

HOUSING FOCUSED STREET OUTREACH

SESSION TWO: DATA AND COLLABORATION

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What We Do



Policy and Programs

- Carries out the vital work of educating policymakers and the field about key strategies and policies for ending and preventing homelessness.
- Keeps federal policymakers and legislators informed of the needs of people experiencing homelessness and the programs serving them.
- Leads advocacy efforts on a grassroots level.

Capacity Building

- Supports efforts to end homelessness by offering training and technical assistance tailored to communities' unique needs.
- Helps design and implement crisis systems, improve systems' performance, and utilize data to end homelessness, particularly with an equity lens.
- Provides online courses, trainings, and webinars to inform the field of best practices to end homelessness.

Homeless Research Institute

- Analyzes data to identify homelessness trends on national, local, and Continuum of Care levels.
- Publishes research that ensures policymakers, practitioners, the media, and the public have the best information about trends and emerging solutions to the problem.
- Uses an equity lens to identify disparities in homelessness data.

Lived Experience Innovation + Strategic Communications

National Alliance to End Homelessness Statements for Participation

The Alliance works to ensure that diverse voices are included as facilitators, attendees, and guests in our training forums. All voices are welcome.

The organization has a zero-tolerance policy for any form of discrimination or abusive behavior. The Alliance is committed to ensuring that all its events are safe and respectful for all participants.

Participants acknowledge that any form of discrimination, violence, or abusive behavior may result in removal from an webinar or forum depending on the situation.

If any discrimination is witnessed or experienced during the training, or if you feel unsafe, please notify any member of the Alliance staff.

The National Alliance to End Homelessness strives to create a diverse, inclusive, accepting, and safe space for everyone.

Today's Agreements



Be aware of intent and impact



Check in and Check out



Listen for understanding



Expect and accept non-resolution



Belief in change



Practice “both/and” thinking



Make space, take space



Safe Terms:

“ELMO” & “Ouch”

Virtual Session Logistics



Mute Button



Comment and Ask
Questions in Chat



Slides will be
provided at the end
of the series



Participation
encouraged



Camera's On



Training Series Overview

Week One

- Effective Homeless Response Systems
- Role of Street Outreach in an effective system
- Introduction to Core Components of Housing Focused Street Outreach

Today

Week Two

- Understand the Importance of Data and How to Use It
- Key Street Outreach Data Element
- Strategic Collaboration and Partnership

Week Three

- Understand the principles Person Centered Approach
- Understand the community and program role in Street Outreach Success
- Promotion of Community Health and Safety pt.1

Week Four

- Promotion of Community Health and Safety pt.2
- **Housing-Focused Approach Anchored in Housing First**
- Taking Action

Breakout Rooms Who's Here?

- Your name
- Identities, Pronouns
- Role/Organization
- What keeps you doing with doing this work?
- What is one thing that stuck out from the week 1 training?



REVIEW

Remember Session One



Homeless Response System: **ENDGAME**

Homelessness is rare, brief, and one-time

- People in a housing crisis have access to immediate help, including a safe place to go
- People are not unsheltered
- People do not spend long periods of time homeless
- People exit homelessness quickly and do not quickly cycle back into homelessness



Housing First

HOUSING FIRST IS NOT	HOUSING FIRST IS
Just one type of program (not just PSH)	A system-wide philosophical approach to many types of homeless assistance interventions
One-size fits only	A philosophy that values flexibility, individualized supports, client choice, and autonomy
Housing only	Supportive services that people choose for themselves are a critical part of a Housing First approach
Setting people up for failure	The provision of a foundation of stability and health through permanent housing
A way to prioritize one population over another	A way to provide a housing intervention for everyone regardless of the severity of their needs

Purpose of Outreach?

- To provide engagement
 - Meet and provide life support needs
 - Focused on meeting the immediate crisis at hand
 - Not coordinated with other outreach providers
 - Self-directed resource/information and referral
 - Light touch services
 - Focused on shelter entry



- Reduce homelessness
 - Address housing crises promptly
 - Facilitate self-resolution
 - Get people off-street and into houses quickly
 - Reduce unsheltered homelessness
- Create better system flow
- Connect people to coordinated entry
- Connect people to housing search and other resources to help stabilize them once housed

What is Housing Focused Street Outreach

Housing-Focused Street Outreach (HFSO) is an engagement strategy that prioritizes connecting people experiencing unsheltered homelessness to lifesaving, person-centered, and culturally responsive services and resources while actively working towards securing stable and permanent housing solutions. This approach is characterized by five distinct core elements:

 **Data and Impact Analysis to Inform Decision-Making**

 **Strategic Collaboration and Partnerships**

 **Person-Centered Engagement**

 **Promotion of Community Health and Safety**

 **Housing-Focused Approach Anchored in Housing First**

Where are you in your Transformational Change?

Old Outreach Model

New Outreach Model

Need for Change

Confusion

Anxiety/Loss

Clarity

New Vision

Integration

Restructuring

PART. 1

Using Data to Make Change



Core Elements of HFSO



Data and Impact Analysis to Inform Decision-Making



Strategic Collaboration and Partnerships



Person-Centered Engagement



Promotion of Community Health and Safety



Housing-Focused Approach Anchored in Housing First

DATA AND IMPACT ANALYSIS TO INFORM DECISION-MAKING

A starting point



Data Serves as a Starting Point

Quantitative data helps identify demographic and geographic patterns in unsheltered homelessness, resource gaps, determining disparities, and measuring effectiveness.

Qualitative data is equally important to help guide broader strategies.

These data provide the basis for a data and impact analysis to inform decision-making, which must include

Why data?



Tells a story



Informs decision-making



Helps to set, track, and monitor goals



Measures Impact

DATA



SORTED



ARRANGED



PRESENTED VISUALLY



EXPLAINED WITH A STORY



Data....where are we currently?

Using Data to Improve Performance

Philosophy

- There is always room to improve



Practice

- Collect regularly and evaluate to determine how program is impacting homelessness across the community
- Use data to make program improvements
- Measure outcomes, not outputs
 - Decrease length of time homeless
 - Increase exits to permanent housing
 - Decrease returns to homelessness

Why Data?

Good data is essential to plan an end homelessness, evaluate programs, and properly (re-)allocate resources.

System - wide data

Continuously collected and reviewed at minimum quarterly by governance board

Used to assess cost; to plan solutions; to implement prevention measures; and to measure outcomes.

Program Level Data

Collect and review monthly – look for trends and respond to them quickly

Use to improve outcomes to increase exits to PH and decrease LOS

Identifies what programs are best in each intervention; where can reallocation be made

Where to begin: Data and Impact analysis:



Seek Input from people lived and living experience



Utilize:

Quantitative Data- The numbers

Qualitative Data- The stories



Create a Strategy



Measure Impact



Evaluate and Refine

Data and Impact Analysis...Why?

Improve a street outreach worker's ability to do their job well and efficiently,

Identify disparities in access and outcomes,

Facilitate collaboration across street outreach programs and providers,

Illuminate success of street outreach programs and overall system functioning,

Spur ideas for continuous improvements to service delivery,

Hold the homelessness response system accountable to the people being served by it.

“Qualitative data consists of the thoughts, stories, and experiences of individuals, groups, or communities. It is used to understand needs and develop solutions to problems,” -
Implementing a Qualitative Approach

What Is Qualitative Data

Qualitative data is non-numerical data. This means that it represents the aspects of experiences that are often difficult to measure through tools and assessments or are open-ended in nature. The overall objective of qualitative research is to:

- Capture snapshots of the perspectives,
- Characteristics,
- Experiences,
- Habits of communities.

Source: [Qualitative Data 101](#)



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Why Qualitative Data?

- There's more than meets the eye
- Correlation \neq Causation
- Lived/Living Experience Perspective



DATA COLLECTION AND MANAGEMENT FOR STREET OUTREACH PROVIDERS



HFSO and Data

Establish clear data standards for street outreach

Employ efficient processes & technology for data collection

Define key performance indicators of success

Regularly analyze data & put it into action

Establish clear data standards

- Aligning on one set of data standards facilitates collaboration across programs and service providers because everyone is tracking the same metrics and working towards shared goals.
- CoCs should work with people directly involved in data collection—including direct service staff and people with lived expertise—to set up standards that cover

Data
storage

Data
sharing

Data
quality

Grievances

HFSO Data Guidance

This does not supplant
your community guidance

- Data collection (basic information) begins when street outreach staff meaningfully interact with a new person experiencing unsheltered homelessness in the area.
- More data on unsheltered homelessness is critical to helping a community understand its unmet needs
- The primary program and case manager will ultimately be responsible for data entry and quality



HFSO Data Guidance

This does not supplant
your community guidance

- Data collection requirements across all homeless services. Street outreach programs must collect [universal data elements](#) (UDEs)
- A CoC or street outreach program may choose to collect data beyond what HUD requires
 - Referrals and Attainment
 - Services



HFSO Data Guidance

This does not supplant
your community guidance

- Exit people from the street outreach project upon entry into housing or crisis housing i.e. shelter or after a period of inactivity, like 90 days automatic exit.



How is Data Captured Currently?

- Who enters data into HMIS?
- When are new participants entered?
- When are participants exited?
- How are services captured?
- What data standards are we held to?

Stretch Break!!!!



Informed Consent in Practice

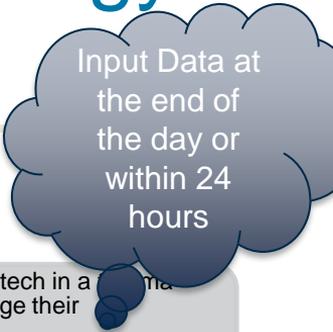
- In the chat....how do you get informed consent?

Why Informed Consent in Practice

- Building rapport and communicating clearly and honestly facilitates informed consent. It's important for street outreach staff to explain the Release of Information
 - “Getting to know each other will help me be the best support I can be....”
 - “It is helpful to share data with other folks working in this area. ...”
 - “It is important for us in Austin to know how many people are experiencing unsheltered...”

As the relationship builds over time, data should be updated until it meets data quality standards and represents the most accurate picture of the participant.

Employ Efficient Processes and Technology for Data Collection



Paper Forms

Respect Participants

- Protect privacy, limit access to files
- Shred or securely file forms and notes
- Do not take client files home

Align with HMIS

- Use standard forms with HMIS data elements
- Eliminate reliance on memory for necessary data collection
- Make data entry faster and easier

Standardize Procedures

- Write notes down, don't rely on memory
- Record information as soon as possible after collected

Technology

Respect Participants

- Talk about information tech in a transparent, informed way, encourage their questions
- Explain why you are using technology
- Explain where info goes & who sees it

Align with HMIS

- Enter data directly into HMIS
- Use alternative data systems that can migrate data into HMIS

Standardize Procedures

- Establish protocols for secure use of technology
- Make sure you have a backup plan for when the tech fails

What to measure



Outputs

- Services, engagements, referrals, and connections
 - % enrolled in street outreach programming with CE assessment completed
 - % accessing benefits like Medicaid, SNAP, SSDI
 - % with completed documentation like identification, disability and chronicity verification
 - % interacting with emergency shelter or other crisis housing
 - % referrals to outside services like healthcare that are fulfilled

Outcomes

- Shelter/Crisis Placement
- Housing Program Placement
- Permanent Housing placement
- Length of Time Homeless



Use Benchmarks



Individual Staff
and Program
Outcomes



Performance
Evaluations



Racial Disparities
in Data



Internal
Brainstorming for
Improvement

Review data on multiple levels

Individual

- to provide key insights about each participant's journey towards housing

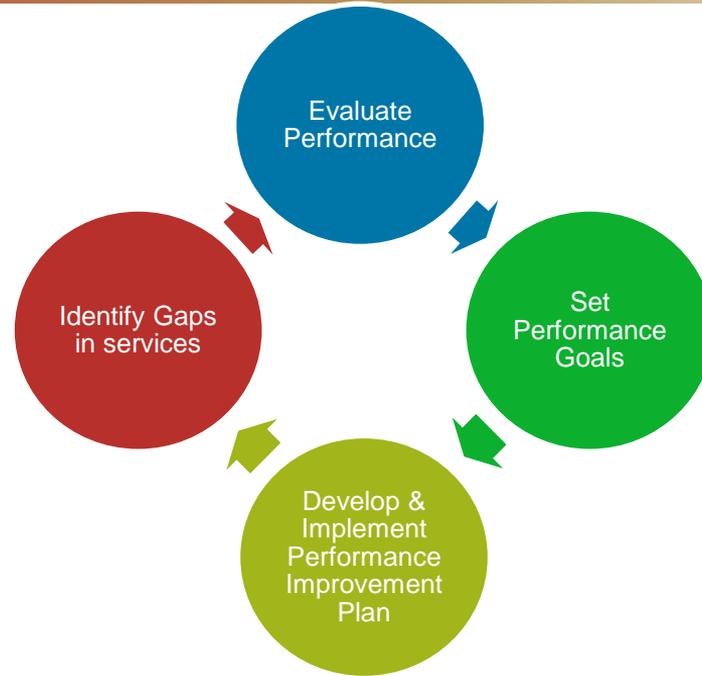
Program

- to learn valuable insights about organizational performance

System

- to generate new project ideas, bolster requests for funding, and spur policy changes to better serve people experiencing homelessness in the CoC.

Programmatic Cycle of Performance Improvement



Brainstorm

- Group 1: Ways to improve HMIS utilization in the community?
 - What training, tools, guidance, coordination would be needed?
- Group 2: Strategies to increase system level qualitative data?
- Group 3: How could your community or programs use street outreach data to be more useful in our work?

Core Elements of HFSSO



Data and Impact Analysis to Inform Decision-Making



Strategic Collaboration and Partnerships



Person-Centered Engagement



Promotion of Community Health and Safety



Housing-Focused Approach Anchored in Housing First

STRATEGIC COLLABORATION AND PARTNERSHIPS

To meet the needs of individuals experiencing unsheltered homelessness



Why?



Limited resources and funding



Duplication of services leads to waste of resources and gaps in care

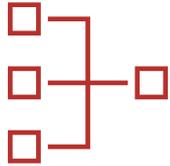


Multiple service provider touch points leads to service fatigue for people living unsheltered



Lack of holistic and culturally response resource and connection for folx experiencing unsheltered homeless

Who?



**Continuum of Care
and Coordinated
Entry Systems**



Outreach providers



**Key Community
Partners**

Continuum of Care and Coordinated Entry Systems

01

Integrating Street Outreach in

- governance structures
- committees/work groups
- case conferencing/ By Name Lists
- data and performance management

02

Housing & System Navigation

- **Clear understanding and relationship with:**
 - crisis and permanent housing programs
 - housing navigators and landlord engagement
 - housing problem solving tools and resources

03

HMIS Training and Access

- have initial and ongoing training to support real time access to HMIS
- conduct relevant assessments, input case notes, proactively track referral statuses, and view participant information to enhance service collaboration

Crisis Housing

- Facilitate informed decision-making by ensuring people know what they need to, to make the best choice for themselves
- Have access to real time information about availability, location, eligibility, and any relevant barriers, restrictions or program specifications
- Ongoing conversations and relationships between street outreach programs and shelter programs

Never attempt to force or coerce program or service participation

Permanent Housing Programs



All street outreach staff should understand their local referral processes



Types of housing programs available



Establish relationships with operators (CoC/ESG-funded and others)

Outreach Providers

Sunrise, Urban Alchemy, Charlie Center, Lifeworks (young adults), CARES, THRA, PATH, DACC,
Community Care, APH, LINC, Endeavors, CapMetro, CHIP, DACC, TOOF, Hungry, We Can Now, THRA
QueerTopia, HOST, CARES, PATH, MCOT Hill, Integral Care, Communities for Recovery, Austin Mutual Aid
Central Presbyterian Church, Hungry Hill, PURC, AMA, First United Methodist Church, HEAL Initiative
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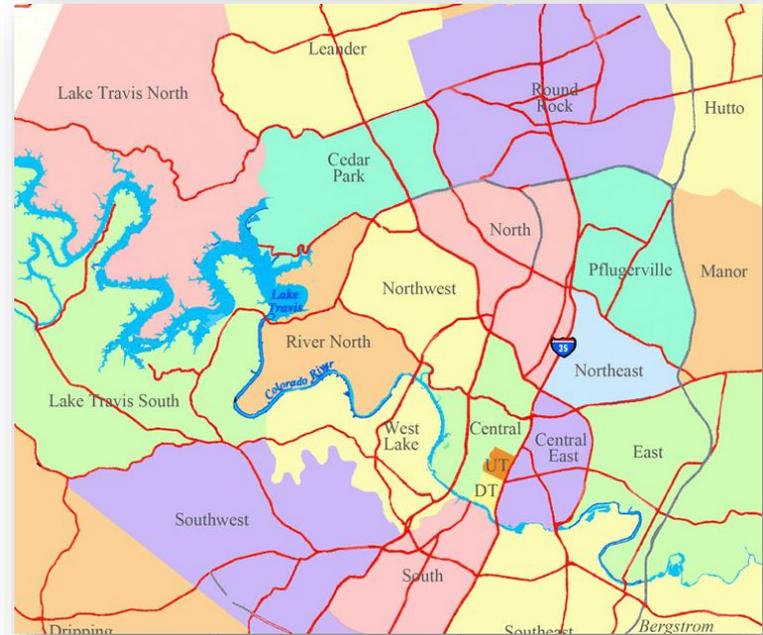
Outreach Coordination

Technology
can help!

- Share:
 - resource lists including landlord contact lists
 - Sharing apartment listings and housing program openings across outreach programs in real time
- Cross training between programs with different disciplinary focuses
- Conferencing in real-time about a participant's needs with an outreach worker
- Centralize street outreach group where staff can send out relevant resource updates via a shared platform like a mailing list or messaging app
 - conduct weekly, bi-weekly, or at minimum monthly case conferencing

Geographic Coordination

- This increases efficiency by reducing duplication of efforts
- Leverage diversity of skills among staff
- Safety and consistency impact



Source: <http://weloveaustin.com/austin-areas-map/>

Outreach Coordination

- Protocols or formal relationships in place to facilitate hand offs and connections
 - MOUs, multi-lateral consents, or other more formal procedures
- Updated contact information and understanding various street outreach
- **Multidisciplinary Outreach Teams**
 - A team that utilizes different disciplines including physical healthcare, mental/behavioral healthcare, housing, and peers (including people with lived experience of unsheltered homelessness) and cite that diversity of experiences and specialties as a key to their programmatic success

Outreach Coordination Padlet

- What are the current strengths?
- What the areas of opportunity?
- What strategies to address the areas of opportunity?
- What tools would be helpful?

Key Community Partners



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Community-Based Health Providers

- Ability to connect participants to high quality, appropriate, and culturally responsive health services and treatment

Municipal Departments (Public Works | Public Health | Public Transit)

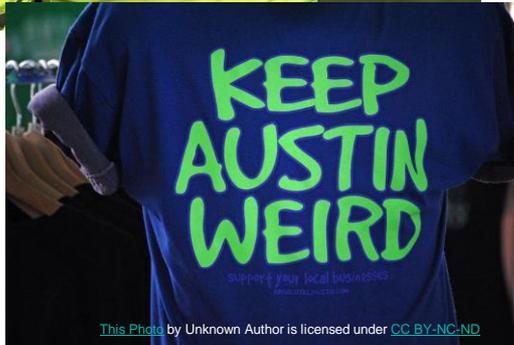
- align practices with effective strategies for addressing homelessness
- support trash collection, portable restroom and shower facilities, and access to potable water

First Responders

- Share information about what services are available and the limitations of services offered
- Establish processes for first responders to connect people to street outreach services
- Partner to establish community-wide messaging to enhance HFSSO efforts and reduce burden on first responders when the crisis is homelessness



Key Community Partners



Law Enforcement

- Establishing practices for law enforcement to give advance notice to street outreach programs when they are planning enforcement
- Waiving or reducing fees for criminal background checks required by housing programs
- Building stronger understanding of the experience of unsheltered homelessness in a community
- Changing the narrative about homelessness in a community via developing champions within law enforcement

Business Community

- Ensure they're aware of street outreach services
- Finding common cause and demonstrating win-win solutions to conflicts
- Identify ways the business can donate, fundraisers, provide testimony and or provide advocacy

Ensure program participants' information is kept private

Key Community Partners



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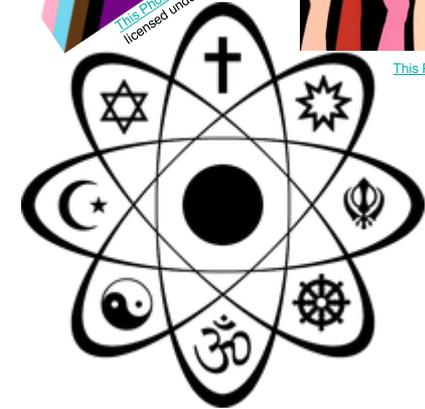
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Culturally Specific Organizations

- race, culture, language, sexuality, gender identity, age, disability, national origin and other dimensions of their identity

Faith Communities and Faith Based Organizations

- religious institutions or interfaith coalitions



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Group Brainstorm

- Who are the key partners you work with the most?
- What do they have/offer that enhances your work?
- What goods/services/etc. do you frequently need but don't currently have a good partner/referral for?

Warm Handoffs:

- Connections Critical for Street Outreach
 - Rental/utility assistance
 - Furniture/household supplies
 - Faith Community
 - Mainstream benefit programs
 - Employment
 - Legal Services
 - Transportation
 - Health and wellness
 - General community engagement
 - Food security
 - Other

Warm Handoffs:



Familiarity eases comfort and builds trust.

When participants know what to expect, it's easier for them to trust a new provider



Clarity about boundaries and expectations can establish and restore a sense of empowerment.

Participants may worry about providers sharing their information



Relationships are key!

A warm handoff is more effective when street outreach staff have a personal connection with the provider

Data Share and Integrate

- Establishing collaboration protocols:
 - Define expectations that street outreach programs input all relevant information into HMIS
 - Set standards to only use HMIS Unique ID
 - Clearly define each program's role in a CoC in terms of the area and/or population they serve
 - Active case conferencing supported by HMIS leads pulling active CE referrals

Geocoding and other cutting-edge technologies may be employed by some CoCs when their functionality enhances service provision or identification of people in need

The How



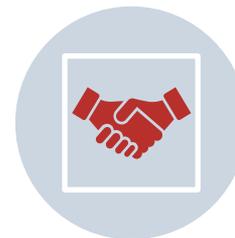
Continual And
Strategic
Communication



Resource
Sharing



Data Sharing And
Integration



Engagement
Coordination

NEXT STEPS



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- Taking Action

Next Session
December 3rd

Q&A

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