



Educational Outreach Toolkit

The immensity of homelessness in Los Angeles County can often make it feel like an impossible problem. But the truth is that real, measurable progress is being made across multiple fronts, thanks to the County's far-reaching commitment to combating this humanitarian crisis. We are a resource for you and are happy to help you with your educational outreach efforts. Please feel free to use this toolkit to build on your communications around homelessness.

The new website, homeless.lacounty.gov, provides information about our collective efforts to combat homelessness. The website includes information on the Homeless Initiative at work including [real life stories](#) of clients whose lives have been transformed, [why it matters](#), the [latest news](#), and educational information about [Measure H](#).

Measure H will go before Los Angeles County voters on March 7, 2017. If approved by two-thirds of voters, Measure H would generate about \$355 million annually through a ¼-cent sales tax to fund services that would directly benefit children, foster youth, seniors, battered women, disabled individuals, veterans and other homeless persons.

To help educate the community, we are asking that your agency consider use of the Educational Outreach Toolkit:

- Post the "[HomelessInitiativeLogo](#)" [website graphic](#) on your agency website and link it to homeless.lacounty.gov.
- Distribute the Homeless Initiative fact sheet, family solution centers infographic, and Measure H and Vote March 7 flyers to LA County residents who may have an interest. [View the documents](#).
- Share and retweet Homeless Initiative posts from the Countywide Communications [Twitter](#), [Facebook](#) and [Instagram](#).
- Post the [Sample Social Media Messages](#) on your social media.

Email pio@ceo.lacounty.gov to request specific graphic sizes or to access original photography which appears on homeless.lacounty.gov.

Thank you,
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