Making enumeration count: Conducting a PiTC/Registry Week

November 17, 2017
## Presentation Overview

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<th>Hamilton Context</th>
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<td><strong>Registry Week Components</strong></td>
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<td>✓ Stakeholder Engagement</td>
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Enumeration in Hamilton

131 people surveyed

20K Homes Pilot Community (2015)
Registry Week
454 people surveyed

1st National PITC (2016)
Combined PITC / Registry Week
504 people surveyed
I Survived...
Hamilton’s Enumeration Objectives

✓ Connect with as many people as possible experiencing homelessness

✓ Understand the scope of need in our community and the levels of vulnerability

✓ Inform planning and prioritization of appropriate responses
Hamilton’s Enumeration Strategy

✓ Driving your vision forward
✓ Strategic alignment with policy/practices
✓ Education and awareness
✓ Building a system
2016 Results

• **504** unique individuals surveyed

• Commitment to house **138** high acuity individuals experiencing chronic/episodic homelessness in 2016

   ✓ **218** housed, exceeding target by **58%**
Registry Week Components
Project Management

- Have a point person (project manager function)
- Project team – who’s on it, why, what’s their role?
- Workplan
- Indigenous coordinator
- External support (e.g. consultant)
# 1. Stakeholder Engagement

<table>
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<tr>
<th>Stakeholder</th>
<th>Timing</th>
<th>Method</th>
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<tbody>
<tr>
<td>Community Agencies</td>
<td>3 months in advance</td>
<td>Agenda items at standing meetings &amp; events</td>
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<tr>
<td>Council</td>
<td>7 weeks in advance</td>
<td>Information Report</td>
</tr>
<tr>
<td>Volunteer Recruitment</td>
<td>6 weeks in advance</td>
<td>Established networks and broadly throughout community</td>
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<tr>
<td>Media</td>
<td>6 weeks in advance</td>
<td>We provided media releases for volunteer recruitment, the launch of surveying and the community debrief. We integrated social media at all events, by projecting live campaign-related tweets</td>
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<td>Potential survey respondents</td>
<td>2 weeks in advance</td>
<td>Flyer posted and distributed broadly</td>
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...Stakeholder Engagement cont’d

What worked:

• Leveraging existing community networks/committees
• Designated Communications Focal Point
• Broad volunteer recruitment
• Promoting surveying to potential respondents

What we learned:

• Projecting live Twitter feed at events helped #20K Homes become the top trending item on Twitter in Hamilton
• Importance of highlighting the voice of lived experience
• Be strategic about who you engage (e.g., hospitals)
Working with Hamilton’s Indigenous Community

✓ It’s not a one size fits all approach
✓ Meaningful engagement
✓ Recognize self-determination and autonomy
✓ Financial commitments to support the work
2. Volunteer Recruitment

• Advertise and cascade widely

• Organizations with similar interests (schools, religious organizations, family/friends)

• Min. age requirements

• Non survey roles (registration, coordination)

• Training team leads and volunteers
  ✓ Campaign overview
  ✓ Roles and responsibilities
  ✓ Engagement strategies
  ✓ Overview of survey Q’s
...Volunteer Recruitment cont’d

What worked:

- Designated person responsible for volunteer recruitment
- Administrative support to manage incoming applications
- Broad distribution of a recruitment poster
- Media release
- Volunteers who didn’t want to participate in media

What we learned:

- Number of volunteer applications exceeded expectations
- Attrition rate was approximately 20%
- Consent for future communication
- Volunteer accessibility and vehicle usage
3. Surveying

• 4 shifts over two days (24hrs*)
• Streets, Shelters, Drop ins, Day programs, Transitional Housing, Community Health Centre, “neutral” space (e.g. library), hospitals, “magnet event”

• GIS Mapping for street surveys

• PiTC +VI-SPDAT + *Local Q’s* (10-15min)

• Honorarium $10 Tim Horton’s gift card

• Each team had their own: orientation package & box of supplies
Surveying cont’d

• Lived experience engagement

• One script and one consent (2 parts –PiTC, VI-SPDAT)

• Included name of volunteer

• Included location of survey (street intersection, agency etc)

• Volunteer training (engagement, package, sensitive questions, role play)
Surveying cont’d

What worked:

- Combined survey tool (PiTC/Registry)
- Team leads and Indigenous Advisors
- The use of different VI-SPDAT (e.g. youth, family)
- Data Management

What we learned:

- Clarity around consent
- Contact for person being surveyed
- Manual vs electronic
- Removing duplicates from data
4. Volunteer & Community Debriefs

**Volunteer Debrief**
- Volunteer debrief & evaluation
- Counselling support

**Community Debrief**
- City hall at the end of the Registry Week
- Call to Action: Urgent and Immediate Action to House
A Call to Action

• Driver for:
  ✓ Urgent and immediate action to house
  ✓ Transformational change at systems level
  ✓ Prioritizing individuals for housing based on current system resources and work towards the ideal

https://www.Hamilton.ca/social-services/housing/20000-homes-campaign
5. Registry Week: Systems Influence

- Commitment to vision
- Strengthened partnerships (e.g. LHIN’s)
- Community Self Assessment tool
- Targeted Funding – IAH, HFG
- Implementation of SPDAT
- Housing-based Case Management
- The role of the emergency shelter system
- Shelter Diversion
- Integrated priority list
- Building a system of care model
- Coordinated Intake and Assessment
- Rapid Rehousing
6. Common Questions & Concerns

• Nature of survey questions
• Ethical concerns around informed consent
• Use of volunteers
• Asking peoples’ names
• Raising expectations
• Addressing needs without additional resources
• Next steps
Questions
Thank you

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