WEBINAR: SERVING YOUNGER VETERANS

THURSDAY SEPTEMBER 10, 2015

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Guest Speaker:
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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 Addessi at aaddessi@nchv.org
- Submit questions through the post-training survey
INTRODUCTIONS

Geoff Millard
Policy Associate, Education and Community Outreach
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Swords to Plowshares
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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
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
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
- Social media is a MUST!
- COLLEGES to include community colleges.
- VAMC/OIF/OEF/OND point person.
- 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
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 | 978-261-1424
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
What Social Media platforms do you use for online outreach?

1. Facebook
2. Twitter
3. LinkedIn
4. Google+
5. None
DIGITAL OUTREACH
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 is a great way to keep supporters abreast of your program changes but is not an outreach tool.
- Don’t ask the same questions from department after department.

- Ask how they heard of you.
Wrap-around Services

**Health**
- How can I get healthcare?
- How can I seek mental health services?
- What about my spinal injury?
- Where can I find an affordable, nutritious grocery store?
- Do I have access to a gym?

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

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

**Education**
- What schools will accept my GI bill?

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

**Transport**
- Are there bus passes or vouchers available?

**Tech**

**Community**
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
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