.ly/3aLR4Zh> #WxDayOct30

- #COVID19 has caused many organizations to innovate. In response to COVID our agency *insert innovative strategies amidst COVID*. (e.g. online applications, streamlined scheduling, etc.)
- #COVID19 has led to innovations in the way we teach & train- #Weatherization Assistance Program staff & contractors are able to access hours of virtual training from the Department of @ENERGY online here: <https://wap.litmos.com>
- WAP works closely with the National Renewable Energy Laboratory (@NREL) & Oak Ridge National Laboratory (@ORNL) to conduct research on innovative energy efficiency techniques and technologies.



Facebook Posts:

- #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-keeping-low-income-families-healthy-housed-energy-secure/> #WxDayOct30
- 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 more about initiatives funded through WAP's Sustainable Energy Resources for Consumers (SERC) program here: <https://weatherization.ornl.gov/serc/> #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/>
- 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. Learn more at the LIHEAP Clearinghouse <https://liheapch.acf.hhs.gov/> #WxDayOct30

Recommended Hashtags: #WxInnovation, #WeatherizationWorks, #WxDayOct30, #WxPartnerships

Oct. 1 & Oct. 30 -General Weatherization Day Posts

Consider using the posts below on Twitter and Facebook to kick off the month on October 1st and on October 30th to mark Weatherization Day.

- Today marks the countdown to #WeatherizationDay! All month long leading up to October 30th we will be highlighting different aspects of the WAP. We love #weatherization! #WxDayOct30 #WeatherizationWorks
- Today (@agency) celebrates #WeatherizationDay! Learn about WAP services in our community (insert link to website) #WxDayOct30
- (@State Office/Department) celebrates Weatherization Day! We are proud to administer the WAP in *State Name*. Click here to find the local WAP agency serving your community (insert link to state agency website).
- This #WeatherizationDay, (@agency) is proud to work with (@Community Partners or utility companies) to increase #energyefficiency and improve our community! #WxDayOct30
- The WAP was signed into law over 40 years ago by President Gerald Ford on August 14, 1976. Learn more about the WAP's history here: <https://bit.ly/31gN3ZL> #WxDayOct30 #WeatherizationWorks
- WAP is an incredibly successful federal, state, & local partnership that serves every county in the US & 5 US territories. WAP serves single family, multifamily, & manufactured housing! #WxDayOct30 #WeatherizationWorks
- 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 \$4.50 to society in energy, health, and safety benefits #WxDayOct30 #WeatherizationWorks
- On #WxDayOct30, we recognize the WAP's over 40-year record of success! This has been documented by Oak Ridge National Lab (@ORNL). Check out the report here: <http://bit.ly/1W4Nag2> #WxDayOct30
- It's #WxDayOct30! The WAP provides: energy savings to American families, health & safety benefits, rewarding careers, & new technology #WeatherizationWorks
- Households benefit from #EnergyEfficiency when less of their household incomes go to utilities #WxDayOct30 #TalkPoverty

#MyWxStory

On **Wednesdays** and **Fridays**, focus your social media posts using the hashtag #MyWxStory. The goal is to amplify the stories of the people touched by WAP- both WAP workers and WAP clients.

Staff Stories

Wednesdays should highlight the stories of your WAP team- installers, auditors, inspectors, managers, intake staff, etc. **Include photos if possible.**

Themes to Highlight:

- Weatherization creates jobs in the communities it serves
- The role of every team member is critical and we are grateful for their dedication
- WAP workers are highly skilled and rigorously trained
- WAP is a rewarding career path that makes an impact

Questions to Highlight:

- What is this worker's role/responsibilities like?
- How did this worker first get involved with WAP?
- What advice to they have for others who might be interested in a career in weatherization?

Client Stories

Fridays should highlight the stories of your clients positively impacted by weatherization services. WAP can be life changing for individuals, families, seniors, veterans, people with disabilities, etc. **Include photos if possible.**

Themes to Highlight:

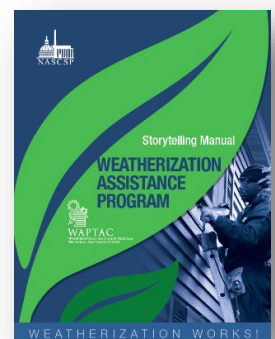
- Americans in communities across the country face significant energy burdens - Anyone could find themselves in need of weatherization services
- Weatherization is an investment, making homes healthy/safe and creating an environment where people can reach their full potential
- Families are positively impacted by weatherization month after month, year after year

Questions to Highlight:

- How has the life/lives of the client(s) improved as a result of weatherization?
- What weatherization measures were installed in the home? How much \$\$ is being saved?
- What was the client's experience during the weatherization process?
- Why is the WAP important to the client?

More tips in the NASCSP Story Telling Manual!

This document shows how to choose, frame, and tell WAP stories using effective communications techniques. The manual is available [here](https://nascsp.org) on nascsp.org.



Social Media Reminders and Tips

Twitter



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. @NASCSPP). Also include a link to your website or an image with your tweet for greater impact.

Facebook



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.

Planning Social Media

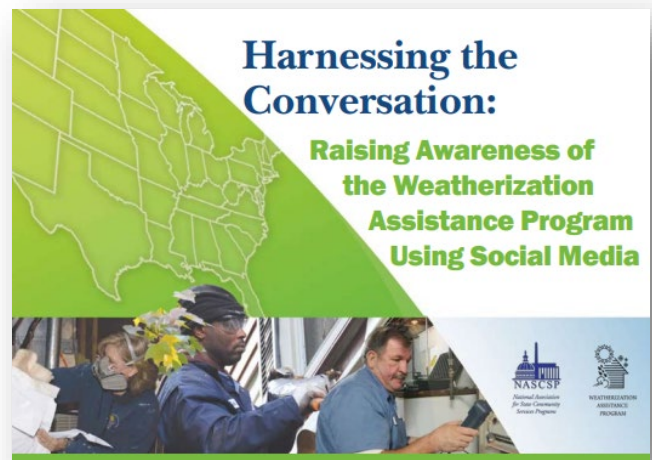
-Consider planning your social media posts in an Excel document or Google spreadsheet to keep everything organized. Here is a sample [template](#) you can use.

-Facebook allows you to pre-schedule your social media posts in advance.

-Several free platforms allow you to pre-schedule your social media on Twitter, Facebook, etc. all in one place. Check out [Tweetdeck](#) and [Hootsuite](#). More information [here](#).

More tips available!

Check out “[Harnessing the Conversation: Raising Awareness of WAP on Social Media](#)” on [nascsp.org](#).



Events in the Time of COVID

Many states and local agencies have events to commemorate Weatherization Day each year, such as site visits at a home being weatherized, community festivals, etc. Additional considerations must be taken in 2020 as a result of the ongoing COVID19 pandemic; it may not be safe to hold an event this year in your community. As such, this guide contains numerous resources for online engagement for Weatherization Day on social media. Additionally, this guide includes suggestions and strategies for successful virtual events to celebrate Weatherization Day.

The U.S. Centers for Disease Control (CDC) has issued numerous considerations for events and gatherings. Weatherization Day event planners can determine, in collaboration with state and local health officials, if it is safe to hold an event at all, as well as how to implement the CDC's considerations, making adjustments to meet the unique needs and circumstances of the local community.

Lowest risk: Virtual-only activities, events, and gatherings.

More risk: Smaller outdoor and in-person gatherings in which individuals from different households remain spaced at least 6 feet apart, wear masks, do not share objects, and come from the same local area (e.g., community, town, city, or county).

Higher risk: Medium-sized in-person gatherings that are adapted to allow individuals to remain spaced at least 6 feet apart and with attendees coming from outside the local area.

Highest risk: Large in-person gatherings where it is difficult for individuals to remain spaced at least 6 feet apart and attendees travel from outside the local area.

If your organization determines it is safe to hold an in-person Weatherization Day event, be sure to follow all applicable federal, state, and local public health guidelines. Be aware of any COVID specific policies and protocols your organization may have put in place. The CDC notes that its considerations are meant to **“supplement—not replace—any state, local, territorial, or tribal health and safety laws, rules, and regulations with which gatherings must comply. Organizers should continue to assess, based on current conditions, whether to postpone, cancel, or significantly reduce the number of attendees for gatherings.”**

CDC Resources

- [Considerations for Events and Gatherings](#)
- [Events and Gatherings: CDC Readiness and Planning Tool](#)
 - This 9-page guide contains checklists, step by step plans, and other resources.
- [Event Planning and COVID-19 FAQs](#)

Event Ideas

❖ Livestream from the Job Site

Replace a traditional site visit by having a member of your WAP crew “Go Live” while weatherizing a home. This will not require bringing any additional people into the home and will be able to show off the weatherization work, the skill of your team, and all of your impressive COVID safety protocols.

Tips:

- Social media apps such as Facebook, Instagram, and Twitter have the capability to livestream video to all of your followers. If you’ve utilized Zoom, GoogleMeet, or other virtual meeting software during COVID, explore using these platforms as well.
- Advertise the livestream on social media and via your email lists with plenty of notice so that followers can plan to tune in
- Train your WAP crew on how to use the livestreaming app and provide them with a loose script (see below). Try to hit on the themes presented in the “Messaging Guide” section of this toolkit.
- Be sure to follow agency policies regarding obtaining permission to photograph/video at a client’s home.

Sample Livestream Script (Outside the Home)

Option 1 Outside the Home- Stay 6 feet away from everyone to enable speaking without a mask

Option 2 Inside the Home- Show where you are working in the home (e.g. attic, basement, etc.), wear proper PPE, speaking loudly

Hello, I’m NAME and I’m a Crew Leader/Auditor/Installer/Inspector. I work for Weatherization Agency Name and today we are weatherizing a home in our community. In celebration of Weatherization Day on October 30th, I wanted to tell you a little bit more about weatherization!

Specifically, today we are (Provide a 1-3 minute description about a specific task you are completing e.g. energy audit, air sealing, insulation, wrapping water heater, etc. If inside, show yourself or another worker performing the task if you are safely able to do so.)

This is just one step on a comprehensive list of energy efficiency measures we will be performing in order to save this family money on their energy bills each month, make their home safer, and make everyone living here more comfortably. (Provide any additional details such as: expected savings per month, expected outcomes e.g. less drafty home, major hazards fixed e.g. improperly venting furnace, etc.)

You also may have noticed my mask and suit! As weatherization workers, we are no strangers to Personal Protective Equipment (PPE). We’ve been taken precautions against lead, asbestos, and other hazards for years. But we have stepped up our safety protocols in the time of COVID to ensure we continue to deliver weatherization safely and effectively!

If you’re interested in getting your home weatherized, contact Weatherization Agency Name to apply! Happy Weatherization Day!

❖ Read your Governor's Weatherization Day Proclamation via Video Conference

At many Weatherization Day events, a member of the State WAP Office or a representative of the Governor's office will read the Governor's proclamation of October 30th as Weatherization Day. Consider moving this to a virtual conferencing platform such as Zoom, GoogleMeet, etc. Also consider doing this on a smaller scale with a proclamation coming from a mayor, city council, county commission, etc.

Tips:

- Begin the process for a proclamation from the governor or mayor early, it could take several weeks for the proclamation to be approved in advance of October 30th
- See the sample proclamation on the next page and consult page 15 of the planning kit available on nascsp.org [here](#).
- Require pre-registration for the virtual event as a security procedure
- Publicize virtual event on social media and via all of your email lists

Sample Proclamation of Weatherization Day/Month

Whereas, the *State Name* Weatherization Assistance Program (WAP) provides an economic boost for low-income individuals through lower energy costs and reduced arrearages; and,

Whereas, weatherization is a cost-effective investment of taxpayer dollars. For every \$1 invested in the Program, Weatherization returns over \$4 in energy, health, and safety benefits to the household and society; and,

Whereas, the *State Name* Weatherization Assistance Program, using federal, state, local and private dollars, benefits households and communities across the nation by providing cost effective, energy efficient retrofits to homes occupied by eligible, low-income Americans; and,

Whereas, heating costs are reduced by 30% on average, saving families at least \$283 per year. Therefore, household money is made available for other basic necessities such as groceries, doctor bills, prescriptions and other need, thereby making them more self-sufficient; and,

Whereas, households that have been weatherized experience health and safety benefits, improved air quality and receive smoke detectors and carbon monoxide detectors if they are not already present throughout the house; and,

Whereas, weatherization reduces residential and power plant emissions of carbon dioxide while also making low-income communities more resilient to the effects of climate change; and,

Whereas, weatherization is critical amidst the COVID pandemic because it makes indoor environments healthier, safer, and more comfortable for medically vulnerable individuals; and,

Whereas, *State Name* Weatherization Assistance Program provides an economic boost for communities by providing employment opportunities as well as improved energy efficient housing stock and neighborhood conditions;

Now, Therefore, Be it resolved that I, *Governor Name* governor of *State Name* do hereby proclaim October 30, 2020 as Weatherization Day in *State Name*. (Or, "October as Weatherization Month")

❖ “Learn about Weatherization” Webinar

One common event that is often held is a community festival or open house where members of the public, policy makers, and potential partners/funder can come by and learn about weatherization. Typically, these events include tents and tables where people can circulate and get information about WAP and other energy programs. However, this type of gathering may be challenging to hold safely during COVID. Instead, consider holding a “Learn about Weatherization” Webinar.


Tips:

- Require pre-registration for the virtual event as a security procedure
- Publicize virtual event on social media and via all of your email lists
- Consider creative scheduling/naming to recruit more people to attend
 - E.g. Weatherization 101 Wednesday, lunchtime (“Weatherization Brown Bag”), late afternoon/early evening (“Weatherization Happy Hour”)
- Tailor information presented to your specific audience
- Record the event so it can be reposted for those who miss it

Sample Slide Deck

You can download a slide deck template [here](#).

Instructions:

- This is a Google Drive link, but you *do not* need a Google account to view/download
- Click the link, then there should be a download icon in the upper right hand corner 
- While some of the formatting may look off in Google Drive, it will be correct when you download the PowerPoint file
- Follow the suggestions in the slide deck to customize and add information tailored to your community

❖ “A Conversation about WAP” Webinar

Consider holding a virtual event that is a conversation or “talk show” interview style. This could be something like “A Conversation with the WAP Director”, “Meet an Energy Auditor”, or even invite a policy maker to chat about weatherization. You can use this conversation to highlight themes from the “Messaging Guide” section of this toolkit. Provide the public, policy makers, and potential funders/partners with more information about weatherization and your agency.

Tips:

- Require pre-registration for the virtual event as a security procedure
- Publicize virtual event on social media and via all of your email lists
- See sample list of questions on the next page

Sample Interview Questions

Questions for the WAP Director

- Can you tell me a little bit more about the Weatherization Assistance Program? What does it do?
- Weatherization saves money on utilities each month- what are some other benefits of weatherization?
- What has WAP been like in the time of COVID?
- Who can apply for weatherization? How does someone apply for weatherization?
- What is it about the program that is most notable/important to you?
- What can be done in federal/state/local policy to expand weatherization?

Questions for a WAP Worker

- How did you first get interested and involved in weatherization?
- Tell us about your current role in the WAP. What do you do on daily basis?
- What certifications or training have you received?
- What is it like working in weatherization? Advantages? Challenges?
- Why do you work in weatherization? What about your job makes you excited to go to work in the morning?
- Do you have advice for other people interested in joining the weatherization field?
- How has your job changed in the midst of COVID19?

Additional Event Resources

- [Convene](#)- Published by the Professional Convention Management Association (PCMA), Convene provides a user-friendly experience that covers topics like event technology, event venues, logistics, attendee engagement, event marketing, and more
- Zoom- ["Best Practices for Hosting a Digital Event"](#)
- CVENT- ["Ultimate Guide to Virtual Events in 2020"](#)
- Forbes- ["How To Host A Successful Virtual Event"](#)
- Hootsuite- ["Virtual Event Tips and Best Practices"](#)
- IREC- ["Guidance for Moving Training Online: Learn, Adapt, Improve Your Program"](#)

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

-Ian Gray, NASCSP, igray@nascsp.org

-Kathryn Maddux, CAP, kmaddux@communityactionpartnership.com

-Frances Yator, NCAF, francesyator@ncaf.org

Wk May 2019

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Organization Name

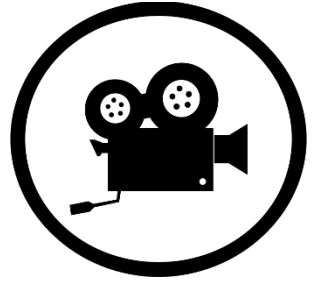
Organization Name	Name of event or activity	Date	Description of Activity	Any relevant links
Example Organization Name	40th Anniversary Site Dedication	10/29/17	Press Release: Press release in tonight's Day Link. Governor will be attending a site visit. Needs will be provided as needed.	Visit our website at www.nascap.org . Attached as please

Please email any additional information to ebelna@nascap.org & kmaddux@communityactionpartnership.com

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

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=WI_S5Wtlw3I
- Virginia- https://youtu.be/PWiV_nuDcmQ
- Misc.- <https://www.youtube.com/watch?v=UEe1202TGQg>

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_I

History of WAP

- Filling the Gaps: <https://www.youtube.com/watch?v=aJcZTXwzqow>
- 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
- [Investing in Energy Efficiency Through LIHEAP](#)- NASCSP
- [WAP-American Families, Workers, Businesses](#) - NASCSP



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

- [Braiding Energy and Health Funding for In-Home Programs: Federal Funding Opportunities](#)- ACEEE, 2020
- [Making Health Count: Monetizing the Health Benefits of In-Home Services Delivered by Energy Efficiency Programs](#)- ACEEE, 2020
- [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
- [2019 Energy Efficiency Jobs in America](#)- E4TheFuture
- [Energy Efficiency Jobs and Investments](#)- ACEEE

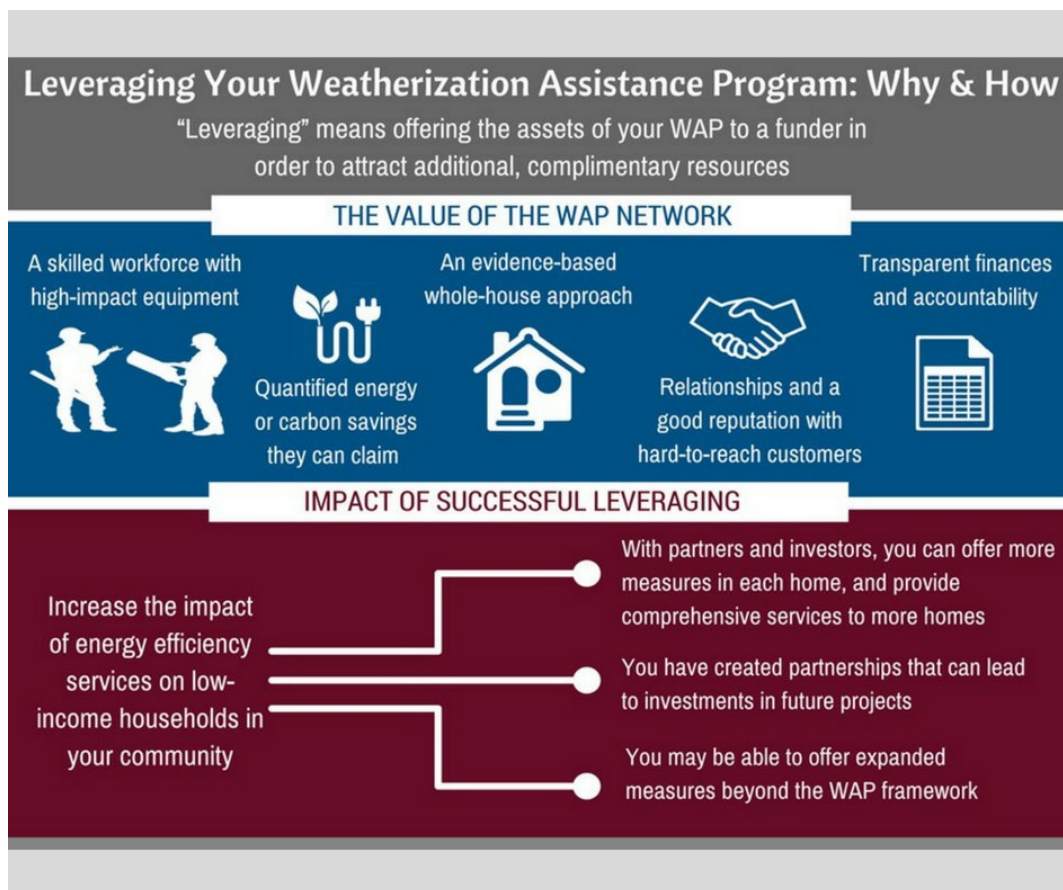
Weatherization Leveraged Partnerships Project

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.



Starting in 2001, this project was managed by Economic Opportunity Studies under the supervision of Meg Power. Since 2016, Community Action Partnership has been leading the project; the current project director is Kathryn Maddux.

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 igray@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.



WAP and COVID

- **Additional training**
- **More equipment**
- **New safety protocols**

Weatherization workers have always used masks and other protective equipment to do our work. In the time of COVID, we've enhanced our procedures to continue to deliver weatherization safely.



#WxDayOct30 #WeatherizationWorks



WAP and COVID

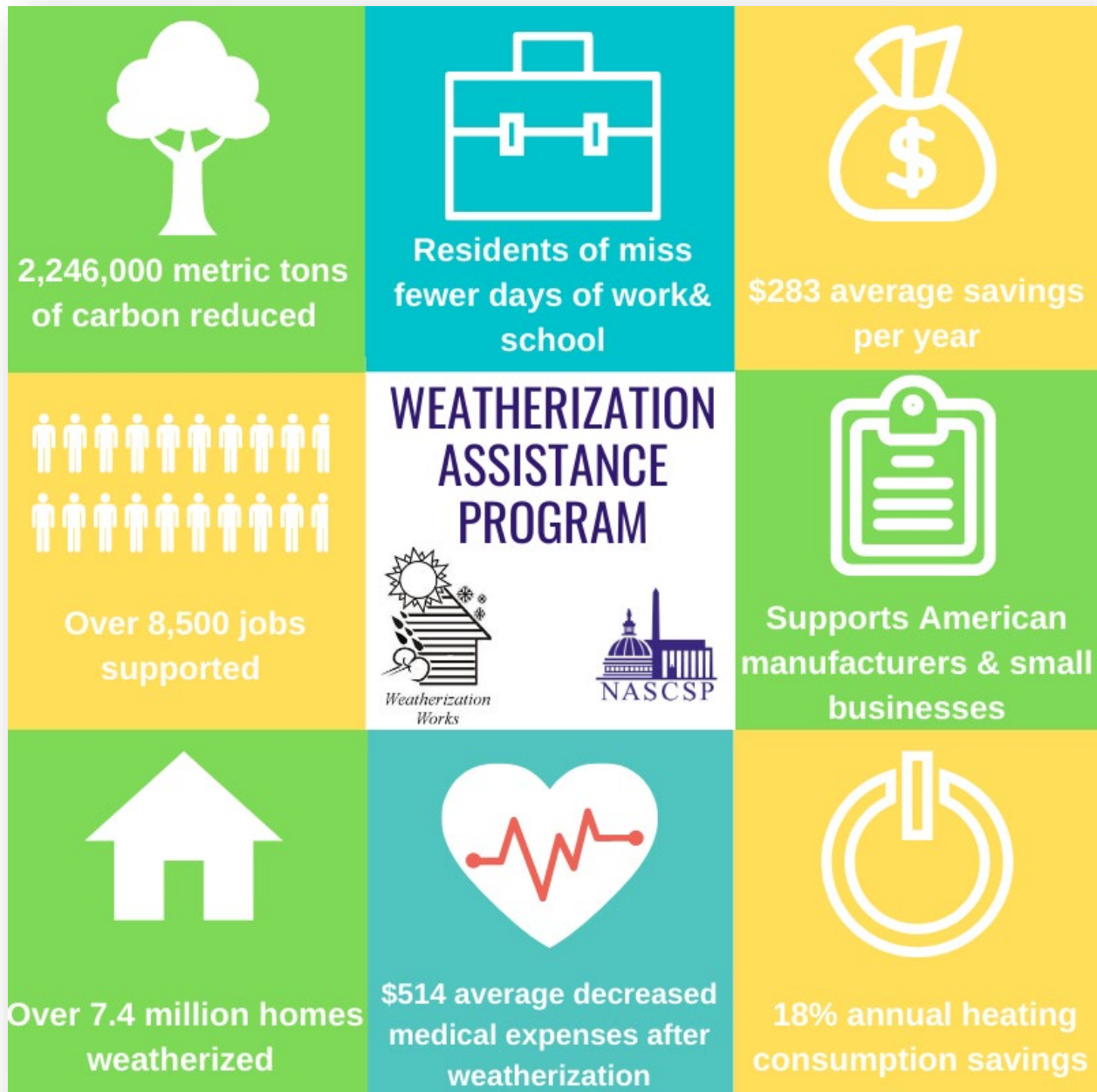
As seniors & other medically vulnerable individuals continue to spend more time at home due to COVID-19, weatherization is even more critical:

- Temperature is safe & comfortable
- Efficiency savings offset increased use
- Improved indoor air quality & ventilation



#WxDayOct30 #WeatherizationWorks





Working Together: LIHEAP & WAP

LIHEAP does more than just help families pay
their energy bills!

\$418 million

The amount of LIHEAP funding that 48 States
and the District of Columbia transferred to their
Weatherization Assistance Program (WAP)
to fund energy efficiency retrofits.



\$78 million

The amount of LIHEAP funding used in
2018 to restore, preserve, or improve
heating or cooling service through
emergency equipment replacement
and repair.

#WeatherizationWorks #WxDayOct30



WEATHERIZATION ASSISTANCE PROGRAM



SAVINGS

HEALTH



ENVIRONMENT

JOBS



**Happy
Weatherization
Day!**

The Weatherization Assistance Program serves every county in America! Weatherization reduces energy bills, makes homes healthy & safe, and supports jobs & small businesses!

#WxDayOct30





On average a weatherized home saves \$283 per year in energy costs



In a typical year WAP reduces carbon emissions by 2,246,000 metric tons



Residents of weatherized homes report missing fewer days of work & school



WAP supports over 8,500 weatherization jobs and thousands more in related industries

2,246,000
Metric Tons



Amount of reduced carbon emissions attributable to WAP



Oak Ridge National Lab found that in a typical year, WAP reduces carbon emissions by 2,246,000 metric tons

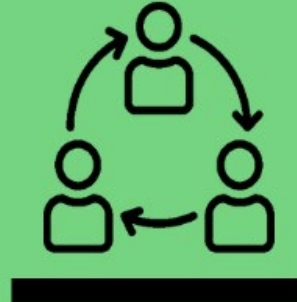
#WeatherizationWorks

That's roughly the amount of carbon emitted by 600,000 average automobiles in the US





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

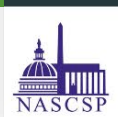


**LIHEAP AND WAP IN \$374
2017: MILLION**



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

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



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.



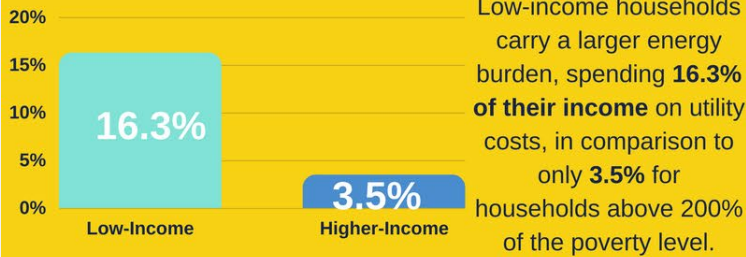
Information Source: www.hud.gov/healthyhomes





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.



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**

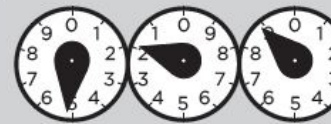


AN AVERAGE
WEATHERIZED
HOME SAVES
8,030
GALLONS OF
WATER EVERY
YEAR.

WATER SAVINGS

THE AVERAGE
WEATHERIZED
HOME SAVES
\$283
EVERY YEAR.

ENERGY SAVINGS



KILOWATT



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

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.

WEATHERIZATION | WHAT WE DO



MECHANICAL MEASURES



BUILDING SHELL MEASURES



HEALTH & SAFETY MEASURES

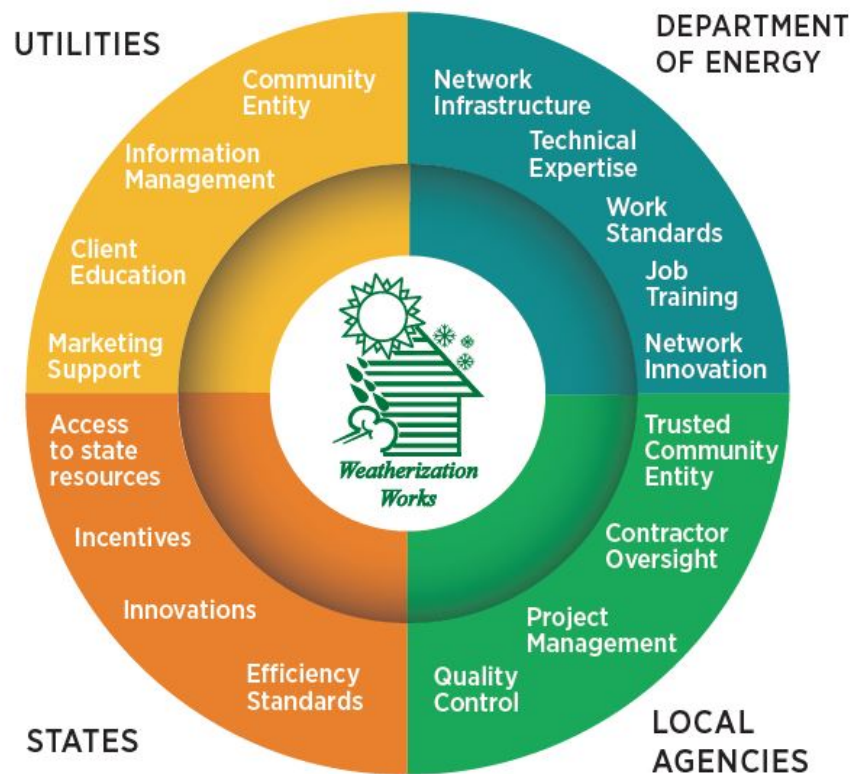


ELECTRIC & WATER MEASURES



CLIENT EDUCATION ACTIVITIES

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

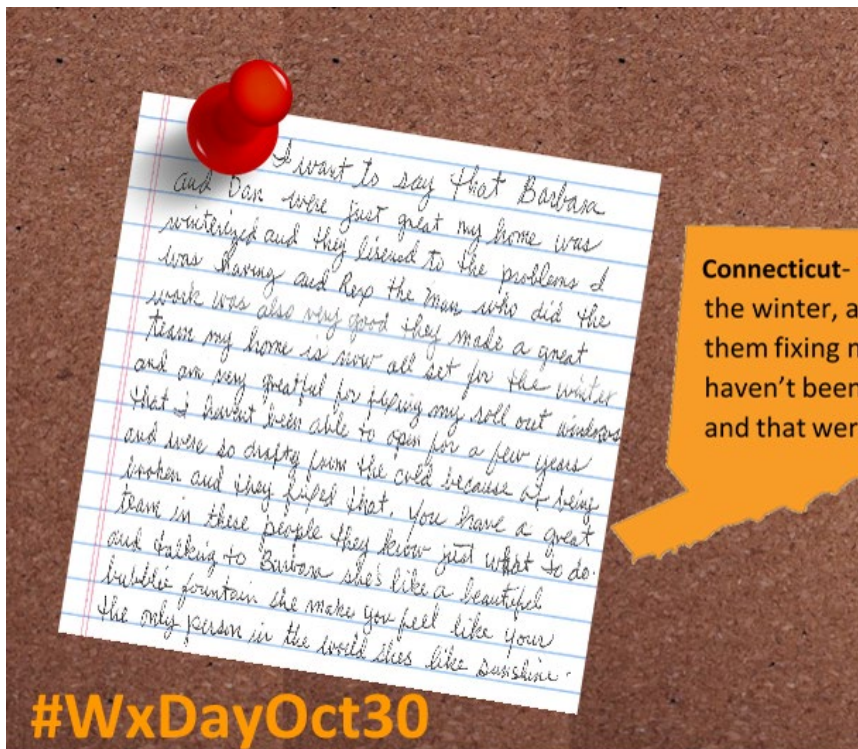


Helps reduce greenhouse gas emissions- the WAP lead to a 7,382,000 metric ton carbon reduction in 2010 alone

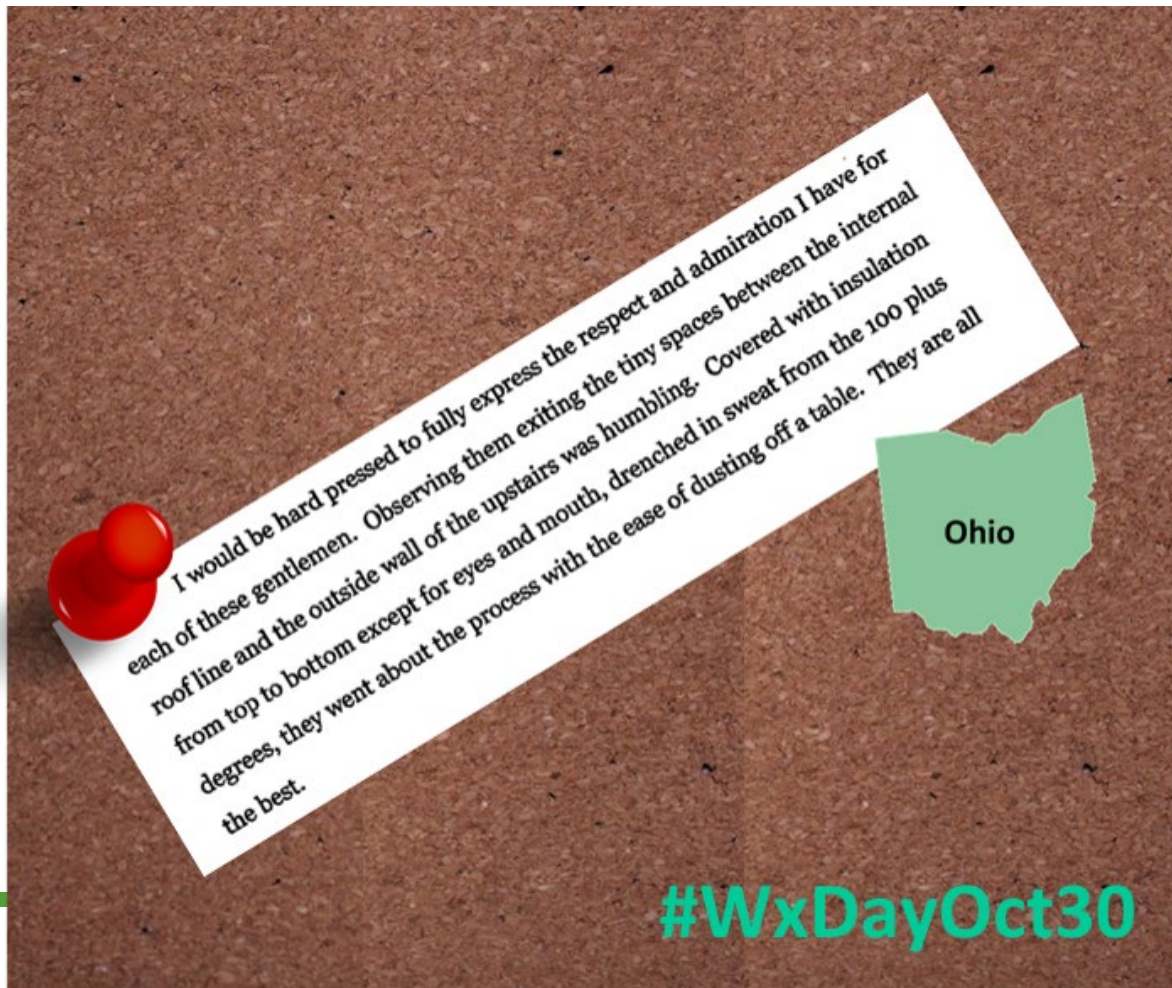


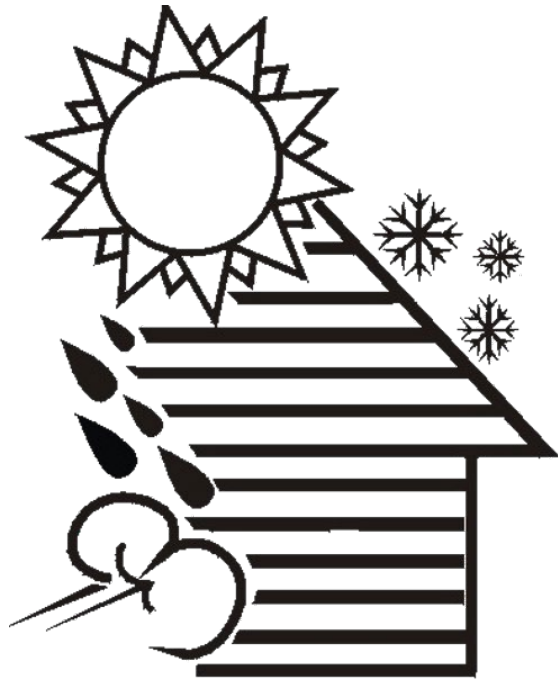






Connecticut- "My home is now all set for the winter, and I am very grateful for them fixing my roll out windows that I haven't been able to open for a few years and that were so drafty from the cold."





*Weatherization
Works*



*Weatherization
Works*

Existing Resources

Weatherization Day Planning Kit- NASCSP last updated the Weatherization Day Planning kit in 2017. This guide has been used for several years and contains many resources that can be utilized and adapted year after year. 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 [here](#).



NASCSP last updated the Weatherization Day Site Visit Demonstration kit in 2017. 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. **However, this guide was written prior to the COVID19 pandemic, and most procedures will need to be adapted to comply with federal, state, and local health guidelines. More information about virtual and socially distanced events in the time of COVID are contained on page 17 of this document.** The kit is available on nascsp.org [here](#).