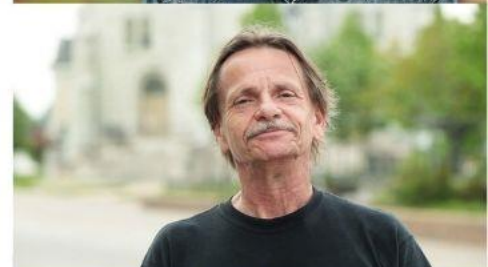


*Changing the Narrative on Homelessness
Through Public Education*

**SEE THE PERSON.
BE KIND.
EVERYONE HAS A STORY.**



Bryan Eade, Expert by Experience

Tawnia Healy, Community Health Promoter
North Bay Parry Sound District Health Unit



NIPISSING DISTRICT
HOMELESSNESS AND
HOUSING PARTNERSHIP



WHY TACKLE STIGMA?

THE IMPACTS OF STIGMA ARE SIGNIFICANT.

shame

social isolation

low self-worth

prevents
help-seeking

employment
barrier

housing
discrimination

STIGMA UPHOLDS THE STATUS QUO.

Stigma can benefit those in power in several ways:⁸⁰

By keeping people **“in”**, that is, by enforcing preferred social norms and values

By keeping people **“down”**, which maintains one’s group advantage in society

By keeping people **“away”**, in order to avoid disease or a perceived threat

Public Health Agency of Canada (2019)
Addressing Stigma: Towards a More Inclusive Health System



**WE NEED TO
CHANGE THE NARRATIVE
ABOUT HOMELESSNESS.**

See the person.

Be kind.

Everyone has a story.



See the person. Be kind.



See the person. Be kind.

GETTING OUR MESSAGE OUT



2 x 1-minute Videos



Campaign Web Page



Media Release



Facebook and Twitter Posts



Google and Facebook Ads



Community Presentations

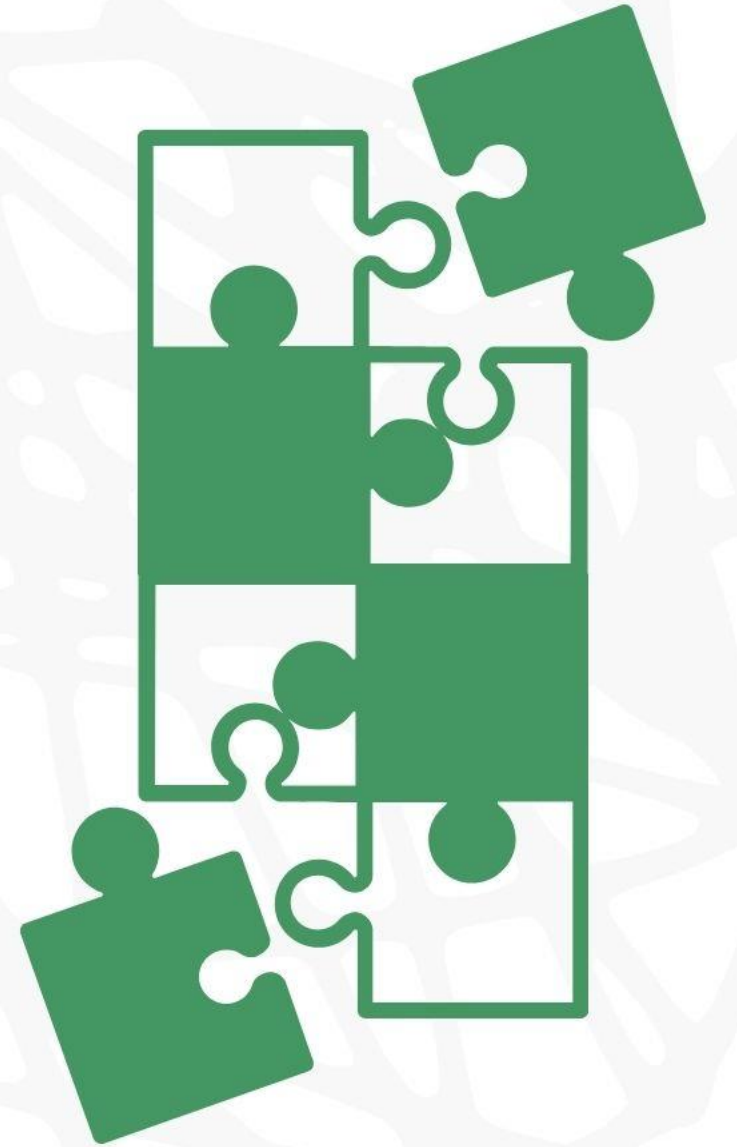


Social Media Toolkit



North Bay Bus Ads

**COMMUNITY
PRESENTATIONS
ALLOWED US TO
EXPAND**





Housing is a
HUMAN RIGHT.

**WHEN IT COMES TO STIGMA,
BLAME IS OFTEN PLACED ON
INDIVIDUALS FOR THEIR
SITUATION.**

**THIS FAILS TO RECOGNIZE
BROADER FACTORS OUTSIDE
OF ONE'S CONTROL.**

STRUCTURAL FACTORS AT PLAY

Adverse
Childhood
Experiences

Poverty

Violence

Lack of
Affordable
Housing

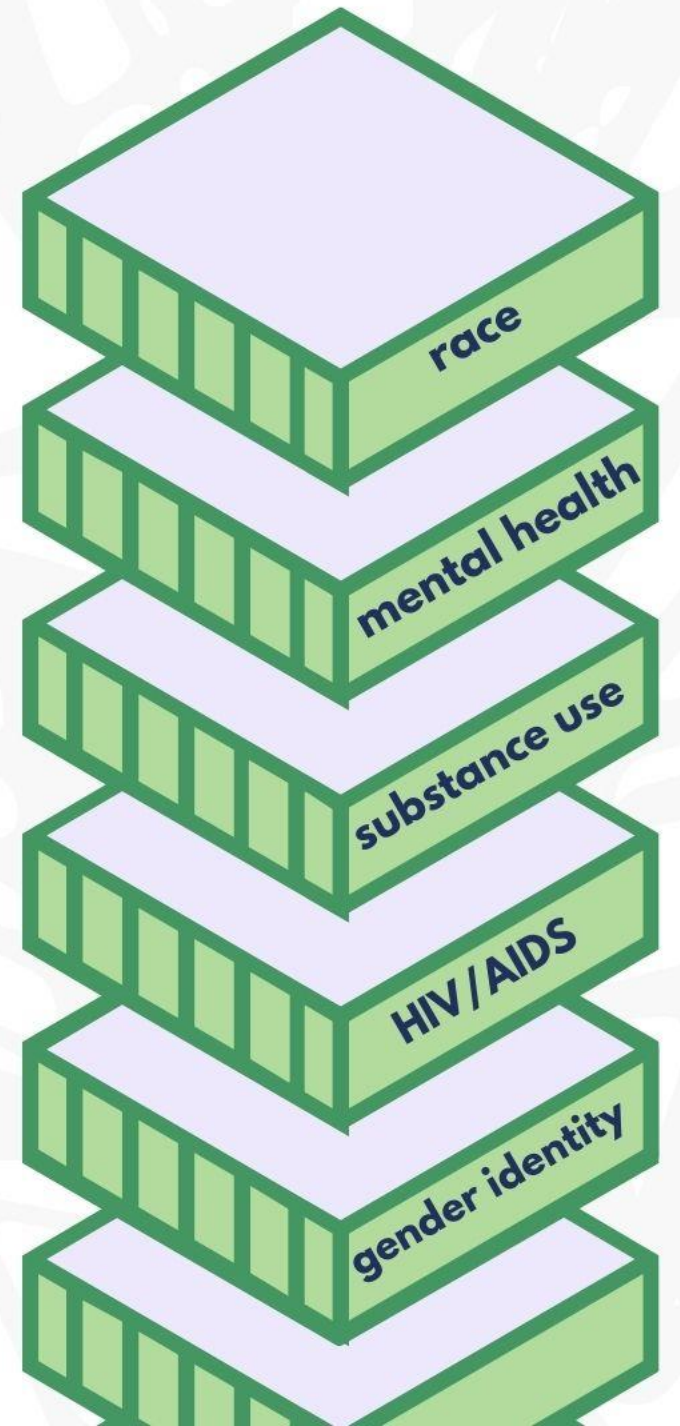
Impacts of
Colonization





**HOMELESSNESS IS NOT A
PERSONAL CHOICE,
IT'S A POLICY CHOICE.**

**PEOPLE
EXPERIENCING
HOMELESSNESS
MAY FACE
INTERSECTING
STIGMAS**



Structural Stigma

Institutional Stigma

Social Stigma

**Stigma by
Association**

Self-Stigma



**STIGMA
EXISTS
AT MANY
LEVELS**

BE PART OF THE SOLUTION



**TAKE
ACTION**



COMPASSION



EDUCATION

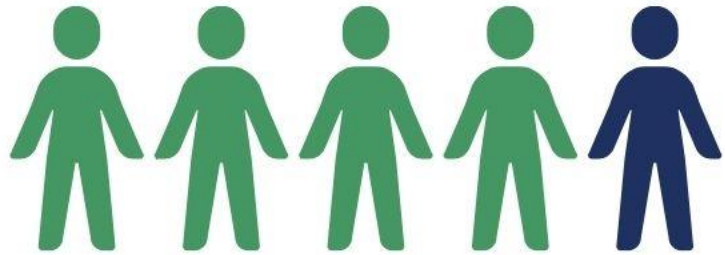


ADVOCACY

WHAT WAS THE FEEDBACK FROM OUR COMMUNITY?



4 in 5



people surveyed felt the campaign message was **relevant and important** to share in their community.

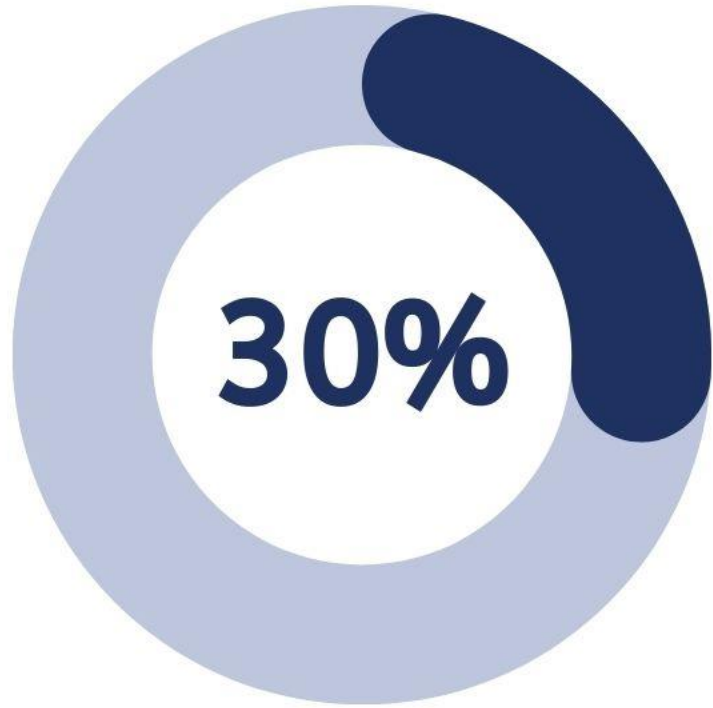
**Did the campaign change
attitudes and behaviours
toward people experiencing
homelessness?**



**reflected
on their
attitudes**

**nearly
HALF**

**reflected on
how they
interact with
people**



**thought about
changing their attitudes about
and/or how they interact with
people experiencing
homelessness**



78%

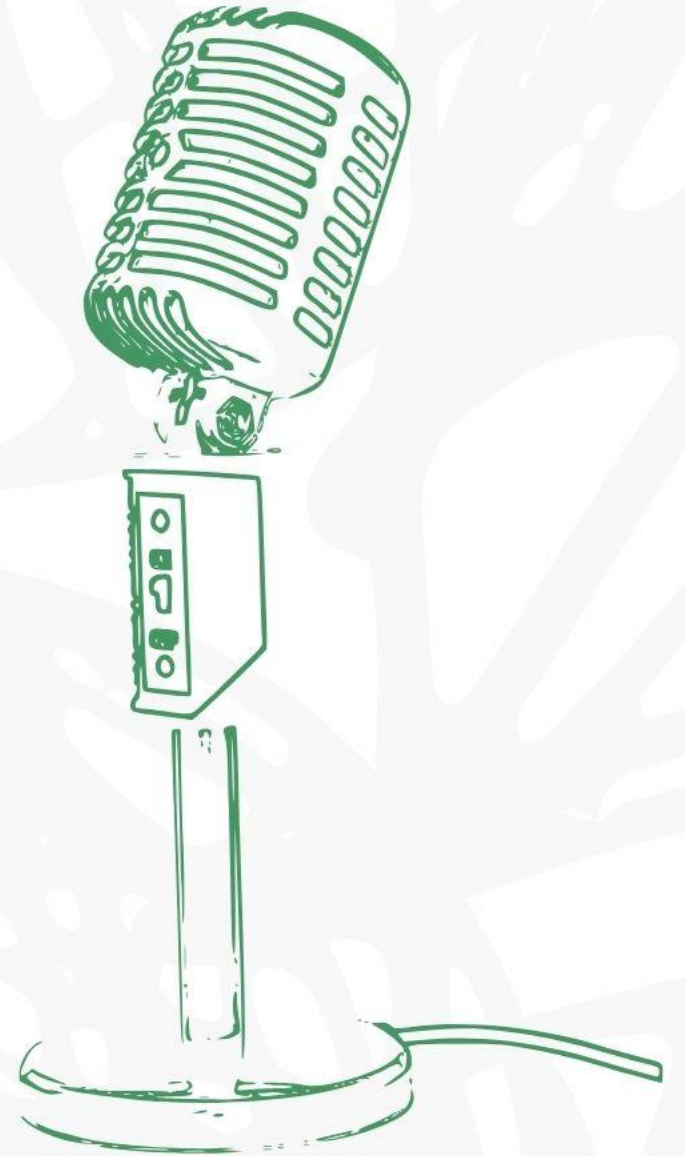
**preferred to hear from people
with lived experience**

Presentation feedback:

95% agreed or strongly agreed that it was **impactful** to hear from people with **lived experience**

THE POWER OF PEER VOICES

Bryan's experience



Next Steps

- Build new resources
- Engage community
- Revisit local decision-makers

Interested in taking similar action
in your community?

CONTACT US

myhealthunit.ca/housingforall

Adaptable materials:



presentation
template



web page
content



social media
messages



campaign
survey

THANK
you

and remember...

See the person.

Be kind.

Everyone has a story.

myhealthunit.ca/housingforall