

BFZ SM Coalition Monthly Meeting: August Notes

August 19, 3:30 PM ET

[ATTENDEES](#)

[AGENDA](#)

[NOTES](#)

[NEXT STEPS](#)

ATTENDEES

Jenka Soderberg – Portland, Oregon
Abbey Linn – Abilene, Texas
Alberto Pujazon – Multco; Portland, Oregon
Ian Olsen
Kim North – MACV
Maura Thurman – Marin County, California
Sarah Fletcher – Sacramento
Michelle Shelton – MS CoC

AGENDA

Icebreaker/Check-in: What's your most-used emoji, and what does it say about you?

CS/BFZ Updates

- [AWHWA LinkedIn Live](#)
- [Thurston County becomes the fifth community nationwide to obtain real-time by-name data on all single adults experiencing homelessness](#)
- ORS Youth Homelessness Landscape Report LinkedIn Live - September 10. [Register here.](#)

- [Until We're All Home film series](#): Denver, CO (video)
- Countdown to World Homeless Day – more info coming soon!
- [September social media toolkit](#)

BFZ communities

CTAs/ideas/anything to uplift? Insert them below!

- Abbey (Abilene, [West Texas Homeless Network](#)): Texas Homeless Network conference coming up. Coming to the LS!
 - Going to incorporate more data into updated website to help combat misconceptions
- Jenka (Portland, [MultCo JOHS](#)): Trying to navigate political landscape – Housing First vs city just trying to get ppl into shelter; causing outreach workers to have trouble reaching people
- Michelle Shelton: freelance web designer (chanceshelton.com); Project Homeless Connect – service fair and conference. Hosting four workshops designed around achieving housing and maintaining housing. World Homeless Day event – partnering with another local org.
- Kim North ([MACV](#)): Vets experiencing homelessness is under 200!
- Maura Thurman (Marin County, [Homeward Bound](#)): exits to housing aren't quite as good. Fewer vouchers available post-COVID.

Content - *What's to come, holidays to keep in mind, etc.*

- **September**
 - Entire month of September: Suicide Prevention Month
 - Highlight the importance of mental health support and suicide prevention for vulnerable populations, including those experiencing homelessness.
 - Sept 5: International Day of Charity
 - Sept 10: World Suicide Prevention Day
 - Sept 12: National Day of Encouragement
 - Encourage volunteers, donors, and community members to keep pushing forward in the fight to solve homelessness.
- **October**
 - October 10: World Homeless Day
 - Details to come

Social media news

- [Instagram Expands Carousels to 20 Frames](#)
- [YouTube Tests Merging Shorts and Long-Form Video Into a Single Feed](#)
- [How Social Platforms Measure Content Views](#)
- [Threads Launches Insights on Desktop](#)

Deep Dive: Narrative change

- Narrative Change

Notes:

Fundraising and Google ads

Social media toolkits about videos for BFZ communities