



Title: 1.1.1 Marketing & Advertising

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Prepared By: CAFTH

Reviewed By: CE Ad Hoc Committee

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Approved By:

Date Approved:

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The Memphis/Shelby County CoC has adopted the following policies per HUD:

“The CoC Program interim rule at 24 CFR 578.93(c) requires recipients of CoC Program funds to affirmatively market their housing and supportive services to eligible persons regardless of race, color, national origin, religion, sex, age, familial status, or disability who are least likely to apply in the absence of special outreach and maintain records of those marketing activities. Housing assisted by HUD and made available through the CoC must also be made available to individuals and families without regard to actual or perceived sexual orientation, gender identity, or marital status in accordance with 24 CFR 5.105(a)(2)<sup>1</sup>.”

To be in line with HUD regulations, each project participating in CE is required to publically post a notice (found in the Appendix) that describes Coordinated Entry. This notice should be posted in the agency waiting areas, as well as any areas where participants may congregate or receive services (e.g., dining hall), and should include language barring discrimination against anyone seeking housing. All staff at each agency are required to know which personnel within their agency can discuss and explain CE to a participant who seeks more information, including resources for Domestic Violence survivors and how survivors can access CE.

If a client is in need of an accessible format such as Braille, large type, or sign language, agencies can request materials or assistance from CAFTH. CAFTH staff monitor CoC agencies on an annual basis as part of the CoC Competition renewal process to ensure that they are adequately displaying all marketing and advertising materials and keep records of those marketing materials.

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<sup>1</sup> Department of Housing & Urban Development. (2017). Notice CPD-17-01: Establishing additional requirements for continuum of care centralized or coordinated assessment system. Retrieved from: <https://files.hudexchange.info/resources/documents/Notice-CPD-17-01-Establishing-Additional-Requirements-or-a-Continuum-of-Care-Centralized-or-Coordinated-Assessment-System.pdf>