



HOMELESS &
HOUSING
RESOURCE
CENTER

Trauma Informed Outreach and Engagement Learning Community

Session #2

Best Practices for Person-Centered Outreach


June 21, 2022

Disclaimer

The **Homeless and Housing Resource Center** is a program operated by Policy Research, Inc. and developed under grant 1H79SM083003-01 from the Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS). Interviews, policies, and opinions expressed are those of the authors and do not necessarily reflect those of SAMHSA or HHS.



ASL Interpretation and Transcription

- We have arranged for ASL interpretation services during this meeting. The ASL interpreters are:
 - **Dave Gratzer**
 - **Meagan Thorp**
- Live transcription is available
 - Click Live Transcript  and then select Show Subtitle
 - Subtitles can be moved within the window and re-sized
- If you are experiencing technical difficulties, please contact info@hhrctraining.org





Webinar Instructions

- All participant lines will be muted and the chat feature is disabled
- **Slides:** Available now on HHRC website:
<https://hhrctraining.org/events-webinars>
- **Recording:** Will be available on the HHRC website in 1 week
- **Questions:** Please submit your questions using the Q&A feature
- **Evaluation:** Browser will redirect following the webinar
- **Certificate of Participation** (no CEUs are offered): Provided after evaluation is completed

Today's Presenters



Gillian Morshedi
Homebase



David Katzenmeyer
People Incorporated Mental
Health Services

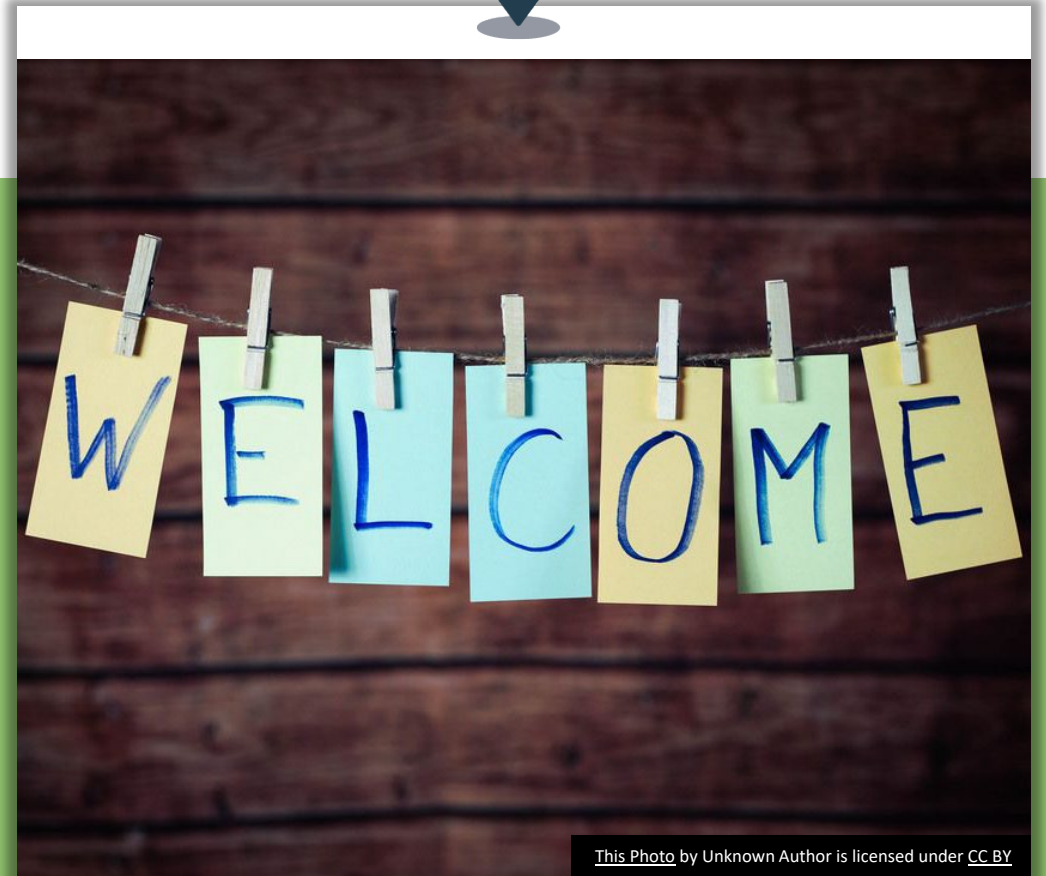


Alicia Lehmer
Homebase

Introduction to the Learning Community



- This learning community will focus on trauma-informed outreach and engagement practices to serve individuals with serious mental illness, serious emotional disturbances, substance use disorders, or co-occurring disorders.
- In this four-part series, you will learn best practices in trauma-informed care and person-centered outreach, how to connect people with services and housing, and how to provide behavioral health care assessments in unsheltered environments.



This Photo by Unknown Author is licensed under [CC BY](#)



Learning Community Series



Session 1

Trauma-Informed Care: Responding to the Trauma of Homelessness



Session 2

Best Practices for Person-Centered Outreach

Session 3

Making the Connection to the Homeless Response System

Session 4

Providing Behavioral Health Care in Unsheltered Environments



Recap of Session #1: Trauma-Informed Care

The three “E”s of trauma: event, experience, effect

Realize, recognize, respond and resist trauma and re-traumatization

Create collaborative spaces

Meet people where they are with empathy and compassion

People matter – listen and share power

Today's Learning Objectives



- Build foundational knowledge around different types of outreach and engagement practices
- Understand the role of outreach in engaging people experiencing homelessness in shelter, housing, and services
- Identify key concepts and best practices in person-centered outreach
- Share community-based experiences and insights on person-centered outreach in the field

Poll #1: Tell Us About Yourself!

- Which would best describe the focus of your work?
 - Behavioral health care
 - Physical health care
 - Homeless services
 - Housing
 - Social services
 - Outreach



Poll #2: Working with People Experiencing Homelessness



How much of your work is with people experiencing homelessness?

- **100%** dedicated to serving people experiencing homelessness
- **Most** of our program participants are experiencing homelessness
- **Some** of our program participants are experiencing homelessness
- **A few** of our program participants are experiencing homelessness



Core Concepts in Homeless Outreach and Engagement



What is Homeless Outreach?



A **service** to connect and engage with people experiencing homelessness wherever they are



A **strategy** for identifying people who are underserved and engaging them in shelter, housing, and services



A **commitment** to helping people access services and exit homelessness by building trust and rapport

Outreach and Engagement

- **Outreach** is about the connection between service providers and people experiencing homelessness in need of services.
- **Engagement** is the process during outreach of establishing rapport and forming a trusting relationship between the outreach worker and the individual experiencing homelessness to:
 - Provide the context for assessing needs
 - Define housing and service goals
 - Agree on a plan
 - Connect to shelter, housing, and services



Why is Homeless Outreach Important?



Equitable access to homeless response services

Trauma-informed care

Building trust

Overcoming barriers to engagement

Types of Homeless Outreach



Light-touch: consistency, relationship building, problem-solving, and meeting immediate needs

Housing-focused: supporting people in making their next step towards safe and stable housing

Population-specific: making connections with a specific population of focus, such as Veterans or youth

Clinical: conducted by a trained clinician with a focus on addressing immediate health and behavioral health needs

Encampment-focused: relationship building and supporting connections to housing, shelter and services for people residing in encampments

In-reach: engagement of individuals before leaving institutions or systems (such as hospitals, correctional facilities, or foster care) to help prevent exits into homelessness



Key Concepts and Best Practices in Homeless Outreach

Key Aspects of Outreach

Compassion
& Empathy

Strengths-
based

Person-
centered

Trauma-
informed

Harm
reduction

Assertive
Engagement

Cultural
humility

Safety

Key Concepts: Time & Trust

Time

- It can take multiple outreach attempts to engage
- Set realistic expectations
- Offer unconditional help by decreasing restrictions to assistance (e.g., needing real name or date of birth)

Trust

- Building trust takes time and effort
- Show up when you say you will
- Your reputation matters
- Find an “in” with community members

Best Practice: Housing First



The overarching goal of outreach is to help people end their experience of homelessness and make connections to stable housing.

Outreach should utilize a **Housing First approach** that does not impose preconditions to make referrals to permanent or temporary housing (such as sobriety, minimum income requirements, absence of a criminal record, completion of treatment, participation in services, or other unnecessary conditions).

Best Practice: Peer Support



- Employ outreach staff with lived experiences of homelessness
- Common experiences can be highly beneficial in establishing a trusting relationship and building rapport
- Offer commensurate compensation to all outreach staff



Best Practice: Motivational Interviewing

A style of working with a program participant that focuses on allowing the person to direct the change rather than telling them what they need to do.

It is about having a conversation about change.



Motivational Interviewing Strategies



PACE

- Partnership
- Acceptance
- Compassion
- Evocation



OARS

- Open Questions
- Affirmations
- Reflections
- Summaries



Best Practice: Critical Time Intervention (CTI)

Critical Time Intervention (CTI) is a time-limited evidence-based practice that mobilizes support for vulnerable individuals during periods of transition.

Transition

- Provide support & begin to connect program participant to people and agencies that will assume the primary role of support.

Try-Out

- Monitor and strengthen support network and skills.

Transfer of Care

- Wind down CTI services when support network is safely in place.

Best Practice: Assertive Community Treatment (ACT)

An integrated team-based approach designed to provide comprehensive community-based supports to help people attain or maintain housing.

Characteristics:

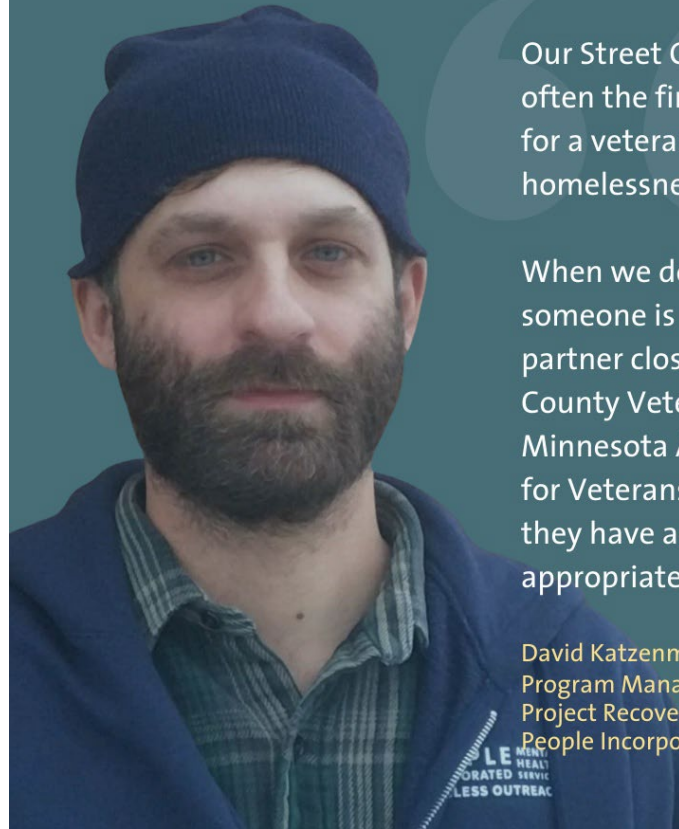
- A multi-disciplinary team of professionals that provides wrap-around service directly to the program participant. May include clinical/medical staff (e.g., psychiatrist, doctor, nurse, substance abuse specialists), Peer Support workers, and case managers.
- Meets regularly with the program participant and with each other to provide real-time support.
- Rooted in concepts of individual choice, peer support, and recovery.
- Warm handoffs for ongoing services.



Community Presentation & Conversation

PEOPLE INCORPORATED MENTAL HEALTH SERVICES

Supporting veterans in our community



Our Street Outreach teams are often the first point of contact for a veteran experiencing homelessness.

When we do find out that someone is a veteran, we partner closely with Ramsey County Veteran Services and Minnesota Assistance Council for Veterans (MACV) to ensure they have access to the most appropriate resources available.

David Katzenmeyer
Program Manager, Outreach and
Project Recovery
People Incorporated



HOMELESS &
HOUSING
RESOURCE
CENTER

PEOPLE INCORPORATED MENTAL HEALTH SERVICES

*A leading community partner for more than
50 years in Minnesota, supporting mental
health and wellness in communities through
collaboration and integration of care.*



Person-Centered Practice

Efforts, particularly of professionals involved in a person's life that share power with individuals and recognize each person as a whole individual with unique strengths, assets, interests, expectations, cultures, and goals. Person-centered practices are structured in ways to support individuals' comfort and their ability to express choice, control, and direction in all aspects of services and supports.

*MN DHS Person-Centered, Informed Choice and Transition Protocol. January 2017

Person-Centered Worker Mindset

- It's their car/trip
- They are the driver
- They choose the destination/goal
- They control the speed and stops



- Worker brings the map and headlights
- Worker navigates (offers support, insight)
- Worker illuminates different roads to try
- Worker can help get traction when it feels slippery

Outreach Strengths and Challenges to Person-Centered Care

Strengths:

- Non-billable service allows for flexibility
- Mobility
- Outreach workers are often well-versed in many systems

Challenges:

- Flexibility can be challenging to maintain
- Working with a highly mobile and dynamic population
- Resources don't always align with the need





Meeting people where they're at ...

Outreach – Strategies





Creating a Foundation

Who is your target population, and how will you prioritize within that population?

What might people you're engaging with be experiencing?

What do you help with, and how do you explain that to people?

What do you carry with you, and what does that communicate?

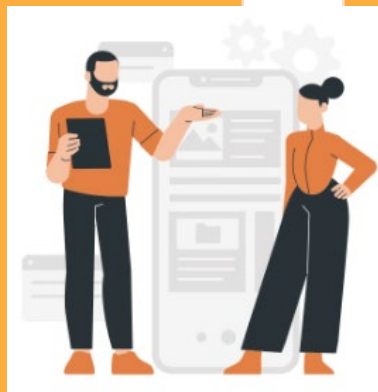


Collaboration

PEOPLE
INCORPORATED
MENTAL HEALTH SERVICES

1

How do you balance assistance with immediate needs while keeping people engaged in long-term needs?



2

How to support people with competing timelines – program participant, outreach worker, system?

Working with Resistance

PEOPLE
INCORPORATED
MENTAL HEALTH SERVICES



- Some people quickly accept offers of assistance, and some people reject every offer
- Flexibility, Curiosity, Patience
- Motivational Interviewing
- Harm Reduction
- Open-ended Questions





Question?



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)



Closing Poll

What is one thing you will take into your work based on what was shared today?



Series Overview & Future Sessions



Session 1

Trauma-Informed Care: Responding to the Trauma of Homelessness



Session 2

Best Practices for Person-Centered Outreach

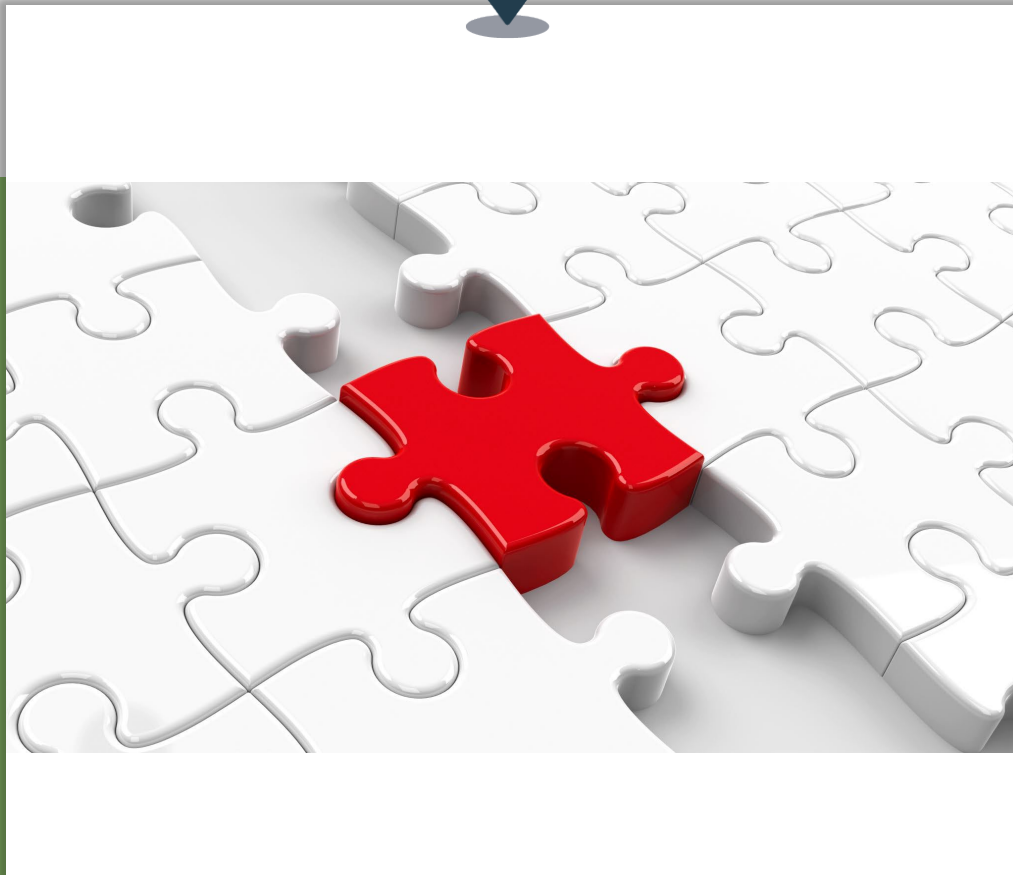
Session 3

Making the Connection to the Homeless Response System

Session 4

Providing Behavioral Health Care in Unsheltered Environments

Next Session



Making the Connection to the Homeless Response System

July 12, 2022
2:30 - 4pm (EST)

Thank You!

SAMHSA's Homeless and Housing Resource Center provides high-quality, no-cost training for health and housing professionals in evidence-based practices that contributes to housing stability, recovery, and an end to homelessness.

Contact Us:

<http://hhrctraining.org/>

info@hhrctraining.org

518-439-7415x4

