



RESOURCES FOR OUTREACH STRATEGIES

Effective outreach for veterans who are experiencing homelessness is a multi-step process that involves a range of activities. The following resources will help you get to know your audience, efficiently deliver an appropriate message, and connect with your community.

Knowing Your Audience

Understanding the Experience of Military Families and Their Returning War Fighters: Military Literature and Resource Review

<http://www.familyhomelessness.org/media/72.pdf>

The [National Center on Family Homelessness](http://www.familyhomelessness.org) compiled this review to not only increase the knowledge base of community social service agencies, but also to provide information about recent veterans that can be incorporated into outreach campaigns. It discusses “a new kind of war” before addressing military culture and various impacts of military service, such as post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), unemployment, and homelessness.

The Cross-generational Mind-set of Young Veterans

<http://www.accountingweb.com/practice/team/the-cross-generational-mind-set-of-young-veterans>

This brief online article written by a specialist in multigenerational work presents a profile of Generation Y veterans and suggests ways for employers to connect with them.

Report of the Veteran Homelessness Work Groups at the National Symposium for the Needs of Young Veterans

http://www.nchv.org/images/uploads/Causes_of_Homelessness_Work_Group_Report.NCHV_2_.pdf

Delegates to the 2006 National Symposium for the Needs of Young Veterans shared their concerns about veterans of combat operations in Iraq and Afghanistan who are experiencing homelessness or have low incomes. This report summarizes those concerns and offers recommendations on mental and physical health issues, economic hardships, and housing.

Homelessness and Trauma in the Lives of Women Veterans

<http://www.familyhomelessness.org/media/402.pdf>

The [National Center on Family Homelessness](http://www.familyhomelessness.org) compiled this fact sheet to raise awareness of the impact of trauma, particularly on the lives of female veterans experiencing homelessness. After presenting statistics on prevalence, the fact sheet recommends using trauma-informed care to respond to female veterans' needs.

Homeless Female Veterans

[http://www.nchv.org/images/uploads/HFV%20paper\(1\).pdf](http://www.nchv.org/images/uploads/HFV%20paper(1).pdf)

This white paper from the [National Coalition for Homeless Veterans](#) (NCHV) discusses the issues facing female veterans who are experiencing homelessness, including PTSD and military sexual trauma; housing, child care, and employment; and privacy and safety concerns. It concludes with descriptions of current programs and resources specifically geared to female veterans.

Accommodating Employees with Post-Traumatic Stress Disorder

http://www.mobln.org/images/Accommodating_PTSD.pdf

The U.S. Department of Labor's [America's Heroes at Work](#) campaign produced this fact sheet that lists questions related to PTSD that employers should consider, as well as ideas for accommodating employees who may be at risk for or diagnosed with the disorder.

Dispelling the Myths about Post-Traumatic Stress Disorder

http://www.dcoe.mil/content/Navigation/Documents/PTSD_Myths_and_Misconceptions_Factsheet.pdf

This fact sheet from the [Defense Centers of Excellence for Psychological Health & Traumatic Brain Injury](#) presents information that debunks 10 myths about PTSD, such as "If PTSD were real, everyone exposed to trauma should have it."

Common Employer Questions about Returning Service Members with TBI and/or PTSD

http://www.brainlinemilitary.org/content/2013/04/common-employer-questions-about-returning-service-members-with-tbi-andor-ptsd_pageall.html

Brainlinemilitary.org is a website devoted to helping service members, veterans, National Guard, reserve, and families who are living with TBI. In a question-and answer format, this webpage presents basic information about TBI and PTSD, employment, and workplace accommodations.

Accommodating Veteran Employees with Mental Health Issues

http://dhhs.ne.gov/behavioral_health/Documents/Veteran_Employees_Mental_Health.pdf

This report from [Peace@Work](#) offers information and specific strategies for addressing PTSD and TBI in the workplace. Intended for managers, human resource staff, employee assistance professionals, and others seeking to help veterans, it lists signs that may indicate that an employee needs support and promising practices for offering that support.

Delivering Your Message

Make the Connection: Shared Experiences and Support for Veterans

<http://maketheconnection.net/>

This [U.S. Department of Veterans Affairs](#) website is dedicated to connecting veterans and their friends and family members with information about, and solutions to, issues that impact their lives. The Connect by Life Events feature presents videos of real veterans sharing their personal successes of overcoming [homelessness](#) and securing [employment](#), among many other topics.

Iraq Afghanistan Veterans of America (IAVA)

<http://iava.org/about/>

IAVA is a veteran empowerment organization targeting post-9/11 veterans. It creates both online and live opportunities for veterans to connect with each other. Focusing on key areas of health, education, and employment, IAVA provides assistance to veterans and their families, raises public awareness, and advocates for supportive policies. Membership is free.

“At Your Service” Best Practices video series

http://nchv.org/index.php/connect/story/hvrp_best_practices_resources

The [National Coalition for Homeless Veterans](#) (NCVH) provides guidance and information to providers of services to veterans experiencing homelessness. This webpage features highlights of focus group conversations from its 2014 annual conference, which centered on connecting veterans to services. Topics of discussion included client outreach and enrollment, as well as partnerships.

CareerOneStop Business Center: Social Media

<http://www.careeronestop.org/businesscenter/recruitandhire/wheretofindcandidates/social-media.aspx>

The U.S. Department of Labor sponsors the online [CareerOneStop Business Center](#), which features this page devoted to major social media sites and how they can be used in outreach efforts.

Getting the Facts Straight on VA’s Outreach to Vets

<http://www.blogs.va.gov/VAntage/1864/getting-the-facts-straight-on-vas-outreach-to-vets/>

This entry on the U.S. Department of Veterans Affairs [VAntage Point blog](#) discusses the VA’s outreach to veterans through social media.

LVER and DVOP Fact Sheet

http://www.benefits.va.gov/VOW/docs/LVER_DVOP_Factsheet.pdf

This fact sheet is available through the [U.S. Department of Veterans Affairs’ Veterans Opportunity to Work](#) webpage. It describes the responsibilities of Local Veterans’ Employment Representatives and Disabled Veterans’ Outreach Program Specialists. These individuals can play a key role in alerting veterans who are experiencing homelessness about [Homeless Veterans Reintegration Program](#) (HVRP) services.

Stand Down Overview

[http://www.nchv.org/images/uploads/Stand%20Down%20Overview%20-%20Updated\(5\).pdf](http://www.nchv.org/images/uploads/Stand%20Down%20Overview%20-%20Updated(5).pdf)

[NCHV](#) offers many guides to help providers serving veterans who are experiencing homelessness, including a Stand Down Overview that addresses development models, services and partners, and funding resources.

Connecting with Your Community

Outreach & Enrollment Quick Guide: Promising Strategies for Engaging the Homeless Population

<http://www.nhchc.org/wp-content/uploads/2014/01/outreach-enrollment-quick-guide.pdf>

The [National Health Care for Homeless Council](#) created this guide for Health Care for the Homeless grantees, but the sections addressing client and community outreach are useful to any organization seeking to engage people who are experiencing homelessness in services.

Employer Engagement: Views from Sector Skills Academy Alumni

<http://www.aspenwsi.org/resource/employer-engagement-views-from-sector-skills-academy-alumni/>

In this 90-minute webinar—part of [The Aspen Institute's Workforce Strategies Initiative](#)—representatives from [JVS Boston](#) and [Columbus State Community College](#) discuss their organizations' approaches and strategies for employer engagement.

By Design: Engaging Employers in Workforce Development Organizations

http://www.issuelab.org/resource/by_design_engaging_employers_in_workforce_development_organizations

This publication from Public/Private Ventures examines three workforce development organizations that successfully engaged employers. The report highlights success strategies in four key areas—quality counts, get down to business, know your customers, and make employers part of the woodwork. It describes practices the organizations refined over two decades to serve both jobseekers and employers.

Hire Our Heroes

<https://hireourheroes.org/>

Hire Our Heroes is a nonprofit organization founded by veterans, for veterans. The group's goal is to empower veterans and employers with the knowledge, skills, and innovative tools necessary to optimize a strategic workforce. It includes resources for veterans, corporations, and volunteers.

Employment Assistance Guide for Service Providers Helping Homeless Veterans

http://www.nchv.org/images/uploads/EAG_1-10.pdf

This guide, prepared by [NCHV](#), is designed to serve as a quick reference to help government agencies, community organizations, social workers, case managers, and others who are helping veterans prepare for and obtain employment. It includes sections on developing community partnerships, as well as communicating with both veterans and employers.

100,000 Jobs Mission

<https://www.veteranjobsmission.com/>

The 100,000 Jobs Mission began in 2011 as a coalition of 11 companies committed to hire 100,000 veterans by 2020. Since then, the coalition has grown to [more than 180 companies](#) that represent almost every American industry. Each company has committed to hire veterans, report their hiring number on a quarterly basis, and share [best practices](#). The site includes resource for [veterans](#) and [employers](#).

American Corporate Partners (ACP)

<http://www.acp-usa.org/>

ACP is a nonprofit organization dedicated to helping veterans transition from the armed services to the civilian workforce. With the help of [business professionals nationwide](#), ACP offers veterans tools for long-term career development. Programs include [AdvisorNet](#), an online network of volunteer advisors who share their business expertise and advice with veterans and their immediate family members. The [Veteran Mentoring Program](#) connects veterans and corporate mentors for a yearlong relationship focused on making a successful transition from the military to the civilian workforce.

The National Veterans Technical Assistance Center (NVTAC)

<http://www.nvtac.org/>

NVTAC helps [HVRP](#) grantees help veterans who experience homelessness find meaningful sustainable employment through a mix of approaches—from leveraging benefit and education resources to building partnerships with growth/green industries. The NVTAC Resources page includes links to a set of best practice resources, including several highlighted below.

“At Your Service” Best Practices video series

http://nchv.org/index.php/connect/story/hvrp_best_practices_resources

At the 2014 NCHV Annual Conference, focus groups of experienced HVRP grantees convened to discuss their successful strategies for connecting veterans to services. Highlights of those conversations are presented as videos on this website. Topics are wide-ranging, but three of the videos specifically address client outreach and enrollment and another two look at partnerships.

Best Practices: Profiles of Promising Homeless Veterans Reintegration Program Grantees

http://www.nvtac.org/wp-content/uploads/2015/06/HVRP_Best_Practices.pdf

This compilation, prepared by NCHV, profiles 20 HVRP grantees that have unique approaches to (1) reintegrating veterans experiencing homelessness into meaningful employment, and (2) stimulating effective systems change.

NVTAC

National Veterans Technical Assistance Center

View more NVTAC success stories at NVTAC.org