WINNING Mobile Technology

A 21st Century Model:
Empowering & Connecting
Homeless & Resource Insecure Children/Youth/Families
to Supportive Services

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Agenda

• Introduction
  The Numbers- Epidemic of Homeless Children/Youth and Families
  Why Did We Look to Mobile Technology to Help?

• Tech Models: Different Coasts, Different Partners, Different Scale:
  > The WIN app- LA mobile & web-based mobile assistance tool
  > Big Burgh- Pittsburgh’s web-based assistance tool

• Summary- Technology: The ‘‘Best’ Connector

Q & A
Defining the Need

2016 Allegheny County

2016 - 2017 Allegheny County

Analytical

* Children and adults

* Family members

* Unsheltered households

* Youth homeless or unstably housed

1,146 Total Homeless

57,794 Total Homeless

2016 National

39,626 were under 18

31760 were between age 18-24

35,568 Unaccompanied Youth

4838 children under 18 in

under 18

253 unaccompanied youth

5645 Youth between 18-24

2017

57,794 Total Homeless
TRYING TO LIVE, TRYING TO LEARN

62,931 Homeless Students served in LA County Schools in 2015-2016*

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* DenverPost

LA County Office Of Education, September 2017/Photo
Insecure

LA County’s 200,000+ College Students

- 1/10 C.S.U. Students are Homeless or Severely Resource Insecure.  
  (CSU Chancellors report 2016)

- 1/5 Los Angeles Community College District’s 230,000 students are homeless.*

- 2/3 LA Community College Students can’t afford to eat properly.*

*(LACCD Survey 2017)
Homelessness Children & Youth

Common Trauma Experienced by

- Rejection by Family/Friends due to sexual orientation or gender identity
- Engaging in survival sex
- Physical and sexual assault on the street or in unsafe spaces
- Harassment due to Homelessness
- Forcible Eviction or Removal from Home
- Abuse or neglect
- Witnessing Family and/or Community Violence
- High Levels of Uncertainty and Fear
- Extreme Food Insecurity & Physical Deprivations
Trauma and Learning

- Poor Social Skills
- Poor Attendance
- Poor Concentration Skills
- More likely to score poorly on standardized assessments
- More likely to be diagnosed with learning disability
- 87% increase in likelihood of dropping out of school
- Educational Achievement Gaps between homeless and non-homeless students
- 1/3 homeless students likely to be truant
- Less likely to graduate from high school or college
ACTION REQUIRED:
SERVICE CONNECTIONS

Understanding how poverty and homelessness affect academic success isn’t enough;

Tools which enable educators and other professionals to meet the needs of vulnerable young people/families are essential.
69% of parents and 78% of teens check their devices at least hourly. APP Tech is the Future.
Mobile/Web Habits Of Modern Society
88% Adults use Internet; 77% own a Smartphone

The evolution of technology adoption and usage
% of U.S. adults who ...

Source: Surveys conducted 2000-2016. Internet use figures based on pooled analysis of all surveys conducted during each calendar year.

Pew Research Center
Phone! You don't have to have a cell phone!
to locate critical services

Empowers Los Angeles Regional Youth/Adults
Best Thing Since Sliced Bread?
Research supports Technology Outreach models

- **Homeless Youth/Adults** are Tech Savvy (Rice, et al 2011, 2012, 2013)

- **75%** of OCLA’s focus group participants had a Smart Phone or had access though a friend
  - All said they regularly accessed a Computer
  - Those with phones (without cellular service) regularly used **Wi-Fi**
In the Shadows

Homeless Students/Families often want to stay in the shadows to avoid stigma, labeling and shame
### Mobile Technology Keys to Connections

<table>
<thead>
<tr>
<th>Effective Outreach</th>
<th>Effective Connections</th>
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</thead>
<tbody>
<tr>
<td>• Users Self-ID</td>
<td>• Low Barrier</td>
</tr>
<tr>
<td>• Receptivity</td>
<td>24/7 time/place; free; no id; no shame</td>
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<tr>
<td>Strength-based Empowering</td>
<td></td>
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<tr>
<td>• Resource Communication</td>
<td>• Technology Trust</td>
</tr>
<tr>
<td>App Users Self-Search</td>
<td>• Provider Connections</td>
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<tr>
<td></td>
<td>free email/phone live links</td>
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</table>
You want?

What do you need to build the life

What do you need today?

12 Youth Focus Groups in 14 months
Youth Driven Technology
KEY GOALS: FREE, EASY TO USE, NON-BRANDING, NO REFERRAL NEEDED TO ACCESS SERVICES

Agencies describe available Services, Eligibility and Hours and keep updated

Community partners and policymakers support WIN awareness campaign, use data to inform policymaking and fund service gaps

Youth/User's Voice Their Needs & Goals
WIN is FREE And Available in the Googleplay and iTune Stores!

WIN: HOMELESS YOUTH RESOURCES
Our Children LA Social
Everyone

WIN (What I Need) enables homeless or resource-insecure youth, ages 12-25, to locate 11 types of free supportive services. With the goal of empowering unaccompanied homeless youth to find and connect to the services they know they need to rebuild an independent life, the WIN app offers live connections to hundreds of area programs offering shelter, food, medical care, crisis support, drop-in centers, government benefits, legal counsel, transportation, jobs, education, and hotlines, etc.
The Dashboard

- 12 Categories
- Free/Low Cost
- No Referral Needed

- Helping Hands - Call Lines to National Partners available 24/7
Menu Page

**USERS**

Check Announcements
View your Favorite List
Update your Profile
Talk to Someone- Get Help Now
Read WIN Tips (tutorial) anytime.

**PROVIDERS**

Access and update agency info
Turn on/off the beds available icon to let youth/adults know a shelter bed in open.
Map Views

If you Choose Region on the Filter page, The Region Map opens – to use, just touch the area you want to find services.

*Note: Users can select more than one region.

Map Search Enables Users to Search for Services near user’s Location.
Page Details 1

Icons let users know if agency is Youth Only, Beds Available, and more.

All program pages include:
Agency Name, Program Name,
Live Links (Phone, Print, Text,
Facebook Messenger, Email) &
Directions.

Programs Details include:
Operating Hours
1234 Street Ave., Los Angeles, CA 90071

Metro LA/Downtown

View contacts 🔽

General - help@agencyname.com - 1-888-123-4566
Help Hotline - 1-888-555-5555
Suicide Prevention - 1-888-123-4567
Housing - housing@agencyname.com

www.programwebsiteaddress.com

www.facebook.com/program

www.twitter.com/program

Population Served
Homeless, runaway, throwaway youth and
victims of human trafficking ages 10-17

Age
10-17

Language
English, Spanish

Description of Services
Lorem ipsum dolor sit amet, ut quo erat eripuit
tacimates, illud soluta persequeris no usu. Eos cu
iusto numquam. Ex nibh malis mollis eos, cu mei
menandri postulant. Ad est novum mucius. Tollit
quodsi adversarium te pro, in soleat scaevola
consectetuer quo.

List of Services
- Lorem ipsum dolor sit amet
WIN's VALUED PARTNERSHIPS

Los Angeles County Office of Education
Leading Educators - Supporting Students - Serving Communities

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Importance of Community Partners

- RAISING AWARENESS/USAGE IN HOMELESS/RESOURCE INSECURE COMMUNITY-
  HOMELESS STREET YOUTH
  HOMELESS/RESOURCE INSECURE STUDENTS/FAMILIES
- CAPACITY-BUILDING-EXPANDING APP USEFULNESS
- RAISING AWARENESS/USAGE AMONG "BOOTS"
- DATA SHARING
- RESOURCE ALLOCATION DECISIONS
- IN-KIND SUPPORT
Evolving Analytics

NON-USER IDENTIFIED SEARCH DATA

• Search location
• Search category, search list page, search detail page
• Live link usage (calls made/emails sent)
• Aggregated User Profiles
• Search date/time of day
Provider they identify as needed without fear of stigma
HOPE: Reverse Outreach Empowers Youth/Families to Locate a Service
WIN= ofrece Regular Safety Net for Youth/Families
Real time Beds Available
Improves ability to locate “Best” Resource for Student/Family
Cloud Currenty: Updated Information at FingerTips
Information Accessibility: As Accessible as Your Cell Phone

Mobile Technology Benefits for Educators
Technology Helps Communities

- Connections made
- Profile of user
- Time of search
- Need sought
- Search location

Smart Data: Informs Resource Allocation

Problem: Work together more efficiently to solve complex

Connects different systems allowing community to
Clients
Provider Announcements - Sent to Area
Reverse Outreach: Client to Provider
Closed
WIN = Safety net for Agency clients when
Improve Outreach with User Hotspot Data
Needs Case Analytics -> Grants Support

Mobile Technology Benefits to Providers
Language, Adding new data categories, etc.

Example: Working „off-line“, Spanish needs

Ease of adding responding to user/community
Expand to Other Communities
WIN's Coding and Database was designed to

Scalability
Empowering Homeless and Resource Insecure Youth/Adults/Families to Locate Critical Services
BIGBURGH.COM

Pittsburgh’s Online Resource for Homeless Services

HOMELESS CHILDREN’S EDUCATION FUND
creating hope through learning
www.homelessfund.org
1901 Centre Ave, Suite 301 • Pittsburgh, PA 15219
Ph: (412) 562 - 0154
Fx: (412) 562 - 1109
ACCESSING BIGBURGH.COM

User-Customized View

All Services View

everyday needs
urgent needs
Opioid Help Email Form

This will be sent to Peer Opioid Addiction Counselors County-wide. One close to you will reply within an hour and set up arrangements to visit the patient and help start the rehab process. This is a free service.

Name:

Are you the patient? Or fam.yield?

Your Email Address:

Is the patient possibly pregnant?

Is the patient 18 or under?

In what town or city is the patient located?

Is there anything you'd like to tell us?

Send
“Pittsburgh Police Officer Ron Spangler most often finds himself patrolling Downtown on his bike. He said his black and neon yellow uniform attracts a lot of attention and a lot of questions. He said questions from the homeless range from where to find a bite to eat to where to find mental health services. He said recently he saw a homeless woman who needed medical care on her feet, so he pulled out his phone and used the site to find a foot specialist. ‘It was right in there,’ Spangler said. ‘I showed her three places within walking distance where she could go get her feet taken care of.’”

— From WESA Interview, August 31, 2016
From Chris Roach, Supervisor of Pittsburgh Mercy Operation Safety Net:

"Living on the streets.

Safety Net and helps our team act more effectively in our work with children and youth.

BigBurg.com is a great asset and support tool to the outreach efforts of Operation Feedback."
“BigBurgh.com is transforming our relationship with the community,” Commander Anna Kudray of the City of Pittsburgh Bureau of Police asserts. ‘Lately the police have been featured repeatedly in the media in a negative light, and homeless people might tend to feel uneasy when we approach them. Now, however, it’s becoming accepted that we are out on the street to help and that we have the resources to get people exactly what they need exceptionally quickly. That makes our relationship with the homeless much stronger than it’s been in the past and eases the tension that can arise when a uniformed officer interacts with a member of a vulnerable population.”

— From an October 2016 interview by Marci Ross of Uncensored magazine, a publication of the Institute for Children, Poverty & Homelessness (to appear in an upcoming issue)
"Thank you from the bottom of my heart for welcoming us into the app project. This experience has been a great boost for all the involved officers, and its positivity and potential for helping others will soon take the entire Pittsburgh Bureau of Police by storm!"

— From an August 2016 email from Anna Kudrav, Assistant Chief of Police, Pittsburgh Bureau of Police
BIGBURGH.COM

Pittsburgh's Online Resource for Homeless Services

WHAT CAN I DO?

BigBurgh.com
good, free stuff for the homeless is one touch away

HOMELESS CHILDREN'S EDUCATION FUND
creating hope through learning

www.homelessfund.org
1901 Centre Ave, Suite 301 • Pittsburgh, PA 15219
Ph: (412) 562 - 0154
Fx: (412) 562 - 1109
SUMMATION
Data - Resource Allocation Tool

Community Systems Connections

Empowering Trusted Easy to use Investment...
Win/Big

- Analytics and Reporting
- ID Technology Platform
- Commitment to Data
- ID User Goal

- Funding
- Role of Champions
- Community Partners
- Youth/User Driven

WIN/BIGBURGH-Common Strategies
APP's Solve "Boots-Assist" Problem: Connecting Homeless Students/Others to Needed Services

**Boots on the Ground:**
- Police
- Librarians
- Educators (K-12/Higher Ed)
- Firemen
- Counselors
- Clergy

**Boots Assist:**
- Easy-to-use Low-Cost Tool
- Instant Search and Connect Homeless Students/Others in need to Supportive Services
Need

App's Empower Students/Families/Others in
APP TECHNOLOGY IS THE FUTURE
THANK YOU!

BIGBURGH.COM

HOMELESS CHILDREN'S EDUCATION FUND
1901 Centre Ave, Suite 301 • Pittsburgh, PA 15219
Ph: (412) 562 - 0154
Fx: (412) 562 - 1109

OUR CHILDREN LA
dmccain@ourchildrenla.org
P.O. Box 676, Pacific Palisades, CA 90272
Phone: 310-633-1976
Agency Email: info@ourchildrenla.org
WWW.OURCHILDRENLA.ORG

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