

# NVTAC

NATIONAL VETERANS TECHNICAL ASSISTANCE CENTER

*WEBINAR:*  
*SERVING YOUNGER  
VETERANS*

*THURSDAY  
SEPTEMBER 10, 2015*

**Rebecca Starr**  
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**Guest Speaker:**  
**Geoff Millard**  
gmillard@stp-sf.org

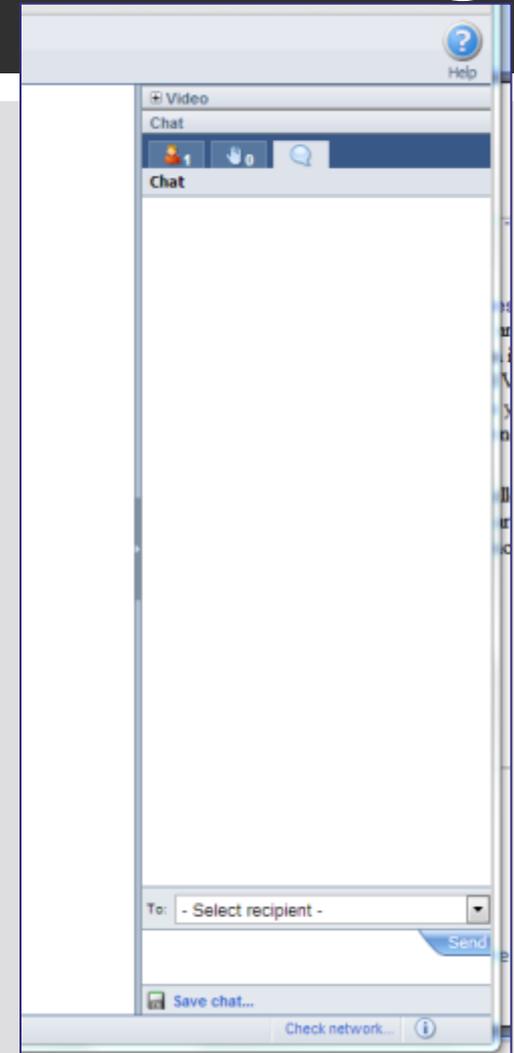
NVTAC@ahpnet.com

# Logistics

- Asking questions during the webinar
  - All participant phone lines are muted
  - You'll be unable to ask questions by phone
  - Please type your question in the on screen chat box
  - There will be two opportunities during the webinar to ask questions
  
- Post webinar survey
  - Survey from Antonio Addessi, Assistant Director TA and Training (NCHV)

# Asking Questions During the Training

- Submit questions in the chat box on the webinar
- E-mail questions to Antonio Addressi at [aaddressi@nchv.org](mailto:aaddressi@nchv.org)
- Submit questions through the post-training survey



# INTRODUCTIONS



VETS HELPING VETS SINCE 1974

## **Geoff Millard**

Policy Associate, Education and  
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[gmillard@stp-sf.org](mailto:gmillard@stp-sf.org)

## **Swords to Plowshares**

Institute for Veteran Policy

1060 Howard Street  
San Francisco, CA 94103

# OUTREACH

A "How To" for HVRP Grantees

# WHAT AM I GOING TO LEARN?

## KEY POINTS

- ⇒ **Identifying who you intend to serve**
- ⇒ **Materials dos and don'ts**
- ⇒ **Targeted outreach**
- ⇒ **Know your Continuum of Care**
- ⇒ **Tracking and follow-up**

# CUSTOMER SERVICE

**CUSTOMER SERVICE**  
**IS NOT A DEPARTMENT, IT IS**  
**AN ATTITUDE**

*-anonymous*



# WHO IS A VETERAN?



**Not everyone who was in the military self-identifies as a veteran**

## **STEREOTYPES ABOUT THE VETERAN POPULATION**

- **All veterans are in crisis.**
- **All veterans have served in combat.**
- **All veterans have access to the Department of Veterans Affairs (VA) healthcare.**

# IDENTIFY WHO YOU HAVE BEEN SERVING AND POSSIBLE NEW OPPORTUNITIES



# IDENTIFY WHO YOU HAVE BEEN SERVING AND POSSIBLE NEW OPPORTUNITIES



# MATERIALS

EMPLOYMENT AND TRAINING



*Building Careers*

*When their service ends, ours begins...*



**Swords to Plowshares**  
VETS HELPING VETS SINCE 1974  
[www.swords-to-plowshares.org](http://www.swords-to-plowshares.org)



**Swords to Plowshares**  
VETS HELPING VETS SINCE 1974

*When their service ends, ours begins...*

# MATERIALS “DO’S & DON’TS”

## DO’S

- Clearly state what the program is/does, who is eligible, and how to apply/reach you for more information.
- Use good graphics/pictures.
- Pictures from good outreach materials:

<https://blog.bufferapp.com/free-image-sources-list>

# MATERIALS “DO’S & DON’TS”

## DON’T

**...be overly complex and try to fill every space on your materials.**

**...use flags and other typically patriotic imagery.**

**...use the term “female”, use woman.**

# OFFICE SPACE & STAFF



# QUESTION FOR HVRP GRANTEES

**Where do you currently conduct outreach?**

- 1. VA and/or Vet Centers**
- 2. Colleges and/or Universities**
- 3. Street Outreach**
- 4. Online/Social Media**
- 5. Events/Other**



# TARGETED OUTREACH



# OIF/OEF/OND



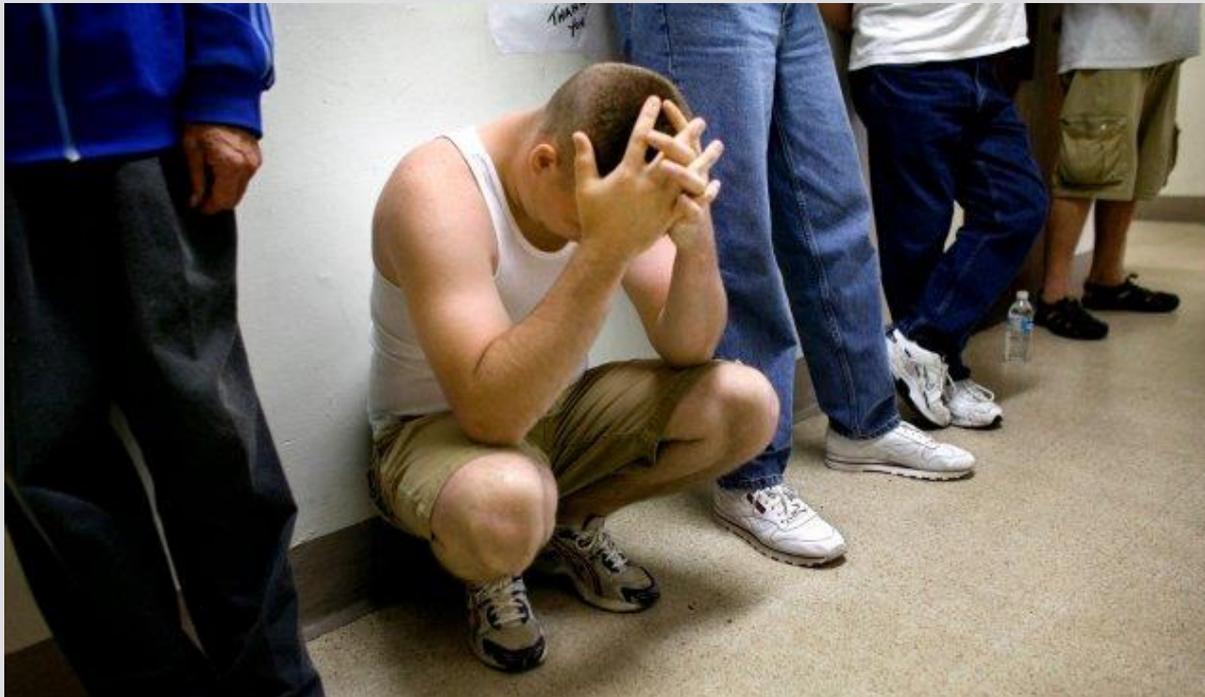
- Social media is a **MUST!**
- **COLLEGES** to include community colleges.
- **VAMC/OIF/OEF/OND** point person.

# WOMEN



- **Colleges to include community colleges**
- **Women's service agencies (i.e. WIC, SNAP, etc.)**
- **Women's clinics at VA**
- **Women's shelters**

# KNOW YOUR CONTINUUM OF CARE



# STREET OUTREACH



# OUTREACH: OUTSIDE THE BOX

- Many veterans get plugged into services through social “welcome home” events such as yellow ribbon events, stand downs, happy hours, and other networking events.
- Think outside the box- reach out to veterans at sporting events, concerts, barber shops and outreach through friends and family.



# RURAL OUTREACH



# VA AND VET CENTERS



# AT THE VAMC- CEC'S

**A NEW NATIONAL INITIATIVE:  
Community Employment Coordinators (CEC's)  
at each VAMC (VA Medical Center). They can  
refer veterans from the VAMC directly to you.**

- **To find out who your local CEC is at the VAMC in your area contact:**

**Rebecca Starr**

**[rstarr@ahpnet.com](mailto:rstarr@ahpnet.com) | 978-261-1424**

# VSOs AND COUNTY VSOs

While current-era veterans are not joining VSOs at the same rate as their predecessors did, the VSOs are still a great network for referrals as veterans in need are now the majority of veterans who seek out VSO help.



# COLLEGES

- **Student veteran organizations**
- **GI bill accrediting agent**
- **EOP office**
- **Disability office/groups**
- **LGBT office/groups**



<http://www.benefits.va.gov/gibill>

# HVRP GRANTEE QUESTION

**What Social Media platforms do you use for online outreach?**

- 1. Facebook**
- 2. Twitter**
- 3. LinkedIn**
- 4. Google+**
- 5. None**

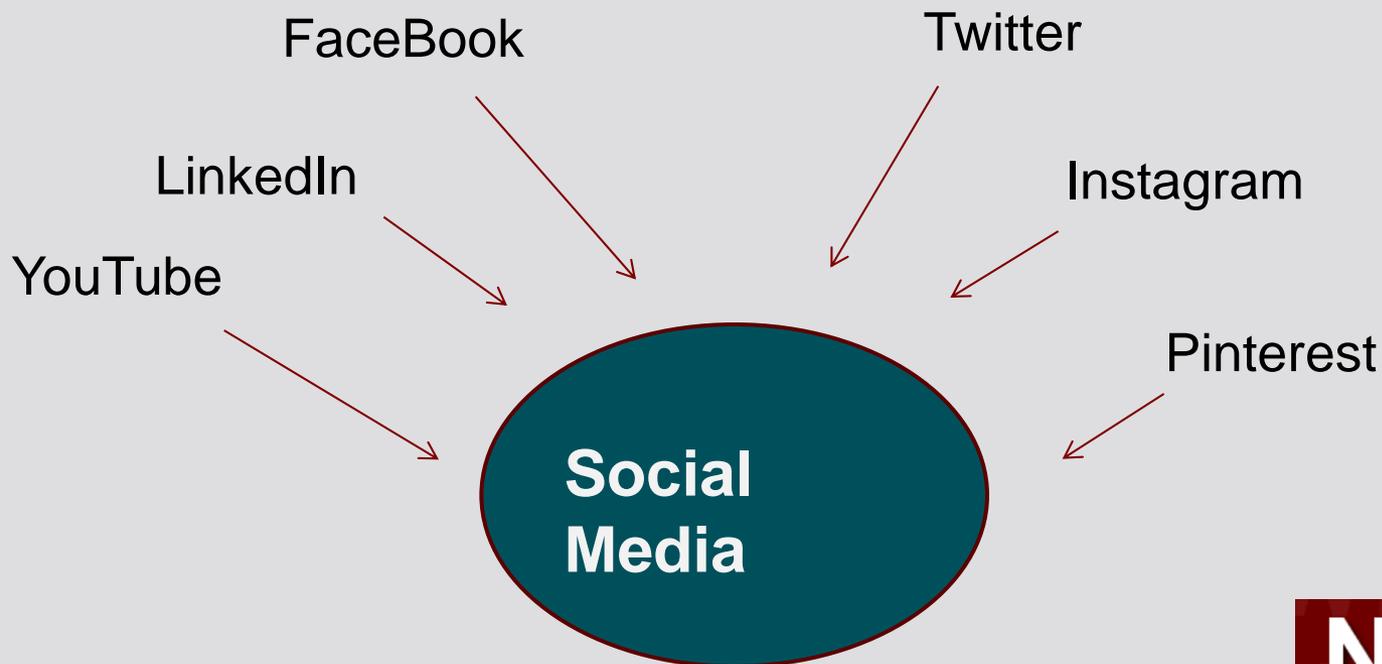


# DIGITAL OUTREACH



# FACEBOOK/TWITTER/LINKEDIN

While exact statistics on social media usage by veterans are not available, the VA's adoption of social media as a major channel by which to communicate with veterans hints at the extent to which veterans use networks such as Facebook and Twitter.



# EMAIL



**Email is a great way to keep supporters abreast of your program changes but is not an outreach tool.**

# STANDARDIZED INTAKE

- Don't ask the same questions from department after department.
- Ask how they heard of you.

# WRAP-AROUND SERVICES



How can I get healthcare?  
How can I seek mental health services?  
What about my spinal injury?



## HOME

How can I find emergency housing?  
Where is housing available in this area?  
Can my family live with me?

Where can I find an affordable, nutritious grocery store?



Do I have access to a gym?



## TRANSPORT

Are there bus passes or vouchers available?



## LEGAL

How can I make sure I am VA eligible?  
How can I change my discharge status?



## EDUCATION

What schools will accept my G.I. bill?

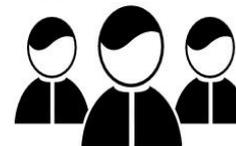


## EMPLOYMENT

How can I get financial counseling?  
What military work skills are transferable?  
What companies are hiring veterans?



## COMMUNITY



## TECH

# KNOW YOUR CONTINUUM OF CARE

## NO COLD HAND-OFFS

- Knowing your Continuum of Care is not just knowing what is out there but also who does what.
- A warm hand-off makes all the difference.

# QUESTIONS



# CONTACT Us

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