

# Fair Housing Outreach

## 1. Targeted Distribution of Printed Publications

- A. Posters (created locally or by the VISTAs) with or without tear-off sheets
- B. Flyers or Leaflets (great for distributing at apartment buildings)
- C. Brochures (Local-based, State-based or HUD-based)
- D. Strategic placements: think of places in the city where people may frequent (libraries, laundry mats, YWCAs, unemployment offices, shelters, banks, grocery stores, post offices, thrift stores, credit unions, etc)

## 2. Events to Hold

- A. Quarterly community forums (Bismarck)
- B. Public forums or workshops on housing issues and homelessness
- C. Celebrations of the 40th Anniversary of the Fair Housing Act (April 2008)

## 3. Public Appearances

- A. Neighborhood or community association meetings
- B. Landlord or tenant association meetings
- C. Diversity or fair housing conferences or celebrations
- D. Stakeholder group meetings

## 4. Partnerships with Community and Governmental Agencies

- A. Departments of Economic Development or Health and Human Services (ask if they will distribute or make available information on your behalf)
- B. Local finance authority or housing groups (recommendations)
- C. Community action agencies, food banks, thrift stores
- D. United Way (ask to be added to their referral list they use when people dial 211)
- E. Local non-profits addressing poverty and housing needs (Central Iowa Center for Independent Living, Iowa Citizens for Community Improvement, Home Inc.,)
- F. Piggyback on existing landlord/tenant trainings currently provided in your community (may be done by the police department, local non-profits, financial institutions)
- G. Utility companies (ask if can place inserts into their monthly bills)

# Fair Housing Outreach

## 5. Use of the Media

- A. Write an article in your local newspapers (both ones distributed for free or for cost)
- B. Stick-on advertisements placed on local papers (this can be costly)
- C. PSA's on radio stations (target Spanish stations or other radio stations geared for stakeholder groups in your community)
- D. TV commercials on your local television stations
- E. Use of HUD fair housing PSA's  
(<http://www.hud.gov/office/fheo/adcampaign.cfm>)
- F. Print ads
- G. Billboards
- H. City buses
- I. Blogs
- J. Commission, city or county websites

## 6. Youth Initiatives

- A. Coloring books or activity sheets (HUD; Home Rights, Inc; Fair Housing Hattie)
- B. Franklin the Fox (through HUD)
- C. Hold an essay or art contest for local students addressing fair housing issues
- D. Provide curriculum to educational institutions (lesson plans for different age groups can be found at <http://housingrights.com/index/htm>)
- E. Fair housing quizzes (can have kids fill out during diversity events where you are an exhibitor/sponsor and offer prizes)

## 7. Partnerships with the Faith Community

- A. Make information available to the leaders in the faith community to distribute or to refer when people come to them for assistance
- B. Encourage the use of the Wisconsin's Council of Churches' "Opening Doors to Affordable Housing" action study guide and curriculum, which can be found at <http://www.wichurches.org/housing.html>
- C. Offer to do presentations to groups at places of worship