



# HOMELESSNESS ACTION WEEK MEDIA TOOLKIT

**WE CAN FIX THIS.**  
We can permanently  
and cost-effectively  
solve homelessness.

**IN CANADA**  
**80%**  
**OF**  
**HOMELESS PEOPLE**  
**DON'T LIVE ON**  
**THE STREET.\***

80% of Canadian homeless people don't live on the street<sup>i</sup>. Instead they live in their cars, in church basements, on the floors and couches of friends and family, and many other discreet places that remain hidden from view. These are examples of the invisibly homeless – out of sight but still equally in need of a permanent, secure home.

Homelessness Action Week is about shining light on the problem of homelessness and introducing an approach to fixing it permanently.

The approach is simple. Provide those in need with a permanent, stable home. Once the basic need of a secure place to live is met, attention can turn to supporting people through challenges like securing adequate income, addressing mental health issues, recovering from an addiction or other physical health issues.

It's an idea that's been tested in several Canadian cities, including Vancouver. The results are impressive. Research has shown a 50% total cost savings by providing housing with support services.<sup>ii</sup> And even better, between 75 and 86% of the homeless who are 'hardest to house' (suffering from acute mental illness) who have housing with supports retain that housing long-term and begin their journey out of the cycle of homelessness<sup>iii</sup>.

So you see, it is possible. Together, we can permanently solve homelessness and reduce the cost of doing it.

Below, are some easy ways you can take action to help solve homelessness in your community. So, let's get to it!



- i. Homeless Hub. (2013). Homelessness: Social Exclusion. Retrieved from: <http://www.homelesshub.ca/topics/social-exclusion-208.aspx>
- ii. As cited in Streettohome Foundation. (2011). Community Action on Homelessness: Streettohome's 10-Year Plan for Vancouver. Streettohome Foundation.
- iii. Mental Health Commission of Canada. (2012). At Home/Chez Soi Project Early Finding Report. Retrieved from: [http://www.homelesshub.ca/ResourceFiles/Housing\\_At\\_Home\\_Early\\_Findings\\_Report\\_Volume\\_3\\_ENG\\_1.pdf](http://www.homelesshub.ca/ResourceFiles/Housing_At_Home_Early_Findings_Report_Volume_3_ENG_1.pdf) & Edmonton Homeless Commission. (2013). 10 Year Plan Progress – Year 4 Key Numbers. Retrieved from: <http://homelesscommission.org/index.php/key-statistics>.

## SHARE THE MESSAGE

Spread the word about homelessness action with these graphics via Facebook, Twitter, Instagram, Pinterest and other social media platforms.



## Facebook Cover Photo

Use this as your cover photo on Facebook to spread the word about homelessness action to your friends.



## Tweet it up

Get updates and events and join the conversation on Twitter by using the hashtag #StartWithHome.

You can also help spread the message about homelessness action by using these pre-written tweets (just click on them to get going!):

>Why not just give the homeless a home? So crazy it just might work. In fact, it already is. <http://stophomelessness.ca> #StartWithHome

>80% of homeless people in #YVR don't live on the street. Where do they live? <http://stophomelessness.ca> #StartWithHome

>There's a reason we don't call our couches and basements "home". <http://stophomelessness.ca> #StartWithHome



## VIDEO

Watch, share, and if you have your own website or blog, embed this video in your own social media efforts. The video was created by the talented Surrey Homelessness and Housing Society Youth Film Competition winners.



Embed code:

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<iframe width="420" height="315" src="//www.youtube.com/embed/a1q7l-VWcyjc" frameborder="0" allowfullscreen></iframe>
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