

# PASADENA

## Homeless Prevention Program



### *Implementing a Neighborhood Communication Strategy*

The Pasadena Homeless Prevention Program is in need of local community groups such as congregations, neighborhood associations, and service groups to implement a neighborhood communication strategy.

#### **WHAT IS A NEIGHBORHOOD COMMUNICATION STRATEGY?**

A neighborhood communication strategy is a repeat-contact effort within a local neighborhood that informs local households at risk of becoming homeless about the Pasadena Homeless Prevention Program.

#### **WHY IS A NEIGHBORHOOD COMMUNICATION STRATEGY IMPORTANT?**

Homeless service providers often hear households who became homeless say they wish they had known about homeless prevention resources before they became homeless. If these households had been able to obtain such resources, it may have prevented them from becoming homeless. Therefore, a thorough and efficient communication strategy is essential to insure the effectiveness of the Homeless Prevention Program.

#### **HOW DO I IMPLEMENT A NEIGHBORHOOD COMMUNICATION STRATEGY?**

Contact and communication with a neighborhood can happen through a variety of means including:

- Flyers
- Posters
- Mailers
- Brochures
- Web sites
- Neighborhood forums
- Congregational bulletins
- Postings at public counters (e.g. libraries and post offices)
- Neighborhood groups/associations
- Schools
- Door to door contact

#### **For More Information Contact:**

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