



NATIONAL COALITION *for* HOMELESS VETERANS

At Your Service

HVRP Grantee Best Practices

Outreach and Enrollment Strategies – Community Collaboration

Outreach and enrollment of eligible veteran participants is vital for a successful HVRP. Often, the first step is to create awareness about the HVRP itself. For Dana Niemela of the Denver Department of Human Services, this began by conducting outreach with other service providers in order to establish a presence in the community.

“I started to do a lot of outreach with service providers, specifically with program managers of either Grant and Per Diem programs, the HUD-VASH case managers [...] trying to capture those who may be going into HUD-VASH [...] and also with all of the actual agencies that were providing the Grant and Per Diem housing.”

Outreach with service providers has many benefits. First, they can be a good source of consumer referrals. Second, case managers and workers at other service providers can supplement information and support for veterans. Case managers provide a critical connection because they are already tracking a consumer’s services, and have a clear understanding of his or her progress.

Becoming a presence at the events of other service providers, such as weekly team meetings, allows HVRPs to establish continuity of care. As Niemela noted, “Providing that consistent face to them, they know that we’re still there and that we’ll be with them along the journey.”

This regular presence also gives HVRP a chance to share real success stories. Narratives can prove to be effective ways of demonstrating successful forms of history. Niemela noted, “If I can say that [Joe] over here from [a] VFW post referred a veteran to us for assistance because he was homeless and sleeping on couch, and they hear that what they did had an impact, it kind of helps everybody listen and learn from that.”

Karen Fleener-Gould of St. Vincent de Paul Society of Lane County also spoke about recruiting for her HVRP during a meeting among stakeholders. She described this weekly providers’ meeting as “a mini Stand-Down every week.” In attendance at these meetings are a wide spectrum of service providers including GPD, SSVF, Oregon Health Plan, VA’s employment program and HUD-VASH. These meetings can serve as pipelines to Fleener-Gould’s HVRP.

When working with, and receiving referrals from, other service providers, it is important to communicate an HVRP’s eligibility requirements. According to Fleener-Gould, “HUD-VASH used to wait until they were housed before they’d refer them and then they weren’t eligible for the program anymore, so now their intake workers are referring them to us which is working much, much better,” she said.