



YOUTH REACH MARYLAND

Welcome to

YOU
COUNT₁₂₃

CAMPAIGN TOOLKIT 2017

THE VOICE

“

Your voice
COUNTS and
speaking up will
help bring more
resources to
your community

”

YOUTH

“

You count because
they count on
you. Share your
concern, desire for
change and how
important being
COUNTED is.

”

HOST

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WELCOME!

Youth REACH MD thanks you for your participation as a Continuum of Care for the 2017 Youth Count. You play a significant role in getting an accurate count of youth and young people who lack safe, reliable housing. As such, Youth REACH MD has provided this toolkit to give you the information and resources to make your community's Youth Count a success.

Should you have any questions about the toolkit, its contents, or how to use the resources included, please contact Amanda Miller, project manager, at amanda.miller@ssw.umaryland.edu.

01 CAMPAIGN BACKGROUND AND OVERVIEW

Every night in Maryland, thousands of youth and young adults under age 25 seek a safe place to sleep because they are on their own. They may stay at a friend's or relative's house, a youth shelter, a vacant building, or on the street because they don't have a reliable place to sleep at night. Working toward the goal of ending homelessness among Maryland's youth and young adults, Youth REACH MD sponsors a Youth Count that helps identify the number, characteristics, and unique needs of this group. Survey data is used to improve the services and resources available to support these youth and young adults.

There are two main reasons why Maryland's Youth Count is important. First, independent youth and young adults under age 25 who are struggling with housing are often a hidden population. Historically, agency efforts and state homelessness counts have mainly focused on adults and families (including younger "accompanied" (dependent) children). This has resulted in extremely low numbers reported for independent youth and young adults ("unaccompanied") who experience housing insecurity. Lacking accurate numbers of this population results in fewer resources available to help improve their situation.

Second, independent youth and young adults who struggle to find or maintain reliable housing have very unique characteristics. It is important to understand these characteristics in order to identify and fund the right community services for them. These youth and young adults frequently go to school and/or have jobs. Many don't see themselves as homeless, which creates a cycle that keeps them hidden. By not viewing themselves as homeless, they don't usually access existing community services. Not accessing the services keeps them uncounted or "invisible," which results in less resources and support services available to them. Since reliable housing is a challenge, they often stay within their personal networks—couch surfing or doubling-up with friends or relatives—and are less likely to stay at shelters or on the streets where they would be counted.

In 2013, the state legislature of Maryland made it a priority to improve the frequency and accuracy of counting Maryland's unaccompanied homeless youth. It established the Task Force to Study Housing and Supportive Services for Unaccompanied Homeless Youth, which recommended a Youth and Young Adult Count of Unaccompanied Homeless. This later became the initiative known as Youth REACH (Reach out, Engage, Assist, & Count to end Homelessness) MD. The Department of Housing and Community Development contracted with The Institute for Innovation & Implementation, University of Maryland School of Social Work to serve as the coordinating entity and project manager for Youth REACH MD. 2017 marks the second Youth Count sponsored by Youth REACH MD.

The overall Youth Count will be held March 1-April 15, with specific regions selecting their own two-week timeframe within the overall dates. It will consist of online and in-person surveys of youth and young adults who are under age 25, on their own (independent of parents or guardians) and struggling to find safe and reliable housing.

Refer to other sections of this toolkit, especially the Talking Points, for more detailed highlights of the campaign and its goals.

02 CAMPAIGN DATES & CONTACT INFORMATION

The overall Youth Count will be held March 1-April 15, 2017. This represents a longer timeframe than the previous count to increase number of youth surveys and coordinate Youth Count events with local community-based groups. Nine regions around the state of Maryland have been included in the 2017 count. Each region has a specific Continuum of Care (CoC) that is the local point-of-contact. Specific regional dates and CoC contact information is listed below.

ANNE ARUNDEL COUNTY

2017 Youth Count Dates: March 8-21
Organization: Anne Arundel County Coalition
to End Homelessness
Contact Name: Delores Bullock
Contact Phone: 410-384-8200
Contact Email: blessed@blessedintechministries.org

BALTIMORE CITY

2017 Youth Count Dates: April 1-14
Organization: The Journey Home
Contact Name: Danielle Meister
Contact Phone: 443-984-4033
Contact Email: danielle.meister@baltimorecity.gov

BALTIMORE COUNTY

2017 Youth Count Dates: March 20-April 2
Organization: Baltimore County Communities for
the Homeless
Contact Name: Terri Kingeter
Contact Phone: 410-887-2288
Contact Email: tkingeter@baltimorecountymd.gov

CARROLL COUNTY

2017 Youth Count Dates: March 12-25
Organization: Carroll County Commissioners
Contact Name: Jim Kunz
Contact Phone: 410-857-2538
Contact Email: jkunz@mcdaniel.edu

LOWER SHORE: SOMERSET, WICOMICO & WORCESTER COUNTIES:

2017 Youth Count Dates: March 1-14
Organization: Somerset County Health Department
Contact Name: Greta Rolland
Contact Phone: 443-880-0794
Contact Email: gretarolland@aol.com

MID-SHORE: CAROLINE, DORCHESTER, KENT, TALBOT & QUEEN ANNE'S COUNTIES

2017 Youth Count Dates: March 20-April 2
Organization: Mid-Shore Behavioral Health
Contact Name: Jeanine Beasley
Contact Phone: 410-770-4801
Contact Email: jbeasley@midshorebehavioralhealth.org

PRINCE GEORGE'S COUNTY

2017 Youth Count Dates: March 1-14
Organization: Community Crisis Services, Inc.
Contact Name: Renee Pope
Contact Phone: 301-909-6316
Contact Email: renee.pope@maryland.gov

SOUTHERN MD: CHARLES, CALVERT & ST. MARY'S COUNTIES:

2017 Youth Count Dates: March 19-April 1
Organization: Three Oaks Homeless Shelter
Contact Name: Lanny Lancaster
Contact Phone: 301-863-7361
Contact Email: hslancaster@threeoakscenter.org

WASHINGTON COUNTY

2017 Youth Count Dates: March 14-27
Organization: Washington County Community
Action Council
Contact Name: Dana Pentoney
Contact Phone: 301-766-2823
Contact Email: pentodan@wcps.k12.md.us

Please contact project manager, Amanda Miller at amanda.miller@ssw.umaryland.edu with any questions.

03 CAMPAIGN GOALS AND TARGET AUDIENCE

The 2017 Youth Count is an information-gathering initiative to help legislators, federal and state agencies, community-based organizations and others understand the actual number of homeless youth and young adults under age 25. As mentioned in the background section, this population is often invisible for a number of reasons. Having an accurate count of this populations can influence the number and type of services and resources offered in communities where housing insecurity is prevalent. Campaign goals include:

- Engage youth, young adults, local community members, and federal, state and local constituencies to discover ways to end youth homelessness and prevent future occurrences.
- Identify and reach unaccompanied homeless youth and young adults under age 25 to encourage them to participate in the survey.
- Expand the campaign focus and number of jurisdictions (beyond the initial six regions in 2015) for counting homeless youth. This year, nine jurisdictions will participate.
- Gather information that can be used by other organizations that serve the unaccompanied youth and young adult population.
- Improve on 2015's campaign based on community and youth feedback, build a solid marketing communications strategy to guide the project from beginning to end.
- Expand the outreach efforts by adding new communications, promotional materials, resources, and advertising in order to guide current marketing efforts of Youth REACH MD and raise awareness of youth homelessness throughout the campaign.

YOUTH COUNT TARGET AUDIENCE

The 2017 Youth Count targets unaccompanied youth or young adults under age 25. This “invisible” population most likely refer to themselves as couch surfers (versus being labeled “homeless”), and often attend school and/or work. However, for various reasons, they struggle to find or maintain reliable housing. Surveying these individuals in urban, suburban, and rural communities across Maryland will provide important information that can improve housing services and resources offered in the Youth Count communities.

04 HOW TO USE THIS TOOLKIT



LOCATION/ACCESS OF CAMPAIGN FILES

Several of the Campaign Resources referenced in this toolkit can be found in the Youth REACH MD website, which can be accessed via the link below.

<http://www.youthreachmd.com/toolkit2017/>

Additionally, you can access the files from the Publications page of www.YouthREACHMD.com.

If you have any difficulty accessing, downloading, or using the files, please contact Amanda Miller at amanda.miller@ssw.umaryland.edu.

YOUR ROLE AS A COC OR CAMPAIGN AMBASSADOR

Success simply would not be possible without YOU—the region-specific Continuums of Care (CoCs) that lead the Youth Count project in your community and your campaign ambassadors. **By spearheading local planning and implementation efforts, you are helping raise awareness of the issue of youth and young adult homelessness and may positively influence future services and resources in your community. You serve an important role in helping:**

- Build momentum for the campaign;
- Recruit volunteers to help with the count and community events;
- Ensure consistent messaging is shared with media and community partners; and
- Work together for a successful Youth Count in your region.

This toolkit provides the items needed to support you in your role. Consistency in messaging and graphics is key to building awareness and momentum for the Youth Reach MD campaign.

IMPORTANT YOUTH COUNT PARTNERS

Youth REACH MD CoCs work with several important community partners to raise campaign awareness and administer a successful Youth Count. CoCs are responsible for coordinating campaign efforts with these partners to reach as many unaccompanied youth and young adults under age 25 as possible who are struggling to find safe, reliable housing.

Youth REACH MD takes a broad approach when defining its “community partners.” Effective partners include a range of service providers—from more traditional social services (which may be co-located with the CoC) to local locations where youth may gather, such as libraries and recreational centers.

Community partners include:

1. **Community Shelters** – shelter counts include youth and young adults who spend the night in a shelter or transitional housing during the survey period.
2. **Community Service Providers** – service-based counts include youth and young adults who use the services offered by participating providers during the survey period.

3. **Youth Ambassadors** – youth volunteers who help plan and administer the Youth Count surveys at events or through street counts. Often, they have experienced housing instability themselves, making them highly-relatable and trustworthy ambassadors for the count.
4. **NEW! Hosts** – individuals who provide shelter to an unaccompanied youth or young adult under age 25. This is a new target audience for the 2017 count.
5. Other organizations that connect with and support youth - libraries, recreational centers, schools, youth-centered outreach programs (such as YMCA or Boys & Girls Clubs), and similar organizations should be identified and contacted to support the Youth Count.



TALKING POINTS

INTERNAL USE ONLY—NOT FOR PUBLICATION

To assist with the CoC goal of consistent messaging, Youth REACH MD has prepared some talking points for you, your staff, and volunteers. This is one of the many marketing materials provided as part of the campaign toolkit. The talking points are included below for your use. Using these guides, you will be able to highlight the key parts of the campaign to raise awareness and answer questions while ensuring that your message is consistent with the overall Youth REACH MD message and messages in other regions. Included in this section are General Talking Points and Region-specific Talking Points, which can be customized with specific dates, events, and contact information for the campaign in your area.

GOAL: To promote Youth REACH MD's 2017 Youth Count by educating audiences on what it is, when it is held, who is involved, why it matters, and what others can do to support the program.

SECTION 1: WHAT IS THE YOUTH COUNT?

Every night in Maryland, thousands of youth under age 25 seek a safe place to sleep because they are on their own. They may stay at a friend's or relative's house, a youth shelter, a vacant building, or on the street because they don't have a reliable place to sleep at night. Working toward the goal of ending homelessness among Maryland's youth and young adults, Youth REACH MD is an annual Youth Count that helps identify the number, characteristics, and unique needs of this group. Survey data is used to improve the services and resources available to support these youth and young adults.

1. Importance of the Youth Count

- A. Independent youth and young adults under age 25 who are struggling with housing are often a hidden population. Organizing a separate count for them is vital for these reasons:
 - I. Past agency efforts and state homelessness counts have mainly focused on adults and families (including younger "accompanied" (dependent) children). This has resulted in extremely low numbers reported for independent youth and young adults ("unaccompanied") who experience housing insecurity.
 - II. Independent youth and young adults who struggle to find or maintain reliable housing have very unique characteristics. It is important to understand these characteristics in order to identify and fund the right community services for them.
 - III. These youth and young adults frequently go to school and/or have jobs. Many don't see themselves as homeless, which creates a cycle that keeps them hidden. By not viewing themselves as homeless, they don't usually access existing community services. Not accessing the services keeps them uncounted or "invisible," which results in less resources and support services available to them.

- IV. Since reliable housing is a challenge, they often stay within their personal networks—couch surfing or doubling-up with friends or relatives—and are less likely to stay at shelters or on the streets where they would be counted.
- B. Improving the frequency and accuracy of Maryland's youth counts became a legislative priority in 2013.
- C. Early efforts evolved into the initiative known as Youth REACH MD.
- D. 2017 marks the second Youth Count sponsored by Youth REACH MD.

2. Overview of the 2017 Youth Count

- A. Targets young people under age 25 who do not reside with their parents or legal guardians (called “unaccompanied youth and young adults”) and therefore do not have access to safe and reliable housing. They’re “on their own.”
- B. Consists of a short, confidential survey that youth complete in person or online.
- C. Survey collects information to better understand:
 - I. Youth education and demographics;
 - II. Housing history and current housing situation;
 - III. Circumstances that influenced their housing instability; and
 - IV. Community services they use/need.
- D. Survey data is used to assess and improve state and community resources, which are severely limited for the underrepresented population.
- E. Nine regions were selected that represent Maryland's urban, suburban and rural areas with high numbers of unaccompanied youth seeking reliable housing (see Section 2).
- F. Youth are surveyed via three ways: shelter counts, service-based counts, and event/street counts (see Section 3).
- G. This year's theme is “You Count”
 - I. Emphasizes the value of each youth and young adult.
 - II. Encourages them to share their story.
 - II. Empowers them to help create change in the community.

3. 2017 Youth Count is the Second Demonstration Count in Maryland

- A. Statewide effort by the Maryland Department of Housing and Community Development, in conjunction with The Institute for Innovation and Implementation at the University of Maryland School of Social Work.
- B. Builds upon the data collected in the first Youth Count held in 2015.
- C. Helps state and local agencies better understand how many youth and young adults are experiencing homelessness and how we can best meet their needs.

SECTION 2: WHEN IS THE YOUTH COUNT SCHEDULED?

Nine regions around the state of Maryland have been included in the 2017 count.

- A. The overall Youth Count will be held March 1-April 15, 2017.
 - I. Represents a longer timeframe than previous counts to increase number of youth surveys and support increased partnership with local schools.
- B. Each region will have its own two-week count period.
 - I. This year, each region selected its own two-week count dates to better coordinate with events and agencies their area.
 - II. Specific region and count dates can be found on our website: www.YouthREACHMD.com.
- C. Nine regions identified, which is an increase of three regions over the 2015 count.
 - I. Anne Arundel County;
 - II. Baltimore City;
 - III. Baltimore County;
 - IV. Carroll County;
 - V. Prince George's County;
 - VI. Lower Shore: Somerset, Wicomico & Worcester Counties;
 - VII. Mid-Shore: Caroline, Dorchester, Kent, Talbot & Queen Anne's Counties;
 - VIII. Southern MD: Charles, Calvert & St. Mary's Counties; and
 - VIII. Washington County.

SECTION 3: WHO IS INVOLVED IN THE YOUTH COUNT?

Several community agencies and people are working together to administer a successful Youth Count in 2017. While there are dozens of service agencies and community affiliates working together, some of the main partners include:

- A. Community Shelters – shelter counts include youth and young adults who spend the night in a shelter or transitional housing during the survey period.
- B. Community Service Providers – service-based counts include youth and young adults who use the services offered by participating providers during the survey period.
- C. Continuums of Care (CoCs) – local planning and implementation groups for the Youth Count in each region. CoCs often host community events to create awareness of the count.
- D. Youth Ambassadors – youth volunteers who help plan and administer the Youth Count surveys at events or through street counts. Often, they have experienced housing instability themselves, making them highly-relatable and trustworthy ambassadors for the count.
- E. NEW! Hosts – individuals who provide shelter to an unaccompanied youth or young adult under age 25. This is a new target audience for the 2017 count.
 - I. Flyers and communications have been specially created to engage this group and encourage them to refer youth to the Youth Count in their area.

- F. Survey Recipients (aka Unaccompanied Youth or Young Adults under age 25) – these individuals most likely refer to themselves as couch surfers (versus being labeled “homeless”). They often attend school and/or work, but for various reasons, struggle to find or maintain reliable housing.

SECTION 4: WHY DOES THE YOUTH COUNT MATTER?

Too many of Maryland's youth and young adults go it alone to find stable and safe housing. The 2017 Youth Count is an important community effort to create positive change and help eliminate homelessness among youth and young adults under age 25.

- A. Identifies housing needs and services.
 - I. By understanding the number and needs for youth in each community, we can better assess what specific services and resources are needed in the community.
- B. Brings more resources to local communities.
 - I. Once the needs are understood, we can work collaboratively with legislators and state and federal agencies to get more community resources.
- C. Influences positive community change.
 - I. Helps connect youth and young adults who are housing insecure with local services to improve the support they receive.
 - II. Creates awareness of the issue with potential community partners that may provide additional services/resources to this population.
 - III. May reduce the overall number of homeless youth in the community.

SECTION 5: WHAT YOU CAN DO TO HELP?

There are several ways you can help support Youth REACH MD's efforts.

- A. Visit our website to learn more: www.YouthReachMD.com.
- B. Spread the word.
 - I. If you know of someone under age 25 who is struggling to find a safe or stable place to sleep, encourage them to participate in the Youth Count. You can find the dates for the Youth Count in your area on www.YouthReachMD.com.
 - II. If you know someone who is providing temporary housing, tell them about the Youth Count and ask them to share it with their youth guest.
 - III. Follow Youth REACH MD on Twitter and Facebook and share the Youth Count information through your social media channels to generate more awareness.
- C. Volunteer.
 - I. We need local volunteers to help administer surveys, staff events, or support other Youth Count activities. Contact the lead organization in your region. Visit the website (www.YouthReachMD.com) and click on the “Locations” tab for contact information.
 - II. If you are outside of a Youth Count region and would like to help, contact the project manager, Amanda Miller, at amanda.miller@ssw.umaryland.edu.



REGIONAL TALKING POINTS

INTERNAL USE ONLY—NOT FOR PUBLICATION

SECTION 1: WHAT IS THE YOUTH COUNT?

Every night in [INSERT REGION HERE], hundreds of youth under age 25 seek a safe place to sleep because they are on their own. They may stay at a friend's or relative's house, a youth shelter, a vacant building, or on the street because they don't have a reliable place to sleep at night. We are working with Youth REACH MD, which is a state-organized, locally-managed Youth Count, to help us identify the number, characteristics, and unique needs of these youth and young adults.

GOAL: To promote Youth REACH MD's 2017 Youth Count by educating audiences on what it is, when it is held, who is involved, why it matters, and what others can do to support the program.

I. Importance of the Youth Count

- A. Independent youth and young adults under age 25 who are struggling with housing are often a hidden population. Organizing a separate count for them is vital for these reasons:
 - I. Past agency efforts and state homelessness counts have mainly focused on adults and families (including younger “accompanied” (dependent) children). This has resulted in extremely low numbers reported for independent youth and young adults (“unaccompanied”) who experience housing insecurity.
 - II. Independent youth and young adults who struggle to find or maintain reliable housing have very unique characteristics. It is important to understand these characteristics in order to identify and fund the right community services for them.
 - III. These youth and young adults frequently go to school and/or have jobs. Many don't see themselves as homeless, which creates a cycle that keeps them hidden. By not viewing themselves as homeless, they don't usually access existing community services. Not accessing the services keeps them uncounted or “invisible,” which results in less resources and support services available to them.
 - IV. Since reliable housing is a challenge, they often stay within their personal networks—couch surfing or doubling-up with friends or relatives—and are less likely to stay at shelters or on the streets where they would be counted.
- B. Improving the frequency and accuracy of Maryland's youth counts became a legislative priority in 2013.
- C. Early efforts evolved into the initiative known as Youth REACH MD.
- D. 2017 marks the second Youth Count sponsored by Youth REACH MD. This is the [select one: first/second] time our area is participating in the Youth Count.

2. Overview of the 2017 Youth Count

- A. Targets young people under age 25 who do not reside with their parents or legal guardians (called “unaccompanied youth and young adults”) and therefore do not have access to safe and reliable housing. They’re “on their own.”
- B. Consists of a short, confidential survey that youth complete in person or online.
 - III. Survey collects information to better understand:
 - Youth education and demographics;
 - Housing history and current housing situation;
 - Circumstances that influenced their housing instability; and
 - Community services they use/need.
- C. Survey data is used to assess and improve state and community resources, which are severely limited for this underrepresented population.
- D. Youth are surveyed via three ways: shelter counts, service-based counts, and event/street counts.
- E. This year’s theme is “You Count”
 - I. Emphasizes the value of each youth and young adult.
 - II. Encourages them to share their story.
 - III. Empowers them to help create change in the community.

3. 2017 Youth Count is the Second Demonstration Count in Maryland

- A. Statewide effort by the Maryland Department of Housing and Community Development, in conjunction with The Institute for Innovation and Implementation at the University of Maryland School of Social Work.
- B. Builds upon the data collected in the first Youth Count held in 2015.
- C. Helps state and local agencies better understand how many youth and young adults are experiencing homelessness and how we can best meet their needs.

SECTION 2: WHEN IS THE YOUTH COUNT SCHEDULED?

Nine regions around the state of Maryland have been included in the 2017 Youth Count.

OUR REGION'S YOUTH COUNT WILL BE HELD.

| | |
|---|---|
| Anne Arundel County Dates: March 8-21 | Mid-Shore: Caroline, Dorchester, Kent, Talbot & Queen Anne's Counties Dates: March 20-April 2 |
| Baltimore City Dates: April 1-14 | Prince George's County Dates: March 1-14 |
| Baltimore County Dates: March 20-April 2 | Southern MD: Charles, Calvert & St. Mary's Counties: Dates: March 19-April 1 |
| Carroll County Dates: March 12-25 | Washington County Dates: March 14-27 |
| Lower Shore: Somerset, Wicomico & Worcester Counties: Dates: March 1-14 | |

SECTION 3: WHO IS INVOLVED IN THE YOUTH COUNT?

Several community agencies and people are working together to administer a successful Youth Count in 2017. As the [INSERT REGION HERE]'s Continuum of Care (CoC), we manage the local planning and implementation for the Youth Count and will coordinate with as many service agencies and community affiliates as possible. Some of our main partners include:

1. Community Shelters – shelter counts include youth and young adults who spend the night in a shelter or transitional housing during the survey period.
2. Community Service Providers – service-based counts include youth and young adults who use the services offered by participating providers during the survey period.
3. Youth Ambassadors – youth volunteers who help plan and administer the Youth Count surveys at events or through street counts. Often, they have experienced housing instability themselves, making them highly-relatable and trustworthy ambassadors for the count.
4. NEW! Hosts – individuals who provide shelter to an unaccompanied youth or young adult under age 25. This is a new target audience for the 2017 count and special flyers and communications have been created to engage this group.
5. Survey Recipients (aka Unaccompanied Youth or Young Adults under age 25) – these individuals most likely refer to themselves as couch surfers (versus being labeled “homeless”). They often attend school and/or work, but for various reasons, struggle to find or maintain reliable housing.

SECTION 4: WHY DOES THE YOUTH COUNT MATTER?

Too many of our youth and young adults go it alone to find stable and safe housing. The 2017 Youth Count is an important community effort to create positive change and help eliminate homelessness among youth and young adults under age 25.

- A. Identifies housing needs and services.
 - I. By understanding the number and needs for youth in each community, we can better assess what specific services and resources are needed in the community.
- B. Brings more resources to local communities.
 - I. Once the needs are understood, we can work collaboratively with legislators and state and federal agencies to get more community resources.
- C. Influences positive community change.
 - I. Helps connect youth and young adults who are housing insecure with local services to improve the support they receive.
 - II. Creates awareness of the issue with potential community partners that may provide additional services/resources to this population.
 - III. May reduce the overall number of homeless youth in the community.

SECTION 5: WHAT YOU CAN DO TO HELP?

There are several ways you can help support Youth REACH MD's efforts.

- A. Visit the website to learn more: www.YouthReachMD.com.
- B. Spread the word.
 - I. If you know of someone under age 25 who is struggling to find a safe or stable place to sleep, encourage them to participate in the Youth Count. You can find the dates for the Youth Count in your area on www.YouthReachMD.com. [OPTIONAL: INSERT SPECIFIC CoC DATES/LOCATIONS HERE].
 - II. If you know someone who is providing temporary housing, tell them about the Youth Count and ask them to share it with their youth guest. You can find the dates for the Youth Count in your area on www.YouthReachMD.com. [OPTIONAL: INSERT SPECIFIC CoC DATES/LOCATIONS HERE].
 - III. Follow YouthREACHMD on Twitter and Facebook and share the Youth Count information through your social media channels to generate more awareness.
- C. Volunteer.
 - I. We need local volunteers to help administer surveys, staff events, or support other Youth Count activities.
 - II. Contact [INSERT CONTACT INFORMATION FOR LOCAL REGION] to learn how to help out in your local area.

MAGNET EVENTS

Hosting a Magnet Event is one marketing strategy that can be used to encourage youth to come out to be counted. Magnet Events typically have food, music, and connections to local resources that could be helpful for youth (e.g., local health clinics, drop-in shelters, vocational training programs, etc.). It is also important to think about how youth will get to these events, so consider an event location with easy access to transportation options and/or coordinate transportation to and from the event from a central location.

Planning a Magnet Event is a great opportunity to utilize youth ambassadors. Ask them what would draw them to an event and what they would find exciting to do/see/hear while there. Then, include those details in the event information (e.g., resources that will be available, food, door prizes, etc.), along with the date, time, and location. Don't forget to provide contact information for youth to get more information or transportation assistance. Finally, enlist the youth ambassadors' help in getting the word out.

Once you've planned your Magnet Event, spread the news in every way possible. Marketing and communication are keys to making these events a success, so be sure to use this toolkit (posters, flyers, hand out cards, social media posts, talking points) to share information with the community, local service providers and other partners, local media, youth ambassadors, and social media followers.



SOCIAL MEDIA PLAN

We know you're busy, so we've provided a social media timeline, graphics, and specific Facebook and Twitter posts to use throughout the 2017 Youth Count. All you have to do is copy and paste the messages from the lists below that speak to your community using the suggested schedule. This will ensure that consistent messages are used throughout Maryland and should save your time while promoting this important community event. Want to customize them or promote your events? We encourage that too, but be sure to stick to the general talking points provided so that accurate information is shared.

When creating your own messages, be sure to include the #YouthREACHMD in every post. This will help brand the campaign across regions and social media platforms. You can also "tag" your messages so they connect with Youth REACH MD. On Facebook and Twitter, start to type @YouthREACHMD in the post, and select the organization when it pops up.

NOTE: CoCs, community partners, and youth ambassadors are encouraged to customize these messages based on the specific dates/details of their Youth Count. Additional messages promoting events, etc. should tag Youth REACH MD on Facebook and Twitter so that they can be shared. These messages may also be modified for other social media platforms (like Instagram).

FOR CONVENIENCE, THE YOUTH COUNT DATES FOR EACH COC IS LISTED BELOW.

| | | |
|---|--|--|
| Anne Arundel County March 8-21, 2017 | Carroll County March 12-25, 2017 | Prince George's County March 1-14, 2017 |
| Baltimore City April 1-14, 2017 | Lower Shore (Somerset, Wicomico & Worcester Counties) March 1-14, 2017 | Southern MD (Charles, Calvert & St. Mary's Counties) March 19-April 1, 2017 |
| Baltimore County March 20-April 2, 2017 | Mid-Shore (Caroline, Dorchester, Kent, Talbot & Queen Anne's Counties) March 20-April 2, 2017 | Washington County March 14-27, 2017 |

PRE-COUNT MESSAGING SCHEDULE

| TIMEFRAME | SOCIAL MEDIA CHANNEL | FREQUENCY | CONTENT |
|---------------------|----------------------|---------------------------|--|
| Week of February 13 | Facebook | Monday, Wednesday, Friday | Choose a post from list below to use on each day. |
| Week of February 13 | Twitter | Tuesday, Thursday | Choose a post from list below to use on each day. |
| Week of February 20 | Facebook & Twitter | Daily | Choose a post from lists below to use on each day. |
| Monday, February 27 | Facebook & Twitter | Once | Use "Count Starts Wednesday" message below. |
| Wednesday, March 1 | Facebook & Twitter | Once | Use "Count Starts Today" message below. |



FACEBOOK MESSAGE OPTIONS



Every night in Maryland, thousands of youth are living in cars, vacant buildings or couch surfing with family or friends. Our Youth Count begins March 1 and can help bring needed resources to local communities. Learn more at YouthREACHMD.com. #YouthReachMD



Too many of Maryland's youth and young adults go it alone to find stable and safe housing. The 2017 Youth Count begins on March 1. #YouthReachMD



Join the community effort to help eliminate homelessness for individuals under age 25. The 2017 Youth Count begins on March 1. #YouthReachMD



#YouthReachMD is sponsoring a Youth Count between March 1-April 15 to help identify housing and services needed for local youth and young adults who struggle to find a safe, reliable place to sleep at night. Find the dates in your area at <http://www.youthreachmd.com/locations/>.



Knowing how many of Maryland's youth and young adults are in need of safe and reliable housing can improve support. That's why #YouthReachMD is critical. Learn more at YouthREACHMD.com.



Bring more housing resources for youth to local communities. Support the 2017 Youth Count in your area. Surveys begin March 1. #YouthReachMD



Our Youth Count helps us understand the needs for youth housing. Look for Youth REACH MD in your area between March 1-April 15. #YouthReachMD



Many Maryland youth and young adults attend school and/or work, but struggle to find or maintain reliable housing. Help us find solutions. #YouthReachMD happens March 1-April 15.



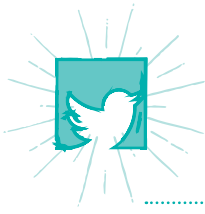
One of the challenges in addressing youth homelessness is knowing how many youth and young adults are experiencing it. That's why a Youth Count is critical. Ours begins March 1.



If you know someone under age 25 who may be struggling to find housing, encourage them to be counted during the Youth Count March 1-April 15. #YouthReachMD

ON
FEBRUARY 27

It's almost here! The Youth Count starts on Wednesday. Full details at YouthREACHMD.com #YouthReachMD



TWITTER MESSAGE OPTIONS



#YouthReachMD is coming! Help Maryland's youth and young adults who are struggling with housing. Visit YouthReachMD.com.



Thousands of Maryland's youth don't have a reliable place to sleep at night. #YouthReachMD begins March 1. YouthReachMD.com



The simple act of being counted will spark positive change. Learn more at YouthREACHMD.com and be counted March 1-April 15. #YouthReachMD



On March 1, Maryland's Youth Count begins. Find out more about this important community effort at YouthReachMD.com.



Couch surfing isn't as fun as you think. Be counted during March 1-April 15 and make a difference. #YouthReachMD



Nine regions in MD are participating in #YouthReachMD from March 1-April 15. Are you in one of them? Find out at <http://www.youthreachmd.com/locations/>



Too many of Maryland's youth go it alone to find safe & stable housing. The Youth Count begins March 1. #YouthReachMD



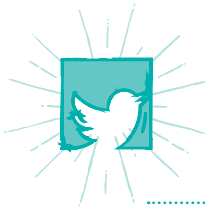
Knowing how many of Maryland's youth are in need of reliable housing can improve support. This critical count begins March 1. #YouthReachMD



Are you under age 25 and struggling to find or maintain reliable housing? Your voice matters! Be counted March 1-April 15. #YouthReachMD



Looking to volunteer this spring? Help #YouthREACHMD from March 1-April 15. Contact a local coordinator at <http://www.youthreachmd.com/locations/>



TWITTER MESSAGE OPTIONS



Help bring more youth housing resources to your community. Support #YouthReachMD from March 1-April 15. Visit YouthReachMD.com for details.



Are you a young person in need of reliable housing? Check out these resources <http://www.youthreachmd.com/need-help/> & join the Youth Count in your area.



Support the Youth Count in your area to get vital services & resources for youth struggling with housing. #YouthReachMD

ON
FEBRUARY 27

It's almost here! The Youth Count starts on Wednesday. Full details at YouthREACHMD.com #YouthReachMD

ON MARCH 1

Youth Counts begin today in Prince George's, Somerset, Wicomico & Worcester Counties. Support housing services for youth. #YouthReachMD



Our Youth Count starts today. This important community event brings resources to youth in need of housing. #YouthReachMD



YOUTH COUNT MESSAGING FOR FACEBOOK & TWITTER

| TIMEFRAME | SOCIAL MEDIA CHANNEL | FREQUENCY | CONTENT |
|--|----------------------|-----------|--|
| On Specific Start Dates (listed below) | Facebook & Twitter | Once | Use the message that corresponds with the Youth Count kick off date for your region. |
| Week of March 6 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| Week of March 13 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| Week of March 20 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| Week of March 27 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| Week of April 3 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| Week of April 10 | Facebook & Twitter | Daily | Choose a post from list below to use on each day. |
| On Specific End Dates (listed below) | Facebook & Twitter | Once | Use the message that corresponds with the Youth Count end date for your region. |



FACEBOOK MESSAGE OPTIONS



Every night, thousands of youth are living in cars, vacant buildings or couch surfing with family or friends. We're surveying youth across Maryland to help bring needed resources to local communities. YouthREACHMD.com. #YouthReachMD



Too many of Maryland's youth and young adults go it alone to find stable & safe housing. The 2017 Youth Count is on. Share to show your support. #YouthReachMD



Join the community effort to help eliminate homelessness for individuals under age 25. Promote the Youth REACH MD 2017 Youth Count. #YouthReachMD



What's going on in your area? Visit <http://www.youthreachmd.com/locations/> to find out how you can support the 2017 Youth Count sponsored by Youth REACH MD. #YouthReachMD



FACEBOOK MESSAGE OPTIONS



Every young person deserves a safe place to sleep at night. Support the 2017 Youth Count and help bring housing resources to your community. #YouthReachMD



1...2...3...the Youth Count is on! Help improve housing for youth in Maryland. Promote #YouthReachMD today.



Knowing how many of Maryland's youth and young adults are in need of safe and reliable housing can improve support. That's why #YouthReachMD is critical. Learn more at YouthREACHMD.com.



Our Youth Count helps us understand the need for youth housing. Look for Youth REACH MD in your area and be counted. #YouthReachMD



Couch surfing isn't as fun as you think. Be counted during your community's Youth Count and make a difference. #YouthReachMD



Crashing with friends isn't a long-term solution. Be counted during March 1-April 15 and make a difference. #YouthReachMD



Many Maryland youth and young adults attend school and/or work, but for various reasons, struggle to find or maintain reliable housing. Help us find solutions. #YouthReachMD

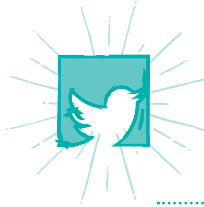


Help us REACH others! If you know someone under age 25 who is struggling to find a safe or stable place to sleep, tell them about the Youth Count. They count too!



If you know someone under age 25 who may be struggling to find housing, encourage them to be counted during the Youth Count. #YouthReachMD

*START AND ENDING MESSAGES (SEE TWITTER SECTION ON NEXT PAGE)
CAN ALSO BE MODIFIED FOR FACEBOOK.*



TWITTER MESSAGE OPTIONS

REGION SPECIFIC YOUTH COUNT START MESSAGES



ON MARCH 1

Youth Counts begin today in Prince George's County. Support better housing services for youth. #YouthReachMD

Attention Somerset, Wicomico & Worcester Counties, your Youth Count begins today. Support better housing services for youth. #YouthReachMD



ON MARCH 8

The Youth Count begins today in Anne Arundel County. Support better housing services for youth. #YouthReachMD



ON MARCH 12

The Youth Count begins today in Carroll County. Support better housing services for youth. #YouthReachMD



ON MARCH 14

The Youth Count begins today in Washington County. Support better housing services for youth. #YouthReachMD



ON MARCH 19

Attention Charles, Calvert & St. Mary's Counties, your Youth Count begins today. Support better housing services for youth. #YouthReachMD



ON MARCH 20

Caroline, Dorchester, Kent, Talbot & Queen Anne's Counties--your Youth Count begins today. Support housing services for youth. #YouthReachMD

The Youth Count begins today in Baltimore County. Support better housing services for youth. #YouthReachMD



ON APRIL 1

The Youth Count begins today in Baltimore City. Support better housing services for youth. #YouthReachMD



TWITTER MESSAGE OPTIONS

REGION SPECIFIC YOUTH COUNT END MESSAGES



ON MARCH 14

Know someone under 25 struggling with housing? It's the last day to be counted in Somerset, Wicomico & Worcester Counties. #YouthReachMD

Know someone under 25 struggling with housing? It's the last day to be counted. Get them to the Youth Count in Prince George's County.



ON MARCH 21

Know someone under 25 struggling with housing? It's the last day to be counted. Get them to the Youth Count in Anne Arundel. #YouthReachMD



ON MARCH 25

Know someone under 25 struggling with housing? It's the last day to be counted in Carroll County. #YouthReachMD



ON MARCH 27

Know someone under 25 struggling with housing? It's the last day to be counted in Washington County. #YouthReachMD



ON APRIL 1

Know someone under 25 struggling with housing? It's the last day to be counted in Charles, Calvert & St. Mary's Counties. #YouthReachMD



ON APRIL 2

Know someone under 25 struggling with housing? It's the last day to be counted in Baltimore County. #YouthReachMD

It's the last day to be counted. Get to the Youth Count in Caroline, Dorchester, Kent, Talbot & Queen Anne's Counties. #YouthReachMD



ON APRIL 14

Know someone under 25 struggling with housing? It's the last day to be counted. Get them to the Youth Count in Baltimore City. #YouthReachMD

GENERAL MESSAGES



Help us understand why Maryland's youth struggle with housing. Participate in Youth REACH MD's Youth Count today. #YouthReachMD



Help us REACH others! Tell anyone who is under age 25 and struggling with housing about the Youth Count. They count too! #YouthReachMD



Are you providing a safe place to sleep for a younger relative? Bring them to the Youth Count in your area. #YouthReachMD



Couch surfing isn't as fun as you think. Be counted and make a difference. #YouthReachMD



Too many of Maryland's youth & young adults go it alone to find reliable housing. Find your area's #YouthReachMD survey location.



When our communities pull together, great things can happen! Promote Youth REACH MD's Youth Count going on now. #YouthReachMD



Support a community event that brings resources to youth in need of housing. Be counted during #YouthReachMD.



#YouthReachMD is here! Help Maryland's youth and young adults who are struggling with housing. Find area events at YouthReachMD.com.



Thousands of Maryland's youth don't have a reliable place to sleep at night. #YouthReachMD is here. Learn more at YouthReachMD.com.



The simple act of being counted will spark positive change. Learn more at YouthREACHMD.com and support your local Youth Count. #YouthReachMD



Maryland's youth count has begun. Find out how to support this important community effort at YouthReachMD.com. #YouthReachMD



If you're under 25 and struggling with housing, You Count. Take our survey to help build a better support system. #YouthReachMD



Nine regions are participating in #YouthReachMD. Are you in one of them? Find out how you can help at <http://www.youthreachmd.com/locations/>



Are you under age 25 and struggling to find or maintain reliable housing? Your voice matters! Be counted today. #YouthReachMD



Help bring more resources to young people in your community. Support #YouthReachMD. Visit YouthReachMD.com for details.



Are you a young person who needs housing? Check out these resources <http://www.youthreachmd.com/need-help/> & join your local Youth Count. #YouthReachMD



Help us discover what services & resources are needed for youth struggling with housing. Support the Youth Count in your area. #YouthReachMD



Knowing how many of Maryland's youth are in need of reliable housing can improve community support. #YouthReachMD is happening now.



Be a hero to local youth who need safe housing in your community. Support #YouthReachMD and the 2017 Youth Count.



Maryland's Youth Count is important. Learn more at YouthReachMD.com and promote the count! #YouthReachMD



Community counts. Come together to help #YouthReachMD better understand what housing services and resources are needed in your community.

POST-COUNT MESSAGING - FOR FACEBOOK & TWITTER

| TIMEFRAME | SOCIAL MEDIA CHANNEL | FREQUENCY | CONTENT |
|---------------------------|----------------------|----------------|---|
| Day After Count Ends | Facebook & Twitter | Once | Choose a post from list below. |
| One Week After Count Ends | Facebook & Twitter | Once | Choose a post from list below. |
| TBD | Facebook & Twitter | Multiple Times | Need to draft specific "Report Available Now" posts |



FACEBOOK MESSAGE OPTIONS



The 2017 Youth Count is complete! A huge thank you to all the youth who took our survey, the youth ambassadors who helped spread the word, and our community partners for their support. #YouthReachMD



Great things happen when our communities pull together. Thanks to everyone who participated in the 2017 Youth Count. Together, we can eliminate youth homelessness in Maryland. #YouthReachMD



TWITTER MESSAGE OPTIONS



The 2017 Youth Count is complete! Huge thanks to the youth who took our survey & everyone who helped with the count. #YouthReachMD



#YouthReachMD was a success. Youth survey data will help find ways to eliminate youth homelessness in Maryland. Thank you!



Many community agencies & people came together for a successful Youth Count in 2017. We appreciate them all! #YouthREACHMD



Great things happen when our communities pull together. Thanks to everyone who participated in the 2017 Youth Count. #YouthREACHMD



Our Youth Ambassadors Rock! Thanks for helping us connect with other youth in our community to make #YouthReachMD a success.

PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements (PSAs) are short messages that are broadcast by local media free of charge to raise community awareness about events, social issues, and public interest campaigns. As soon as possible, contact your local broadcast media (radio and/or tv stations), to ask about submitting a PSA during your area's Youth Count. Often, you can visit the station's website and find information on how to submit a PSA. You may have to submit it using an online form, email it or mail it. If you cannot find the information on the website, call the station directly to ask. Don't forget to reach out to local college stations as they may be good sources of participants and volunteers. Sample announcements are included below, but your local media may have specific requirements so these samples may need to be revised.

GENERAL CAMPAIGN AWARENESS:

Help end youth homelessness in Maryland. Between March 1 and April 15, Youth REACH MD is coordinating a statewide Youth Count. Young people under the age of 25—who are independent from their parents and currently do not have permanent housing—are being asked to take a short, confidential survey. Learn more about this important effort to end youth homelessness in our community at YouthREACHMD.com.

SPECIFIC YOUTH COUNT DATES:

Every night in Maryland, thousands of youth under age 25 seek a safe place to sleep because they are on their own. In cooperation with Youth REACH MD, a Youth Count is being held in [INSERT YOUR COUNTY/CITY HERE] on [INSERT DATES HERE] to survey youth and young adults who are struggling with housing. Help us end youth homelessness in our community. Learn more at YouthREACHMD.com.

TARGETING SURVEY PARTICIPANTS (GENERAL):

If you are under age 25, on your own, and currently without housing, Youth REACH MD wants to hear from you. Between March 1 and April 15, you can take a "You Count" survey and help bring more housing resources to your community. The survey is short and confidential and will help end youth homelessness in Maryland. Learn more at YouthREACHMD.com.

TARGETING SURVEY PARTICIPANTS (SPECIFIC):

If you are under age 25, on your own, and currently without housing, Youth REACH MD wants to hear from you. Between [INSERT DATES HERE], you can take a "You Count" survey at [INSERT LOCATION/TIMES HERE]. The survey is short and confidential and will help bring more housing resources to your community. Learn more at YouthREACHMD.com.

TARGETING VOLUNTEERS:

Help end youth homelessness in Maryland. Volunteers are needed on [INSERT DATES HERE] to help with a local Youth Count. Duties may include promoting the Youth Count with local partners, staffing community events, or administering surveys. To help with this important community event, contact [INSERT LOCAL CONTACT INFORMATION HERE] or visit YouthREACHMD.com.

COMMUNITY EVENT:

On [INSERT EVENT DATE HERE], [INSERT CoC INFORMATION] is hosting a free event from [INSERT TIMEFRAME HERE] to help end youth homelessness in our community. In partnership with Youth REACH MD, [INSERT CoC INFORMATION] is conducting a Youth Count to survey the needs of area youth who are struggling with housing. To learn more and support this important effort, contact [INSERT LOCAL CONTACT INFORMATION HERE].

MARKETING MATERIALS

To assist with promoting the campaign, we've designed the following materials for your region. Use these materials to connect with local youth and partners and make them aware of the Youth Count in your area. Placement suggestions are included in the callout boxes on pages 31 and 34, but you are not only limited to those places. Think about where youth and young adults gather in your community and be sure to target those locations with your marketing materials. For example, one region is placing materials on the doors and windows of vacant properties where youth may be staying at night. You may also consider contacting another participating region (see <http://www.youthreachmd.com/locations/>) to share ideas about where to promote the campaign.

Visit <http://www.youthreachmd.com/toolkit2017/> to download your region's marketing materials:

- **Youth Flyer** – targeting youth and young adults under age 25 (survey participants)
- **Host Flyer** – targeting the hosts of unaccompanied youth and young adults under age 25 who may be staying with them
- **Posters** – promoting the Youth Count
- **Social Media Images** – to be used with the social media plan/posts (see above section)
- **Wallet Cards** – can be given out during community events and other activities to promote the time, location, and dates of your community's Youth Count.

YOUTH FLYER

REGION:

Tailored call-out for your area.

DATES:

Each flyer has dates specific to your region.

CONNECT WITH US:

Tailored contact information if available will be featured.

YOU COUNT

Staying with friends or couch surfing?
Are you under 25 and searching for a safe and reliable place to sleep at night?

You have the power to bring more services and resources to your community. Participate in the Youth Count in the **Prince George's County** area between **March 1st - 14th**. Take a brief, confidential survey to help identify housing needs and services for local youth and young adults who are on their own and need a safe, reliable place to sleep at night.

THREE REASONS WHY YOU SHOULD BE COUNTED

- 1 Your experience counts.**
What you know is valuable. It can help Youth REACH MD better understand what services and resources are needed in your community.
- 2 Your voice counts.**
Knowing how many of Maryland's youth and young adults are in need of housing can create positive change in your community. It starts with the simple act of being counted.
- 3 You Count!**
Too many of Maryland's youth and young adults go it alone to find stable and safe housing. Share your story to help build a better support system.

Be part of this important community effort. Look for Youth Reach MD in your area between **March 1st - 14th** or go to YouthREACHMD.com. Take the survey and be **COUNTED** to shape a better future.

HELP US REACH OTHERS.
If you know someone under age 25 who is struggling to find a safe or stable place to sleep, please share this flyer. They count too!

ABOUT YOUTH REACH MD:
Youth REACH MD is a statewide effort to identify unaccompanied youth and young adults under age 25 who are struggling with housing. By understanding the number, characteristics, and needs of these youth and young adults, we can improve the services and resources available to support them and create better opportunities for Maryland's young people.

CONNECT WITH US: YouthReachMD.com

[@YouthReachMD](https://www.facebook.com/YouthREACHPrinceGeorgesCo/) <https://www.facebook.com/YouthREACHPrinceGeorgesCo/>

HOST FLYER

REGION:

Tailored call-out for your area.

DATES:

Each flyer has dates specific to your region.

CONNECT WITH US:

Tailored contact information if available will be featured.

Are you providing a youth or young adult under age 25 a safe place to sleep at night?
You have the power to bring them and your community more resources.

YOU COUNT BECAUSE THEY COUNT ON YOU!

Youth REACH MD is sponsoring a Youth Count in **Southern Maryland** area between **MARCH 19TH - APRIL 1ST** that will help identify housing needs and services for local youth and young adults who are on their own and lack a safe, reliable place to sleep at night. If you have someone staying with you, or know a youth who may be struggling to find housing, encourage them to be counted.

- 1 SHARE MORE THAN YOUR HOME**
Share the Importance of being Counted.
If they're staying with you, they trust you. Explain how having their voice heard is valuable and will help discover what services and resources are needed.
- 2 Share Your Desire for Change.**
Knowing how many of Maryland's youth and young adults are in need of safe and reliable housing can improve support. Share how being counted empowers young adults to create positive change.
- 3 Share Your Concern.**
Too many of Maryland's youth and young adults go it alone to find stable and safe housing. Share your concern for their future and ask them to take the survey.

Be part of this important community effort. Encourage unaccompanied youth and young adults under 25 to take the brief, confidential survey **March 14th - 27th**. Or, go to YouthReachMD.com. They count on YOU for a better future.

HELP US REACH OTHERS!
If you know someone who is providing temporary housing to a youth or young adult under 25, please share this flyer and raise awareness of this important youth count on **March 19th - April 1st**.

ABOUT YOUTH REACH MD:
Youth REACH MD is a statewide effort to identify unaccompanied youth and young adults under age 25 who are struggling with housing. By understanding the number, characteristics, and needs of these youth and young adults, we can improve the services and resources available to support them and create better opportunities for Maryland's young people.

CONNECT WITH US: YouthReachMD.com

[@YouthReachMD](https://twitter.com/YouthReachMD) [search: Youth Reach Maryland-Southern MD](https://www.facebook.com/YouthReachMD) cyoung@lifestylesofmd.org

WHERE TO POST FLYERS

Schools
Libraries

YMCA

Community centers

Child care centers

Malls

Churches

Vocational schools

Coffee shops

Dept of social services -

offices for food stamps,

Medicaid, welfare, energy
assistance

Emergency service

providers (police and fire
stations, EMTs, etc.

Motor vehicle administration
offices

Near public transportation

Food banks

Laundry mats

And any other areas where youth may frequent (like basketball courts, city and county parks, etc.)

»»» 11"X17" POSTER »»»

REGION:

Make sure to add the name of your specific area.

DATES:

Write in your region's specific survey dates here.

HELP REACH OTHERS:

Tailored Facebook URL, make sure to update for your specific area.



20"X30" POSTER

REGION:

Make sure to add the name of your specific area.

DATES:

Write in your region's specific survey dates here.

HELP REACH OTHERS:

Tailored Facebook URL, make sure to update for your specific area.

YOU COUNT 1 2 3

3 REASONS WHY YOU COUNT
 YOUR EXPERIENCE COUNTS.
 YOUR VOICE COUNTS.
 YOUR COMMUNITY COUNTS.

Are you under 25?
Staying with friends or couch surfing?
Struggling to find a safe and reliable place to sleep?

You have the power to bring more services and resources to your community. Take a brief, confidential survey to help identify resources needed for youth who need a safe, reliable place to sleep at night.

Be part of this important community effort. Take the Youth REACH MD survey in [blank] from [blank] and be counted.

YOUTH REACH MD SURVEY DATES

HELP US REACH OTHERS

ABOUT YOUTH REACH MD:
 Youth REACH (Reach out, Engage, Assist, & Count to end Homelessness) MD is a statewide effort to identify unaccompanied youth and young adults under age 25 who are struggling with housing. By learning more about you and how we can help, we can improve the services and resources available to support you and other young people in Maryland.

HELP US REACH OTHERS
 @YouthReachMD
 facebook.com/YouthREACH
 YouthREACHMD.com

WALLET CARDS

DATES:

Each card has dates specific to your region.

(Front)



(Back)



WHERE TO POST CARDS

Schools

Libraries

YMCA

Community centers

Child care centers

Malls

Churches

Vocational schools

Coffee shops

Dept of social services -
offices for food stamps,
Medicaid, welfare, energy
assistance

Emergency service

providers (police and fire
stations, EMTs, etc.

Motor vehicle administration
offices

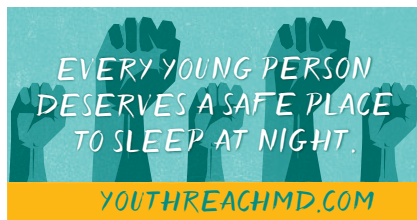
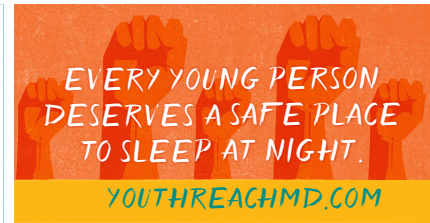
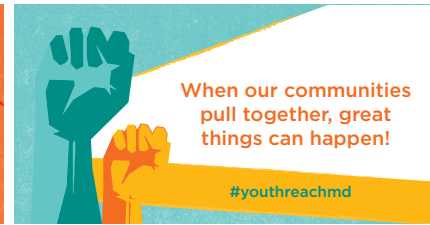
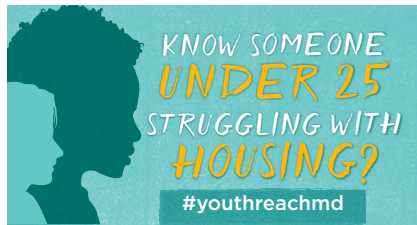
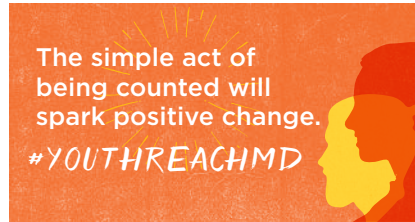
Near public transportation

Food banks

Laundry mats

And any other areas where youth may frequent (like basketball courts, city and county parks, etc.)

SOCIAL MEDIA IMAGES



HELPFUL TIP:

Pair these graphics with any of the posts for Facebook or Twitter from pages 18-28.

FEEDBACK

Youth REACH MD made many improvements to the 2017 Youth Count campaign based on the feedback from CoCs, youth ambassadors, and community partners that participated in 2015. We'd love your feedback too! If you have any comments or suggestions for improvement based on your community experience, please let us know right away!

Contact Amanda Miller at amanda.miller@ssw.umaryland.edu with your comments, suggestions, or praise.





YOUTH REACH MARYLAND

THANK
YOU

Your efforts and community support are what make Youth REACH MD a success! We thank you for your hard work to help promote the 2017 Youth Count and survey your area's youth and young adults who are experiencing housing insecurity.