

# HOUSING FOCUSED STREET OUTREACH: ENSURING A CONSISTENT, HOUSING- FOCUSED APPROACH

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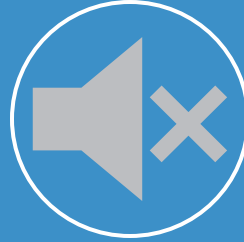
# HOUSEKEEPING



Q&A Box



Accompanying  
documents



All attendees  
are muted



Webinar is  
recorded



# 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

# WHY A HOUSING FOCUSED STREET OUTREACH FRAMEWORK?

Current Reality  
Must Change

Addressing  
Adverse Effects

Scarce Shelter  
& Housing  
Resources

Need for  
Universal  
Guidance

Outreach  
Serves the  
Most  
Vulnerable

Coordinated  
Approach  
Amplifies  
Impact

**WHY HOUSING-FOCUSED STREET OUTREACH?**

**HOUSED PEOPLE  
ARE NOT HOMELESS**



# HOUSING- FOCUSED STREET OUTREACH *Framework*



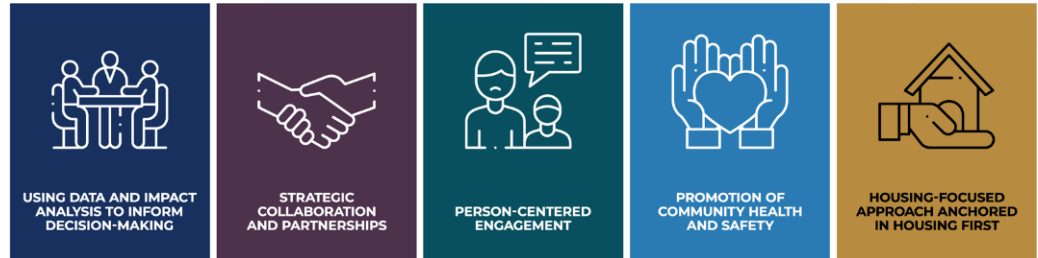
## DATA COLLECTION AND MANAGEMENT *for Street Outreach Providers*

[endhomelessness.org/outreach](https://endhomelessness.org/outreach)



# 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, culturally responsive services and resources while actively working towards securing stable and permanent housing solutions. This approach is characterized by five distinct core elements:





# HOUSING-FOCUSED STREET OUTREACH *Framework*

Helping **street outreach providers** ensure that their work is grounded in a **housing-focused approach**.



USING 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

[endhomelessness.org/outreach](https://endhomelessness.org/outreach)

# HOUSING FOCUSED STREET OUTREACH ESSENTIALS

## Embedded in Coordinated Entry Systems

- Access and Assessment
- Prioritization and Referrals

## Housing-Focused Problem Solving

## Support Document Readiness

## Exploring Housing Stabilization Options

## Access to Flexible Funds for Securing Housing

# Housing-Focused (shift)

## Philosophy Shift

- Everyone is ready to be housed immediately
- Clients are the captains of their housing plans
- Shelter space is limited and often not desired by clients
- Shelters is not the end goal or the only option

## Practice Shift

- Plan for rapid exit **to housing options** at first engagement
- “If you’re not talking about housing, you’re having the wrong conversation”
- Continuous “housing” problem-solving conversations
- All contacts include a focus on connecting to housing quick

## PANEL CONVERSATION

Dana Woolfolk

Erin Wixsten

Hannah Sims

# THANK YOU!

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For Housing Focused Street Outreach Framework/webinar series questions reach out to [jjohnson@naeh.org](mailto:jjohnson@naeh.org)



# HOUSING- FOCUSED STREET OUTREACH *Framework*



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# ACKNOWLEDGMENTS

Thank  
You

The work  
is hard!

# TAKE ACTION TODAY

Prepare to take action  
and sign up for our  
Advocacy Alerts.



**ENDHOMELESSNESS.ORG**