

# Office Hours: 38,000 Permanent Housing Placement National Challenge

VHA Homeless Programs Office – January 13, 2023

## Communicating Your Achievements to the Public

### *38,000 Goal End-of-Year Communications Plan Brief*

- VA plans to announce the results of the 38,000 Goal scheduled for Thursday, January 26, 2023.
- Tactics include talking points and responses to queries, a national news release, a media roundtable, an op-ed, a VA News story, a podcast episode, and social media content.
- VA has also developed a media toolkit for local VA medical centers, which will include talking points and responses to queries, a slotted press release, social media templates, and graphics. [The toolkit is available now on VHA Comm Site.](#)

### *How You Can Help*

- Final results are anticipated to post to the VHA Homeless Programs Permanent Housing Placement Dashboard later next week.
- This information is **embargoed until 5:00 a.m. Eastern on January 26, 2023.** It cannot be released until that date and time to ensure notifications to stakeholders and relevant parties occur in the proper sequence. Facilities must not share this information with the media or the public until the embargo lifts.
- Before the embargo lift, facilities may only use this information for communications planning purposes.
- VA homeless programs, Supportive Services for Veteran Families grantees, Grant and Per Diem grantees, Health Care for Homeless Veterans Contracted Residential Services providers and Continuum of Care partners are encouraged to work together with their **respective VA Public Affairs Officers** to develop local media communications to celebrate their local progress in coordination with national communications, all to take place on January 26, 2023.

### *What is an Embargo?*

- An embargo is an agreement between a source and a media outlet that information—often contained in a press release—will not be published until a predetermined time. Venture funding announcements are often disclosed to journalists “under embargo.”
- For example, a company that’s just raised \$40 million in venture capital may reach out to several reporters, asking each if they’ll agree to review the details of the announcement under embargo. The embargo contains a time and date, i.e., Wednesday, March 25th at 9a.m. ET.

# Planning Your Celebrations

## *Identifying and Acknowledging Success*

- Recognition can support employee morale and satisfaction.
- It is important to acknowledge the essential role of team members as part of the message on community achievements.
- Carve out time to acknowledge staff. Examples include:
  - Awards ceremony
  - Staff luncheon
  - Employee outing

## *Strategies for Staff Recognition*

- Consider different categories of recognition. Examples:
  - Alignment with VA or agency values.
  - First wins (for a new staff person who really stepped up).
  - Innovative strategies to meet Veterans' needs.
- Match recognition to the individual.
  - Not everyone wants public acknowledgment.

## *Don't Miss a Chance to Learn and Adapt*

- Review your approach by seeking feedback from VA team members and partners about the 38,000 PHP goal and processes:
  - What worked well?
  - What needs to be retooled?
  - What can we fully integrate moving forward?
- Define processes for moving forward.