



MEMBER AGENCY TOOLKIT



2021 STATE OF POVERTY IN OHIO



2021 STATE OF POVERTY IN OHIO REPORT TOOLKIT

As a companion to the 2021 State of Poverty in Ohio Report, we are excited to release this toolkit for Ohio Association of Community Action Agency members. We believe the resources contained within will help share a comprehensive story of poverty and how contributing factors impact Ohioans. The work you do continues to improve the lives of Ohioans not only this year but in the future. We appreciate your continued dedication to those our network services and the mission of Community Action.

This toolkit is intended to be used throughout the year until the release of the 2022 State of Poverty in Ohio Report in mid-2022. Graphic templates are available online in EPS format, and can be edited to add local data.

Contents:

- Online toolkit access
- Online Report Access
- Design elements
- Local press release template
- Sample social media posts with coordinating graphics

Have questions? Contact Kathryn Clausen at (614) 224-8500 or by email at kathryn@oacaa.org.

The Community Action Promise

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

EVENT INFO:

When: Monday, August 9, 2021 at 1:30 p.m.

Where: Ohio State House, Ladies Gallery
1 Capitol Square, Columbus, OH 43215

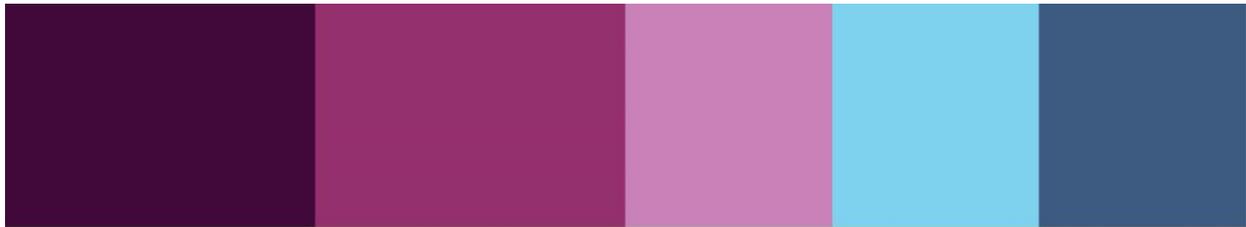
Facebook Live Feed: <https://fb.me/e/18vhki62K>.

ONLINE TOOLKIT ACCESS:

To access the toolkit online, visit: [LINK HERE](#)

The report can be accessed online at: [LINK HERE](#)

DESIGN ELEMENTS:



PT Sans

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890,?!@#*\$

PT Serif

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890,?!@#*\$

Fonts can be downloaded from the online toolkit, or may also be available via Adobe Fonts with a subscription to the CC Suite of programs.

LOCAL PRESS RELEASE TEMPLATE

Contact: FOR IMMEDIATE RELEASE
[Enter Name, Phone, etc.]

Press Release
[TODAY'S DATE]

Community Action releases the State of Poverty in Ohio report

[CITY] – The Ohio Association of Community Action Agencies (OACAA) released its 2021 State of Poverty in Ohio Report on Monday afternoon. The annually updated report analyzes credible data to determine trends in poverty, and highlights factors and barriers preventing low-income households from overcoming financial burdens.

[SAMPLE QUOTE] “The pandemic created new challenges while also amplifying the effects of reigning poverty factors,” said [NAME], [CEO/EXECUTIVE DIRECTOR] of [AGENCY]. “The 2021 State of Poverty in Ohio provides the Community Action network, local partners, and elected officials with a data-driven, comprehensive assessment of what households are struggling with across Ohio.”

Two areas of focus in the report include employment and housing. In the last year, over 50% of low-income households reported a loss of employment income, and twice as many low-income households had fallen behind on rent payments when compared to the year prior. Local Community Action Agencies in every Ohio county have processed an unprecedented amount of rent and mortgage assistance applications including [AGENCY]. To date, [AMOUNT] has been provided to [# OF FAMILIES] in [AREA].

New to this year’s report is the Ohio Well-Being Dashboard which examines county-level indicators of poverty. Socioeconomic indicators include the county poverty rate, unemployment rate, percentage of students receiving Free and Reduced-Price school lunches, and four-year high school graduation rates. The county’s performance is compared to the previous year’s performance, as well as the state-wide performance. The factors equally contribute to the county’s score and determine the alert level.

“[SAMPLE QUOTE] According to the Well-Being Dashboard [COUNTY/SERVICE AREA] is currently at a Level [#],” said [CEO LAST NAME]. “[EXPLAIN YOUR LEVEL USING PAGE 13 & 14 OF THE REPORT].”

The 2021 State of Poverty in Ohio Report can be viewed on [OACAA’s website](#).

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[AGENCY MISSION STATEMENT/INFORMATION]

SOCIAL MEDIA SAMPLE POSTS & GRAPHICS:



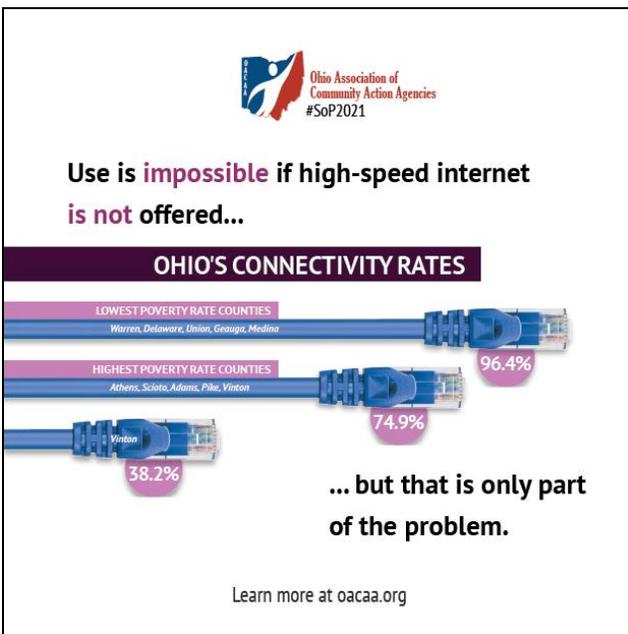
File name: cover.png

Sample Post(s):

The 2021 State of Poverty in Ohio report will be released tomorrow! Stay tuned for more. #SoP21

#CommunityActionResponds @OACAA @strategicresearchgroup

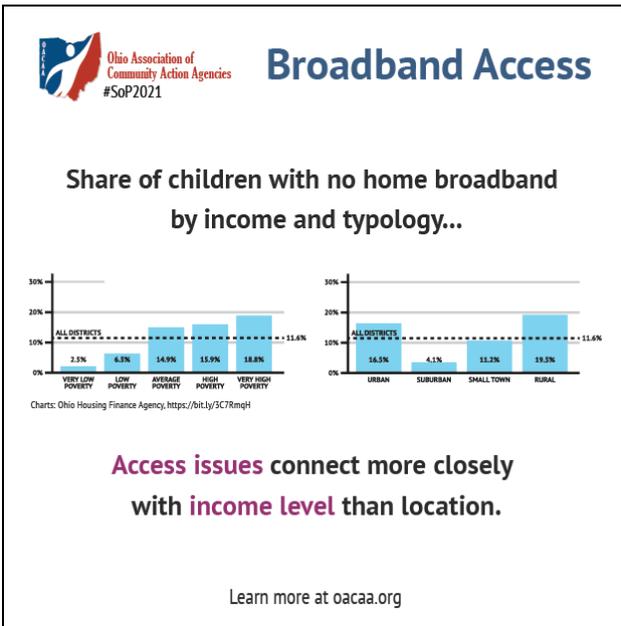
Interested in learning how COVID-19, housing, employment, household spending, Medicaid expansion & broadband access intersect in Ohio? Read @OACAA's #SoP21 report to find out more. Releasing today at the @OhioStatehouse at 1:30pm! Watch live at <https://fb.me/e/18vhki62K>.



File name: broadband_connect.png

Sample Post(s):

Did you know broadband coverage in counties with low poverty rates is 96%, while coverage in high poverty counties is only 75%? Learn more about the difference between coverage and access. #SoP21 #broadband



File name: broadband_income_level.png

Sample Post(s):

Internet access issues align more closely with income level than location. Low-income school districts in both urban and rural areas report high rates of children without home broadband. #broadband #SoP21

“When schools went remote last spring, it was the lower income districts that reached out to us to help spread free wifi around their communities. The schools had the capability to give out chrome books, but the kids couldn’t connect to use them.”

(Local Community Action Agency Provider)

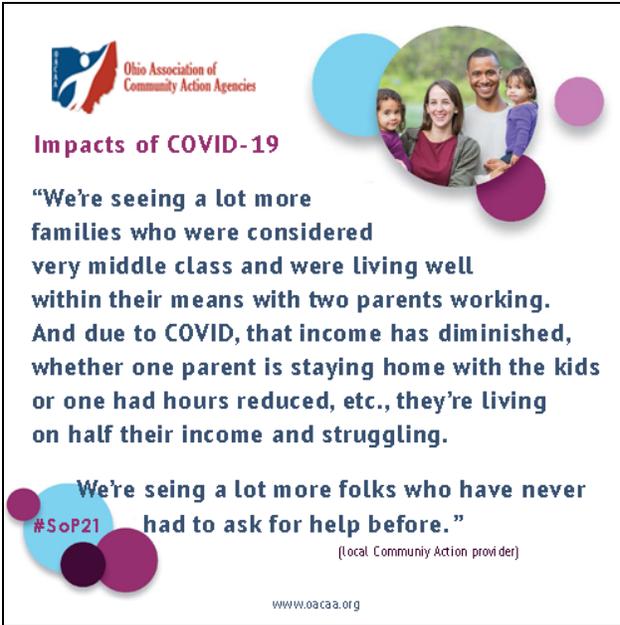
LEARN MORE TODAY AT www.oacaa.org

Ohio Association of Community Action Agencies #SoP21

File name: broadband_quote.png

Sample Post(s):

The disparity of broadband coverage in high- versus low-poverty areas can be drastic. In Vinton County, only 38.2% of the county is covered by broadband, putting strains on not only school children but the entire family #NoCoverageNoUse #SoP21



File name: covid_impact_quote.png

Sample Post(s):

Did you know that 35% of Ohio households do not have enough liquid assets to live for longer than 3 months when household income disappears? Many Ohioans struggled through this exact scenario during the pandemic
 #OneInThree #SoP21



File name: covid_spending.png

Sample Post(s):

COVID-19 changed how Ohioans spent money, but not all families were affected the same. Lower-income households were less likely to shift to online purchases, increasing their exposure when shopping in-person. #ShoppingBecameARisk #SoP21

Defining Poverty

OPM

OFFICIAL POVERTY MEASURE

A Health and Human Services measure used for program eligibility that indicates the poverty line is three times the minimum food budget. Does not account for housing, utilities, healthcare, or other essential needs.

FPM

FEDERAL POVERTY MEASURE

A Census Bureau measure mainly used for statistical purposes which is similar to the FPL, but accounts for household composition.

SPM

SUPPLEMENTAL POVERTY MEASURE

A Census Bureau measure that includes food, housing, utilities, and other needs, but also factors in the value of government benefits as household income. Does not account for economic growth, taxes, or changes in living standards.

AMI

AREA MEDIAN INCOME

A Department of Housing & Urban Development measure to establish thresholds for housing assistance using the midpoint of all incomes in a given area. Households below 80% of AMI are considered "low income," those below 50% "very low income," and those below 30% "extremely low income." This means guidelines can vary significantly depending on the area's overall wealth.

SSS

SELF SUFFICIENCY STANDARD

A measure that considers several factors as its foundation, including number and ages of adults and children in the household, basic care needs, and cost of living. Also includes essential needs such as housing, healthcare, transportation, and other elements.



www.oacaa.org

Sample Post(s):

The Official Poverty Measure (OPM) determines eligibility for many social programs, yet it is not designed to capture short-term changes in economic well-being. See how OPM compares to other poverty measures #CalculatingTheReality #SoP21

File name: defining_poverty.png



Employment



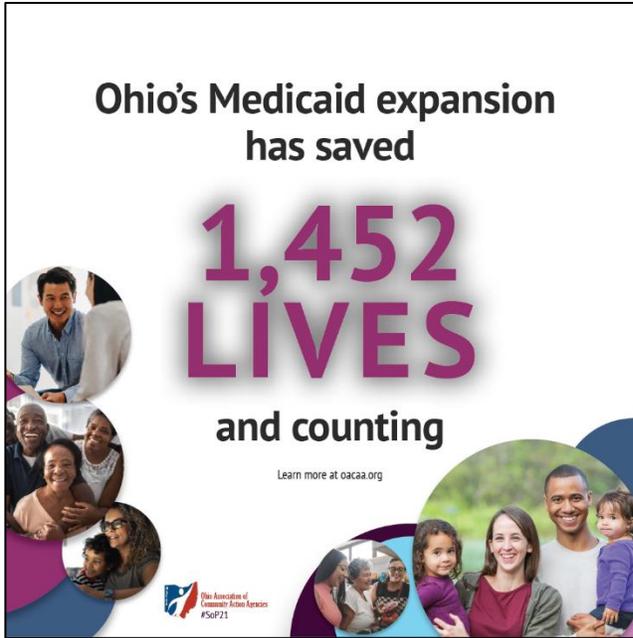
Over half of low-income households reported a loss of employment income in 2020

Learn more at oacaa.org

Sample Post(s):

Low-income Ohioans were more likely to report loss in employment, reduction in hours, reduction in wage and filing for unemployment during the pandemic than high-income Ohioans #SoP21

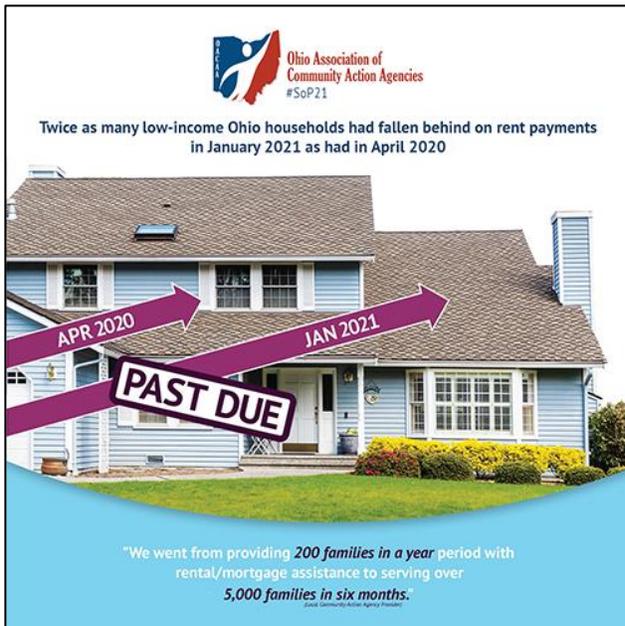
File name: employment_covid.png



File name: medicaid_benefits.png

Sample Post(s):

Ohio ranks 3rd in the US for number of lives saved since Medicaid enrollment expanded! As an added bonus, 30% of continuous enrollees reported that their health improved since enrolling in Medicaid. #LivesSaved #3rdinCountry #Medicaid #SoP21



File name: rent_housing_impact.png

Sample Post(s):

The Household Pulse Survey was administered by the US Census Bureau and measured social and economic impacts from the pandemic between April 2020 through July 2021. #PulseSurvey #SoP21