

COMMUNICATIONS AND ADVOCACY STRATEGY

Name of campaign / issue	RSL Homelessness Prevention Fund Promotion
Date	02/03/2020
Policy lead	Zhan McIntyre
Other team members and roles	Kirsten Walker

BACKGROUND

Section to include background of SFHA's work on the issue, previous successes, where we are now, and where we want to be. Can also include SWOT / PEST on issue.

POLITICAL SITUATION
<i>Homelessness is a Scottish Government priority. SG has made money available for RSLs to undertake homelessness prevention work.</i>
ALLIES
<i>GWSF, ALACHO, Shelter, Crisis, CIH, NHS Health Scotland</i>
OPPONENTS
<i>N/A</i>

AIMS – Broad and general
<i>Prevent homelessness for at risk households through RSL Prevention Fund.</i>
OBJECTIVES – SMART
<i>Promote RSL Homelessness Prevention Fund to attract as many high quality and viable proposals for the RSL Homelessness Prevention Fund as possible by 14 April 2020.</i>
TARGET AUDIENCES
<i>All RSLs across Scotland</i>
KEY MESSAGES (Per audience if different)
<p><i>Part of programme for government</i></p> <p><i>£1.5 million over three years</i></p> <p><i>Recognition important role housing associations play in homelessness prevention</i></p> <p><i>Part funded from Child Poverty Fund</i></p> <p><i>Opportunity to test prevention work</i></p> <p><i>Opportunity to test preventative analytics,</i></p>
KEY CHANNELS OF COMMUNICATION (eg website, media, policy briefings, face to face)
<p><i>HST</i></p> <p><i>Linked In</i></p> <p><i>Twitter</i></p> <p><i>CEO Email</i></p> <p><i>Website update</i></p> <p><i>Mailing to HM Mailing List</i></p> <p><i>Networks</i></p> <p><i>Housing Scotland Today</i></p>
TACTICS – Activities needed to fulfil objectives with timeline (eg media, events, parliamentary briefings, events, party conferences, meetings with politicians, consultation submissions, motions)

Week beginning 2 March 2020

Article in HST to alert sector available to all – promotion in Linked In and Twitter

Week beginning 9 March 2020

Article in HST to alert sector available to all – promotion in Linked In and Twitter

Write press release with embargo for 16 March with quotes available

Week beginning 16 March

HST – launch day – linked in and twitter

Email across networks with pre-prepared email

Week beginning 23 March

HST – article – linked in and twitter

Week beginning 30 March

HST article – linked in and twitter

Week beginning 6 April

HST article – linked in and twitter

BUDGET
EVALUATION
Enter Evaluation