



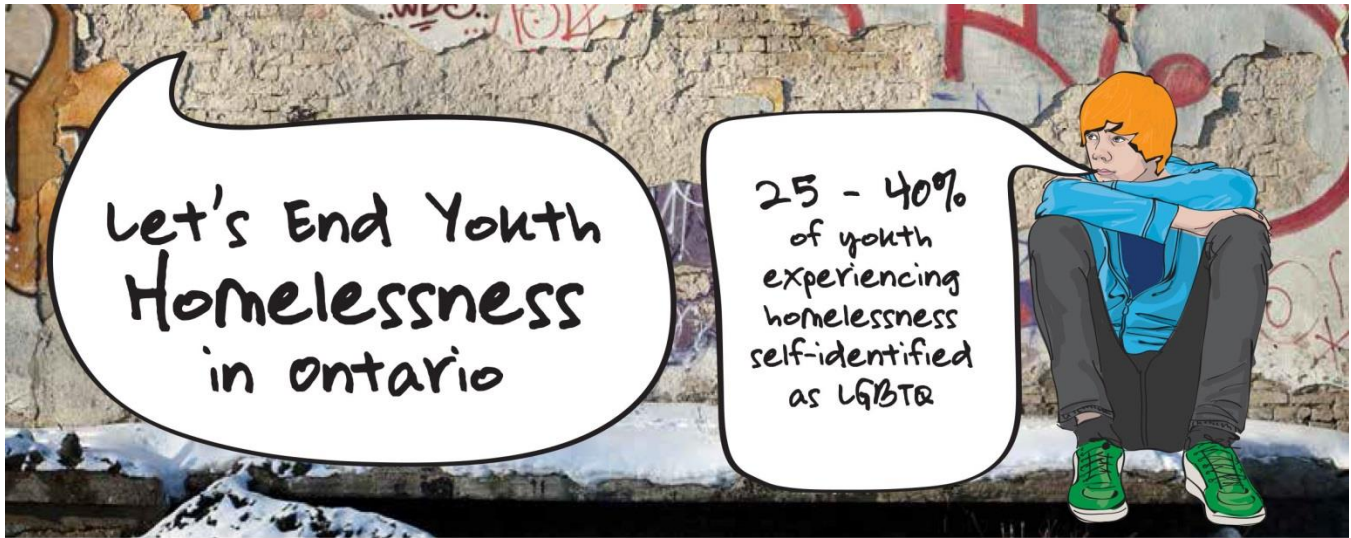
United Way
Kingston, Frontenac,
Lennox and Addington

Update
November 2015

Ending Youth Homelessness in KFL&A

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- The reasons youth are homeless are different from adults who are homeless, and the solutions need to be unique. Plans for homelessness in every community should include a dedicated plan, community-based solutions and youth-centred services for youth who are homeless.
- All youth, rural or urban, benefit from a sense of connection and services in their home community. Many rural communities would benefit from more services for youth.
- Youth under the age of 18 years typically lack the skills and experience to successfully live independently, especially youth who leave the care of Family & Children's Service at the age of 16.
- Housing options need to match the needs of youth – shelters, supportive or transitional housing, permanent affordable housing choices – should be readily available for youth.

1 in 5 shelter users are youth



What We Know About Youth Homelessness

Youth in Shelters

- 1 in 5 of the homeless population using shelters are unattached youth between the ages of 16-25. In some communities this is as high as 1 in 3.
- A further 1% of youth who are homeless are under the age of 16 (Segaert, 2012).
- It is estimated that about 200,000 Canadians experience homelessness annually, and about 30,000 are homeless on any given night (Gaetz et al., 2013:22).
 - An additional 50,000 Canadians may be couch surfing or 'hidden homeless'
- There are at least 35,000 young people who are homeless during the year, and 6,000 on any given night (Gaetz et al., 2013:22).
 - This does not include young people who:
 - > do not enter the shelter system
 - > are absolutely homeless and are sleeping out of doors or in other places unsuitable for human habitation
 - > or those who are temporarily staying with friends and have nowhere else to live (couch surfers).
- The youth homeless population is diverse.
 - 37% of youth in shelters are female (Segaert, 2012).
 - Young women are especially at risk of crime and violence (including sexual assault) while homeless, leading them to find alternatives to the streets, even if those alternatives pose other significant risks (Gaetz et al., 2010)
 - Certain significant sub-populations of youth are over-represented, including Aboriginal youth (Baskin, 2013) and in some cities like Toronto, black youth (Springer et al. 2013).
 - 25-40% of the youth who are homeless identify as lesbian, gay, bisexual, transgendered, transsexual or queer (LGBTQ), compared to only 5-10% of the general population (Abramovich, 2013; Josephson & Wright, 2000).
- Typically, young people who remain homeless for extended periods of time are also exposed to early sexual activity, exploitation, addictions and safety issues in a compressed time frame (Milburn et al. 2009; Saewyc et al., 2013; Gaetz, 2004; Gaetz et al., 2010).

Access to **housing and employment** may be very restricted for teens under the age of 18 (particularly those under 16).

- In Ontario, there are barriers to accessing social assistance for youth under the age of 18, which leads many young people to participate in the informal economy, often including illegal and quasi-legal activities such as drug dealing and the sex trade. (Gaetz)
- The high school dropout rate for homeless youth is 65% (Gaetz et al., 2010), much higher than the drop-out rate for young people in Canada which is 8.5% (Statistics Canada, 2012),
 - High school drop-outs face a considerable disadvantage in the labour market and may face exposure to a life of poverty (Sum et al., 2009; Statistics Canada, 2010; 2012b; 2012c).
- 77 % of homeless youth are unemployed. Most homeless kids lack enough education, job experience, life skills, and stability to find and maintain employment.

Young people aged 16-24 make up about 20% of the homeless population, or 30,000 annually. A further 1,500 are under the age of 16 and unaccompanied by adults. (Segaert, 2012:16)

Causes of Youth Homelessness

The causes of youth homelessness are not necessarily the same as adults. The key causes of youth homelessness include:

- Family conflict underlies youth homelessness and many are fleeing abuse or leaving the care of child welfare services.
- Youth homelessness is rarely experienced as a single event – and may be the end result of a process that involves multiple ruptures with family and community and numerous episodes of leaving, even if for short periods.
- Homeless youth typically lack the experience and skills necessary to live independently and this is especially true for those under the age of 18.
- While there are some commonalities that surround the experience of homelessness for young people and adults, for instance - lack of affordable housing, need for discharge planning and system response related to health care and youth justice issues - there are important differences including physical, mental, social and emotional development.

The school drop-out rate for homeless youth is 65%.

At any time during the year as many as 65,000 youth in Canada are without a place to call home.



Youth living in rural communities often have to leave their friends and support system because often there are no services in rural areas to support youth at risk or homeless.

Contrary to the stereotype that kids are on the street because they don't want to live by their parents' rules, most have fled or been forced out of homes where there is abuse and neglect.^[4]

More than 50% of homeless youth have been in jail, a youth detention centre, or prison

- About half of homeless kids come from middle – and upper – income families.^[6]
- About 43 % of homeless youth have been involved in the child welfare system, many have moved through a series of foster or group homes.
- Mental health issues are also a major factor in youth homelessness.
- One trusted service provider, family member or mentor can make all the difference.
- What homeless kids need is a wide range of services and support to become productive and successful adults.

For all of these reasons and more, a province wide, youth-based strategy to address youth homelessness must be distinct from the adult sector.

Gaetz, S. (2014). *Coming of Age: Reimagining the Response to Youth Homelessness in Canada*. Toronto: The Canadian Homelessness Research Network Press

[1] Youth Homelessness in Canada: The Road to Solutions, *Raising the Roof*, 2009., [2] *Raising the Roof*, Youth Homelessness., [3] *No Way Home, The Fifth Estate*, CBC, 10 March 2004., [4] *101 Things You Need To Know About Youth Homelessness*, St. Thomas University, NB, 2006., [5] St. Thomas University, *101 Things*., [6] St. Thomas University, *101 Things*., [7] St. Thomas University, *101 Things*.

2014 Plan

A shared community plan to End Youth Homelessness in Kingston & Area was launched in October 2014. This can be found at: <http://unitedwaykfla.ca/programs/youth-homelessness/>

The 2014 plan was developed with input from youth in the area – through focus groups, a forum and input from a Youth Planning Committee. A Steering Committee provided guidance as the United Way researched the issue.

A point in time count was done in 2013 and again in 2014. Data showed us that **one third** of people in shelters are youth between the ages of 15 and 24. This is higher than the national average of one fifth of people in shelters who are youth.

Data also showed that there were equal numbers of female youth to males who were homeless (compared to other communities where one third of youth who are homeless are female).

The causes of homelessness were explored, strategies developed and shared at a community forum in May 2014. The United Way then worked with the Steering Committee to develop an implementation plan.

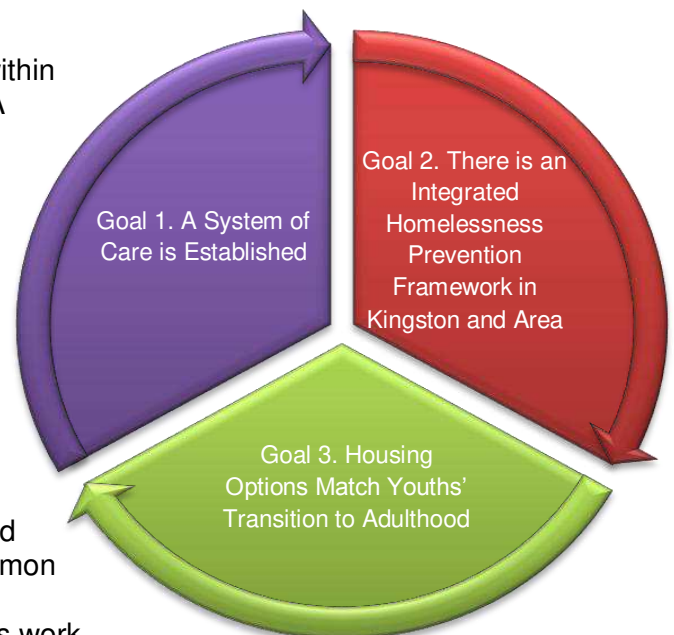
Importantly, this Plan is the first step, not the last step, in establishing a clear path forward to end youth homelessness in Kingston and area. It will continue to evolve and become more concrete over time.

Goal 1: A System of Care is Established

- Establishing a system of care means that services within Kingston and area are coordinated and integrated. A system of care demands an integrated systems response whereby programs, services and service delivery systems are organized at every level – from policy, to intake, to service provision, to client flow – based on the needs of the young person.

Strategy 1.1. Establish a Coordinated Access and Assessment System

- When a youth or family "touches" the system, be it through mental health, addictions, child welfare, corrections, or housing services, they are immediately assessed, their needs are identified, and client-centered plans are put in place through a common assessment tool.
- As youth move through the sector, different agencies work collaboratively to help meet intersecting needs and prevent them from becoming homeless and/or move them out of homelessness as quickly as possible.
- It is a system-wide response designed to meet the needs of the most vulnerable first (triaging).



Strategy 1.2. Establish Collective Principles and Values

- What youth require to lead healthy, productive, and meaningful lives is considered in the establishment of collective principles and values that guide systems of care work.
- All stakeholders incorporate systems of care principles and values into daily operations.
- Common principles guide actions and lend focus to systems of care work. Common values help to ensure that youth are receiving the same messages across the system.

Strategy 1.3. Create a System to Collect and Share Localized Research

- A system for ongoing learning is established.
- The system allows for real-time reporting on the total number of homeless youth in Kingston and area, the length and causes of their homelessness, their demographic characteristics and needs, and the services they receive.

Goal 2. There is an Integrated Homelessness Prevention Framework in Kingston and Area

- An integrated prevention framework includes activities that remove or reduce risk factors as well as promote protective factors to ensure wellbeing.

Strategy 2.1. Establish Mechanisms for Family Counselling and Mediation

- Family counselling and mediation is offered as soon as youth are flagged as being at risk of homelessness or as soon as youth leave home.
- The goal is not only to support youth, but to also support family members to develop a strong understanding of their family relationships, how to manage and negotiate in challenging situations, and how to develop supportive, meaningful, and sustainable relationships within the family.
- This strategy may include counselling families on how to support youth experiencing mental health and addictions issues.

Strategy 2.2. Support Youth Engagement in School and Community

- Youth at risk of disconnecting from their education are re-engaged with their education and offered greater educational support.
- Youth have "voice and choice" over their education, including autonomy over course work as well as options for classes/the opportunity to participate in educational programs that match their skills and interests.
- An awareness strategy is developed to address factors about the kinds of problems faced by youth that lead to both disengagement in school, and youth homelessness. Examples of these include: dealing with family conflict; financial stress and worry; peer and romantic relationships; navigating social services; mental health and addictions; dealing with landlords; and housing options.
- 211 is promoted as the access point for all youth – in school and community, including street involved youth – and core messages are communicated about where to get information and access to services through system of care organizations (mental health, addictions, housing, educational organizations, etc.).
- Information about youth homelessness is incorporated into school assemblies and teacher/staff training.

Strategy 2.3. Promote Universal Mental Health Prevention and Promotion Programs

- Well-being is promoted by helping all youth cope with the stressful experiences of adolescence.
- Youth will be given the knowledge and skills that allow them to live their lives more fully, and to feel vital and strong without getting "stuck" along the way.
- This includes efforts to reduce stress, distress, sadness and worry, combined with efforts to open up dialogue and raise awareness about youth experiences.

Strategy 2.4. Enhance Youth Employment and Career-Readiness Programs

- Youth have the opportunity to make money, explore different interests, identify life learning goals, and harness strengths within themselves.
- This includes support for building resumes and developing interview skills, as well as with networking, connecting to employers, and identifying further education or training requirements.
- Employers are also prepared to support youth in maintaining their jobs and receive training about how to connect with youth, communicate with youth, and encourage them to carry out their responsibilities.

Strategy 2.5. Ensure Youth are Not Discharged into Homelessness

- Correctional Services and Children and Youth Services (i.e. foster care, group homes), as well as Health Services (hospitals, mental health and addictions facilities) collaborate with case managers to ensure discharge planning includes permanent housing with longer term supports.
- Permanent, affordable housing is available to youth.

Goal 3. Housing Options Match Youths' Transition to Adulthood

- The housing options available to youth permit them to transition from one housing program to another according to their individual preference and developmental stages.

Strategy 3.1. Enhance the Role of Emergency Housing Services

- Emergency shelters in Kingston and area are used as a central access point/outreach service.
- Once youth receive basic supports, they are directed to the appropriate services within the community that will support them to be quickly re-housed.
- Family counselling is explored, so that early intervention can occur.

Strategy 3.2. Increase the Amount of Transitional Housing Available

- Youth have increased access to transitional housing units.
- Lengths of stay is flexible based on an individual's unique situation and their ability to locate and prepare for permanent housing.

Strategy 3.3. Make Housing First a Housing Option for Youth

- Permanent housing is made available to youth.
- The developmental needs of youth are considered in the design and implementation of Housing First in Kingston and area (the values, principles, and key elements of Housing First are adopted and adapted for youth).
- There is fidelity to the model by all members of the system of care.

Strategy 3.4. Ensure Access to Affordable Housing Units

- There are more affordable housing units available in Kingston and area and youth have access to these units.
- Youth disconnected from educational institutions that provide housing support still have access to affordable housing.
- A mechanism is in place to support youth, who may not have access to parental co-signers, to access affordable housing.

Strategy 3.5. Ensure Continuous Case Management and Follow-Up Support

- Case management is immediately available so that youth receive the support they need to access housing quickly, as well as building consistent and meaningful relationships with their support team.
- Case management is flexible across the different forms of housing, so that youth have the opportunity to shift from one form of housing to the next without compromising their support.
- Youth who are living in permanent and affordable housing or who have reunited with their family do not lose all form of case management as soon as they become housed or return home.
- Ongoing needs of youth are identified and the services they receive are adjusted as needed.

2015 Implementation

Following the launch of the Plan, the United Way worked with the Youth Homelessness Steering Committee to develop an implementation plan. The goals and strategies were re-visited over this past year and action plans developed. A mission statement, vision and values were developed, along with an implementation plan.

There were some areas where we identified the need for additional resources.

- We needed dedicated staffing to support the steering committee and implement the strategies
- Awareness and targeted prevention and intervention strategies required a comprehensive communications and awareness plan
- Youth in rural areas needed a plan for their unique needs.

An application was submitted for a Youth Collective Impact grant with Innoweave. The application was to hire a backbone coordinator, a youth engagement coordinator and to develop an awareness and education campaign, which were all critical as we started the implementation. In January 2015 Innoweave approved the first phase of the grant, with coaching to help us define the intended impact, outcomes and develop a theory of change.

Point in Time (PiT) Count

The 2015 Youth PiT count was completed in March, with more emphasis on gathering data from across the region, including rural schools. This will form the baseline for our evaluation with 16 youth who were absolutely homeless, 20 youth in transitional housing and 111 youth in schools who were identified as precariously housed. The process for this specialized PiT count can be found in the 2014 Plan. The

United Way will continue to administer this **Youth PiT Count** annually, combining it with the larger community PiT count that they will administer in 2016.

Theory of Change, Management and Governance

A Theory of Change was developed in March and continues to be updated as we identify new aspects of this complex issue.

Additionally a graphic was developed to identify current and future state, visualizing the theory that if we invest in overall awareness, targeted prevention and intervention, we can reduce the number of youth who are most at risk or are absolutely homeless.

Through the year, the steering committee reviewed and confirmed the Mission, Vision & Values for the initiative and went on to develop a structure that would work on specific areas. Terms of reference and sub committee mandates were developed.

Through coaching a number of working groups were identified and Terms of Reference developed:

211 Protocol & Coordinated Access

Youth advised us that it was hard for them to know where to go. To address this issue, a protocol was developed among frontline workers and the steering committee, with 211 identified as the first point of contact for youth looking for help.

City of Kingston has developed a consistent intake process and the data from this is input into HIFIS, a data management system.

Causes of Youth Homelessness

We heard from youth that the three most common causes for homelessness in KFL&A are:

- Family Conflict
- Addictions & Mental Health
- Employment and Skills Development

Family conflict: a pilot program has been introduced with a Family Mediation Worker available to organizations, families, individuals. This will provide a preventative mechanism.

Addictions & Mental Health: there is a newly developed protocol in place to assist youth with mental health services. Additionally a pilot program provides a mobile worker to help youth access services and navigate the mental health system.

Youth Employment: a task force has been struck to develop strategies to address the issue of youth employment – for barriered youth as well as youth who may have education and skills but who are unable to find employment.

A Hub concept is being envisioned and created to help the most marginalized youth. Services, many of which already exist, will be available for youth who are street involved or at higher risk.

An awareness campaign has been created, targeting three audiences: youth at risk, youth aged 12-24 and the public at large. The campaign will be launched officially in early 2016.

This document provides information about these and some of the work that has been done since the plan was first launched in November 2014.

Youth Homelessness Steering Committee

Name	Organization
Bhavana Varma (Chair)	United Way KFLA
Andrea Loken	Ontario Secondary School Teachers' Federation (OSSTF)
Annette Keogh	County of Lennox & Addington
Ashley O'Brien	Street Health
Brittney Taylor	YOLK
Carol Roberts	KEYS
Christine Herron	Limestone District School Board
Danielle Quenneville	K3C Community Counselling Centres
Daren Dougall	Ministry of Children and Youth Services
Darlene Bolger	Algonquin Lakeshore Catholic District School Board
Darren Keuhl	Kingston Police
David Townsend	Southern Frontenac Community Services
Derek Brown	United Way KFLA
Diane Irwin	St. Lawrence Youth Association
Glenda Carter	Addictions & Mental Health KFLA
Janice Minard	Community Representative
Joshua Conner	Kingston Police
Kim Hockey	United Way KFLA (backbone coordinator)
Jason Beaubiah	Kingston Youth Shelter
Maddy Ross	Premier's Council on Youth Opportunities
Maria Stebelsky	At Home L&A
Maribeth Scott	Northern Frontenac Community Services
Mary Beth Gauthier	Empire Life
Matt Kussin	Queen's University
Michelle Campigotto	Family & Children Services of FL&A
Nicki Collins	Pathways for Children & Youth
Roger Romero	Pathways to Education, Y2K
Shawn Quigley	Youth Diversion
Steve Woodman	Family & Children Services of FL&A
Tara Everitt	Home Base Housing, Youth Services
Valerie Watson	City of Kingston

Voice of Youth

Right from the start, the plan has been developed with the voice of youth. Youth have informed the plan at every stage. They identified the causes of youth homelessness in Kingston and area and they recommended solutions to address the issue.

In August 2015 a Youth Council was created. The mandate is to ensure voice and perspective of youth is at the forefront of the issue of youth homelessness, youth employment and any other programs that are being designed for youth. The council is made up of a diverse mix of youth recruited through organizations i.e. youth housing, youth employment programs, school boards, Y2K, Pathways to Education, Boys & Girls Club as well as youth in the community.

The Youth Council has begun planning for an annual Youth Forum to be held in the spring of 2016 and discussed topics that would be most useful for youth.

They have suggested bringing Adolescent Care Workers from both school boards together so they can be better informed about the services in the community and youth homelessness in general.

They have also recommended bringing together Guidance Counsellors from high schools to learn about existing and new employment and skills development programs, including careers of the future and new career options.

School Boards will work with United Way and the Youth Council to coordinate this.

Implementation – Accomplishments

211 Protocol

We heard from youth that it is a challenge for them to know where to go – there are so many different services for different demographics and situations. To address this, the steering committee agreed that it made sense to direct youth to 211 – a simple, easy to remember number and a referral agent is available 24/7 to speak in real time.

211 will refer youth to the appropriate services, including a warm hand over where possible, and local service providers will follow their own protocols to triage and help youth who call. A protocol has been developed.

Programs

Existing programs

The Government of Ontario is funding some positions that we believe will have a positive impact:

- Transitions Worker who supports youth who have been clients of Family & Children Services, assisting them and connecting them with services in the area
- Transitional Aged Youth (TAY coordinates supports for youth struggling with mental health and/or addiction issues, assisting their transition from one service provider to another and/or connecting them with various community supports

Additionally the Ministry of Children & Youth is offering funding for 3 years for a number of programs in Kingston and area through the **Stepping Up** stream.

The City of Kingston and the United Way fund core programs that support youth:

- Kingston Youth Shelter
- Transitional Housing counselors at two locations
- Prevention/eviction workers
- Housing First with case management

Youth Counselling programs through K3C Counselling Centres are funded by United Way. A Youth Trustee program is also offered through this agency.

Pilot programs

The United Way Board of Directors set aside a fund (from money raised through a special event) to support youth homelessness. Through this fund the following pilot programs are being funded:

- A Transitional Housing counselor for a new Transitions house with 5-7 units
- A Family Mediation Worker who will work with families and youth before or shortly after a youth is homeless
- A Mental Health & Addictions Youth Worker who will help youth navigate the mental health system and provide appropriate referrals

In development:

Hub

A single site hub will allow a variety of agencies (all funded by various sources) to work together and offer a range of services to the most marginalized youth, all out of one space. This will reduce service duplication and help to improve services by making the system easier for the youth to navigate. The hub can be tailored to meet the unique needs of youth and provide an inclusive space which works from an anti-oppressive framework.

At Home in Lennox & Addington

At Home in L&A was formed as part of a strategic plan of HALA in 2011, incorporated in March 2012 and received Charitable Status November 2014. The group is working to develop transitional housing in Lennox & Addington.

Youth Employment:

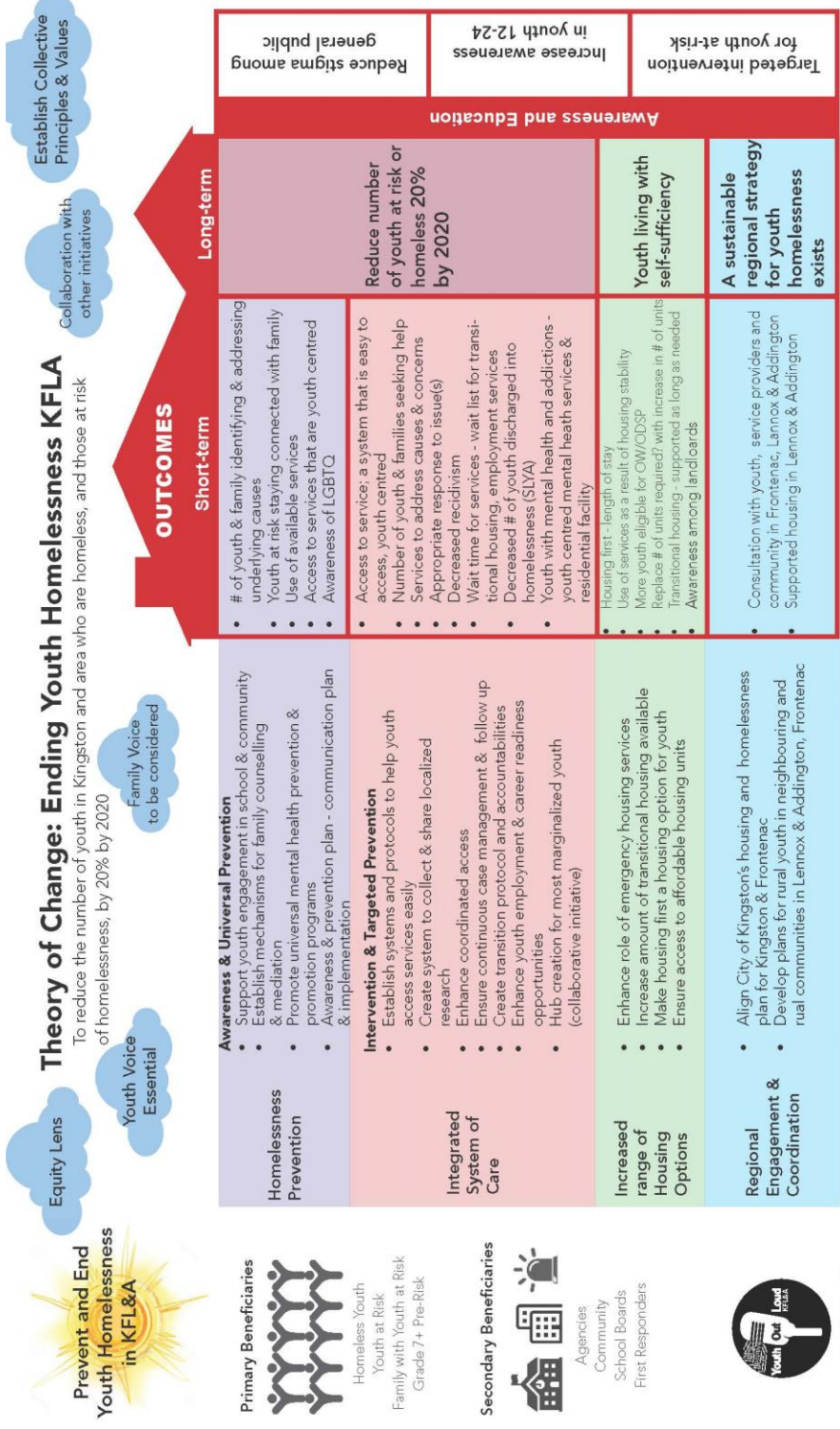
The City of Kingston and United Way are working with a Youth Employment Task Force to develop a youth employment strategy and bring recommendations back to City Council in a year.

This Task Force is working on strategies for youth who are barriered as well as those who may not have as many barriers. (Terms of reference and draft strategies are included in this document).

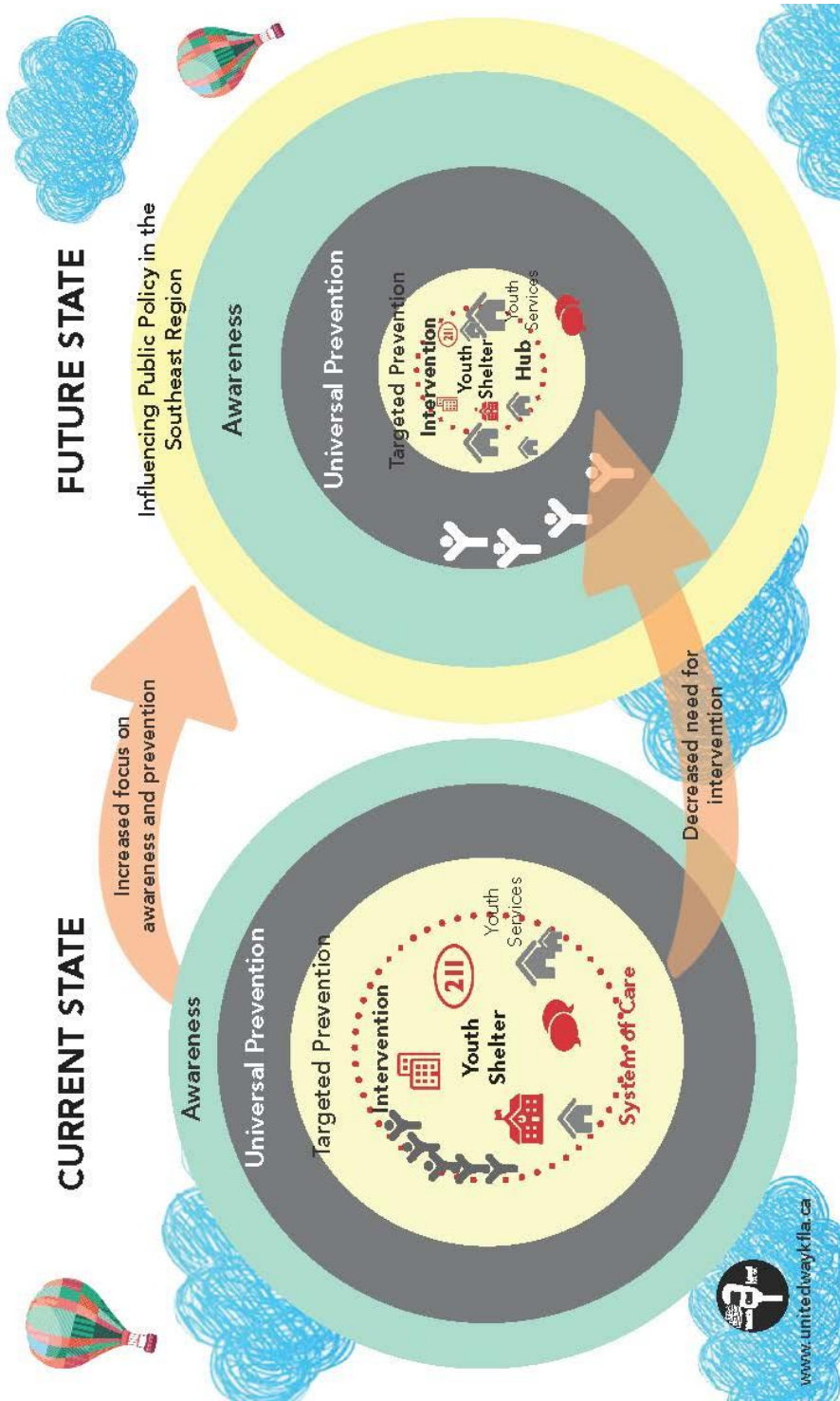
Regional plans

Rural plans will be developed in 2016, recognizing that the needs of youth in rural areas need unique solutions

Theory of Change: Ending Youth Homelessness KFLA



Current State & Future State



Governance & Management Structure

Intended Impact

To reduce the number of youth in Kingston and area who are homeless (unsheltered, temporarily sheltered or provisionally accommodated), and those at risk of homelessness (precariously housed or not meeting public health and safety standards), by 20% by 2020 (based on 2015 baseline)

Mission, Vision, Values

MISSION:

To mobilize the KFL&A community to create, develop and sustain an integrated system of care to prevent and respond to youth homelessness, using proven best practices.

VISION:

Our vision is a community where all young people have safe, stable and healthy homes, where they can grow to potential.

VALUES

- Youth informed, engaged, led
- Solution focused
- Coordinated approach
- Accessible
- Stable safe and healthy housing
- Create, identify and increase services
- Increased awareness, remove stigma
- Supportive of youth, helping them know where to go, know the community cares

Steering Committee

Purpose: Working closely with United Way staff, the Steering Committee plays a key role in developing a plan and implementation strategies to mobilize local capacity in Kingston to address, prevent and end Youth Homelessness. The Committee will:

- Provide input and direction to the process of developing a plan
- Assist with the development of strategies, proposed solutions to end youth homelessness
- Provide input and support the implementation of the plan
- Review data and information as provided, identify gaps and potential sources of additional information and data and assist, where possible, in collecting and tracking relevant data
- Provide input into developing process for community consultation
- Receive reports and recommendations as the process and plan progresses
- Provide insight into implementation and evaluation plans
- Identify partners and community groups and individuals

Composition:

- Community members including
 - Service providers
 - Community leaders
 - Youth with lived experience
 - Community youth
 - United Way
 - Municipalities
 - School Boards
 - First responders

Executive Committee

- Provide guidance to the United Way (backbone organization) by recommending projects and identifying priorities
- Monitor and evaluate implementation of the Community Plan; review progress, updates, reports
- Approve and recommend priorities within the Plan
- Connect and establish links and partnership with steering committee, other homelessness and community groups
- Review membership and functioning of the steering committee and working groups.

The Executive Committee shall be accountable to Steering Committee and United Way Board of Directors, through the United Way CEO

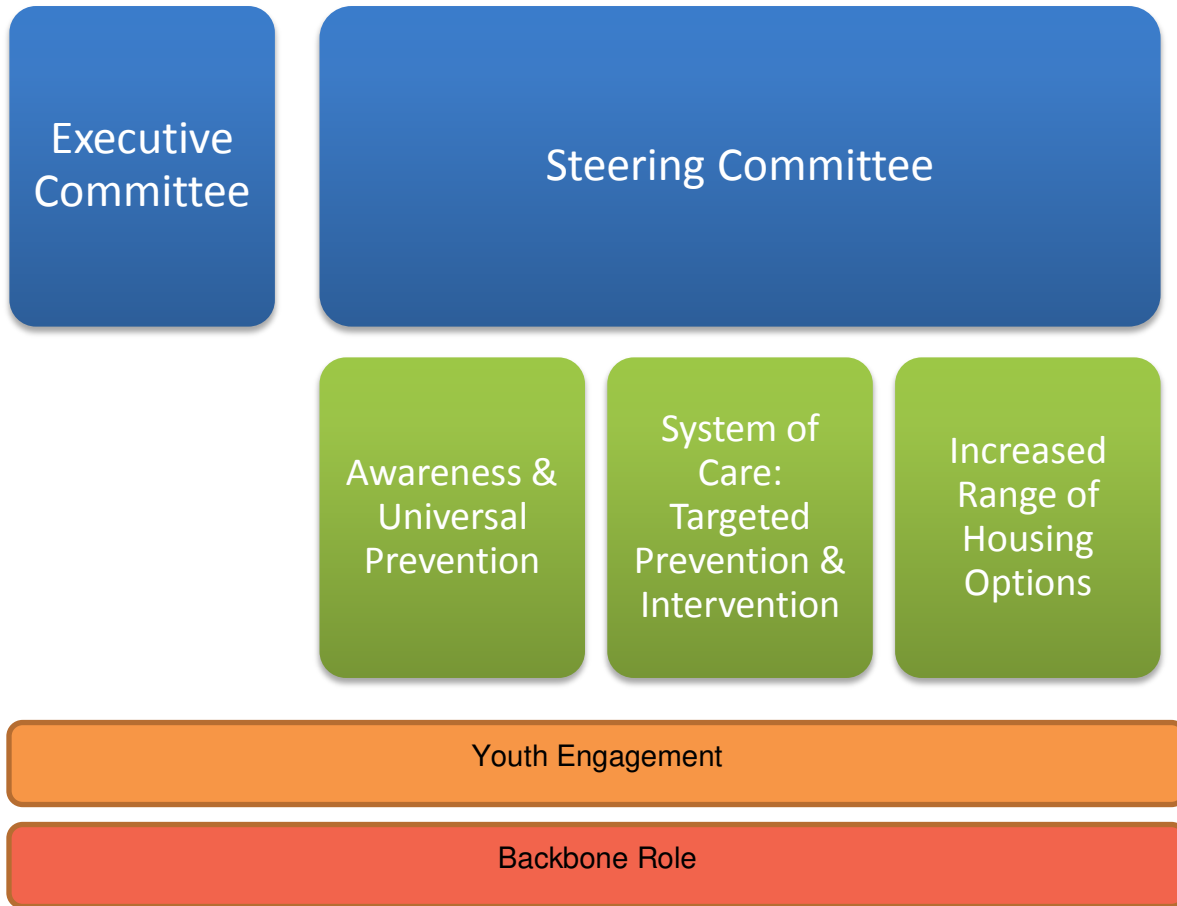
The Executive Committee shall be made up of 6-8 members including United Way, Service Manager City of Kingston, municipalities, School Boards, service providers, CYSPC

Role of United Way/backbone organization:

The United Way functions as the 'backbone organization', providing the infrastructure, leadership, administration and support. The President & CEO, United Way oversees the initiative, liaising with the United Way Board of Directors.

As the backbone organization, the United Way will be responsible for

- Oversight of the Community Plan, including
 - developing strategy
 - implementation of strategy and plans;
 - evaluation and measurement
 - assessment and monitoring of the plan;
 - contracting and oversight of staff, funding agreements;
 - reporting on activities and progress.
- Coordinating and working with the Steering Committee and members to ensure success in meeting objectives of the Community Plan
- Ensure linkage with the City of Kingston's municipal housing and homelessness strategy (for Kingston and Frontenac)
- Oversee development of plan in rural communities
- Work closely with other members to implement specific recommendations
- Develop and implement communications and awareness plans



Working groups

Working groups will focus on the primary strategies for the Youth Homelessness Plan. Working groups will report to the Steering committee and monitor progress.

These groups will be made up of Leads and Co-Leads from the Steering Committee, with additional members from the community, as required

- Awareness & Universal Prevention
- System of Care - Targeted Prevention & Intervention
- Increased range of housing options

Youth engagement will be reflected across the board. The backbone organization (United Way) will provide support and coordination to all groups

Terms of Reference

Youth Homelessness Steering Committee

Purpose: Working closely with United Way staff, the Steering Committee plays a key role in developing a plan and strategies to mobilize local capacity in Kingston to address and end Youth Homelessness. The Committee will:

- Review information and data related to the issue of youth homelessness
- Provide input and direction to the process of developing a plan
- Ratify the plan when it is developed

Composition:

- Community members including
 - service providers
 - community leaders
 - youth with lived experience
 - community youth
- United Way staff including
 - President & CEO
 - Director Community Investment

Meeting frequency and location:

Committee meetings will be held at least six times a year.

Responsibilities:

Environmental Scan/Needs Assessment

- Review data and information as provided
- Identify gaps and potential sources of additional information and data
- Assist, where possible, in collecting and tracking relevant data

Process

- Provide input into developing process for community consultation
- Receive reports and recommendations as the process and plan progresses

Planning

- Assist with the development of strategies, proposed solutions to end youth homelessness
- Provide insight into implementation and evaluation plans
- Identify partners and community groups and individuals

Youth Homelessness Executive Committee

Goal: To ensure success in meeting objectives of the Community Plan to prevent and end youth homelessness in KFL&A.

To develop a regional plan for youth homelessness that includes solutions for rural communities with distinct strategies and solutions designed to support youth in their own neighbourhoods.

To ensure all plans and strategies are informed by the voice of youth with an intentional approach to engage youth and support their involvement in the initiative.

To monitor progress, develop and monitor evaluation framework.

18 month term: 6 meetings a year or more, as required

Reporting to: Youth Homelessness Steering Committee and United Way Board of Directors, through United Way CEO

Coordination and administrative support: provided through United Way KFLA

Membership may include:

Coordination by United Way staff: Backbone Coordinator, Youth Engagement Coordinator

- CEO, United Way KFLA; Service Manager, City of Kingston; County of Lennox & Addington; School Boards; Service Providers; Children and Youth Services Planning Committee

Objective:

- Provide guidance to the United Way (backbone organization) and steering committee by recommending projects and identifying priorities
- Regional engagement & coordination
- Developing a sustainable regional strategy for youth
- Increase financial support for youth homelessness, awareness of issue & services available, capacity in neighbouring communities to serve youth locally

Responsibilities:

- Develop framework, monitor and evaluate implementation of the Community Plan; review progress, updates, reports
- Approve and recommend priorities within the Plan
- Connect and establish links and partnership with steering committee, other homelessness and community groups regionally and locally
- Review membership and functioning of the steering committee and working groups
- Work with City of Kingston to continue to align City of Kingston's homelessness and affordable housing plan with existing youth homelessness plan
- Work with counties and stakeholders, including youth, to develop a plan for youth in neighbouring rural counties

Youth Council

Purpose: To create a Council made up of youth leaders, providing the voice of youth, to provide input and inform community initiatives related to youth

Admin Support and Coordination: provided by United Way, funded through grants from funders including United Way, Innoweave and the City of Kingston

Representation:

Youth will be recruited from organizations and groups like:

- Youth housing programs
- Youth employment programs
- High schools in the area (from all school boards)
- Youth representative from Y2K
- Youth in the community

Recruitment:

Membership is open, with nominations from organizations working in the areas identified above. Recognizing that youth are often in transition, there is flexibility in attendance or participation. The Youth Engagement Coordinator will work closely with youth and organizations to provide support and maintain membership.

Meeting frequencies:

- 6 meetings a year or more as required

Support:

Transportation support and food will be provided as required

Key Responsibilities:

- Provide feedback and input into strategy, direction and tactics where requested
- Assist with identifying opportunities for additional input through group conversations, focus groups
- Assist with recruitment for committees seeking youth representatives
- Work with organizers on an annual forum that covers youth issues, like youth homelessness
- Providing peer presentations to communicate key messages to youth, for example through youth assemblies, youth centres, etc.

Awareness and Education Working Group

Goal: To develop a comprehensive communications strategy that promotes awareness and education around the issue of youth homelessness.

This will be informed by the voice of youth with an intentional approach to engage youth and support their involvement in the initiative.

Term: 18 months; 6 meetings a year, or more as required

Reporting to: Youth Homelessness Steering Committee

Administrative support: United Way KFLA, including oversight of contract with professionals with concept and design expertise

Membership:

5-7 members including

- United Way (CEO)
- Volunteers with marketing, social marketing expertise, media relations
- Youth with communications experience and youth with lived experience

Professional support:

- Backbone coordinator, Youth engagement coordinator
- Professionals (concept and design)

Objectives:

Develop communication strategies for target audiences, design and produce materials and tools to support these strategies and ensure youth input is included in all decision making and planning

1. Targeted Communication to youth at risk
2. Awareness among youth (Grade 7 upwards)
3. Removing stigma – general population

Responsibilities:

- Develop materials to help communicate with youth who are at risk or homeless, facilitating access to services that will help them live independently
- Develop a strategy to communicate with youth in schools and in the community to help them understand the issue
- Increase awareness of youth focused supports and services available in the community
- Develop plans to increase awareness of the issue and supports that can be accessed by families and youth, ultimately preventing youth homelessness
- Develop a supporting strategy to increase public awareness of the issue, eliminating barriers for youth seeking help
- Review and recommend design and tools for materials to support communication and awareness strategies

Integrated System of Care Working Group

Goal: To establish a system of care where services within Kingston and area are coordinated and integrated with clear roles and mandates of service providers, who work together to provide an integrated systems response. This will be informed by the voice of youth with an intentional approach to engage youth and support their involvement in the initiative.

18 month term: 6 meetings a year or more, as required

Reporting to: Youth Homelessness Steering Committee

Coordination and administrative support: provided through United Way KFLA

Membership may include:

- United Way staff: CEO, Backbone coordinator, Youth engagement coordinator
- Representatives from youth serving organizations:
 - City of Kingston
 - Pathways for Children & Youth
 - Shelter / Transitional / Supportive Housing
 - Home Base Housing
 - Kingston Youth Shelter
 - Youth
 - Youth Justice, Mental Health & Addictions
 - St. Lawrence Youth Association
 - Youth Diversion
 - Youth at risk or with lived experience
 - Family & Children's Services
 - Police
 - Youth Employment
 - Hospitals
 - School Boards

Objectives:

- To ensure youth at risk or homeless have access to targeted prevention and intervention
- Programs, services and service delivery systems are organized at every level based on the needs of the young person
- To ensure youth input is included in all decision making and planning

Responsibilities:

- Review current system, services
- Identify gaps and barriers
- Identify potential policy changes, system changes and funding needs
- Work with service providers, funders and policy makers to develop coordinated system
- Support the development, evaluation and sustainability of programs developed to enhance system of care

Increase Range of Housing Options Working Group

Goal: To increase the range of housing options available to youth that permits them to transition from one housing program to another according to their individual preference and developmental stages. This will be informed by the voice of youth with an intentional approach to engage youth and support their involvement in the initiative.

18 month term: 6 meetings a year or more, as required

Reporting to: Youth Homelessness Steering Committee

Coordination and administrative support: provided through United Way KFLA

Membership:

- United Way staff: CEO, Backbone coordinator, Youth engagement coordinator
- Representatives from youth serving organizations
- Youth at risk or with lived experience

Recommended organizations:

- City of Kingston
 - Service manager
 - Representative from Homelessness & Housing Advisory Committee
- County of L&A, Frontenac
- Land Lord Association
- HBH - Housing Liaison
- Legal Clinic
- Youth

Objectives:

- Ensure housing options that are available for youth range from an enhanced role for emergency shelters, transitional housing for youth who need supports to help them develop skills to live independently, and permanent housing options that enable them to have stable affordable housing
- Work closely with stakeholders so youth have case management and supports, regardless of their housing options
- To ensure youth input is included in all decision-making and planning

Responsibilities:

- Review existing housing options
- Identify opportunities, funding to develop housing options as required
- Advocate for youth centred supports that provide choice and services designed to youth needs

Youth Employment Summary & Strategies

Youth Employment Task Force Project Charter

1.0 Background

Collect data re: youth employment; national, provincial, local data; why this is an important issue

2.0 Alignment with Community Initiatives and Programs

What do we know that's already in place:

- There are a number of programs (federal and provincial) to support youth employment. What we need to do locally is find the most effective way to utilize these programs to increase rates of employment among youth

3.0 Vision Statement

Our vision is to empower youth with the skills and opportunities they need to build careers that create a better future for themselves and their communities

4.0 Focus of Work and Desired Outcomes

There are three areas of focus for the work. They include:

1. What is already in place:
 - a. Identifying opportunities regarding youth employment
2. What are the barriers to youth employment?
 - a. What have we heard from youth, employers?
3. Strategies
 - a. What do we need to do differently?
 - b. What will success look like?

5.0 Communication and Engagement

Awareness and mobilize support for this work through the following mechanisms:

- **Communications:**
 - Community
 - Media
- **Youth Engagement:**
 - Youth Council
- **City Staff**
 - Update in a year to City Council

Youth Employment Work Plan

PHASE 1:	
PROCESS	Status
<ol style="list-style-type: none"> 1. Vision, goals, outcomes 2. Committee 	<p>Complete – July</p> <p>Complete – July</p>
PHASE 2:	
INFORMATION GATHERING	Status
<ol style="list-style-type: none"> 3. Fact finding – 3 months: Aug – Nov <ol style="list-style-type: none"> a. Research other youth employment strategies b. What programs in KFL&A – next meeting (August) – committee c. Quantitative <ol style="list-style-type: none"> i. Cheryl: report to council ii. Cheryl – what else d. Qualitative committee input questions, process of gathering info, surveys, focus groups, key informants, solutions proposed <ol style="list-style-type: none"> i. Youth (some done, some to be done) ii. Employers iii. Employment agencies 	<p>YE programs presentation – August 6</p> <p>DRAFT - Skills Training Pilot project (in progress)</p> <p>Report & Data received – July</p> <p>Youth conversations with Mayor – March</p> <p>Youth Council TOR: August</p> <p>Recruitment of Youth Council</p>
PHASE 3:	
DEVELOPMENT OF STRATEGIES	Status
<ol style="list-style-type: none"> 4. Theory of Change, strategies (youth voice to help frame): Jan - Feb <p>Reinforcing Theory of Change – forum, key informants</p> <ol style="list-style-type: none"> a. Mentoring/apprenticeship b. Skills development c. Awareness – employees and youth 	<ul style="list-style-type: none"> • Strategies developed for <ul style="list-style-type: none"> - Barriered youth - Youth with education, skills
PHASE 4:	
DEVELOPMENT OF REPORT	Status
<ol style="list-style-type: none"> 5. Report writing: March 6. Develop Evaluation process 7. Review and confirm: April 	
PHASE 5:	
IMPLEMENTATION & EVALUATION	Status

Taskforce Members

Name	Organization
Bhavana Varma (Co-Chair)	United Way FKLA
Lanie Hurdle (Co-Chair)	City of Kingston
Employment	
Elaine Lewis	St. Lawrence College Employment
Elizabeth Kenney	Service Canada
Gillian Watters	KEYS
Christie Scales	KEYS
Lucie Mercier	ACFOMI
Tyler Fainstat	John Howard Society, ReStart Program
Catherine Stewart-Findlay	Career Edge, Napanee
Youth/Social Service Agencies	
Ashley O'Brien	Street Health
Debbie Gillis	K3C Community Counselling Centres
Simon Robinson	K3C (Credit Counselling)
Mary Kloosterman	YMCA of Kingston
Wendy Vuyk	Pathways to Education
Employers/Private Sector	
Ben Gooch	Providence Care
Bill Stewart	Kingston Chamber of Commerce
Carrie Batt	RBC
Leanne O'Mara	Agnew Food Services
Emily Koolen	HR Association
Julie Blasko	Correctional Service of Canada
Donna Gillespie	KEDCO
Education	
Matt Kussin	Queen's University
Theresa Kennedy	Algonquin Limestone Catholic District School Board
Krishna Burra	Limestone District School Board
Private Education	
Michael Teglas	Academy of Learning
Government/Umbrella Organization	
Christina Thomson	Mayor's Office
Kim Hockey	United Way KFLA
Pam Kent (Judith Moses)	CYSPC
Sharon Smith	City of Kingston
Labour	
Darlene Medhurst	Kingston & District Labour Council
Youth Engagement	
Cody Allen	Youth Council
Derek Brown	United Way KFLA
Community Representatives	
Janet Heyman, Julie Anne Purvis, La Vern Simkins, Rosemary Lysaght, Wendy Cabral	

Youth Employment Strategies

Data shows that Kingston Youth Unemployment is higher than comparable communities in Ontario. For a number of reasons, Kingston and area has been identified as a region that requires interventions related to youth.

	Kingston	Barrie	Guelph	Whitby	St. Catharines
Total Population in Private Households	118,930	133,240	120,555	120,290	128,770
Total Population over the Age of 15	100,830	106,960	99,060	95,030	109,500
% of Population under the LICO-AT	11.2%	8.70%	9.5%	6.1%	9.2%
Unemployment Rate (based on 2010)	5.4%	5.70%	4.5%	5.3%	6.0%
Population Aged 15-24	18,055	19,330	17,245	17,195	17,890
15-24 % of Total Population in Private HH	15.2%	14.5%	14.3%	14.3%	13.9%
15-24 under the LICO-AT	24.2%	12.5%	17.7%	7.2%	15.9%
% 15-24 with High School Diploma	43.2%	40.1%	42.6%	41.7%	40.7%
%15-24 with Post Secondary	26.3%	20.5%	24.1%	22.0%	25.4%
Population 15-24 worked full time	32.1%	27.4%	30.1%	22.4%	25.0%
Population 15-24 worked Part time	41.2%	39.4%	39.7%	41.1%	43.4%
Population 15-24 Did not work in 2010	26.8%	33.2%	30.2%	36.4%	31.6%
Unemployment Rate 15-24	14.3%	13.3%	12.0%	13.7%	13.2%

Background:

During the recession in the eighties, a number of youth employment programs emerged. Youth impacted were mostly disadvantaged youth with barriers. Currently all youth, including those with post-secondary education are impacted. The rate of unemployment is sustained beyond the normal dip.

Segmentation:

Youth looking for employment can be categorized the following ways:

1. Barrired youth looking for jobs
2. Youth looking for jobs who may have high grades, post-secondary education

Each of these segments requires a targeted approach and strategies that reflect youth needs.

Barriers and opportunities:

- Outreach to youth is critical to success.

Programming doesn't always allow resources to reach out to youth or reaching out results in disappointment as there may not be enough spaces in the program

- Currently Federal and Provincial funding provides piecemeal funding to programs

There is a need for consistency and stability in program delivery

- Global competition

There are 47 million youth globally who are unemployed. This means local youth face competition internationally which especially impacts barrired youth

- Connecting with employers

Many businesses are not aware of some of the incentives or programs. Small and medium businesses are unaware of opportunities or need assistance and support if they hire youth

What works for barrired youth:

- Pre-employment skills and job coaching– skills required for employment include life skills, in addition to skills and training programs for specific work
- Going to where the youth are at – some barriers youth identified were knowing about programs, hours these programs were offered, anxiety
- Case management – having a trusted peer or adult to refer them to programs including mental health programs, financial assistance, etc.
- Networking and experience– many youth feel there were barriers in obtaining interviews or jobs because of address, experience, not knowing people. Most employers ask for experience, whether or not the job requires it; this often discourages youth from applying
- Mentoring – support for youth during the first 6 months/year of employment; including identifying barriers and challenges; communicating with employer to address these
- Employer support – employers need to be aware of barriers and limitations; a mentor in the workplace may help guide youth on navigating in house

Comments on young graduates

- There are less programs and services focused on the integration of young graduates in the workforce. Only 1 program was noted locally to provide support to these youth.
- Fields in which graduates look for work and placements have been noted in IS&T, Marketing and Social Services.
- Government employers have not been participating in the hiring programs. It has been primarily small businesses.

Strategies for barriered youth

Mentoring:

- assist youth to fit into the work culture, understand their roles/responsibilities to employer & helping employers, as well
- financial literacy starting in gr. 7/8
- ensure basic needs are met

Making business a part of the solution:

- increase their awareness of programs, tools, training/supports and incentives that are available to assist them
- share success stories
- communicate incentive for employers: longer term employees & contribution to community
- ask businesses what they are looking for, ask youth what would make them work ready

Early Starts:

- early intervention in school (i.e.) providing Guidance Counselors & ACW's with more information about resources; bringing them together to identify barriers and update knowledge
- trade fairs for youth at places & times where they are
- analyse gaps/trades/labour market (i.e.) look ahead to the changing work sectors and educate youth on the jobs that need to be filled in the future
- identify the capacity of # of youth that can be served through the current programs in place, identify the need/demand, and the gap

Re-employment skills:

- Skills Link, Restart programs
 - scale up and stabilize these programs.
- pre-employment "boot camp" to develop skills

Strategies for youth with education, skills

Mentoring:

- create networking & innovation hubs for young professionals

Making business a part of the solution:

- advocate to public sector: reduce requirement for 5 yrs experience for entry level jobs
- more flexible internships
- help private sector take advantage of new modality of employment – youth don't fit into old (i.e.) embrace technology

Early Starts:

- educate youth on how to highlight transferable skills (i.e.)
 - volunteering & involvement in community
 - work & practical experience
- broaden students' knowledge of what education gets in a job (i.e.) police foundations = what else besides police officer

Pre-employment Skills:

Further develop opportunities for social enterprise, entrepreneurship, virtual hubs for youth

Youth Employment Programs – Kingston & Area

Employment Ontario (MTCU) – ACFOMI, KEYS, ReStart and St. Lawrence College

EO service providers can help youth [who are not students] to connect with employers and get a job placement of 12-16 weeks. We can provide incentives to employers to help cover the cost of wages and training for their new employee and help the participant to cover costs of transportation or the specialized tools and equipment required for the job.

Training and Certifications

We deliver a variety of exciting training opportunities and industry recognized certifications to help youth get that job such as Smart Serve, Service Excellence, Working from Heights and Worker Safety Awareness.

Skills 101 Programs, KEYS

The Skills 101 series are specialized training programs in Kitchen Skills, Retail Sales and Basic Construction. These 5 day training programs are followed by work experience opportunities. Keep checking the KEYS website for the next exciting Skills 101 program.

Career Focus Program (ESDC), KEYS

Career Focus coordinates and funds (a limited number of) internships for recent post-secondary graduates looking to develop their careers. By offering prospective employers wage subsidies to offset the cost of hiring new graduates, Career Focus helps ease the transition into the labour market. The first step to determine eligibility is for youth to meet with an Employment Advisor at KEYS Job Centre, but if community partners (or employers) have any questions they can contact,

JENOA MEAGHER jenoam@keys.ca 613-546-5559 ext. 214

Experience Ontario (Ministry of Education), KEYS

Experience Ontario is a pilot program that will help recent high school graduates who have the potential to go on to postsecondary education and training, but are uncertain of their next steps. The focus of the program is *career exploration*. Participants will have access to a combination of paid work placements, career coaching, mentorship, and information about postsecondary education and training opportunities. This helps participants choose their postsecondary pathway (apprenticeship training, college, or university) with confidence and meet labour market needs.

Participants must be referred by the school from which they graduated and then have their application accepted by the Ministry of Education before they are then referred to KEYS. For more information contact, CAROL ROBERTS carolr@keys.ca 613-546-5559 ext. 312

Skills Link Programs (ESDC), KEYS and SLC

The Skills Link program is a federally funded program for youth aged 15-30, who have experienced some retention issues in the workplace and require some assistance securing permanent employment. The best way to become a preferred candidate for this program is for youth to begin working with an Employment Advisor. All our Skills Link Programs consist of pre-employment training, followed by a supported work placement. Participants get paid for attendance and earn while they learn.

KEYS contact: MARIE HENRY marie.henry@keys.ca 613-546-5559 ext. 260

SLC contact: GLENNA SCHAILLEE gschaillee@sl.on.ca

Youth Job Connection (MTCU) - ACFOMI, KEYS, ReStart

Youth Job Connection is a new youth employment program launching in fall 2015. It was announced in Budget 2015 as a targeted investment by the Ontario government to enhance the skills of youth who experience multiple barriers to employment.

The program will serve youth aged 15 to 29 who experience multiple and/or complex barriers to employment by providing more intensive supports beyond traditional job search and placement opportunities. These include:

Paid pre-employment training to promote job-readiness;

Job matching and paid job placements, with placement supports for participants and hiring incentives for employers;

Mentorship services; and

Education and work transitions supports.

Youth Job Connection will consist of two components:

A year-round component, launching in fall 2015, which will provide intensive employment supports for youth aged 15 to 29 who are not in employment, education or training and who experience multiple barriers to employment.

A summer component – Youth Job Connection: Summer – launching in spring 2016, which will provide summer job opportunities and part-time job placements during the school year to help multi-barriered high school students, aged 15 to 18, make positive educational and career choices. The focus will be on those facing challenging life circumstances and at risk of experiencing poor transitions between education and work.

Student Employment Preparation Programs

Business Education Partnership (OBEP), KEYS

As the Business & Education Partnership Council for Limestone-Algonquin-Lakeshore, KEYS helps to support career exploration activities for students (Grades 7 - 12), connecting students, educators and employers to promote student success and community prosperity. We facilitate and build alliances among business, education, labour and sector councils. We focus on improving school to life transition for students by supporting co-op placements and preparation activities for co-op classes; setting up speakers and delivering a variety of career exploration workshops.

Summer Company, Small Business Development Centre KEDCO

Provides coaching and mentoring from business leaders to students 15-29 who ARE returning to school in the fall and want to run their own business over the summer. Start-up funding and a grant after completing the program is available.

smallbusiness@kingstoncanada.com

MTCU is also preparing to roll out **Youth Job Link**, which will be aimed at students and youth who do not face significant barriers to employment. Services will include job search resources and information to help them transition into the labour market including to summer employment.

Awareness & Education

It has been identified that a comprehensive communications plan needs to be developed to support the goals and strategies of the Action Plan. The following three-pronged approach was adopted by the steering committee to achieve the communication goal of changing community attitudes positively.

- Targeted intervention for youth at risk/youth who are homeless
- Increase awareness of the issue of youth homelessness among students grade 7 and upwards, schools, educators and families
- Reduce stigma associated with youth homelessness among general public

TARGET AUDIENCE

The audiences are identified as:

- Youth at Risk – 16-24 years of age
- Youth Group – 12-24 years of age
- General Public – Kingston, Frontenac, Lennox & Addington

With the Innoweave Youth CI grant, the United Way contracted with local graphic and communications strategy companies to develop a communications strategy.

As always, the initiative was informed by the voice of youth. Youth Focus Groups were held to collect input for collaterals at KEYS, Rise@149, The Space, Boys & Girls Club.

The strategy for the three areas will be as follows:

- Youth at risk or who are homeless: Real stories of youth who are or have been homeless will be shared through life sized cutouts and images in locations across the region, including transit shelters, schools.
- Youth Group: To increase awareness of the issue, causes and services available for youth and their families, an awareness campaign will include an annual forum, presentations at school assemblies, information shared with guidance counselors, adolescent care workers and educators.
- Public: The campaign with real stories, to be launched early spring 2016, will increase awareness of the causes and challenges youth face. Other activities will include an awareness day at Queen's Park, presentations to local municipal councils, landlords and other specific groups.

Marketing and Communications Plan

Background

Kingston was one of two communities (the other being Kamloops B.C.) to be selected to participate in a national pilot project called Mobilizing Local Capacity to End Youth Homelessness in Canada (MLC program). The facilitator of the MLC project in Kingston is the United Way of KFL&A, who worked with a steering committee and youth planning committee to develop an Action Plan. The Plan was developed to support a shared vision to end youth homelessness in Kingston and area and focuses on three goals:

- Establish a System of Care
- Establish an Integrated Homelessness Prevention Framework
- Housing Options Match Youths' Transition to Adulthood

For each goal there is a list of action strategies and implementation steps. It has been identified that a comprehensive communications plan needs to be developed to support the goals and strategies of the Action Plan. The following three-pronged approach was adopted by the steering committee to achieve the communication goal of changing community attitudes positively.

- Targeted intervention for youth at risk/youth who are homeless
- Increase awareness of the issue of youth homelessness among students grade 7 and upwards, schools, educators and families
- Reduce stigma associated with youth homelessness among general public

The Campaign

A creative concept has been developed by BMDodo Design with Avenue Strategy that addresses the three target areas of: intervention, awareness building and reducing stigma.

The creative features youth who have experienced homelessness and have successfully obtained support from community organizations. They share their stories, the realities of what led to homelessness and a sense that there is help and where those at risk may obtain support through the 211 helpline and the various programs, services and service delivery systems.

Through the many stories that will be told within this campaign the myths of youth homelessness and the causes are addressed providing opportunities for education, increased empathy and understanding among all intended audiences.

Some of the specific messages that can be conveyed include:

- youth homelessness in this community IS an issue
- the 5 key causes and challenges of homelessness: family conflict, mental health, addictions, education, employment and training
- defining homelessness, i.e., couch-surfing

The creative is illustrative to protect the privacy of the youth who are featured but the stories are real.

CREATIVE:

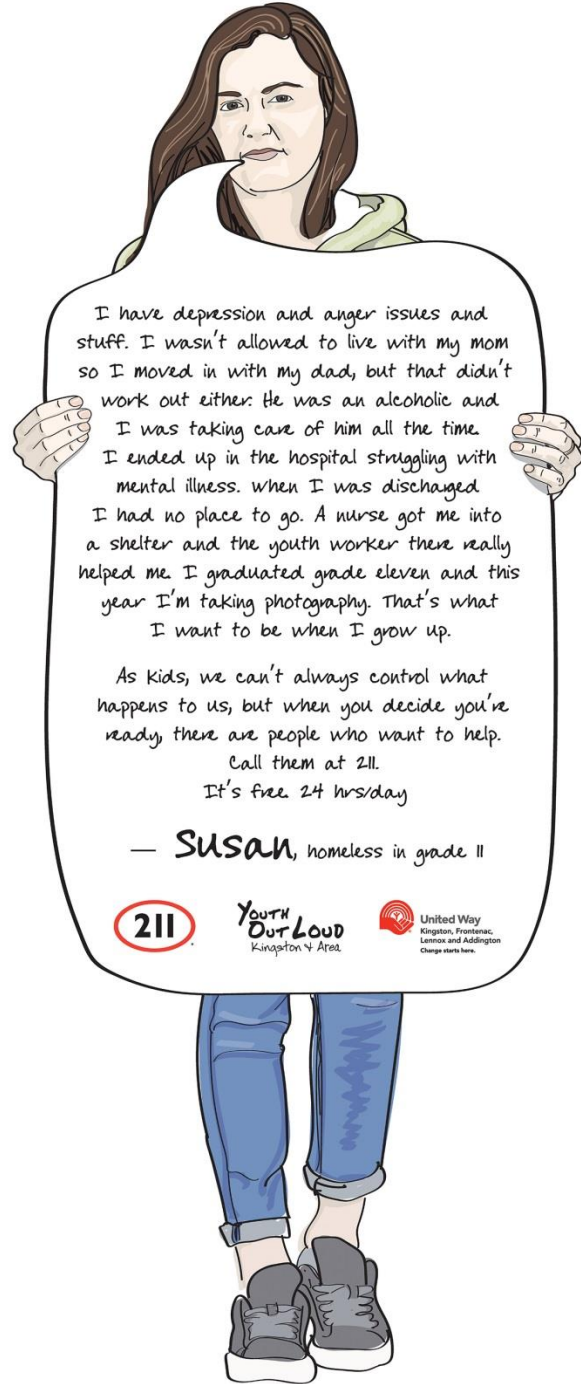
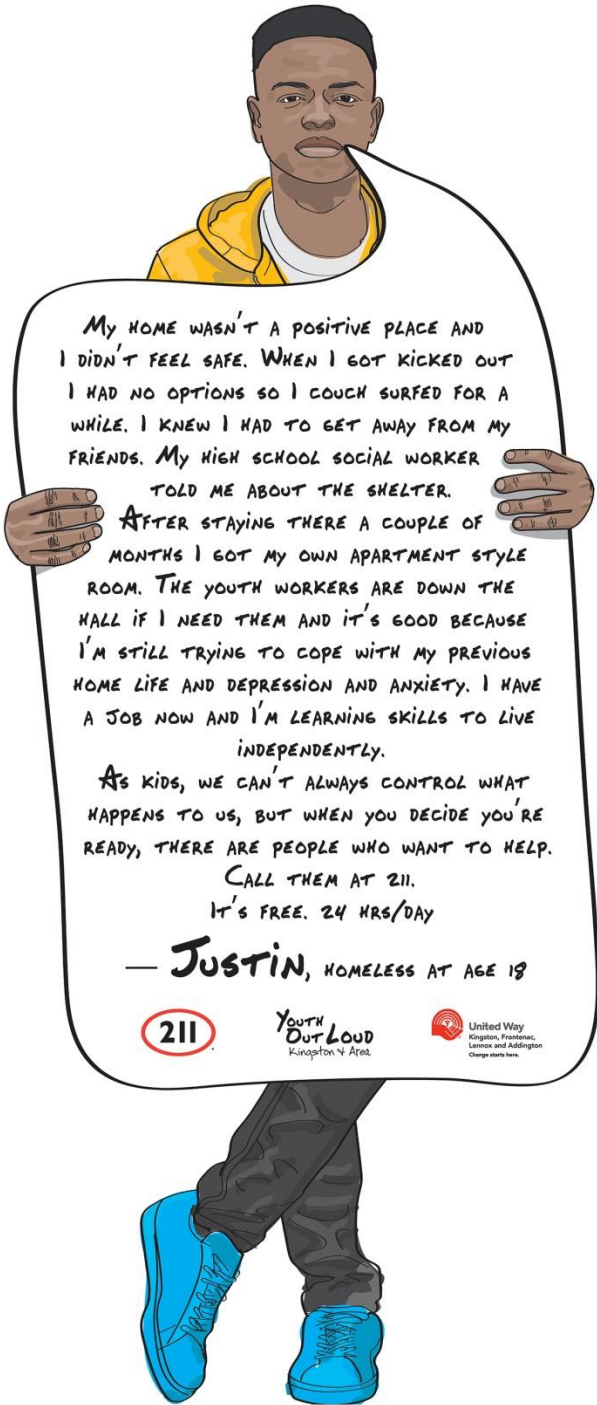
Timelines: Spring launch

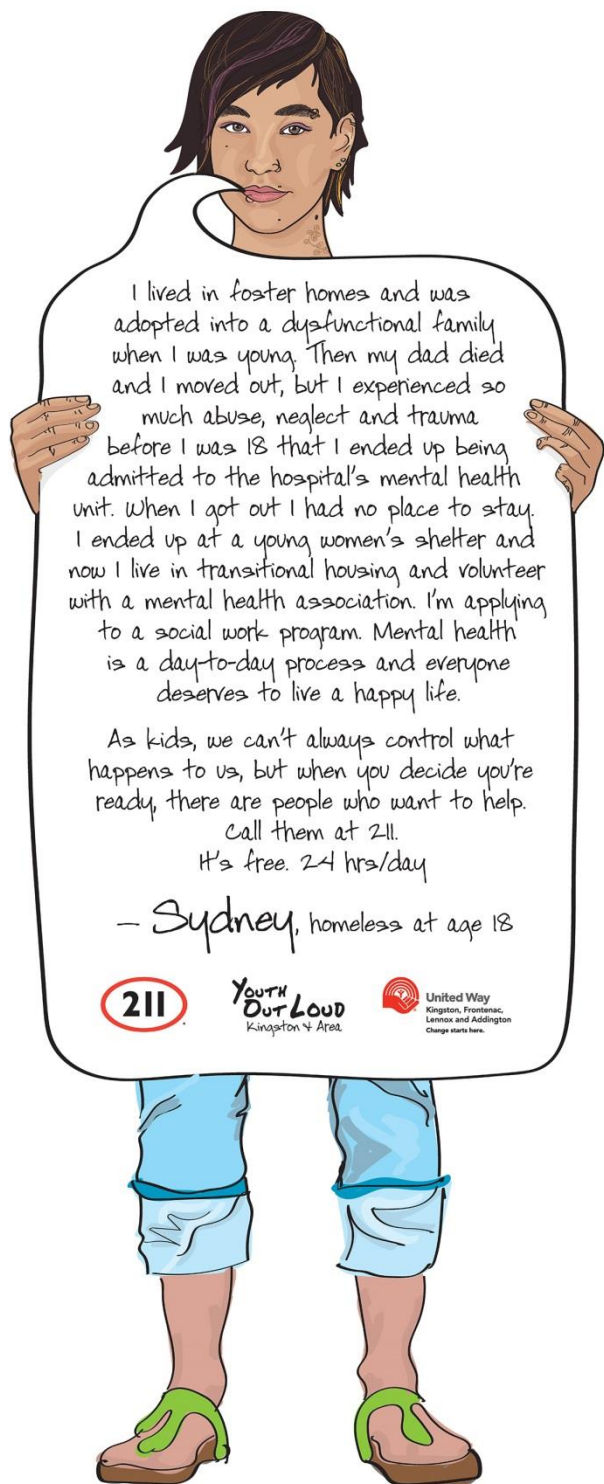
Communication vehicles/opportunities

The marketing and communication options for each of the three strategic areas include:

	Target	Paid Media	Earned Media
Targeted Intervention	Youth at risk of homelessness	Bus wrap, shelters, bench ads, cutouts posters in downtown, rural areas, youth shelters, youth services, doctors' offices, library, downtown businesses, hospitals, public poster boards,	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories Social media Encourage youth to attend annual forum
Increased awareness of the issue of youth homelessness	Youth 12 to 24 Educators	Bus wrap, shelter, bench ads, posters in schools, doctors' offices, libraries, downtown businesses, public poster boards Cutout for assemblies United Way website - sub site - feature campaign stories	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories Encourage attendance to Youth Out Loud forum School assemblies with youth from campaign as speakers Cut outs and posters to be available Adolescent Care Workers education events Guidance Counselor program education event - employment, skills development, careers of the future, aspiration of youth Cutouts at: Starlight Film Festival, Change The World short video segments that could be given to schools to play during assemblies, and then added to you tube. Record the voices of some of the homeless youth telling their stories, and then do some basic storytelling in the video with the illustrations.
Increase awareness and reduce stigma	General public	Bus wrap, Bus shelter, bench ad, Posters, United Way website –feature campaign stories	Media release/story about campaign and increasing awareness and education of youth homelessness. Feature campaign stories. Landlord education event. Youth from campaign as speakers. Speaker from ad campaign at UW events Feature cutouts at all United Way campaign events, workplaces that wish to use them, community events Feature cutouts at: Starlight Film Festival and Next Gen events

Collateral





I lived in foster homes and was adopted into a dysfunctional family when I was young. Then my dad died and I moved out, but I experienced so much abuse, neglect and trauma before I was 18 that I ended up being admitted to the hospital's mental health unit. When I got out I had no place to stay. I ended up at a young women's shelter and now I live in transitional housing and volunteer with a mental health association. I'm applying to a social work program. Mental health is a day-to-day process and everyone deserves to live a happy life.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.

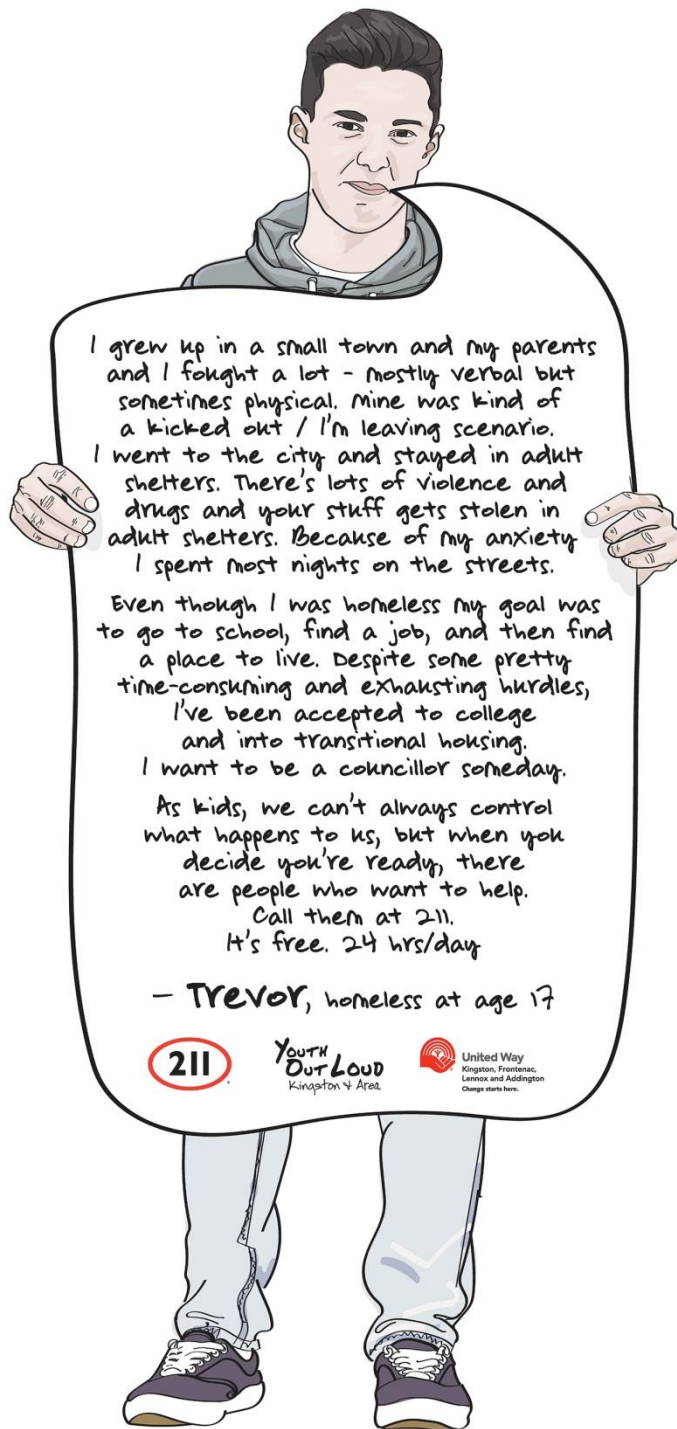
Call them at 211.

It's free. 24 hrs/day

— Sydney, homeless at age 18



YOUTH
OutLOUD
Kingston & Area



I grew up in a small town and my parents and I fought a lot - mostly verbal but sometimes physical. Mine was kind of a kicked out / I'm leaving scenario. I went to the city and stayed in adult shelters. There's lots of violence and drugs and your stuff gets stolen in adult shelters. Because of my anxiety I spent most nights on the streets.

Even though I was homeless my goal was to go to school, find a job, and then find a place to live. Despite some pretty time-consuming and exhausting hurdles, I've been accepted to college and into transitional housing.

I want to be a councillor someday.

As kids, we can't always control what happens to us, but when you decide you're ready, there are people who want to help.

Call them at 211.

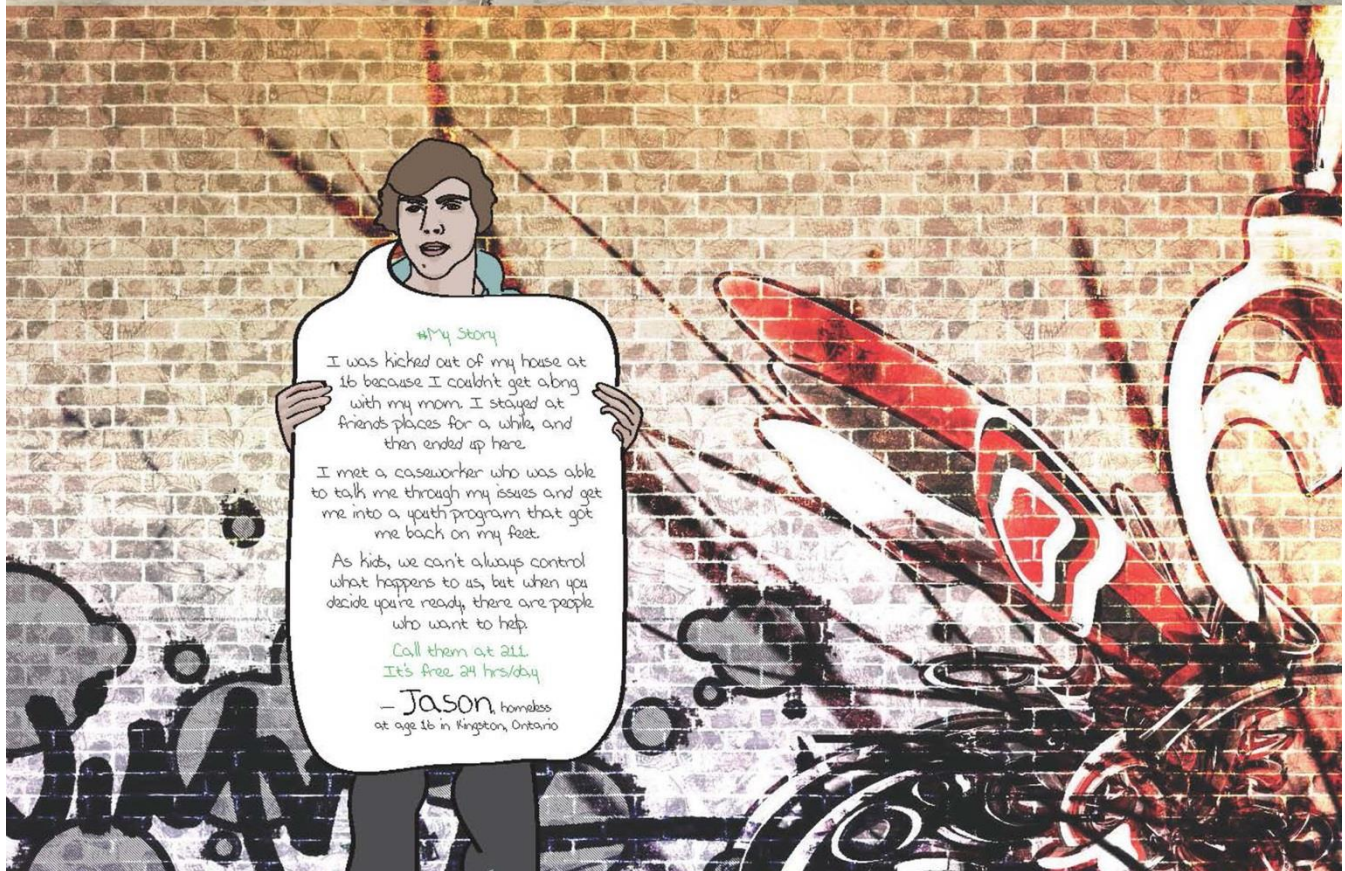
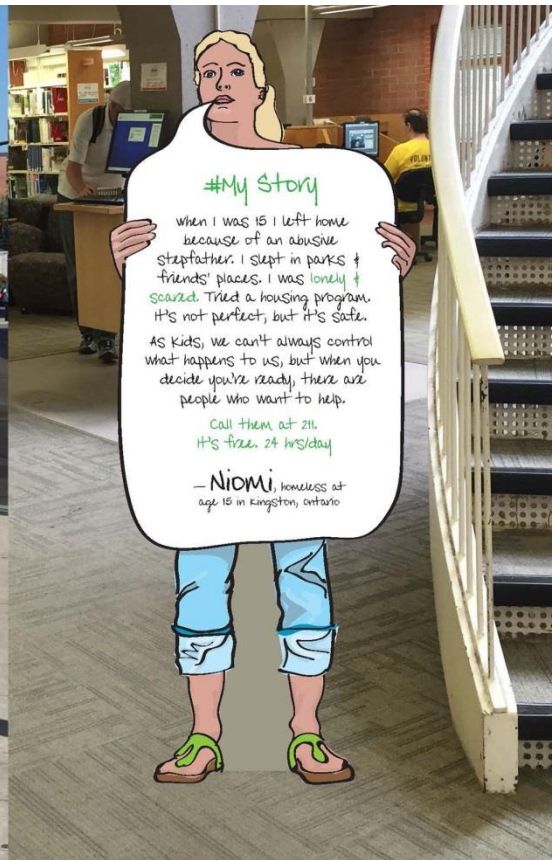
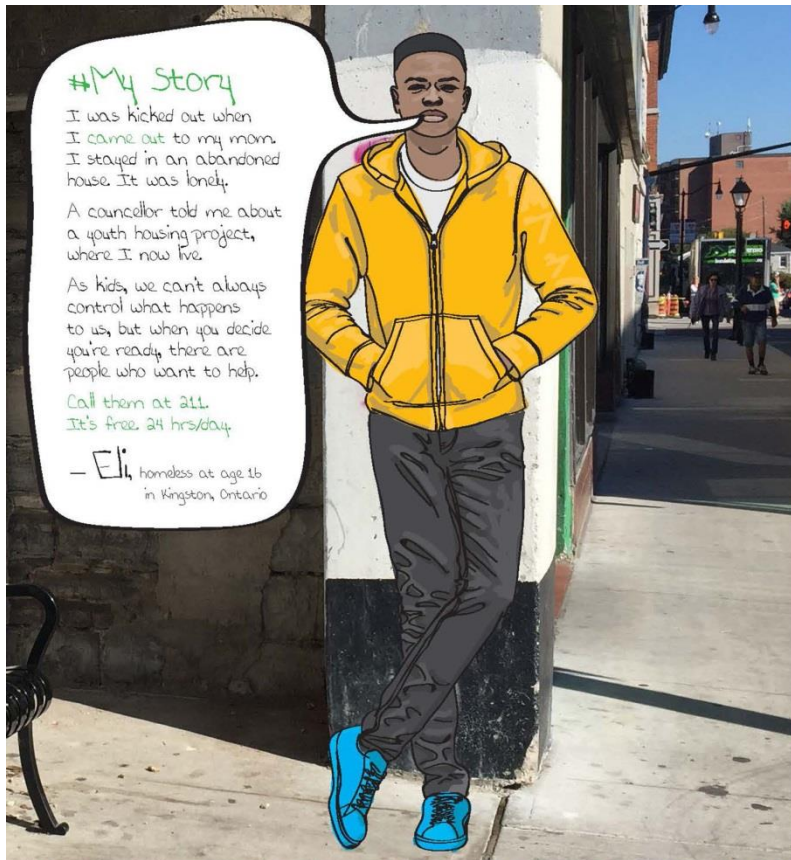
It's free. 24 hrs/day

— Trevor, homeless at age 17



YOUTH
OutLOUD
Kingston & Area





Youth Homelessness Awareness Day at Queen's Park

Save the Date: Monday, November 23, 2015

Youth Homelessness Awareness Day at Queen's Park

United Way of Kingston, Frontenac, Lennox & Addington in partnership with Sophie Kiwala, MPP Kingston and the Islands invite you to a special reception

Monday, November 23, 2015

11:30pm - 1:30pm

Committee Room #228

All Young People should Have A Home

On any given night in Canada, there are over 6,000 young people who experience homelessness. An even greater number of youth are part of the hidden homeless population who 'couch surf'.

Whether visible or not, the issue of youth homelessness exists in every riding across the province – in big and small, urban and rural communities, alike.

No young person should have to prove they deserve a home. For many of them, homelessness is the result of experiencing family conflict, physical, emotional or sexual abuse. Once on the streets, things do not necessarily get better. In fact, it usually gets worse.

What's being done across the province?

Learn about strategies to end youth homelessness, and the work being done in some communities. Hear stories from youth with firsthand knowledge of homelessness.

Let's End Youth Homelessness in Ontario

Help us end youth homelessness in Ontario.

Ending youth homelessness requires a proactive approach that focuses on prevention and helping young people who are homeless to move into housing with supports as rapidly as possible and in a supported, safe and planned way.

Find out what you can do to end youth homelessness in your riding.

**RSVP to United Way KFL&A by:
Monday, November 16th**

Register Now at: <http://youth-homelessness-awareness-day.eventbrite.ca>



United Way
Kingston, Frontenac,
Lennox and Addington
Change starts here.





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