Introduction

Twenty percent of homeless youth is LGBTQ+, while only ten percent of the general population identify as part of the community. Risks associated with unreliable housing, decreased access to existing resources, and low resource navigation skills within this population has created significant barriers to ending the cycle of homelessness that disproportionately affects members of this community. Through critical examination of prior interventions, in-depth literature review, and knowledge based on years of work in the community, we were able to identify needs of the community and ways in which they were or were not being met. The HateHate Campaign strives to build a new and accessible guide to connect the LGBTQ+ homeless population to needed resources. Its sister site, HateHateResources (HHR), works to combat stigma and increase awareness through ally education and inclusion and decrease negative attitudes among the general population. Effectiveness of our program will be seen through the analysis of site traffic and side by side comparisons of usage of our two sister sites.

Strategy

We have developed two websites in the hopes to connect the LGBTQ+ community with allies and other community members that can improve community organization and empowerment. These two websites are a part of our program, The HateHate Campaign. Our websites are titled hatehatecampaign.com and hatehateresources.com.

Hatehatecampaign.com: This website aims to create awareness among allies in order for the LGBTQ+ community to be better served through ally advocacy and activism. The HateHate Campaign strives to build a bridge to increase the awareness about the harsh reality of the challenges faced by the LGBTQ+ homeless population. We plan on doing this by using reverse advertising that grabs the attention of allies and community members.

Hatehateresources.com (HHR.com): This website aims to be a central resource location for the LGBTQ+ population to improve accessibility and navigation of unknown resources. We desire for the individuals within this population to have increased knowledge and awareness of existing resources to improve their health and resource navigation. We hope that this website will increase skills along with these other goals.

Overview

Our campaign will be an example of reverse advertising that will shed light on the negative views against the LGBTQ+ homeless population. People do not understand how this population needs help and understanding, this campaign will help the non-population learn and grow to hopefully become a community of activism. This campaign will also allow the discriminatory remarks made about homeless individuals be combatted with the truth behind homelessness so that the non-population can then make educated decisions on how to prevent homelessness.

Our campaign will be promoted through a website the website name will be hatehatecampaign.com. This website will be a central location for the population and non-population to explore to increase awareness and knowledge. Our website will also be supplemented by workshops we hope to be hosted by partners and organizations we will work with. Our workshops will cover topics on advocacy, resources navigation as well as reducing stigma. These workshops will target both the LGBTQ+ community as well as the non-population to enhance our mission of people being different together. Our intervention needs the assistance of existing resources and services. Through our website and campaign, we will be displaying resources that our population can contact. To achieve our goal of enhanced accessibility and navigation of resources, we will need the support of already established organizations to inform and assist when it comes to our population needs.

We plan on using our resources to provide knowledge, accessibility and awareness. We want to increase the accessibility of resources to the LGBTQ+ homeless community. Our website will be a central location for the population and non-population to explore and increase awareness and knowledge of homelessness.

Conclusions

Our intervention hopes to build upon existing services and resources to enhance how the LGBTQ+ homeless community navigates a system extremely difficult to understand. The priority population for our intervention is LGBTQ+ homeless people in Summit county. Unfortunately, because this population is both LGBTQ+ and homeless, they face the stigma associated with two marginalized communities. This population has the same needs as other homeless populations, mental healthcare, physical healthcare, shelter, food, water, as well as needs specific to that community such as legal help or services surrounding employment or housing discrimination or name and gender changes for transgender individuals. Not coincidentally, the trans population is the subpopulation that would have the greatest need. Because of the stigma and myths surrounding being transgender, individuals are often denied services and not allowed into shelters because of their gender. They are also a group who is most legally vulnerable, especially under current law in some states. Because our priority population consists of two groups who exist across the country, this problem is present across the country. More metropolitan places and liberal cities would have higher numbers of homeless LGBTQ+ individuals due to the draw of acceptance and higher costs of living. Unfortunately, even though this is a pervasive issue, not much is currently being done to offer greater resources to homeless LGBTQ+ individuals. There simply is no funding to finance LGBTQ+ specific shelters and other homeless resources.

Bibliography