

CES Affirmative Marketing Strategy

The CES Affirmative Marketing Strategy (CES AMS) is a communication and management strategy designed to make CES access points and CoC services accessible to all majority and minority groups, regardless of sex, gender identity, age, color, creed, disability status, family status, marital status, sexual orientation, ethnicity, national origin or religion.

All providers participating in CES shall complete the following:

1. **Target:** Identify special populations and subpopulations in the CoC jurisdiction who are eligible for CES services but have historically not participated, enrolled, and entered in CoC programs in rates commensurate with overall subpopulation prevalence.
2. **Outreach:** Outline an outreach program that includes special measures designed to attract those groups identified as least likely to apply and other efforts designed to attract persons from the total population.
3. **Indicators:** State the indicators to be used to measure the success of the marketing program. The effectiveness of the marketing program can be determined by noting if the program effectively attracted persons experiencing homelessness who are:
 - a. From minority groups, regardless of gender, as represented in the population of the CoC jurisdiction;
 - b. Persons with disabilities and their families;
 - c. Persons whose legal history, housing history, substance use history, behavior health status, physical health status, or any other attribute or characteristic has historically served as a barrier to gaining entry to CoC services and/or housing.

Good faith efforts at conducting an affirmative marketing strategy shall include the following:

1. **Advertising** in locations or media that are used and viewed or listened to by those identified as least likely to enter CoC services and housing;
2. **Marketing** CoC services and housing to specific community, religious, support organizations or other groups frequented by those least likely to enter CoC services and housing;
3. **Developing a brochure or handout** that describes CES processes to be used by persons experiencing a housing crisis to locate, identify, and access CES services;
4. **Insuring** that the CES management staff and operators of CES access points have read and understood the Fair Housing Act, and the purpose and objectives of the CES AMS.