

Greater Richmond of Care Coordinated Entry System Advertisement Policy

Purpose:

The purpose of this policy is to ensure that the Coordinated Entry System (CES) is advertised consistently, broadly, and equitably so that all individuals and families experiencing or at risk of homelessness are aware of how to connect with homeless assistance program through the CES. The goal is to maintain consistent, clear communication so that all community members understand where and how to connect with CES.

Guiding Principles:

- **Accessibility:** Information about CES must be easy to find and understand.
- **Scope:** Outreach strategies must be designed to reach all populations, including those who may not typically interact with mainstream services.
- **Consistency:** CES must be promoted with uniform messaging across all partners and platforms.
- **Transparency:** Advertising must clearly explain what CES is, what services can be accessed through it, and how to connect.
- **Geographic Coverage:** Available to 100% of the GRCoC geography

Current CES Guiding Practices:

The community currently advertises the Coordinated Entry System using a multi-platform, partner-supported communication model. The primary methods include:

Partner Agency Promotion

- All Community Connection Points & CES Access Points (Homeless Connection Line, Street Outreach teams, and the Empowernet Hotline) distribute printed flyers and/or verbally communicate CES instructions.
- Staff explain CES during client intakes, outreach encounters, and service referrals.

Print Materials

- Flyers, posters, and/or brochures are posted or distributed in high-traffic locations including libraries, food pantries, shelters, health clinics, community centers, and faith-based organizations.
- Materials are currently available in English and other languages based on identified community needs.

Digital Promotion

- CES information is posted on the Homeless Connect Line and Continuum of Care (CoC) website, including phone numbers and hours of operation.
- Several partner agencies also include CES information on their websites and social media pages.
- Digital PDFs of CES flyers are shared through community newsletters, email lists, and coordinated networks.

Community Presentations

- CES staff present at community meetings, provider coalitions, and public forums to explain the system and answer questions.
- Organizations frequently request CES overview presentations for staff training.

Monitoring & Continuous Improvement

The CoC Lead or CES Lead Agency oversees ongoing review of advertising practices, including:

- Feedback from clients and partner agencies on clarity and effectiveness of CES advertising.
- Regular updates to advertising materials to reflect any changes in CES operations.
- Adjustments to outreach strategies to improve access for underrepresented or underserved populations.