

# WAP PUBLIC INFORMATION CAMPAIGN

National Association for State Community  
Services Programs

*2022  
Report*

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## INTRODUCTION

The Weatherization Assistance Program (WAP) began in 1976, as a response to the oil crisis of the early 70's. Weatherization originated to serve as a critical conservation measure and has only grown in import and breadth since its inception. In the 46 years since the Energy Conservation Act authorized the WAP we have learned so much about how weatherization improves lives through bolstering family's economic solvency, making homes safer and reducing carbon emissions. The work of the WAP is truly life changing and those who commit their careers to it do so out of a deep and abiding faith that it changes lives and communities. It is this work, and these people, that we celebrate on

Weatherization Day each year and we at National Association for State Community Services Programs (NASCSPP) are delighted to spearhead this day by developing and sharing resources as well as planning for it. The Annual Weatherization Day celebration is months in the making, we send out save-the-dates 100 days before the event and this year we started even earlier by kicking off a video challenge! It's a lot of work to launch and complete the public information campaign that is Weatherization Day and we at NASCSPP take our role in it seriously. NASCSPP's efforts yield considerable virtual and social media activity throughout the weatherization network. Virtual events, Weatherization Day proclamations, press releases, news articles, and social media efforts increase awareness of the WAP and highlight the impacts of the program, reinforcing the message that Weatherization Works!



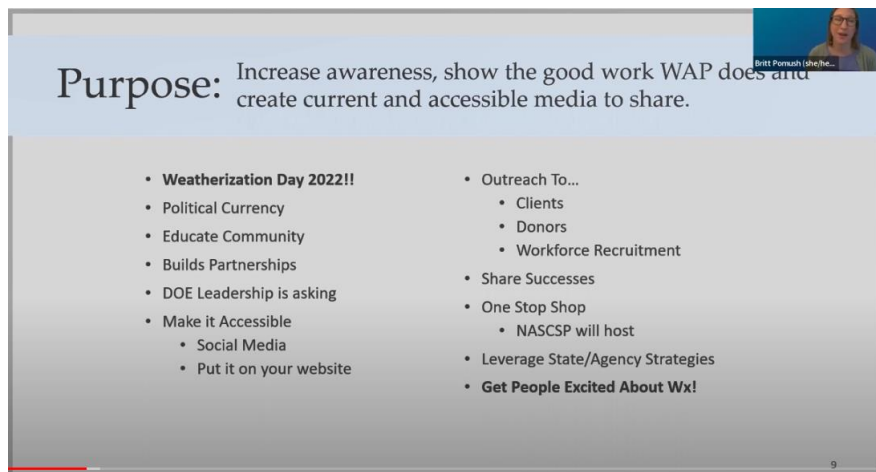
*Figure 1 National Archives, EPA*

Rain or shine, pandemic or no, Weatherization Day happens. This year, much like recent ones, has been a bit different and that is important to point out. This year the WAP saw bolstered support and \$3.5 billion in additional funding in the Bipartisan Infrastructure Law. This funding is a remarkable show of support for the work of the WAP. It is also approximately ten times the annual appropriations that the WAP receives and that means ramping up will take work.

This report discusses the efforts of NASCSP, Department of Energy, other national partners, the grantees, and subgrantees during the 2022 Weatherization Day Public Information Campaign (PIC) celebrating, highlighting, engaging, educating and much more is what this work is, read on to learn about how NASCSP, the Department of Energy, other national partners, grantees and subgrantees took on the 46<sup>th</sup> Annual Weatherization Day Public Information Campaign.

## PUBLIC INFORMATION CAMPAIGN KICKOFF

The National Association for State Community Services Programs (NASCSPP) 2022 Public Information Campaign (PIC) officially began in May 2022 with the kickoff of the Video Challenge. In the past few years NASCSPP has received a growing call for videos sharing the many facets of Weatherization work. The Weatherization Assistance Program stabilizes households both economically and health-wise; additionally, careers established in weatherization create strong and healthy futures for those working in the field. The Weatherization Assistance Program is a standout program that lifts up everyone it touches. This information made it clear that it was time to launch an initiative that called stories of this work forward- the Video Challenge; its purpose was to ‘increase awareness, show the good work the WAP does and create current and accessible media to share.’



*Figure 2 Screenshot of Video Challenge Webinar.*

NASCSPP kicked off the challenge in May with a webinar designed to be a primer on how to shoot and edit a brief video. Included in the webinar were topics like: prepping subjects, technology how-to and storytelling. Close to 140 people registered and the webinar recording was posted to our website.

Over the course of the following months more than a dozen videos from across the country came in. NASCSPP built a ap to share the videos in a simple and accessible

format and continues to encourage grantees and subgrantees to submit new videos. As new videos are submitted the map will be updated.



Figure 3 Weatherization Day Video Map Accessible [HERE](#).

## **RESOURCES**

### **Toolkits**

NASCSP promotes the use of two key resources in preparation for Weatherization Day. These are the Weatherization Day 2022 Outreach Toolkit and the Weatherization Day 2022 Site Demonstration Toolkit. Toolkits were updated and revamped for the 46<sup>th</sup> celebration and are available on our website, [HERE](#).

On September 8, 2022, NASCSP held a webinar with two partners; the National Community Action Partnership (NCAP) and the National Community Action Foundation (NCAF) to introduce and push out the Outreach and Site Demonstration Toolkits. The intended audience of the webinar was both WAP grantees and subgrantees. The webinar was attended by approximately 140 people. The slides from the webinar and the recording can be found [HERE](#)

Included in the toolkits are a breadth of resources that range from tips on how to tell your story to engaging policy makers to reports and fact sheets. The 43-page Weatherization Day Outreach Toolkit includes dozens of sample social media posts and almost 20 pages of images to use in those posts and other initiatives. Additionally, the Weatherization Day Outreach Toolkit includes a full timeline and how to report activities to ensure they are captured. The Site Demonstration Toolkit covers everything from virtual demonstrations to site selection, including equipment lists, sample agendas press kit materials and examples of successful demonstrations. These two toolkits are designed to make participating in Weatherization Day accessible and replicable, outcomes that have clearly been met in 2022.

### **Communications Calendar**

NASCSP released a Save the Date Communication marking 100 days until Weatherization Day on July 20<sup>th</sup>. The 2022 PIC included a strategic communications

calendar to organize communications efforts throughout October and outlined weekly themes leading up to Weatherization Day. Additionally, this pointed Grantees and Subgrantees to existing resources to prepare for Weatherization Day.

The four weekly themes for 2022 Energy Efficiency Awareness Month to guide the messaging of the PIC throughout the network:

- ✓ Week 1- Household Benefits - Energy Efficiency, Health & Safety
- ✓ Week 2- Community Engagement and Partnerships
- ✓ Week 3- Workforce Development & Training
- ✓ Week 4- Client Success Stories



These themes are also reflected in blogs and social media posts both by NASCSP, members and subgrantees.



# ACTIONS

## Blog Posts

NASCSP has posted a series of blogs on its State of Poverty Blog. The blog posts not only promoted Weatherization Day specifically, but also discussed the history of the WAP, the effects of COVID-19, and the future of the program. NASCSP also made a point to feature the guest writers and experts on weatherization in the blog. Below is a list of blog posts with links and the dates posted:

- [Weatherization Success Stories: Pro Tips](#) (October 26, 2022)
- [Apprenticeship Pathways for Weatherization Workforce Development](#) (October 18, 2022)
- [Celebrating WAP Partnerships with Sarah Hurth, NREMT](#) (October 12, 2022)
- [October 5th is Energy Efficiency Awareness Day!](#) (October 5, 2022)

## Events and Actions

NASCSP hosted a live and in-person Weatherization Day Celebration at the Annual Training Conference in Minneapolis, on October 28<sup>th</sup>, 2022. NASCSP staff, members and friends celebrated with video remarks from the Secretary of the Department of Energy, Jennifer Granholm; Representatives Paul Tonko (D-NY) and Marcy Kaptur (D-OH); and Senators Susan Collins (R-ME), Jack Reed (D-RI), and Jeanne Shaheen (D-NH). All recorded remarks can be found on our Weatherization Day page – [HERE](#).



Governor's Proclamations were issued in 9 states: Colorado, Georgia, Kansas, Kentucky, Maryland, Minnesota, Missouri, North Dakota, and Wisconsin.

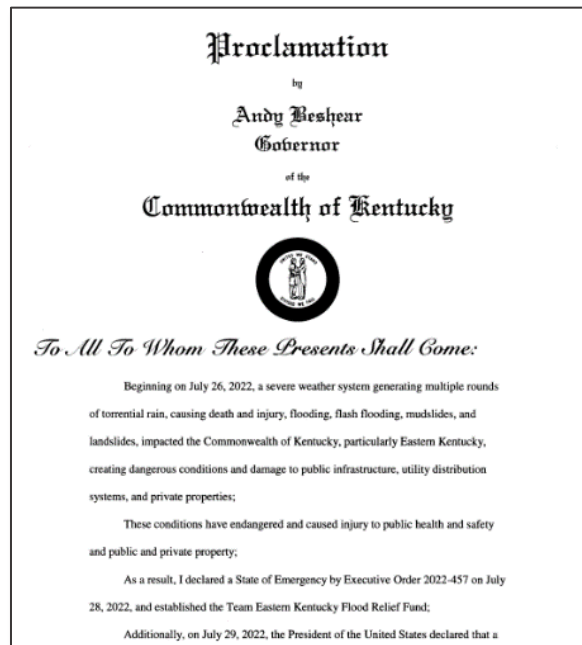


Figure 4 KY Governors Proclamation



Figure 5 CO Governors Proclamation







Figure 10 MO Governors Proclamation

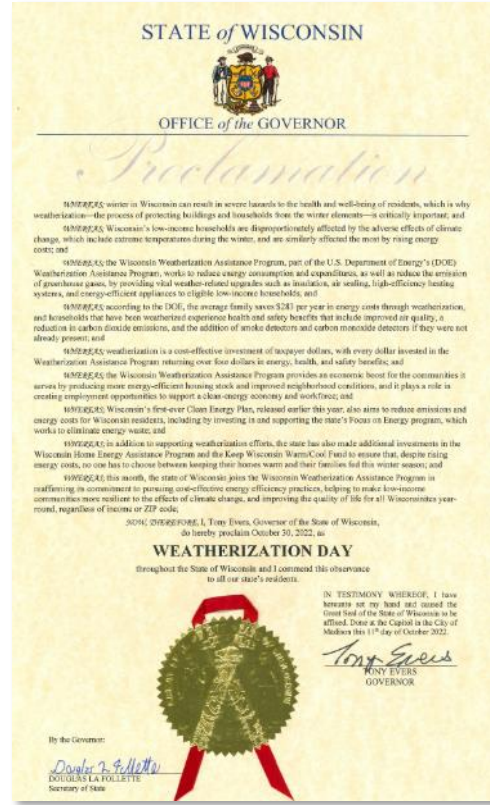


Figure 11 WI Governors Proclamation



Figure 12 ND Governors Proclamation

Social media posts, events and other actions rolled out all over the country, including site demonstrations, press releases, “home makeovers”, outreach events, and more. See below for a sampling of events by region.

## Region I

### Service agency weatherizes Philadelphia home



Crews from the Multi County Community Service Agency recently added insulation to a Philadelphia home.

Posted Wednesday, November 16, 2022 6:41 pm

By JOHN LEE

Officials from the Multi County Community Service Agency (MCCSA) weatherized the home of Mrs. Alma Stribling in Neshoba on Oct. 28 in honor of National Weatherization Day.

City officials such as Mayor James Young attended the weatherization, and proclaimed Oct. 30 as “Weatherization Day” in Philadelphia.

Amy Chamberlin, case manager for MCCSA, said communities around the country mark Oct. 30 as National Weatherization Day, and this year, the Meridian-based company chose to weatherize a Philadelphia home on Road 212.

On the morning of October 28, 2022, Multi County’s certified Energy Auditor and Quality Control Inspector Desirka Walker along with Quincy Lenton, Chamberlin and contracted certified HVAC and weatherization workers and crews met at the home of Alma Stribling at 10 a.m. to complete the weatherization process.

“We have been weatherizing homes in the Philadelphia and Neshoba County area since approximately 1999,” Chamberlin said. “The weatherization process works like a protective shield around the home that keeps our

Figure 13 Philadelphia, PA – New Article: Multi Co. Community Service Agency weatherized a local home. City officials including Mayor James Young attended.

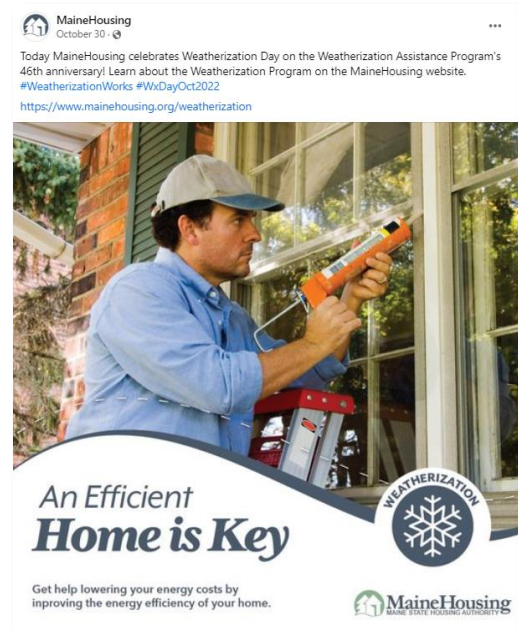


Figure 14a & 14b PA - Weatherization Day Outreach and Celebration Post: ME – Weatherization Day Social Media Post



Figure 15 DE - Weatherization Day Post



Figure 16 Lewis Co., NY - Weatherization Day Celebration Post



## Region II



Figure 17 News Clipping and Social Media Post on Miami-Dade Home Makeover - Public Weatherization Day Event

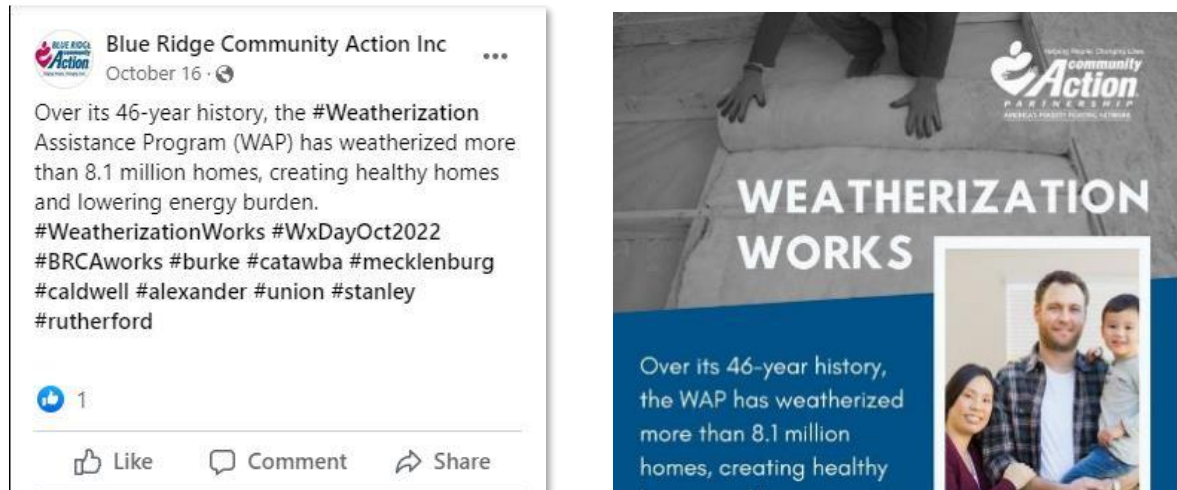


Figure 18a & 18b NC - Posts from Blue Ridge Community Action Inc.

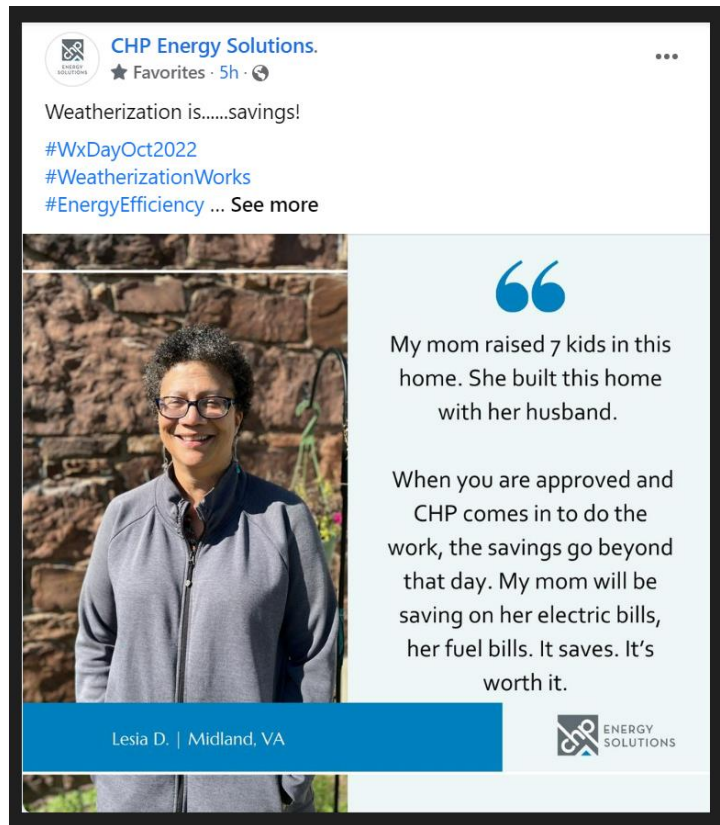


Figure 19 VA - CHP Energy Solutions Weatherization Day Post

**WEATHERIZATION DAY**  
**OCTOBER 30, 2022**

The Weatherization Assistance Program (WAP) reduces energy burden for families, provides health and safety benefits, and creates thousands of American jobs!

**capna** Community Action Partnership of North Alabama  
 As we close out energy awareness month, today we celebrate Weatherization Day!

#Weatherization lowers energy bills and helps families afford basic necessities like food, medicine, and safe, reliable housing.  
[#EnergyAwarenessMonth](#)

#CAPNA's weatherization program closes gaps around windows and doors to keep your money from blowing away with the drafts. (Available for income-eligible households in Cullman, Lawrence, Marion, Morgan, Walker and Winston counties.)

Apply online today! <https://capna.org/weatherization/>

Figure 20 AL - Weatherization Day Celebration Social Media Post



## Region III

**Panhandle Community Services event to have free energy saving tips**

**P.C.S. CELEBRATING NATIONAL WEATHERIZATION DAY**

**FRIDAY FROM 11 UNTIL TWO AT 901 NORTH HAYDEN**

**LEARN ENERGY SAVING TIPS**

**ATMOS AND XCEL ENERGY TO BE ON SITE FOR QUESTIONS**

By Vanessa Garcia  
Published: Oct. 26, 2022 at 4:37 PM EDT | Updated: Oct. 26, 2022 at 6:42 PM EDT

AMARILLO, Texas (KFDA) - Panhandle Community Services is hosting an event where people can learn some energy saving tips. The National Weatherization Day Celebration is this Friday from 11:00 a.m. to 2:00 p.m. at 901 N. Hayden St. The event will have experts from Atmos Energy and Xcel Energy, local resources and a free lunch. Also, Panhandle Community Services said people at the event can receive free energy saving products, coloring books and more.

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Figure 21 Amarillo, TX - News Broadcast: Panhandle Community Services Celebrating Wx Day

**Community Action of Southeast Iowa**  
October 30 at 12:45 PM · 🌐

October 30th is Weatherization Day and kudos goes out to our Weatherization Crew! They're kind, compassionate, courteous, accurate, safe, precise, and hard workers as they weatherize homes in southeast Iowa.

#CommunityAction  
#CommunityActionWorks  
#BeCommunityAction ... See more

22 1 Comment 1 Share

Like Comment Share

**Nebraska Department of Environment and Energy**  
October 26 at 5:52 PM · 🌐

It's #EnergyAwarenessMonth, and NDEE is proud to work with the Community Action Partnership of Lancaster & Saunders Counties, which provides Lancaster and Saunders Counties with Low Income Weatherization Assistance. #WeatherizationWorks #WxDayOct2022

Pictured left to right: Beau Ault, Karla Chialastri, Jason Friedmutter

For more information on CARLSC and the services they offer to the above counties, visit their webpage at: <https://www.communityactionnetwork.org/programs/la...> See more

Figure 22a & 22b IA - Community Action of Southeast IA, Weatherization Day Post; NE - Weatherization Day Celebration Social Media Post



Figure 23 Uvalde, TX - Weatherization Day Open House Flyer



Figure 24 KS - Twitter Weatherization Day Post

## Region IV



Figure 25 CO – Weatherization Day Celebration Social Media Activity

### Community Action encourages energy-efficient upgrades to save money

**Shelby Reeves** Chillicothe Gazette  
Published 5:59 a.m. ET Nov. 4, 2022

[View Comments](#)



During weatherization day in Ross County a demonstration showed how insulation was put inside the wells of an old house. Until this, the walls had no insulation which let out lots of heat. *Shelby Reeves/Chillicothe Gazette*

**CHILLICOTHE** — A new air conditioning and furnace could help a local homeowner save \$700 a year.

Figure 26 Ross Co. OH - News Article: Site Demonstration

## Black Hills Energy celebrates October Energy Awareness Month with weatherization event



On Oct. 10, Black Hills Energy, along with the First United Methodist Church, celebrated Energy Awareness Month by hosting a weatherization event to help Cañon City residents prepare their homes for the chillier months ahead. (Courtesy Black Hills Energy)

By SPECIAL TO DAILY RECORD |

PUBLISHED: October 19, 2022 at 9:03 a.m. | UPDATED: October 19, 2022 at 9:04 a.m.

On Oct. 10, Black Hills Energy, along with the First United Methodist Church in Cañon City, celebrated Energy Awareness Month by hosting a weatherization event to help Cañon City residents prepare their homes for the chillier months ahead. It was the first of four events Black Hills Energy is holding for customers this month.

At the energy awareness event, held at the First United Methodist Church on Main Street in Cañon City, Black Hills Energy provided 300 families with DIY weatherization kits including weatherstripping, a water conservation showerhead, faucet aerators, outlet insulation, a power strip, an LED nightlight and LED lightbulbs. This is the second year Black Hills Energy has hosted a weatherization event in Cañon City, as part of its commitment to share simple low- to no-cost ways to manage energy use and bills during the winter.

"As the colder weather approaches, we're ramping up efforts to work with Southern Colorado customers and our community partners to share tips on how to use less electricity, so customers can save energy and money this winter," said Kellie Ashcraft, Black Hills Energy's vice president of



CREATE AN

Search for events



Figure 27 Canon City, CO - New Article: Weatherization Event

**CEDA**  
CEDACookCo

Today @CEDACookCo celebrates Weatherization Day on the Weatherization Assistance Program's 46th anniversary! Learn about weatherization services in our community [bit.ly/3WftYuQ](https://bit.ly/3WftYuQ) #WxDayOct2022

**National Weatherization Day!**

5:12 PM · Oct 30, 2022 · Sprout Social

1 Retweet · 2 Likes

Figure 28 Cook Co., IL Weatherization Day Celebration Posts

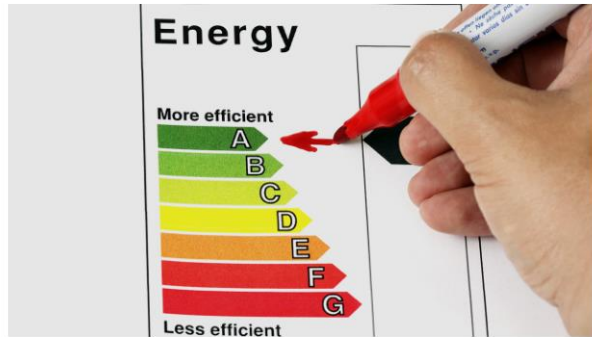


## Region V

### Fresno EOC Wants to Show You How to Cut Your Energy Bill



Published 3 weeks ago on October 26, 2022  
By [Liz Juarez](#)



Fresno EOC will share tips on saving energy and cutting utility bills Thursday at its downtown Fresno campus. (Shutterstock)

Share with friends



The mornings and evenings in Fresno are finally chilly again after a long, hot, drawn-out summer season.

And, just like with Fresno heatwaves, winters can serve up expensive energy bills.

However, there are ways to lower those bills, and Fresno EOC wants to show you how. It is hosting a special event from noon to 4 p.m. Thursday at its downtown campus (1900 Mariposa St.)

Figure 29 Fresno, CA - News Article: Weatherization Day event.

### Opportunity Council Celebrates Weatherization Day

October 30th marks the 46th annual celebration of National Weatherization Day—an event that highlights the impact of the Weatherization Assistance Program, one of the core programs administered by Opportunity Council. The critical services provided by Opportunity Council help improve the efficiency, durability, health, and safety of the places people call home while also helping our community shift to a clean energy economy.

It should come as no surprise that the costs of heating and cooling a home are significant household expenses for many families.

Over 20 percent of households have reported reducing or forgoing necessities such as food and medicine to pay an energy bill. Weatherizing homes to improve their efficiency helps lower utility bills, which helps families afford other household necessities.

We know that energy insecurity hits some groups much harder than others: low-income families are more likely to live in homes with heating problems and inadequate insulation. Rural areas like East Whatcom County and parts of Island County also often have a much higher energy burden than non-rural communities.



#### Personal & Environmental Health

Weatherization not only helps people by keeping the heat on and making sure families can make ends meet, but services that improve ventilation and efficiency also have lasting health impacts. Improving air quality and temperature regulation within a home has been found to reduce household out-of-pocket medical expenses by \$514 a year, on average.

The program has lasting impacts not just on the health and well-being of individual households but also on the climate resiliency that impacts communities locally and around the globe. Weatherization projects, as well as home repair, conservation education, and home energy audits provided by Opportunity Council's [Building Performance Center](#) and the [Community Energy Challenge](#) help households improve efficiency and reduce overall carbon emissions.

#### The History of Weatherization Programs

Created in 1976 by The U.S. Department of Energy (DOE), the [Weatherization Assistance Program](#) helps low-income families lacking resources to invest in energy efficiency. Born out of the oil crisis of the 1970s, the Weatherization Assistance Program has become the nation's largest whole-house home energy upgrade program. The program (which also includes the Tribal Weatherization Program) helps households throughout all 50 states, the District of Columbia, Native American tribes, and in all U.S. territories. The program supports 8,500 jobs and provides weatherization services to approximately 35,000 homes every year using DOE funds.

Weatherization services include installing insulation, reducing drafts, improving ventilation, and helping maintain system maintenance. Services are free for qualifying households. For more information, please call (360) 734-5121 x 1020 or email [coned@oppco.org](mailto:coned@oppco.org).

Figure 30 Bellingham, WA - Weatherization Day Article and Post



Figure 31 WA State Commerce - Weatherization Day Celebration Posts



Figure 32 NV - Weatherization Day Celebration Social Media Post



Figure 33 OR - Weatherization Day Celebration Social Media Post

## CLOSING SUMMARY

The 46<sup>th</sup> Annual Weatherization Day Public Information Campaign was a successful initiative to share information about and commemorate the great work of the WAP. Weatherization Day was celebrated in a myriad of ways around the United States. For the first time in years NASCSP was able to honor the work of the WAP at an in-person event. More than a dozen videos were submitted to mark 46 years and across the country organizations engaged in community outreach, hosted site demonstrations, and flooded social media with messages paying tribute to the WAP, its dedicated workforce and the positive impacts this program has on lives and communities.