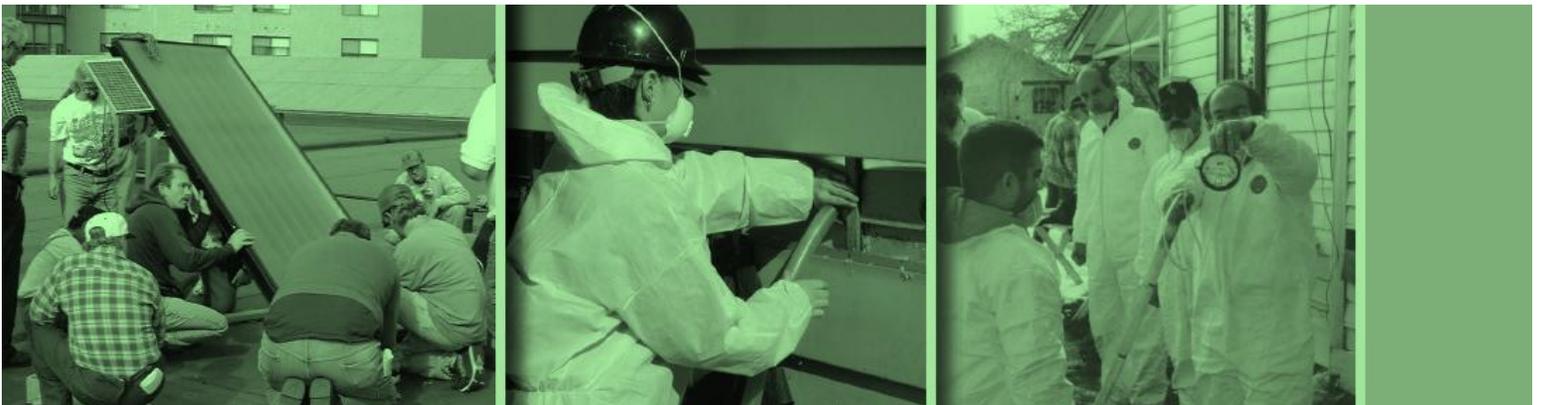




# 46<sup>th</sup> Annual Weatherization Day

## OUTREACH KIT 2022



## Table of Contents

Timeline .....	2
Site Demonstration Toolkit .....	3
Calendar .....	4
Log Your Activities!.....	5
WAP 46 <sup>th</sup> Anniversary.....	Error! Bookmark not defined.
Social Media Resources .....	6
Tweets .....	7
Facebook Posts .....	10
Videos .....	12
Reports and Fact Sheets .....	14
Weatherization Day Proclamations.....	16
Tips for Engaging Policy Makers .....	18
Weatherization Leveraged Partnerships Project .....	19
National Human Services Reframing Initiative .....	20
Tips on Framing Your Story .....	20
<i>Individuals and their Successes: how Do their Stories Fit in?</i> .....	23
<i>Use Numbers</i> .....	24
<i>A Picture is Worth a Thousand Words</i> .....	24
Images.....	25

### Weatherization Day Contacts:

**National Association for State Community Services Programs (NASCSPP) | @NASCSPP** 

-Britt Pomush, NASCSPP, [bpomush@nascsp.org](mailto:bpomush@nascsp.org)

**Community Action Partnership (CAP) | @CAPPartnership** 

-Aimee Gendusa-English, CAP, [aenglish@communityactionpartnership.com](mailto:aenglish@communityactionpartnership.com)

**National Community Action Foundation (NCAF) | @NCAFNews** 

-Tara Clark, NCAF, [taraclark@ncaf.org](mailto:taraclark@ncaf.org)

## Timeline

### 2022 Weatherization Day Public Information Campaign

August

- Blog post - Celebrate 46th Anniversary in August
- Note collaborative effort between NASCSP, NCAF, and NCAP
- Encourage site visits and link to updated guide for planning events
- Announce September webinar to roll out Resource Kit
- Briefly outline communication strategy for October

September

- Wx Day Kit Roll Out Webinar on September 8
- Explain Communication Strategy in depth
- Go over resources in toolkit
- Release toolkit on website

October

- Energy Awareness Month (Short blog post reminding theme of each week and pointing to resources from kit)
- Week 1 - Energy Benefits & Energy Efficiency
- Week 2 - Health & Safety
- Week 3 - Workforce Development & Innovation
- Week 4 - Client Success stories

October 30th - Weatherization Day!

- Celebrating Wx Day's 46-year anniversary on Oct 28!
  - Social media effort to highlight events.
- Participation Goal: 1 event or action per state office.

## Site Demonstration Toolkit



### Weatherization Site Visit DEMONSTRATION KIT 2022

*Celebrating 46 years!*



NASCSP has updated the Weatherization Day Site Visit Demonstration kit. This kit will provide you with a step-by-step guide for putting together an in-person or virtual site demonstration, engaging elected officials, and highlighting the demo in the media. The kit is available at <https://nascsp.org/wap/advocacy/public-informationcommunications-toolkits/>

## Calendar

OCTOBER 2022						
SUN	MON	TUE	WED	THU	FRI	SAT
30 Wx Day!!	31					1
2	3	4	5	6	7	8
Household Benefits - Energy, Health & Safety						
9	10	11	12	13	14	15
Community Engagement & Partnerships						
16	17	18	19	20	21	22
Workforce Development & Training						
23	24	25	26	27	28	29
Client Success Stories						
Wx Day Conference Celebration						

### **October Energy Awareness Month Themes:**

#### **Week 1- Household Benefits - Energy Efficiency, Health & Safety**

Your social media posts/toolkit resources will focus on the energy, health and safety benefits of WAP and the benefits of energy efficiency in general. Think family savings, reduced energy use, and lower bills, reduced asthma, moisture reduction, less allergies, fewer days missed of work/school, less out of pocket medical costs, and better indoor air quality. Also highlight Weatherization Plus Health and healthy homes initiatives.

#### **Week 2- Community Engagement and Partnerships**

Your social media posts/toolkit resources will focus on community engagement and partnerships. These can be strategies or relationships that have been successful. Highlighting how WAP brings community organizations together or how WAP impacts other organizations is great. Think local fire departments or medics that respond to less calls because of safer housing and healthier citizens.

#### **Week 3- Workforce Development & Training**

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

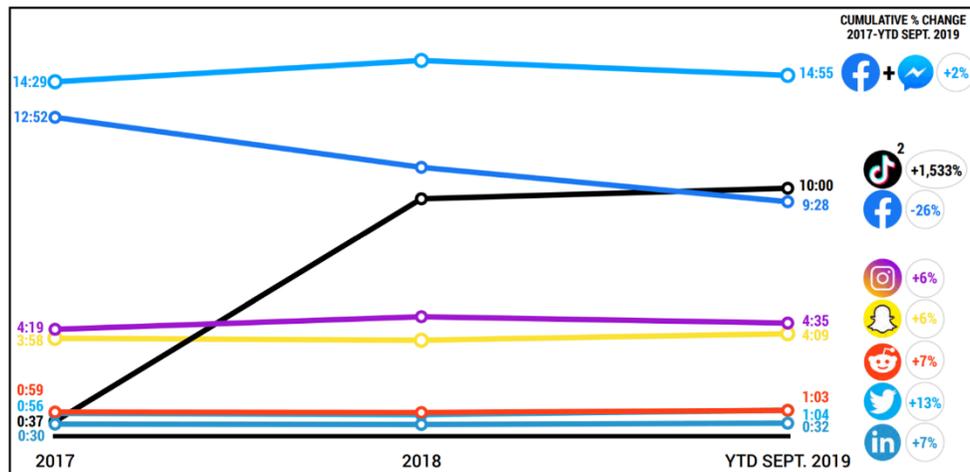


## Social Media Resources

Social media has become an indispensable communication tool in the policy and advocacy landscape. 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 2022 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 Britt Pomush at NASCSP ([bpomush@nascsp.org](mailto:bpomush@nascsp.org)).

### Over the past two years, U.S. engagement has increased for most of the large social platforms

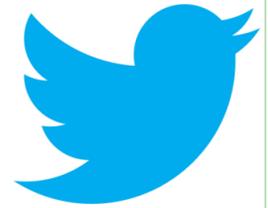
AVERAGE MONTHLY TIME SPENT PER USER ON DESKTOP, MOBILE WEB, AND APP BY SOCIAL PLATFORM, U.S., 2017-YTD SEPT. 2019, HOURS:MINUTES<sup>1</sup>



1. Desktop users aged 2+ and mobile users aged 13+.  
 2. TikTok data is through March 2019.  
 Sources: Activate analysis, Comscore

## 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., #WxDayOct2022) you can aggregate posts surrounding one topic. Additionally, you can tag relevant organizations by including their handle in your post (e.g., @NASCS).



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 46 years ago by President Gerald Ford on August 14, 1976 #WxDayOct2022 #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 46-year history, the #WAP has weatherized more than 8.1 million homes, creating #healthyhomes & lowering #energyburden #WeatherizationWorks
- Every dollar invested in #WAP returns over \$4 to society in energy, health, and safety benefits #WxDayOct2022 #WeatherizationWorks
- The #WAP's 44-year record of success has been documented by @ORNL. Check out the report here: <http://bit.ly/1W4Nag2> #WxDayOct2022
- #WAP was launched in 1976 to save imported oil & reduce energy bills for vulnerable families #WeatherizationWorks #WxDayOct2022
- #WAP provides energy savings to American families, health & safety benefits, jobs & new technology #WxDayOct2022 #WeatherizationWorks
- Households benefit from #EnergyEfficiency when less of their household incomes go to utilities #WxDayOct2022 #TalkPoverty
- #DYK: The #WAP serves single family, multifamily, and manufactured housing! #WxDayOct2022

## Fill in the Blank

- Today (@agency) celebrates Weatherization Day on WAP's 46th anniversary! Learn about WAP services in our community (insert link to website) #WxDayOct2022

- (@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).
- (@agency) is proud to work with (@Community Partners or utility companies) to increase the #energyefficiency of our community #WxDayOct2022
- #Weatherization work by (@agency) saved low-income households \$\_\_\_\_ on average #WeatherizationWorks #WxDayOct2022
- (@agency) leveraged \$\_\_\_ in additional funding to maximize their ability to provide #weatherization for local households #WxDayOct2022
- Over \_\_\_\_ homes were weatherized in *\_year\_* by (@agency) #WeatherizationWorks #WxDayOct2022

## Themes

### *Household Benefits: Energy and Health and Safety*

- Common #WAP measures include air sealing, wall & attic insulation, duct sealing, furnace repair/replacement #WeatherizationWorks #WxDayOct2022
- #Weatherization saves families with low-incomes \$283 per year on average in energy costs, lowering their #energyburden #WxDayOct2022
- #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! #WxDayOct2022
- #WAP lowers heating bills in a cold weather state by 30% on average #WxDayOct2022 #WeatherizationWorks
- Low-income households spend 16.3% of annual income on energy versus 3.5% for others. #WAP is critical to reduce #energyburden! #WxDayOct2022
- #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> #WxDayOct2022
- #DYK: Residents w/ asthma reported fewer hospitalizations and ER visits after #weatherization #WxPlusHealth #WxDayOct2022

- Children missed fewer school days after their homes received #energyefficiency services from #WAP #HealthyHomes #WxDayOct2022
- Reducing energy costs means families have more money to spend on food, medicine & other essentials #WeatherizationWorks #WxDayOct2022
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of \$514 annually. #WxDayOct2022 #WxPlusHealth
- #Weatherization returns \$2.78 in health-and-safety related benefits for every \$1 invested #WxDayOct2022
- #Weatherization leads to significant health benefits. Read the @ENERGY "Home Rx" report: <http://bit.ly/2iUEQ59> #WxDayOct2022 #WxPlusHealth

### *Community Engagement and Partnerships*

- Partnering with your local #WAP agency helps spread the word about #Weatherization! #WxDayOct2022
- #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/> #WxDayOct2022
- #CommunityColleges and #TradeSchools are great partners with #WAP – growing jobs and awareness! #WxDayOct2022
- Are you local to (your area)? We want to partner with you to make more #Weatherization happen! #WxDayOct2022

### *Workforce Development and Training*

- The #WAP supports jobs that cannot be exported! The #WeatherizationWorkforce is highly skilled and trained. Learn about #WAP Training centers here: <https://nascsp.org/wap/waptac/weatherization-training-centers/> #WxDayOct2022
- #WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employs over 2.1 million people nationwide? Learn more: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://e4thefuture.org/wp-content/uploads/2021/10/Energy-Efficiency-Jobs\_2021\_All-States.pdf #WxDayOct2022
- #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 #WxDayOct2022
- #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
- 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. #WxDayOct2022

## 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*

- 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 is critical to reducing #EnergyBurden and frees up income for other essentials like food, medicine, and education. #WxDayOct2022 [https://weatherization.ornl.gov/wp-content/uploads/pdf/2011\\_2015/ORNLTM2014\\_133.pdf](https://weatherization.ornl.gov/wp-content/uploads/pdf/2011_2015/ORNLTM2014_133.pdf)
- For 46 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) #WxDayOct2022 #WeatherizationWorks
- The Home Energy Affordability Gap is the gap between “affordable” home energy bills and “actual” home energy bills. In 2020, the Home Energy Affordability Gap for those near or below the federal poverty line reached nearly \$36.5 million. Learn more here and get county by county fact sheets on the energy burden in your state! <http://bit.ly/2cPvCoi> #WxDayOct2022 #EnergyBurden #TalkPoverty

- #WAP reduces 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 #WxDayOct2022
- After #Weatherization, families' annual out-of-pocket medical expenses decreased by an average of \$514. Total health & household-related benefits for each unit weatherized is \$14,148 #WxDayOct2022 #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 #WxDayOct2022  
[https://www.hud.gov/program\\_offices/healthy\\_homes/hhi](https://www.hud.gov/program_offices/healthy_homes/hhi)

### *Community Engagement and Partnerships*

- Partnerships help increase the impact of #WAP! Many WAP organizations have forged successful partnerships with utilities 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/>
- Integrating and partnering with other healthy homes organizations focusing on lead removal, pest control, mold mitigation, and more benefits clients in so many ways and builds community bridges! #WxDayOct2022

### *Workforce Development and Training*

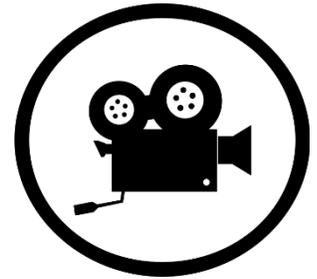
- The weatherization workforce is highly skilled and trained to deliver energy savings to families in all types of homes- single family, multifamily, and mobile homes. The latest building science and energy efficiency technology is used to deliver the highest savings for clients #WAP. Learn about a few 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://www.aceee.org/blog-post/2020/03/energy-efficiency-employs-least-24-million-americans-many-those-jobs-are-now-risk>

- 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 integrating solar into the WAP in this webinar hosted by NASCSP and NREL: <https://youtu.be/Ow7yXzwg5gk> #WxDayOct2022

## 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

- Alaska: [https://www.youtube.com/watch?v=3nh\\_NUpv\\_Fk](https://www.youtube.com/watch?v=3nh_NUpv_Fk)
- Minnesota (2022): <https://www.youtube.com/watch?v=kpxck0-f2g4>
- District of Columbia: <https://www.youtube.com/watch?v=EJxMYAaV7yo>
- Minnesota (2019): [https://www.youtube.com/watch?v=6VbxG-\\_TK1s](https://www.youtube.com/watch?v=6VbxG-_TK1s)
- New Mexico <https://www.youtube.com/watch?v=QJiZCx5ZGiA>
- Washington <https://www.youtube.com/watch?v=uzJLt0fA0Yg>
- Virginia- [https://www.youtube.com/watch?v=\\_XU6BWB3fH4](https://www.youtube.com/watch?v=_XU6BWB3fH4),
- Delaware- <https://www.facebook.com/ClimateCoastalEnergyDE/posts/3365807723474280>
- Indiana <https://www.youtube.com/watch?v=QIYqamrkijA>
- Wisconsin: <https://www.facebook.com/projecthomewi/videos/1245349819180084>

## Training Centers

- Building Performance Center (WA): <https://youtu.be/znTdcwhW14c>
- Santa Fe Community College (NM): <https://youtu.be/1xD79p6NSuo>

## Client Stories

- Missouri: <https://www.youtube.com/watch?v=z9xQszMCPmU>,  
<https://www.youtube.com/watch?v=fYaVIXBtAo8>
- Nebraska: <https://www.youtube.com/watch?v=ZsGtJVF80SU>
- Kentucky- <https://www.facebook.com/KCEOC1/videos/350014279427949>
- Alabama: <https://www.youtube.com/watch?v=XayTkosj62g>
- Pennsylvania- <https://youtu.be/5ahdzMmFUgc>
- New York- <https://www.youtube.com/watch?v=kdGquOq40Ks>
- Florida- [https://www.youtube.com/watch?v=WI\\_S5WtIw3I](https://www.youtube.com/watch?v=WI_S5WtIw3I)
- Virginia- [https://youtu.be/PWiV\\_nuDcmQ](https://youtu.be/PWiV_nuDcmQ)
- Misc.- <https://www.youtube.com/watch?v=UEe1202TGOg>
- Georgia- <https://youtu.be/6XWIk7bsGTM>
- Washington- [https://www.youtube.com/watch?v=v\\_i9f4Ktu4A](https://www.youtube.com/watch?v=v_i9f4Ktu4A)
- Indiana- <https://www.youtube.com/watch?v=QlYqamrkijA>
- Colorado- <https://www.youtube.com/watch?v=IDgaL7Z3DHo>

## Wx TV

- 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/>
- All episodes: <http://wxtvonline.org/episodes/>

## WAP Workforce

- Trainer: [https://www.youtube.com/watch?time\\_continue=10&v=5L0qP3NyrzE](https://www.youtube.com/watch?time_continue=10&v=5L0qP3NyrzE)
- Small Business Owner: [https://www.youtube.com/watch?v=Hf4xhsbwc\\_I](https://www.youtube.com/watch?v=Hf4xhsbwc_I)
- Energy Auditor: [https://www.youtube.com/watch?time\\_continue=29&v=-CdNjM\\_btPk](https://www.youtube.com/watch?time_continue=29&v=-CdNjM_btPk)

- Community Action Agency:  
<https://www.facebook.com/SCCAP.org/posts/10157191638671612>

### History of WAP

- Filling the Gaps: <https://www.youtube.com/watch?v=aJcZTXwzqow>
- Appalachian Weatherization:  
<https://www.facebook.com/COAD.OHIO/videos/1686612434850169>
- Then and Now Virginia: [https://www.youtube.com/watch?v=m1WdVW\\_5cP4](https://www.youtube.com/watch?v=m1WdVW_5cP4)

### Other

- [Wx Day 2021 – Celebrating 45 Years](#)
- [Senate Committee Hearing on President Biden’s FY23 Department of Energy Budget Request](#)

## 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 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

- [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.
- [Environmental Justice Mapping Tool - EPA](#)
- [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
- 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.

### **Weatherization and Energy Efficiency Jobs**

- [2021 US Energy and Employment Report](#)- NASEO and EFI
- [2021 Energy Efficiency Jobs in America](#)- E4TheFuture ([See More](#))

## Weatherization Day Proclamations

In almost every State, there are two ways to get a day designated for a specific observance:

- Ask a State Senator or representative to sponsor a resolution in the legislature announcing the day.
- Go directly to the governor's office and ask for a proclamation or declaration.

### Working with the Governor's Office

Typically, it is faster and easier to work directly with the governor's office than to work through the legislature. (If you have contacts in your State legislature, include them in the process.) The following steps will help you get your proclamation or declaration in place:

- Contact your governor's staff and ask for the person who handles proclamations and declarations.
- Ask this person about the procedure for requesting a proclamation. Ask if a sample is available that you could use.
- Tell your contact that you will prepare the information to match the sample format. In some cases, a staff person may tell you to just send over the information and they will do the work themselves.
- Follow the format in the sample provided by your State. Example to the right:



## **Working with Your State Legislature**

Your governor's office and State legislature have similar processes and paperwork for proclaiming a State Weatherization Day. The major differences may lie in the approach you use to gain the attention of the State legislators and the nature of the support necessary to convince the legislature to pass the resolution.

- First, identify one or more legislators likely to sponsor such a resolution. These legislators should have a close relationship with the local weatherization agency serving their districts. It may be prudent to have the local agency director approach the legislator with the idea, as legislators are more likely to respond to constituents than State staff.
- Second, offer (or have your agency director offer) to prepare the resolution for the legislator. Use a few examples of resolutions recently passed by the legislature as templates.

Proclamation signings provide a great opportunity to get the WAP noticed! Consider the following when preparing for this event:

1. Start early—these things take time. Call your State's Governor, city or town mayor, county commissioners, etc. to tell them about Weatherization Day and what you'd like them to do to help recognize the program.
2. Invite the local media to attend the signing.
3. Follow up! Send a cover letter, information on Weatherization Day, and information on the program. Include a copy of the proclamation if available. Be sure to include your contact information.
4. If possible, have the signatories sign the proclamation while visiting a home that is being weatherized or have them sign one at a site demonstration.
5. Keep the press posted about this event.
6. Take plenty of photos of the event. Forward one or two with captions and a press release to your State and local media outlets.
7. Have your staff on hand to answer questions and provide information to participants.
8. Write a news story and ask your local newspaper to run it the day after the signing or on a date closer to Weatherization Day.

## 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 Aimee Gendusa-English at [aenglish@communityactionpartnership.com](mailto:aenglish@communityactionpartnership.com)
  - State offices: Contact Britt Pomush at NASCSP at [bpomush@nascsp.org](mailto:bpomush@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 i.e., how many families have you kept securely in homes and how much money has it saved ratepayers. 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

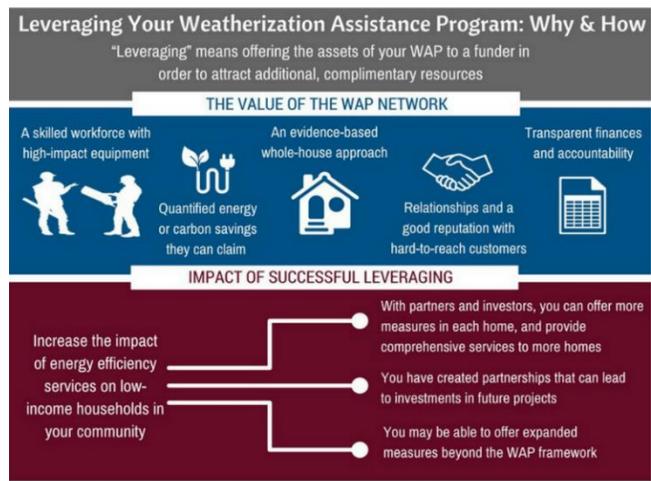
them since they've been in the home; 3) workers who can explain the techniques and advanced training it takes to properly weatherize a home; and, if possible, 4) a community stakeholder who has seen the benefits of WAP through another lens (a banker, a utility supplier).

- 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



This project is funded by the Department of Energy, Office of Weatherization and Intergovernmental Programs. Our goal is to support the Weatherization Assistance Program (WAP) network 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. Having a strong Weatherization Assistance Program is key to successful leveraging, CAP seeks to ensure that subgrantees have the information and support needed to run a strong program.



View tools, templates, webinars, and other leveraging resources from the project [HERE](#). To sign up for updates from the project, contact Aimee Gendusa-English at [aenglish@communityactionpartnership.com](mailto:aenglish@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 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.

## Tips on Framing Your Story

### *Create Your Narrative in Five Strategic Steps*

1. Choose stories that focus on the values and goals of the WAP. Be sure they reflect shared values, such as supporting families, supporting the economy, opening new opportunities, and saving energy.
2. Begin with a widely shared framework, a broadlyshared concern.
3. Continue with a description of the problem itself, in this case energy efficiency and jobs for low-income Americans.
4. Lay out how WAP and your organization provide a solution.
5. End with a description of the outcome highlighting successes, and, if appropriate, future expectations.

Using this five-step approach will strategically frame your story so it is more likely to connect with the audience in ways that will help them understand what America is doing to address economic insecurity, energy efficiency, and job training.

## Step 1: *Choosing Your Stories*

There are many purposes for WAP success stories. Among them are:

- Introducing the WAP to the general public.
- Teaching others about how energy efficiency and energy poverty affect low-income individuals.
- Raising awareness of job opportunities and training throughout the WAP.
- Raising awareness about technology and techniques of the program.
- Describing innovative approaches to service delivery.

As you think about what story to choose, look for options that both exemplify the best the WAP can deliver and include personal stories that align with program goals.

### *Bonus: Emphasize Contemporary “Hot” Issues*

When your narrative can demonstrate your response to a widely publicized contemporary problem, it shows that WAP is relevant and ahead of the curve. Recent examples include extreme weather and climate change, in home air quality related to COVID-19, and helping workers affected by the recession.

### *Discussing Success*

Your stories need to be told because some members of your community do not know how the WAP works, who it serves, and the vital function it performs for individuals and community as a whole. Your narrative should explain the key steps for how successful implementation occurred, including the roles others played, especially through community engagement.

## Step 2: *The Beginning is Important – Framing Your Story*

A reader will put your story into a category after reading or hearing the first few sentences. You should begin a story by identifying the broad community or social problem that is behind the subject – for example, energy poverty and scarcity of jobs. When you frame your story by showing the reader that the problem you solved is a broad-based problem, you open the door to showing how the WAP benefits the reader and the entire community.

Describe your project in the positive – while you are fighting a social issue, don't just state the problem in the negative, e.g., "Job loss has devastated the region." Instead, immediately draw the link between WAP and success, e.g. "While there has been much job loss throughout the region, Agency ABC has trained X new workers for the new, green economy."

Below are examples of frames you can use to shape your story in the positive and connect with readers.

- A widely shared problem such as low-wage jobs, unhealthy living conditions, and high energy bills.
- Expanding community economic opportunities for all through sustainable development.
- Helping families in crisis by providing services that allow them to stay in their homes.

## Step 3: *Describing the Specific Problem and Goals*

Now that you have framed the problem so the audience recognizes it as one shared by many communities and people, the story is much more dynamic. Plan your narrative to include the steps taken to implement solutions and creative approaches taken.

Don't be vague and passive when describing projects, avoid language like "the home's energy efficiency was improved." Rather, be specific and active in describing your role in

reaching the solution. Example: *Agency ABC used blower doors and infrared cameras to identify holes in insulation in client John Smith's home. After identifying problem areas, the crew sealed holes and improved insulation.*

#### **Step 4:** *Describe the Solution and Solution Implementation*

Successes should turn the general goals from steps 1 and 3 into specific achievements.

- This tells what happened in general, but not how it happened. Who undertook what actions? What roles did the active partners play? What concrete steps did the partners take to get a successful result?
- There are no action words and no images to clarify how such a process works. Focus on the actions and leadership qualities of your organization and partners.
- The narrative lacks detail on why this is a special project. Why is this important? What is different?

#### **Step 5:** *Describe the Outcome*

All narratives should end with demonstrated successes. Numbers can be helpful, especially with respect to community and economic changes.

Avoid lists of locations or events packed into tight sentences. Walk your reader through the collection of simultaneous activities and achievements rather than running through steps.

#### *Individuals and their Successes: how Do their Stories Fit in?*

Historically, WAP success stories have focused on a participant and their personal story of success. We have generally accepted that this “puts a face” on the problem and on the solution. However, WAP practitioners need to be very careful about choosing *how* they use personal stories to illustrate their work.

Research shows that too many readers of personal stories frame them by assuming that personal character flaws caused the difficulties that led to the person’s problems and lack of resources. This assumption could be related to cultural biases that dismisses programs or government assistance as undesirable or marks of failure to “make it.”

WAP has a powerful story to tell – the Program helps low-income people and workers in a very hands-on, concrete way. To make sure you highlight personal stories that will resonate with the general public, tell them in empathetic ways that don’t rely on stereotypes or cliches.

### *Use Numbers*

The Weatherization Assistance Program has compelling, concrete data that can illustrate the impact of the work through energy savings, utility bill savings, job creation, carbon emissions reduction, and homes weatherized. We recommend using these statistics as much as possible as they make a strong case for the Program. Be sure to use statistics that will resonate with the average reader such as homes weatherized, or money saved; using technical numbers from say a blower door test will only confuse the reader without conveying your message. Example:

- The program has already weatherized more than 6,000 Arizona homes, saving occupants \$30 to \$100 a month on their energy bills.
- The American Recovery and Reinvestment Act funding for the Weatherization Assistance Program to assist residents in its service area has assisted more than 1,100 households and has invested millions of dollars into the local economy.
- Weatherization saves each house an average of \$437 in heating and cooling costs annually at current prices. For every dollar invested into the program, weatherization returns \$2.51 to the household and society.

### *A Picture is Worth a Thousand Words*

Photographs that illustrate a story can be wonderful, but pictures are powerful tools to use with caution. Even where your words have “painted the picture” you intend, you may wish to add power to the story with a strong picture. Weatherization has a great built-in mechanism

for this, since the diagnostic tests and works in progress can be compelling photos. Health and safety measures make a great story too. **Make sure that the action is clear and that all people pictured wear proper safety equipment.**

In deciding whether and how to use a particular picture, remember these findings:

- Pictures summon forth the same pre-existing perceptions or frames as do words.
- A picture, like a dramatic story, will be remembered for longer and more vividly than words.
- The wrong picture can completely undermine a carefully worded story.

### **Shape Your Photos around the Real Story**

You can, literally, frame your subject by focusing the camera (or cropped picture) on weatherization installation and participants. Planning what you want your image to convey can ensure you include all the elements necessary to make the photo a powerful tool.

#### ***A Picture is Problematic When...***

- It is not obvious what story the picture tells. Vagueness does not get the specific WAP focus item across.
- It illustrates a bias or stereotype.
- There is something in the picture that diverts attention from your story.
- It focuses on individuals, not actions or results. Personal portraits, like personal success stories, should be used only when they help to frame your story in positive terms and the subject should be chosen very carefully.
- The role of your organization is not obvious.

## **Images**

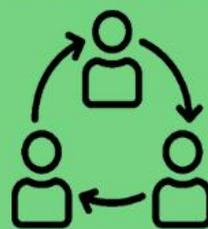
Images and infographics are a powerful, eye-catching way to tell the story of WAP. Images can convey complex data very quickly and clearly. The images below would complement any of the tweets or Facebook posts from earlier in the guide. Just right click and copy/paste into your post OR right click and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

specific image via email from Britt Pomush [bpomush@nascsp.org](mailto:bpomush@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. [Pixabay](#) and [Unsplash](#) are great databases for free images that can be used in your social media efforts.



## 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



# 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.

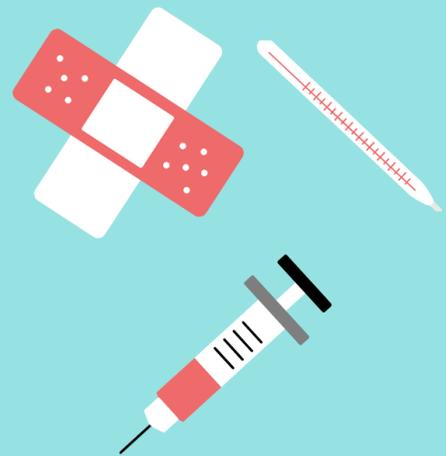
**WAP** INSTALLS ENERGY  
EFFICIENCY MEASURES  
FOR LONG-TERM  
SOLUTIONS.



NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

# 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](http://www.hud.gov/healthyhomes)

Source: [www.hud.gov/healthyhomes](http://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](http://www.hud.gov/healthyhomes)



# 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 FAMILIES \$283 PER 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 2017: \$374 MILLION**



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

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



# WEATHERIZATION REDUCING ENERGY BURDEN



Low-income households carry a larger energy burden, spending **16.3% of their income** on utility costs, in comparison to only **3.5%** for households above 200% of the poverty level.

## ENERGY COST SAVINGS



## WATER COST SAVINGS

## LOWER UTILITY BILLS



## LOWER OUT OF POCKET MEDICAL EXPENSES

## FEWER MISSED DAYS OF WORK



## MORE DISPOSABLE INCOME



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

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

# 2,246,000

Metric Tons



Amount of reduced carbon emissions attributable to WAP



## 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**



## 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**

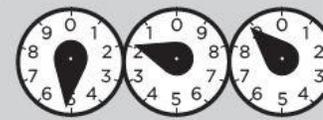


AN AVERAGE WEATHERIZED HOME SAVES **8,030** GALLONS OF WATER EVERY YEAR.

**WATER SAVINGS**

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

**ENERGY SAVINGS**



KILOWATT

# 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

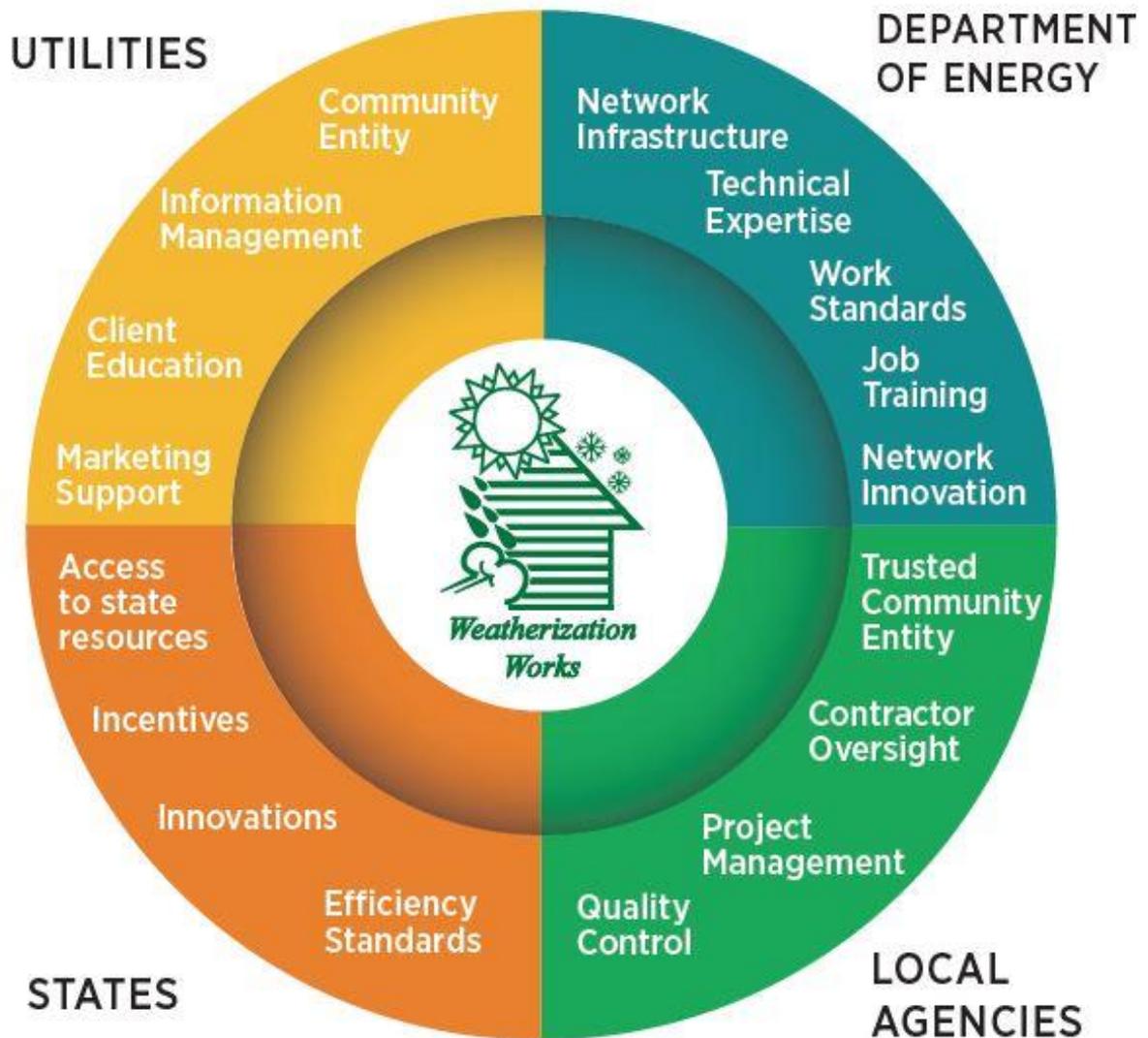
Children in the household missed fewer days of school



Household members reported fewer allergy and cold symptoms

Source: Oak Ridge National Laboratory- [weatherization.ornl.gov](http://weatherization.ornl.gov)

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 led to a 7,382,000 metric ton carbon reduction in 2010 alone



598 CAAs provided weatherization services

## Community Action & Weatherization!



60,000 Low-income people



Weatherization reduces heating bills by 30% on average



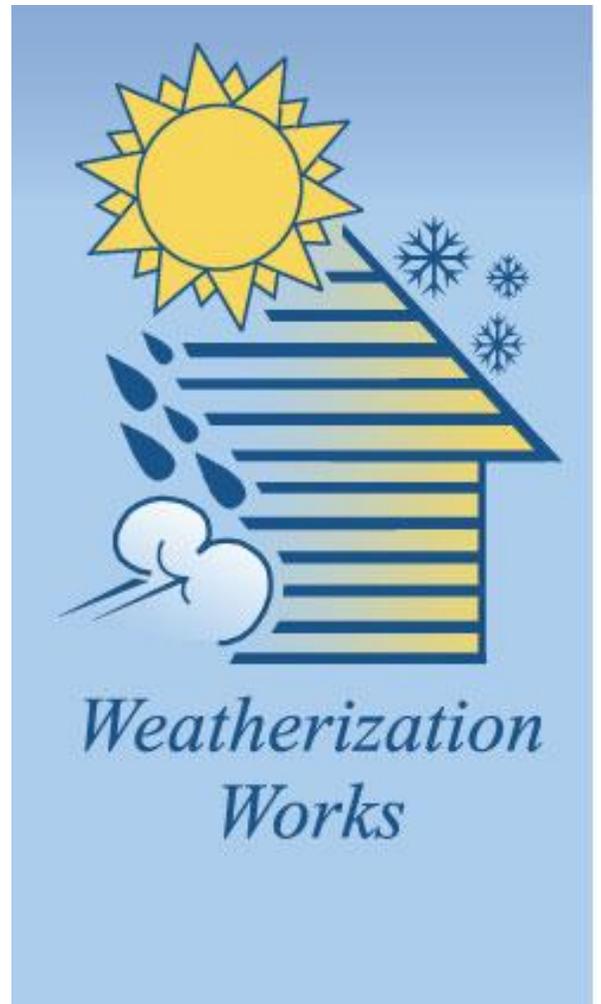
Residents of weatherized homes have fewer asthma symptoms & hospitalizations







*Weatherization  
Works*



*Weatherization  
Works*