**EMBARGOED UNTIL 10AM EST WEDNESDAY JUNE 19th**

**Social Media Guide**

**State Of Homelessness in Canada: 2013**

The Canadian Homelessness Research Network (CHRN aka the Homeless Hub) and the Canadian Alliance to End Homelessness (CAEH) are launching a report called **“The State of Homelessness in Canada: 2013”** on June 19th. This is a ground breaking report card on the status of homelessness including current statistics, updated cost impact and progress on ending homelessness. We have developed a series of tweets to help promote the launch. Please tweet away as we try to get out this important document.

You can link to the document or to our infographics as well. The report will be live Wednesday morning at <http://www.homelesshub.ca/sohc2013>

We will have a set of infographics available on our Facebook page on Wednesday morning. See (and like) <https://www.facebook.com/homelesshub>

**Authors of the Report**

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**Other Key Players**

**@homelesshub** (main twitter handle for the HomelessHub.ca website and the CHRN

**@CHRNetwork** (Secondary twitter handle)

**@stephvasko** (Stephanie Vasko, Communications Manager, Canadian Homelessness Research Network/Homeless Hub)

**@roudenko** (Oxana Roudenko, Communications Officer, Canadian Homelessness Research Network/Homeless Hub)

**Here are some suggested HashTags**

The official hashtag is **#sohc2013** (State of Homelessness in Canada: 2013)

Other good hashtags:

**#homelesshub**

**#homeless** or **#homelessness**

**#caeh** (Canadian Alliance to End Homelessness)

**#chrn** (Canadian Homelessness Research Network)

**#solvehomelessness**

You can also tag the city you’re in, appropriate government officials etc.

**Pre-prepared Tweets:**

#sohc2013: No one should be #homeless and using emergency services for any longer than a few weeks.

#sohc2013: The good news is that if we understand the causes of #homelessness, we can do something about it.

#sohc2013: #Homelessness is a problem larger than the number of people counted on the streets or in shelters.

#sohc2013: Strategies to address #homelessness must be tailored to differing needs of sub-populations.

#sohc2013: #Aboriginal peoples must be part of any solutions to #homelessness.

#sohc2013: Median length of stay in emergency shelter is approx 50 days; most ppl are #homeless for less than a month (29% stay only one night)

#sohc2013: Recent Govt of #Canada study - btwn 2005 & 2009 little change in # of ppl who use #homeless #shelters annually #homelesshub

#sohc2013: We believe that #homelessness is not a given and that not just reducing, but ending, the crisis is achievable.

#sohc2013: The lack of clarity around #homelessness gets in the way of effective solutions.

#sohc2013: Ppl who are homeless are not a distinct & separate pop’n - line between being #homeless & not being homeless is quite fluid

#sohc2013: #Homelessness is usually the result of the cumulative impact of a number of factors, rather than a single cause.

#sohc2013: the problem of homelessness is something that we, as a society, can address.

#sohc2013: The point is that homelessness is a problem or a crisis that we created. And if we created it, we can end it.

#sohc2013: Many Canadians are close to the edge, paying too much of their income on housing

#sohc2013: Affordable hsg is not only solution to homelessness, but homelessness can’t be solved without adequate supply of affordable hsg

#sohc2013: The data shows that #homelessness is a problem larger than the number of people counted on the streets or in shelters.

**Did You Know Facts**

#didyouknow – 147,000 different & unique individuals stayed in an emergency shelter at least once in 2009 #sohc2013

#didyouknow - 1 in 230 Canadians stayed in a #homeless shelter in 2009 #sohc2013

#didyouknow – Every night in #Canada approx. 30000 Canadians are #homeless #sohc2013

#didyouknow - 3 ppl can be considered ‘hidden homeless’ for every 1 who is in an emergency shelter or on the streets #sohc2013

#didyouknow - families accounted for just 4% of all shelter stays but used 14% of total bed nights #sohc2013

#didyouknow investments in social #housing would generate a per person savings of 41% #sohc2013

#didyouknow – Episodic/chronic homeless - less than 15% of the homeless pop’n but use more than 1/2 resources in #homeless system #sohc2013

#didyouknow - Annual cost of #homelessness to the #Canadian economy is $7.05 billion dollars #sohc2013

**Recommendations:**

#sohc2013 recommends: communities should develop and implement clear plans to end homelessness, supported by all levels of government.

#sohc2013 recommends: All levels of government must work to increase the supply of affordable #housing. #solvehomelessness

#sohc2013 recommends: Communities – and all levels of government - should embrace Housing First. #solvehomelessness

#sohc2013 recommends: Eliminating chronic and episodic homelessness should be prioritized. #solvehomelessness

#sohc2013 recommends: Aboriginal Homelessness should be prioritized as distinct category of action & part of overall strategy to end it.

#sohc2013 recommends: Introduce more comprehensive data collection, performance monitoring, analysis and research. #solvehomelessness

#sohc2013 recommends: The Govt of Canada should institute a national Point in Time Count of #Homelessness.

#sohc2013 recommends: Funders should support communities to conduct effective and reliable program evaluations.

#sohc2013 recommends: The Govt of Canada should mandate implementation of Homelessness Information Management Systems.