WEATHERIZATION ASSISTANCE PROGRAM

NASCSP

48TH ANNUAL

WEATHERIZATION DAY

OUTREACH TOOLKIT

2024

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A Message from NASCSP's Executive Director

Friends and Colleagues,

We are thrilled to be kicking off the 2024 Weatherization Assistance Program (WAP) public information campaign with our new, and very much updated, Outreach Toolkit. As you know, weatherization makes communities healthier, safer, and stronger, and highlighting this work is crucial to ensuring community awareness of the program, growing the weatherization workforce, and ensuring that policymakers see and understand the importance of the program.

Each year we celebrate the long and storied history of weatherization alongside the work that continues every day. Weatherization has served hundreds of thousands of households and saved individuals, families, and communities millions of dollars through energy and health savings. For 48 years, the WAP has provided constant, effective, and innovative services to recipients across the nation - and this year, it is the innovations and recipients we want to lift up in our public information campaign. NASCSP will highlight this work during the Weatherization Day event and encourage you to share the Enhancement and Innovation (E&I) and/or Sustainable Energy Resources for Consumers (SERC) grants work-and, of course, the client success stories-happening in your state!

We invite you to use this Outreach Toolkit to find out more about how to raise the visibility of your program and share the many successes in your communities. Explore how you might engage with social media, what it takes to secure a governor's proclamation for Weatherization Day, or simply learn about and share why it's crucial to educate policymakers about the great work of Weatherization. Dig in, get excited, and spread the message of the WAP!

Warmly,

Cheryl Williams, Executive Director

Weatherization Public Information Campaign

Have you ever wondered why NASCSP launches a public information campaign every year? There are many ways public information campaigns matter and make a difference, let's explore some:

Raising awareness - Public information campaigns help raise awareness about important issues, such as health risks, safety measures, social causes, or government policies. By disseminating information to the public, campaigns ensure that people have the necessary knowledge to make informed decisions and take appropriate actions.

Engaging Policymakers - Engaging policymakers is crucial because they make decisions that greatly impact communities and lives. Communicating with policymakers helps to inform their decisions and ensure that they are making choices that are in the best interest of the people they represent.

Promoting Behavior Change - Many campaigns aim to promote positive behavior change. By providing information and emphasizing the benefits of certain behaviors, like accessing the WAP, campaigns can motivate people to make positive changes in their lives.

Addressing Misconceptions - Public information campaigns can help dispel myths, misconceptions, and rumors surrounding certain topics. By addressing misconceptions, campaigns contribute to a better-informed society and reduce the spread of false information.

Overall, engaging in a public information campaign for weatherization helps raise awareness about the benefits of energy efficiency at household, community and policymaker levels, improves the quality of life for individuals, and contributes to safer, healthier and more resilient communities.

> Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.
> - Margaret Mead

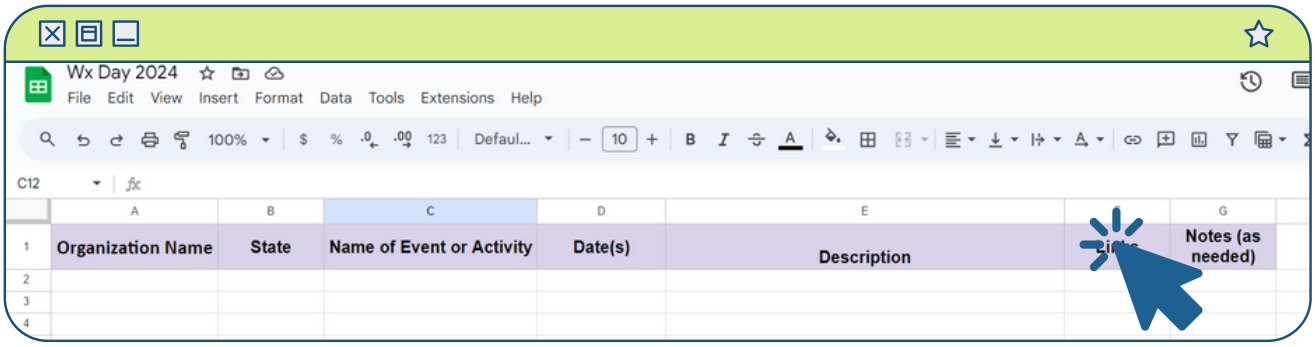
Logging Your Activities

Strong and broad engagement in the public information campaign - no matter what time of year or what administration - helps grow support and awareness about the Weatherization Assistance Program and its benefits. That's why it's so important that every territory and state participates as much as possible!

Ongoing education about the program is a crucial component of ensuring that legislators, potential workforce members and eligible households are aware of the work and opportunities within the program.

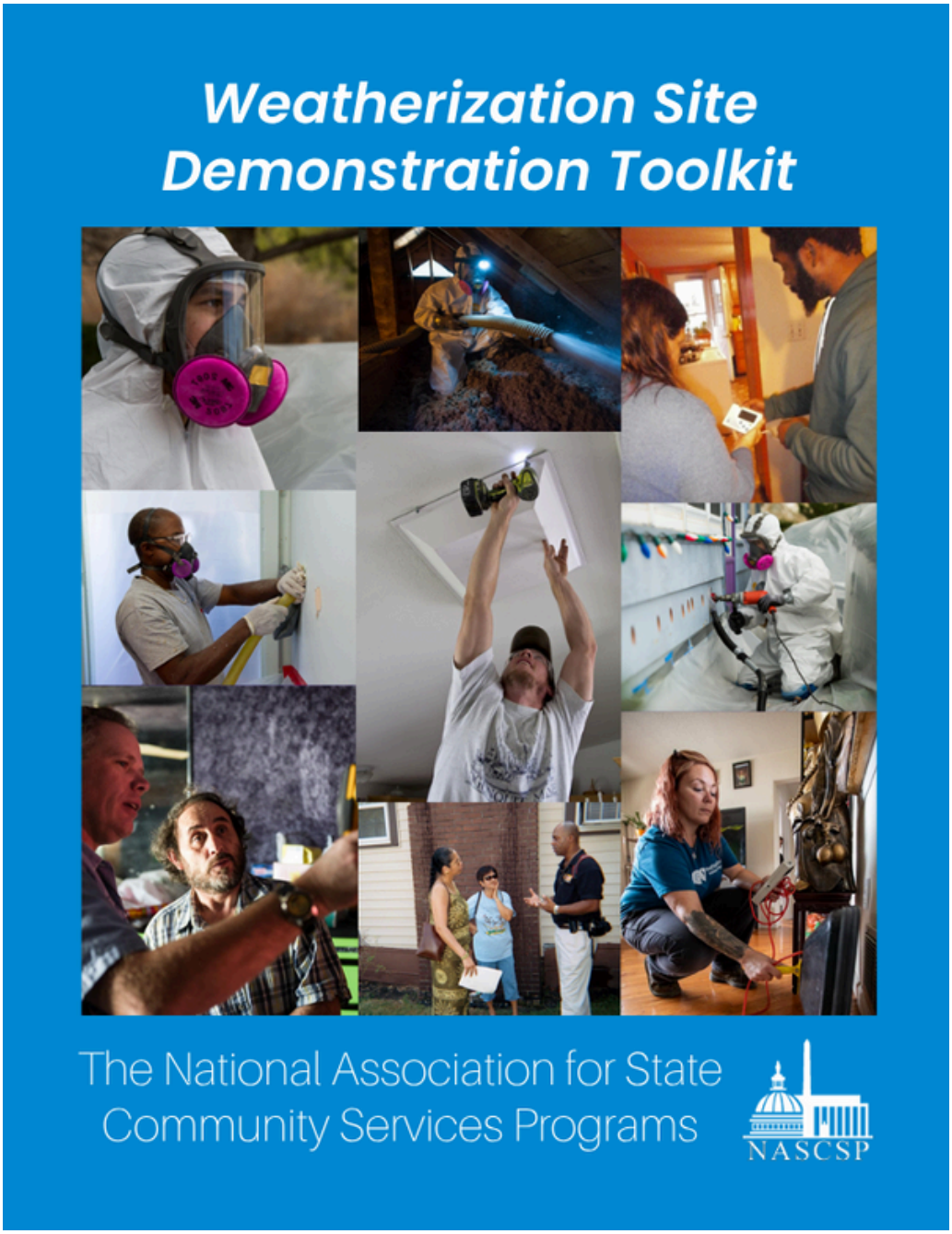
What is your State or Agency doing for Weatherization Day? The national partners want to know about it! Whether it's an event, a press release, a proclamation, or something else put the information in this Google Document so that the national partners can share and highlight all of the great work you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

Log your activities in the Google Document spreadsheet so that national partners can elevate your work! Find the spreadsheet **here** or by clicking the image below.



Site Demonstration Toolkit

The NASCSP Site Demonstration Kit can help you plan an onsite Weatherization Day event in your community! You can find it on the NASCSP website.



Project Timeline

September

Weatherization Day Kit Roll Out Webinar on September 10

- Explain Communication Strategy in depth
- Go over resources in toolkit
- Release toolkit on website

Blog post - Celebrate 48th 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

October

Energy Awareness Month

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

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.

Week 2 - Community Engagement & 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 about local fire departments or medics that respond to fewer calls because of safer housing and healthier citizens. This is also a great place to highlight partnerships with local businesses that benefit from WAP in the community.

Energy Awareness Month Themes

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 that participate in WAP, WAP training centers, information on weatherization tools, and use of LIHEAP funds.

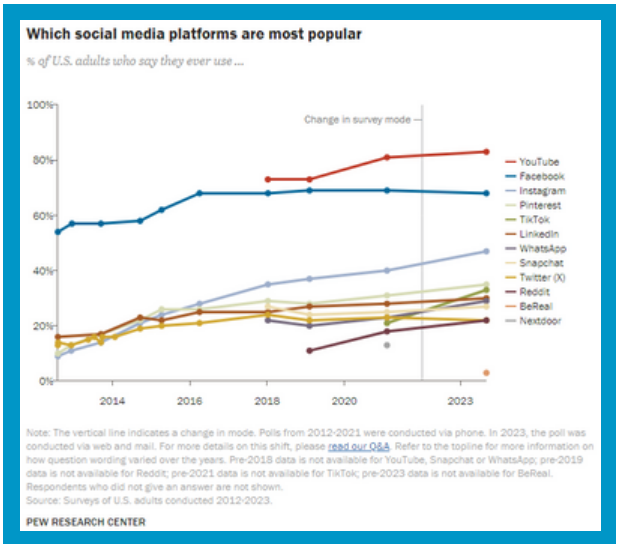
Week 4 - Client Success Stories

This week will center around clients of WAP services who have been positively impacted by the program. WAP can be life-changing - highlight client stories and share them with NASCSP, NCAP, and NCAF. Help us reach our goal for a story from all 50 states to be shared this week. You can submit your story here: https://nascsp.org/wap/advocacy/submit-a-success-story/

Social Media Overview

Social media is an indispensable communication tool. Its accessibility and reach make it a natural avenue for education, information sharing, and communication and connection.

It is useful in the policy and advocacy landscape to help educate legislators about how the program supports low-income households, increases energy efficiency and maintains affordable housing stock. Legislators at local, state and the federal level have online social media presences that share their interests and interact with constituents and other interested parties.



Social media is also a powerful method of communication to raise awareness about the program and connect eligible households to local providers. With more than 80% of U.S. adults having used Facebook, it's clear that doing outreach via social media is a not-to-be-missed opportunity.

In the following pages, you will find social media resources to assist in your Weatherization Day 2024 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.

Facebook

Facebook is currently the most popular social media platform with almost 3 billion users. A study by Statistica shows that as of September 2023, 29% of Facebook users in the United States were aged 30-39 years, while a further 29% of users were aged 50-64 years, making these demographics the biggest audiences of the online network in the country *(1)*.
Facebook allows users to create personal profiles, connect with friends, share updates, photos, videos, and engage in various activities such as joining groups and events. The platform also supports businesses, organizations, and public figures with pages or profiles dedicated to their activities, enabling them to reach and interact with their audience.

Instagram

Instagram allows users to upload, edit, and share visual content with their followers and interact with other users through comments, likes, and direct messages. Instagram also offers various features such as stories, IGTV (Instagram TV), and reels, which enhance the user experience and provide additional ways to engage with the community. Compared to Facebook, Instagram was shown to be more popular with younger audiences. Statistica's study found that in 2023, users aged 30-39 years made up 32% of the audience of the photo-based platform, while those aged 18-29 years accounted for another third of the network's U.S. users *(2)*.

X, formerly known as Twitter

Posts on X must be short (280 characters or less), impactful, and catch the attention of readers. X is also the go-to social media platform for real time conversations about events or ideas. Using hashtags (e.g., #WxDayOct2024) you can aggregate posts surrounding one topic. Additionally, you can tag relevant organizations by including their handle in your post (e.g., @NASCSP). Also include a link to your website or an image with your tweet for greater impact. Consider pre-scheduling tweets using Hootsuite or Tweetdeck.

(1), (2) *U.S. social network users 2023, by age group* | Statista. (2024, May 13). Statista. https://www.statista.com/statistics/1337525/us-distribution-leading-social-media-platforms-by-age-group/

LinkedIn

LinkedIn is a professional networking platform that was founded in 2002 and launched in 2003. It is primarily used for professional networking, career development, and business-related activities. With over 900 million members in more than 200 countries and territories *(3)*, LinkedIn has become the leading online platform for professionals across various industries.

TikTok

TikTok is a social media platform that allows users to create and share short videos. TikTok's mission is to inspire creativity and bring joy to its users through entertaining and engaging content. TikTok (along with Snapchat) were indicated to be the most popular social media platforms amongst younger audiences in 2023 *(4)*. While TikTok may be an effective platform for engaging the public, there are also some concerns that have led to a ban on TikTok in some states. Use your discretion and communicate with your organizations communications team when using TikTok.

Youtube

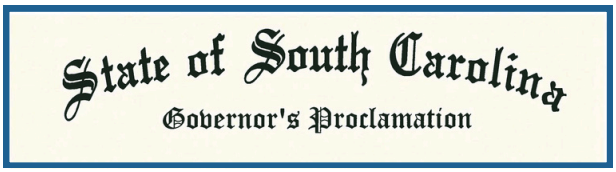
Using YouTube and videos to educate the public has become increasingly popular and effective in recent years. YouTube, being the largest video-sharing platform, offers an enormous audience and the opportunity to reach people from diverse backgrounds and interests. Videos provide an accessible format for education as they combine visual and auditory elements. This makes it easier for viewers to understand and retain information compared to text-only mediums. Videos can cater to various learning styles, accommodating both visual and auditory learners.

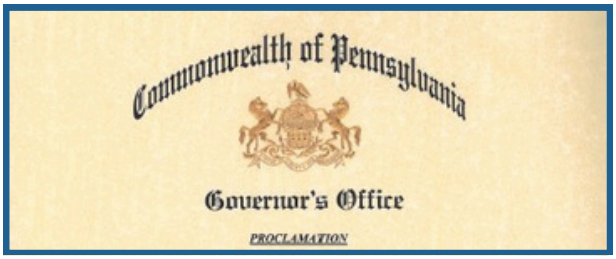
(3) Witt, T. (2024, March 29). *LinkedIn statistics for marketers in 2024.* Sprout Social. https://sproutsocial.com/insights/linkedin-statistics/
(4) *U.S. social network users 2023, by age group* | Statista. (2024, May 13). Statista. https://www.statista.com/statistics/1337525/us-distribution-leading-social-media-platforms-by-age-group/

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.
- To find state-specific information follow this link: **State and Territory Proclamation Information**





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:

1. Contact your governor's staff and ask for the person who handles proclamations and declarations.
2. Ask this person about the procedure for requesting a proclamation. Ask if a sample is available that you could use.
3. Tell your contact that you will prepare the information to match the sample format. In some cases, a staff person may offer to assist you.
4. Follow the format in the sample provided by your State. See sample at end of Section.

Pro-tip: *Many local government offices also issue proclamations. Consider reaching out to them in addition to your state-level proclamation efforts. Contact your local government office to learn more!*

Proclamations

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:

- Start 90 days before Weatherization Day — 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.
- 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.
- 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.
- Take plenty of photos of the event. Forward one or two with captions and a press release to your state and local media outlets.
- Have your staff on hand to answer questions and provide information to participants.
- 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.
- Invite the local media to attend the signing.
- Keep the press posted about this event.

Proclamation Sample

STATE OF MICHIGAN

CERTIFICATE OF PROCLAMATION

ON BEHALF OF THE PEOPLE OF MICHIGAN,
I, Gretchen Whitmer, governor of Michigan, do hereby proclaim

October 2020
as
WEATHERIZATION MONTH

WHEREAS, the Michigan Department of Health and Human Services (MDHHS) Weatherization Assistance Program provides economic support for low-income individuals through lower energy costs and reduced arrearages; and,

WHEREAS, weatherization is a cost-effective investment of taxpayer dollars, as for every $1 invested in the program, it returns over $4 in energy, health, and safety benefits to the household and society; and,

WHEREAS, the MDHHS 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 percent on average, saving families at least $283 per year and making money available for other basic necessities such as groceries, doctor bills, prescriptions and other needs, helping families become more self-sufficient; and,

WHEREAS, households that have been weatherized experience health and safety benefits, such as improved air quality, and also receive smoke and carbon monoxide detectors if not already present throughout the home; 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, the MDHHS 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, I, Gretchen Whitmer, governor of Michigan, do hereby proclaim October 2020 as Weatherization Month in Michigan.

Gretchen Whitmer

Gretchen Whitmer
Governor

Engaging Policy Makers

Educating federal, state, and local policymakers is a crucial component of a public information campaign. Policymakers act on behalf of their constituents and benefit from hearing from their constituents about the lay of the land. Find elected U.S. officials here and State officials here. Here are a few 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
- State offices: Contact Britt Pomush at NASCSP at 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:**

- 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/they can support your efforts in Washington. Ask yourself: how can we make this visit worth the member's time?
- 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.

Engaging Policy Makers (Cont.)

- Identify and prepare or coach 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.

NASCSP Members and Staff pose for a photo on Capitol Hill, October, 2024.

Telling Your Story

Create Your Narrative in Five (5) Strategic Steps:

1. Choose stories that focus on the values and goals of the WAP. Be sure they reflect shared values, such as being family oriented, supporting the local economy, opening new workforce opportunities, and, of course, saving energy.
2. Begin with a widely shared framework, a broadly shared 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. Let's dig into the five steps a little more.

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.

Telling Your Story (Cont.)

2

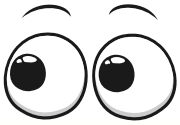
The Beginning is Important - Frame Your Story

A reader will put your story into a category after reading or hearing the first few sentences. Begin 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 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 – 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.



Watch Secretary Granholm deliver a masterclass in telling the WAP story here!

Telling Your Story (Cont.)

3

Describe 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 gaps in insulation in client John Smith's home. After identifying problem areas, the crew sealed bypasses and added insulation.

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?
- Focus on the actions and leadership qualities of your organization and partners.
- Help your audience understand why this is a special project. Why is weatherization important? What is different about this program?

Telling Your Story (Cont.)

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 – it helps low-income people and workers in a very tangible, hands-on 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.

Telling Your Story (Cont.)

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:

- On average, weatherization saves households $514 in out-of-pocket medical expenses and $583 in pay due to fewer missed work days.
- The Bipartisan Infrastructure Law, passed in 2022, allocated $3.5 billion to the Weatherization Assistance Program, this will substantially increase the numbers of clients served by the WAP.
- Weatherization saves each house an average of $437 in heating and cooling costs annually at current prices. For every dollar invested into the program, $2.78 in nonenergy benefits are generated.

A Picture is Worth a Thousand Words

Photographs that illustrate a story can be wonderful, but pictures are powerful tools, so 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 factors:

- 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.

Telling Your Story (Cont.)

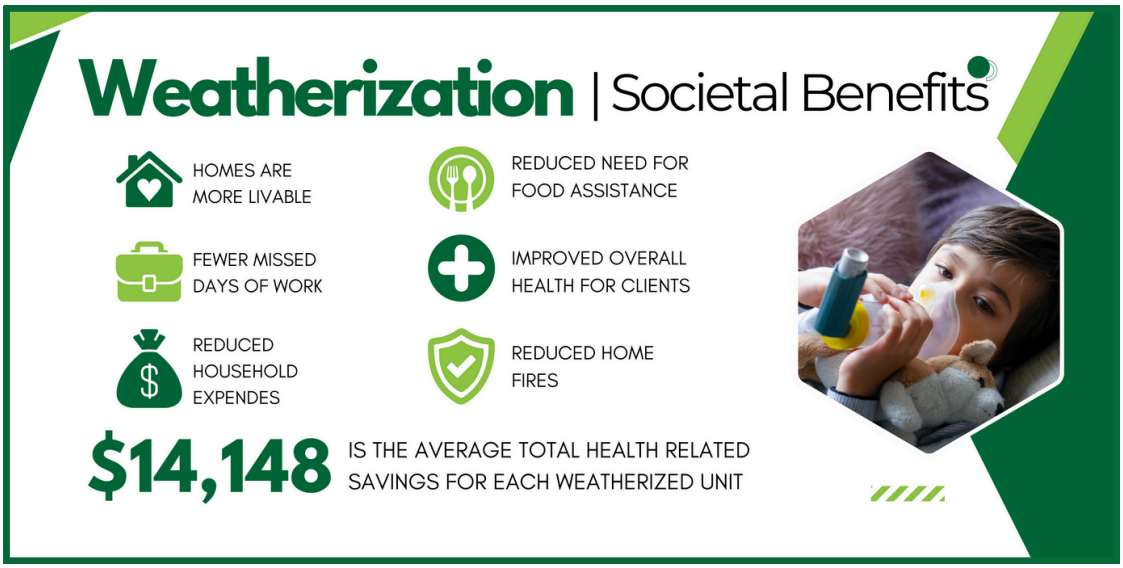
Shape Your Photos around the Real Story

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.

Telling Your Story (Cont.)



Source: Tonn, B., Rose, E., Hawkins, B., Conlon, B., Oak Ridge National Laboratory, & Oak Ridge Institute for Science and Education. (2014). Health and Household-Related Benefits attributable to the Weatherization Assistance Program. https://weatherization.ornl.gov/wp-content/uploads/pdf/WAPRetroEvalFinalReports/ORNL_TM-2014_345.pdf

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 in the Sample Graphics and Images section would complement any of the tweets or Facebook posts from the Sample Social Media Posts section. Just right click and copy/paste into your post OR right click and "Save Image As" onto your computer. Or request a specific image via email from Britt Pomush (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.

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

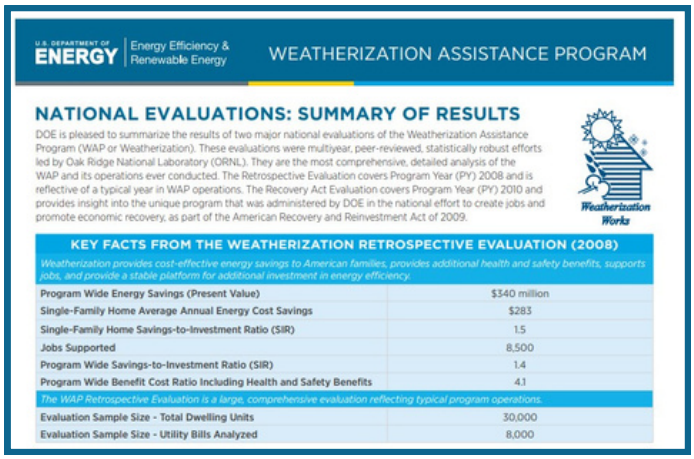
Health Benefits of WAP and Residential Energy Efficiency

- 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 Report. Washington Department of Commerce, 2022
- Pierce County Healthy Homes Case Study Washington State Weatherization Plus Health, 2019
- Braiding Energy and Health Funding for In-Home Programs: Federal Funding Opportunities. ACEEE, 2020
- 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

Reports and Fact Sheets

- 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



U.S. DEPARTMENT OF ENERGY | Energy Efficiency & Renewable Energy

WEATHERIZATION ASSISTANCE PROGRAM

NATIONAL EVALUATIONS: SUMMARY OF RESULTS

DOE is pleased to summarize the results of two major national evaluations of the Weatherization Assistance Program (WAP or Weatherization). These evaluations were multiyear, peer-reviewed, statistically robust efforts led by Oak Ridge National Laboratory (ORNL). They are the most comprehensive, detailed analysis of the WAP and its operations ever conducted. The Retrospective Evaluation covers Program Year (PY) 2008 and is reflective of a typical year in WAP operations. The Recovery Act Evaluation covers Program Year (PY) 2010 and provides insight into the unique program that was administered by DOE in the national effort to create jobs and promote economic recovery, as part of the American Recovery and Reinvestment Act of 2009.

Weatherization Works

KEY FACTS FROM THE WEATHERIZATION RETROSPECTIVE EVALUATION (2008)

Weatherization provides cost-effective energy savings to American families, provides additional health and safety benefits, supports jobs, and provide a stable platform for additional investment in energy efficiency.

Program Wide Energy Savings (Present Value)	$340 million
Single-Family Home Average Annual Energy Cost Savings	$283
Single-Family Home Savings-to-Investment Ratio (SIR)	1.5
Jobs Supported	8,500
Program Wide Savings-to-Investment Ratio (SIR)	1.4
Program Wide Benefit Cost Ratio Including Health and Safety Benefits	4.1
The WAP Retrospective Evaluation is a large, comprehensive evaluation reflecting typical program operations.	
Evaluation Sample Size - Total Dwelling Units	30,000
Evaluation Sample Size - Utility Bills Analyzed	8,000

- 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
- The High Cost of Energy in Rural America: Household Energy Burdens and Opportunities for Energy Efficiency - ACEEE, 2018
- How High Are Household Energy Burdens? An Assessment of National and Metropolitan Energy Burdens across the U.S. - ACEEE, 2020
- 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.

Reports and Fact Sheets

Electrification

- Building Electrification: Programs and Best Practices - ACEEE, 2022

Weatherization and Energy Efficiency Jobs

- 2022 US Energy and Employment Report - NASEO and EFI
- 2023 Energy Efficiency Jobs in America - E4TheFuture (See More)

Sample Social Media Posts

General WAP

- #DYK: The #WAP was signed into law 48 years ago by President Gerald Ford on August 14, 1976. #WxDayOct2024 #WeatherizationWorks
- #DYK that close to 1.3 million low-income individuals experienced improved energy efficiency and/or energy burden reductions in their homes as a result of #CommunityActionAgencies providing #WAP? #WeatherizationWorks #CommunityActionWorks #WxDayOct2024
- #WAP is an incredibly successful federal, state, & local partnership that serves every county in the US and 5 US territories. #WeatherizationWorks #CommunityActionWorks #WxDayOct2024
- Over its 48-year history, the #WAP has weatherized more than 8.1 million homes, creating #healthyhomes & lowering #energyburden #WeatherizationWorks #WxDayOct2024
- Every dollar invested in #WAP returns over $4.50 to society in energy, health, and safety benefits #WxDayOct2024 #WeatherizationWorks
- The #WAP's 48-year record of success has been documented by @ORNL. Check out the report here: http://bit.ly/1W4Nag2 #WxDayOct2024
- #WAP was launched in 1976 to save imported oil & reduce energy bills for vulnerable families #WeatherizationWorks #WxDayOct2024
- #WAP provides energy savings to American families, health & safety benefits, jobs & new technology #WxDayOct2024 #WeatherizationWorks
- Households benefit from #EnergyEfficiency when less of their household income goes to utilities #WxDayOct2024 #TalkPoverty
- #DYK: The #WAP serves single family, multifamily, and manufactured housing! #WxDayOct2024
- More than 68,000 homes were weatherized in 2022 #WxDayOct2024

Sample Social Media Posts

Energy Benefits & Energy Efficiency

- Common #WAP measures include air sealing, wall & attic insulation, duct sealing, furnace repair/replacement #WeatherizationWorks #WxDayOct2024
- #Weatherization saves low-income families $283 per year on average in energy costs, lowering their #energyburden #WxDayOct2024
- #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! #WxDayOct2024
- #WAP lowers heating bills in a cold weather state by 30% on average #WxDayOct2024 #WeatherizationWorks
- Low-income households spend 16.3% of annual income on energy versus 3.5% for others. #WAP is critical to reduce #energyburden! #WxDayOct2024
- #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 #WxDayOct2024
- #DYK: Residents w/ asthma reported fewer hospitalizations and ER visits after #weatherization #WxPlusHealth #WxDayOct2024
- Children missed fewer school days after their homes received #energyefficiency services from #WAP #HealthyHomes #WxDayOct2024
- Reducing energy costs means families have more money to spend on food, medicine & other essentials #WeatherizationWorks #WxDayOct2024
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of $514 annually. #WxDayOct2024 #WxPlusHealth

Energy Benefits & Energy Efficiency

- #Weatherization returns $2.78 in health-and-safety related benefits for every $1 invested #WxDayOct2024
- #Weatherization leads to significant health benefits. Read the @ENERGY "Home Rx" report: http://bit.ly/2iUEQ59 #WxDayOct2024 #WxPlusHealth
- According to Oak Ridge National Laboratory, low-income households 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. #WxDayOct2024 https://weatherization.ornl.gov/wp-content/uploads/pdf/2011_2015/ORNLTM2014_133.pdf
- For 48 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)* #WxDayOct2024 #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 #WxDayOct2024 #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 #WxDayOct2024
- 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 #WxDayOct2024 #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 #WxDayOct2024 https://www.hud.gov/program_offices/healthy_homes/hhi

Community Engagement and Partnerships

- Partnering with your local #WAP agency helps spread the word about #Weatherization! #WxDayOct2024
- #LIHEAP and #WAP work hand in hand to reduce the energy burden of low-income Americans. #WxDayOct2024
- #CommunityColleges and #TradeSchools are great partners with #WAP – growing jobs and awareness! #WxDayOct2024
- Are you local to (your area)? We want to partner with you to make more #Weatherization happen! #WxDayOct2024
- 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. #WxDayOct2024
- 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! #WxDayOct2024

Workforce Development & Training

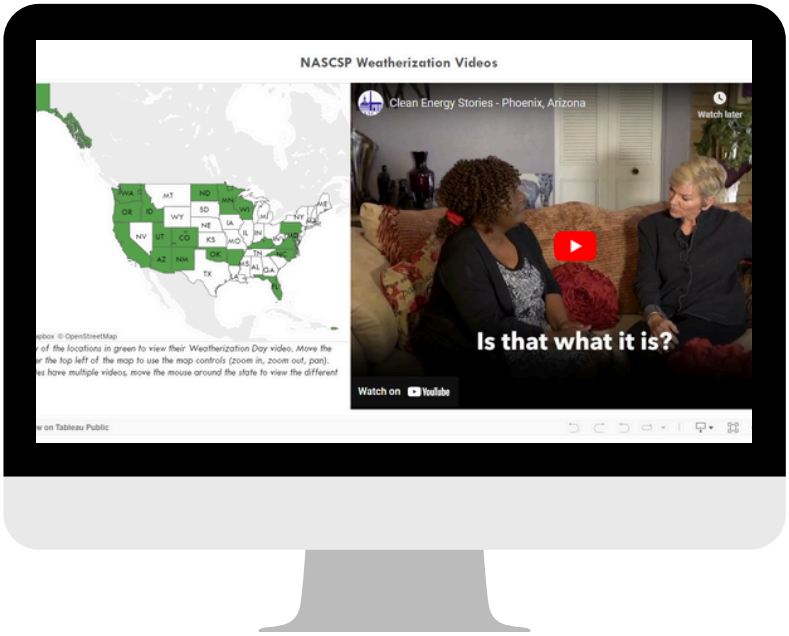
- The #WAP supports jobs that cannot be exported! The #WeatherizationWorkforce is highly skilled and trained. Learn about #WAP Training Centers here: https://nascsp.org/wap/waptac/weatherization-training-centers/ #WxDayOct2024
- #WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employs over 2.1 million people nationwide? Learn more: https://e4thefuture.org/wp-content/uploads/2021/10/Energy-Efficiency-Jobs_2023_All-States.pdf #WxDayOct2024
- #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 #WxDayOct2024
- #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. #WxDayOct2024
- 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.

Videos

Add a video to your post to increase its impact! Share any videos you have made highlighting your program, staff, or clients. Visit the NASCSP website for more videos!

State WAP Programs

- Alaska
- Minnesota (2022)
- District of Columbia
- Minnesota (2019)
- New Mexico
- Washington
- Virginia
- Delaware
- Indiana
- Wisconsin



NASCSP Map of Weatherization Video: https://nascsp.org/wap/advocacy/weatherization-success-stories/

Client Stories

- Missouri: https://www.youtube.com/watch?v=z9xQszMCPmU, https://www.youtube.com/watch?v=fYaVlXBtAo8
- 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
- Virginia: https://youtu.be/PWiV_nuDcmQ
- Miscellaneous: https://www.youtube.com/watch?v=UEe1202TGQg
- 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

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/

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

Other

- Wx Day 2021 – Celebrating 45 Years
- Senate Committee Hearing on President Biden's FY23 Department of Energy Budget Request

WAP Workforce

- Trainer: https://www.youtube.com/watch?time_continue=10&v=5L0qP3NyrzE
- Small Business Owner: https://www.youtube.com/watch?v=Hf4xhsbwc_I
- Energy Auditor: https://www.youtube.com/watch?time_continue=29&v=-CdNjM_btPk
- Community Action Agency: https://www.facebook.com/SCCAP.org/posts/10157191638671612

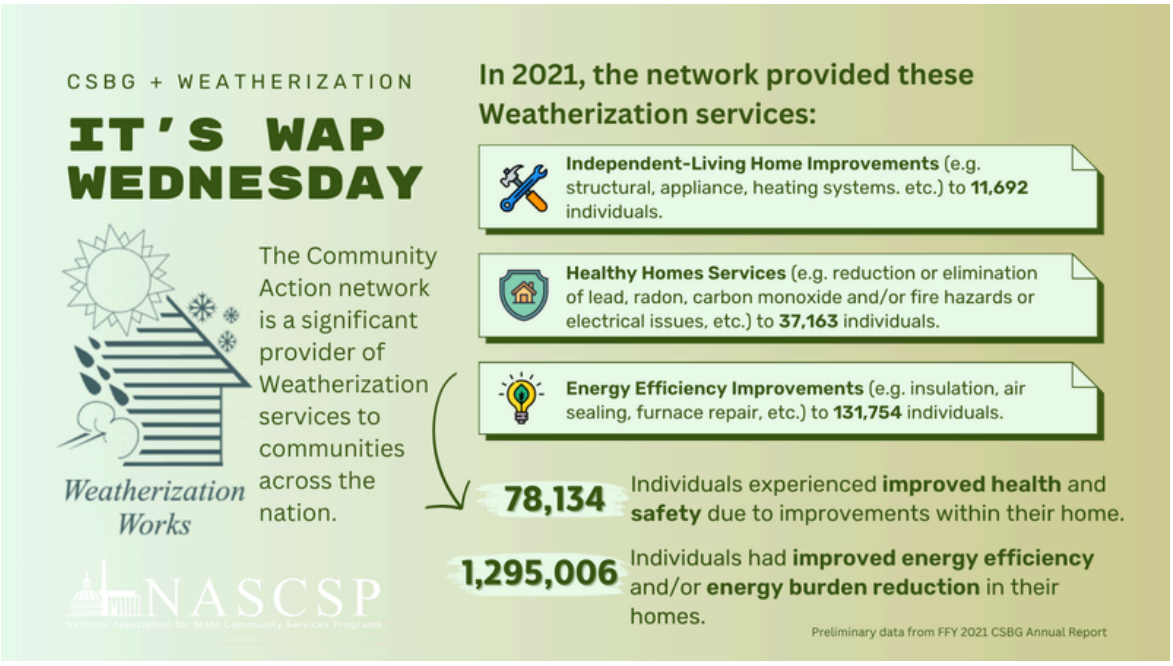
Training Centers

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

Sample Graphics & Images

Weatherization for Every Community
NASCSP
99.7% of all counties are served by WAP. Rural, suburban and urban communities - mobile homes, stick-built single-family and multi-family are all served by WAP.

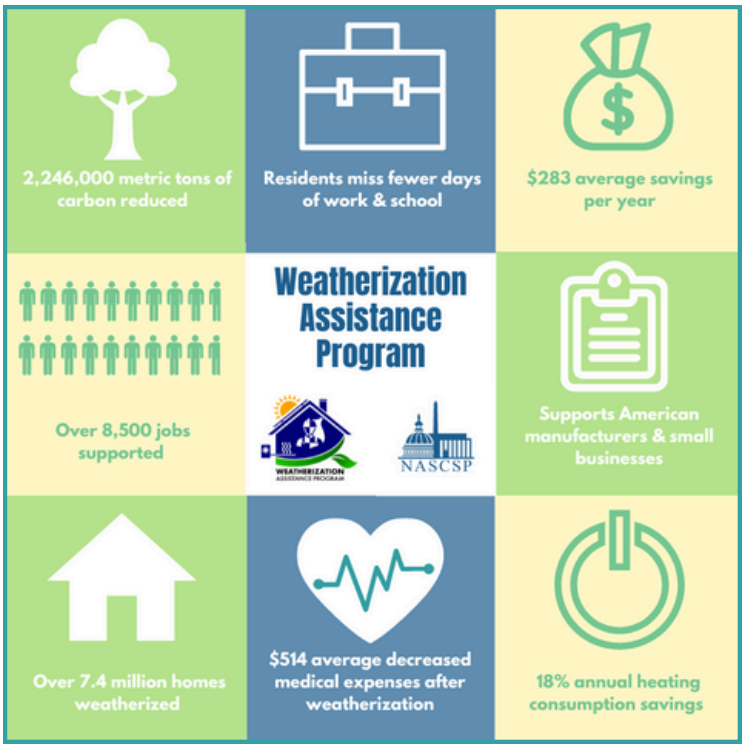
Weatherization delivers
Quality Assurance
WAP state offices perform comprehensive quality assurance on technical, fiscal, and programmatic aspects of the WAP.

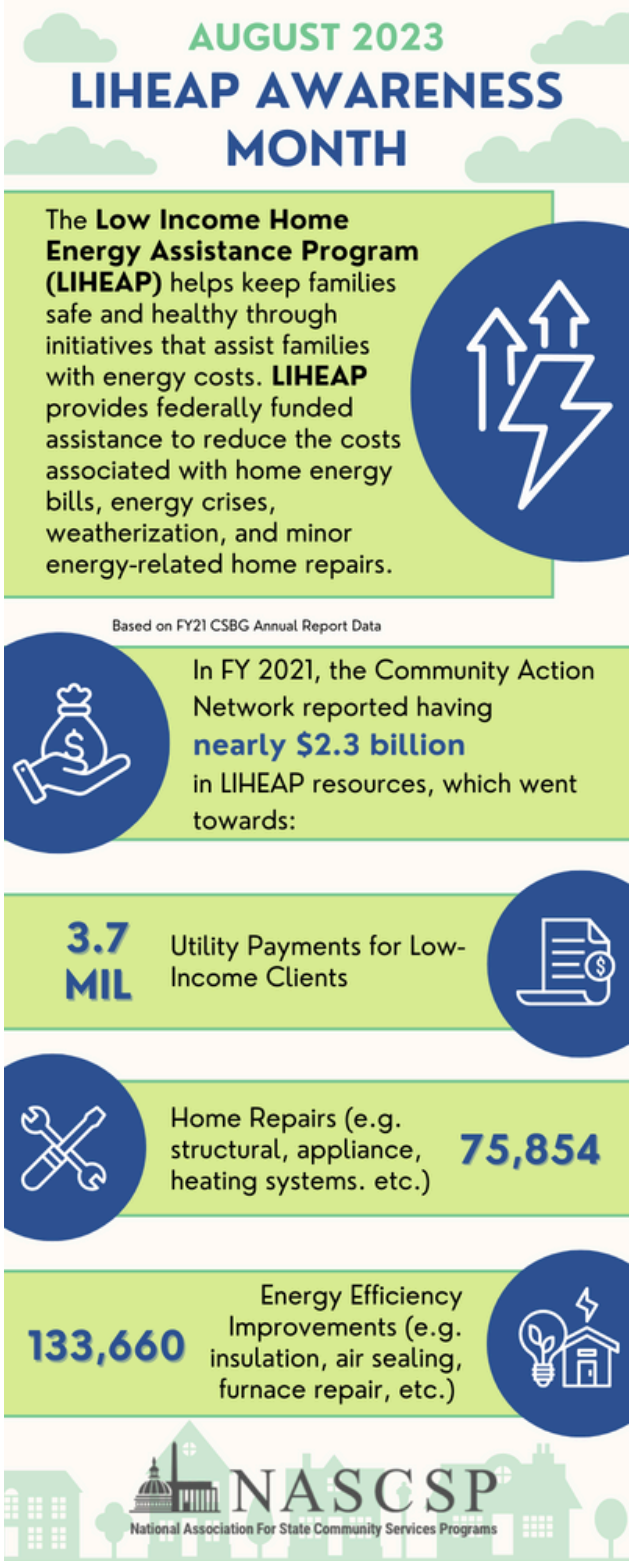

CSBG + WEATHERIZATION
IT'S WAP WEDNESDAY
The Community Action network is a significant provider of Weatherization services to communities across the nation.
Weatherization Works
NASCSP
In 2021, the network provided these Weatherization services:
Independent-Living Home Improvements (e.g. structural, appliance, heating systems. etc.) to 11,692 individuals.
Healthy Homes Services (e.g. reduction or elimination of lead, radon, carbon monoxide and/or fire hazards or electrical issues, etc.) to 37,163 individuals.
Energy Efficiency Improvements (e.g. insulation, air sealing, furnace repair, etc.) to 131,754 individuals.
78,134 Individuals experienced improved health and safety due to improvements within their home.
1,295,006 Individuals had improved energy efficiency and/or energy burden reduction in their homes.
Preliminary data from FFY 2021 CSBG Annual Report

WEATHERIZATION LEVERAGES RESOURCES FOR YOUR HOME
57 offices generate over a thousand grants and support more than 700 subgrantees across the country and U.S. territories every year. Quality Assurance WAP state offices perform comprehensive quality assurance on technical, fiscal, and programmatic aspects of the WAP.
352.796.1427
NASCSP
National Association for State Community Services Programs

NASCSP
National Association for State Community Services Programs
The Weatherization Assistance Program
1973
1973 Oil Crisis - The Oil Crisis' first shock increased prices of gas during a time with high unemployment.
1976
Title IV of the Energy Conservation and Production Act established the Weatherization Assistance Program.
2021
The WAP is Reauthorized In 2020 the 116th Congress enacted WAP reauthorization through 2025.
2024
More than 7 million homes have been weatherized and millions remain eligible and in need.

HOW WEATHERIZATION STATE OFFICES
ACT AS CONDUITS
State offices steward funds, ensure compliance with regulations, and serve as a communication conduit between local providers and federal agencies.
NASCSP


2,246,000 metric tons of carbon reduced
Residents miss fewer days of work & school
$283 average savings per year
Over 8,500 jobs supported
Weatherization Assistance Program
WEATHERIZATION ASSISTANCE PROGRAM
NASCSP
Supports American manufacturers & small businesses
Over 7.4 million homes weatherized
$514 average decreased medical expenses after weatherization
18% annual heating consumption savings


AUGUST 2023
LIHEAP AWARENESS MONTH
The Low Income Home Energy Assistance Program (LIHEAP) helps keep families safe and healthy through initiatives that assist families with energy costs. LIHEAP provides federally funded assistance to reduce the costs associated with home energy bills, energy crises, weatherization, and minor energy-related home repairs.
Based on FY21 CSBG Annual Report Data
In FY 2021, the Community Action Network reported having nearly $2.3 billion in LIHEAP resources, which went towards:
3.7 MIL
Utility Payments for Low-Income Clients
Home Repairs (e.g. structural, appliance, heating systems. etc.)
75,854
133,660
Energy Efficiency Improvements (e.g. insulation, air sealing, furnace repair, etc.)
NASCSP
National Association For State Community Services Programs