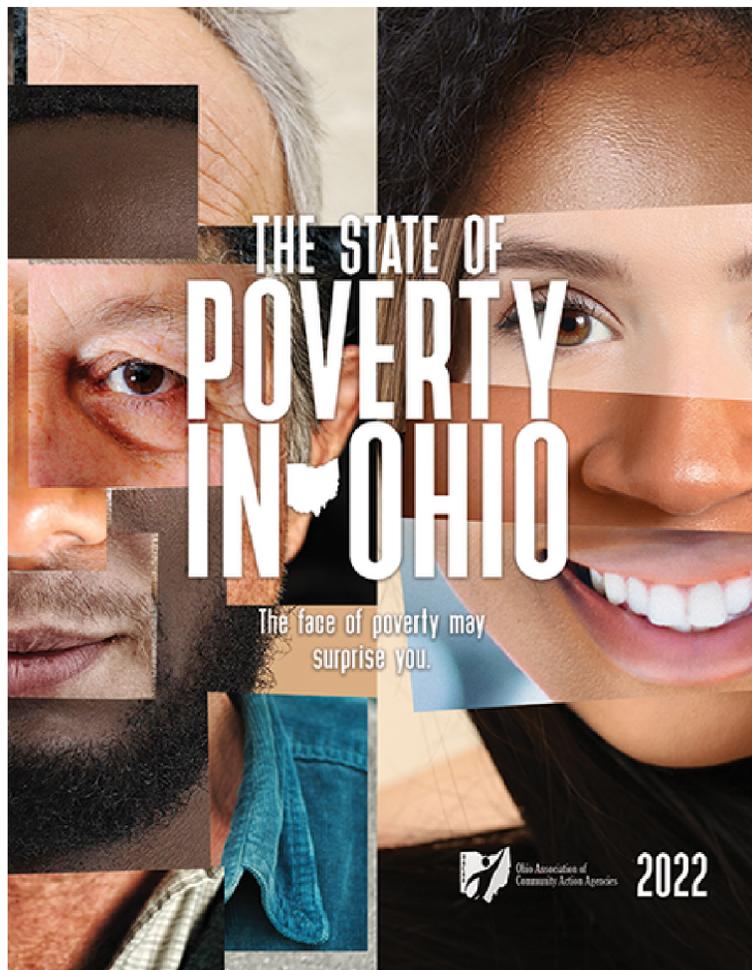




Ohio Association of  
Community Action Agencies

# 2022 State of Poverty in Ohio Report Toolkit



OHIO ASSOCIATION OF COMMUNITY ACTION AGENCIES

## **2022 STATE OF POVERTY IN OHIO REPORT TOOLKIT**

As a companion to the 2022 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 between the release of the 2022 report and the 2023 report. Graphic templates are available online through Canva, and can be edited to add local data.

### **Toolkit Contents:**

- Online toolkit access
- Online report access
- 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](mailto: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: Tuesday, September 13, 2022 at 2:00 p.m.

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

Facebook Live Feed: <https://fb.me/e/33j0SOBgu>

**ONLINE TOOLKIT ACCESS:**

To access the Canva infographics [CLICK HERE](#)

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

## **LOCAL PRESS RELEASE TEMPLATE**

FOR IMMEDIATE RELEASE

Contact: **[Enter Name, Phone, etc.]**

**Press Release**  
**[TODAY’S DATE]**

### **Community Action releases the 2022 State of Poverty in Ohio Report**

[CITY] – The Ohio Association of Community Action Agencies (OACAA) released its 2022 State of Poverty in Ohio Report on Tuesday [September 13] afternoon during a press conference at the Ohio Statehouse. The annually updated report analyzes credible data to determine poverty trends throughout the state. The trends provide insight into what poverty looks like for Ohioans and the barriers created that prevent low-income households from overcoming financial burdens.

[SAMPLE QUOTE] “Low-income Ohioans were hit the hardest during the pandemic and are still working to overcome its effects,” said [NAME], [CEO/EXECUTIVE DIRECTOR] of [AGENCY]. “This report highlights the shifting job market, increasing housing costs, lack of childcare options, and student loan debt, and it provides real-world scenarios of how each of these factors impact everyday people.”

As inflation reaches new levels, affordable housing has moved even further from reach for many. In addition to affordable childcare deserts throughout Ohio and increased housing costs, barriers to financial independence continue to get higher for low-income families.

“As we adjust to the new lifestyle caused by the pandemic, it is imperative we remain aware of how the pandemic has created lasting challenges for low-income Ohioans,” said Philip E. Cole, executive director of OACAA. “The effects to the job market and rise in housing costs have especially impacted those making low wages.”

Poverty changes as economic opportunities in Ohio change. To understand the local needs, challenges, and barriers, Community Action Agencies continually assess conditions in their community and expand opportunities to overcome individual challenges. The State of Poverty in Ohio Report has assisted in those efforts for nearly 30 years since its first publication. Copies of the report are available at [www.oacaa.org](http://www.oacaa.org).

###

**[AGENCY MISSION STATEMENT/INFORMATION]**

## SOCIAL MEDIA SAMPLE POSTS & GRAPHICS:



The graphic features a Facebook Live logo at the top. Below it is a collage of photos of diverse people, with the text "THE STATE OF POVERTY IN OHIO" overlaid. To the right is the logo for the Ohio Association of Community Action Agencies. Below the logo, the text reads: "WHAT: Annual State of Poverty in Ohio Press Conference", "WHEN: Tuesday, September 13, 2022 at 2:00 p.m.", and "WHERE: The Ohio Statehouse, Ladies Gallery, 1 Capitol Square, Columbus, OH or Facebook Live". At the bottom, there is a red button with the text "» #SOP2022" and the website "WWW.OACAA.ORG".

### Sample Post(s):

Learn more about the State of Poverty in Ohio this Tuesday during the live press conference! 2:00 p.m. at the Ohio Statehouse, or watch on Facebook Live #SOP2022  
<https://fb.me/e/33j0SOBgu>

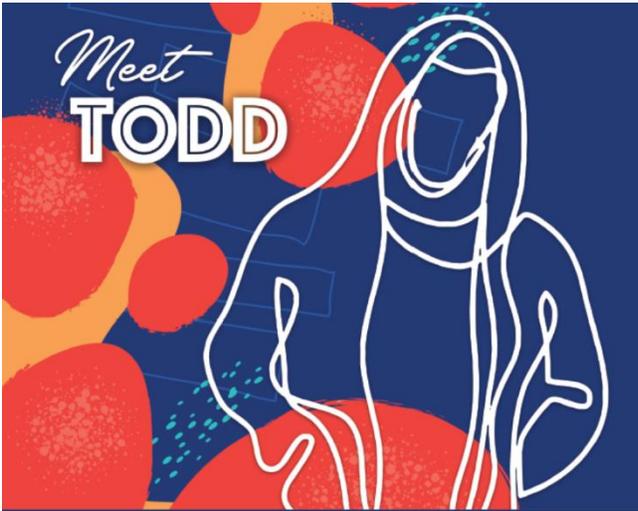


The infographic is titled "Meet MARIA" and discusses "Assistance income guidelines for single-mother Maria:". It lists three categories with status indicators: "Federal Poverty Level" with a red 'X' icon, "Area Media Income" with a green checkmark icon, and "Self-Sufficiency Standard" with a red 'X' icon. The background features a stylized illustration of a woman and two children. At the bottom, it includes the hashtag "#SOP2022" and the website "WWW.OACAA.ORG".

### Sample Post(s):

This mother of two works approximately 50/hours a week, earning \$27,612 to support her family but only qualifies for some assistance programs. Learn more about income qualifications in the #SOP2022

Learn more about the story of poverty in Ohio and scenarios of families like Maria's by reading #SOP2022.



Learn why Todd's income of \$33,280/year disqualifies him from some, but not all, assistance

[WWW.OACAA.ORG](http://WWW.OACAA.ORG)

» #SOP2022

**Sample Post(s):**

Guidelines for assistance programs can differ greatly depending on the methods used. The #SOP2022 compares these guidelines with examples of situations faced by Ohioans.

Do you know the difference between the Federal Poverty Level, Area Median Income, and Self-sufficiency standard? Read #SOP2022 to learn more.



**Sample Post(s):**

Like many Ohio families, Dalton and Sophia must balance work and childcare for their two young children. Learn about the assistance this family qualified for when daycare closures in 2021 created financial strains. #SOP2022

Why did this family's income meet the assistance guidelines for area median income but not the Federal Poverty Line? Read to find out. #SOP2022

*Meet* **TINA & CHRIS**



WWW.OACAA.ORG

**?** Learn why this family's income exceeds the Federal Poverty Levels yet does not meet the Self-Sufficiency Standard in their county.

**#SOP 2022**

**Sample Post(s):**

This couple's annual income is \$85,048/year and falls below the Self-Sufficiency Standard to meet needs without public or private assistance yet exceeds the Federal Poverty Level. Learn why. #SOP2022

Learn more about the story of poverty in Ohio based on scenarios of families like Chris & Tina's by reading #SOP2022. #Families #Poverty

*Meet* **HOWARD & LUCY**



WWW.OACAA.ORG

Despite working full-time careers, this couple struggles to maintain their basic needs, as their combined income falls just short of the federal poverty line and self-sufficiency standard.

**» #SOP2022**

**Sample Post(s):**

This year's #SOP2022 provides examples of families like Howard and Lucy, whose retirement income combined with social security makes it difficult to maintain basic needs while not qualifying for general assistance according to the Federal Poverty Line.

What is the self-sufficiency standard, and how does it relate to needs-based assistance? Read #SOP2022 to learn more. #SelfSufficiency

# A SHIFTING JOB MARKET

WWW.OACAA.ORG



Unemployment during the pandemic rose to levels not seen in nearly 100 years, but has generally returned to pre-pandemic levels. However, the process has not been linear.

- 2022 State of Poverty in Ohio Report



## Sample Post(s):

Not all Ohioans were hit evenly by the pandemic. Unemployment rates were greatest in working-class sectors like manufacturing and trade, transportation, and utilities. #SOP2022

# A SHIFTING JOB MARKET

1 in 2



A recent study found that half of hospitality workers would not go back to their old jobs, and a third are leaving the industry entirely.



1 in 3



> #SOP2022

WWW.OACAA.ORG

## Sample Post(s):

Workers in the hospitality sector cited finding a different work setting and higher pay as reasons for leaving their positions in 2021. #SOP2021

# A SHIFTING JOB MARKET

"In fact, economists noticed that Ohio's decision to end unemployment benefits early did not lead to workers returning to the workforce.



» #SOP2022

WWW.OACAA.ORG

## Sample Post(s):

Low-wage work has not rebounded in the way that higher-paying work has. In Ohio, employment rates have actually risen for high- and middle-wage workers between Jan. 2020 and Aug. 2021, while employment rates dropped for low-wage workers. #SOP2022

AREA  
OF  
FOCUS

## Child Care

"Nearly 60% of part-time or non-working mothers said they would go back to work if they could find reasonably-price quality child care."



WWW.OACAA.ORG

» #SOP2022

## Sample Post(s):

Childcare center closures and increased tuition forced many parents to cut back hours or leave their positions to care for their children in 2021. #SOP2022 #Childcare

**AREA OF FOCUS** **Child Care**  
 WWW.OACAA.ORG » #SOP2022

A survey by the National Association of Education of Young Children found that:

- 76%** of child care centers were experiencing a staffing shortage
- 44%** of programs experiencing a shortage were serving fewer children as a result
- 19%** of programs experiencing a shortage reduced their operating hours

**Sample Post(s):**

The COVID-19 pandemic led childcare facilities to close for extended periods of time. When combined with in-person school restrictions, many parents were forced to find new ways to ensure care for their children. #SOP2022 #Childcare

**Recent data has shown that while Ohio ranks 32nd in median income, it ranks 13th in median student loan debt.**

**13th** nationally for Median student loan debt

» #SOP2022 WWW.OACAA.ORG

**Sample Post(s):**

The discrepancy between the state's median income and median student loan debt ranks means Ohioans are saddled with more debt while having less income to pay their student loans. #SOP2022 #StudentDebt

**HOUSING**

Among Ohio's lowest-income homeowners, 67% are considered to be severely cost-burdened, defined as spending at least 50% of income on housing-related costs.

WWW.OACAA.ORG

» #SOP2022

The infographic features a blue background with a white silhouette of a shark's head on the right, with a dollar sign (\$) inside its mouth. Above the shark are several white circles of varying sizes, resembling bubbles. The word 'HOUSING' is written in large, white, sans-serif capital letters at the top right. A quote icon is in the top left corner.

**Sample Post(s):**

While two-thirds of Ohio's lowest-income homeowners spend at least half of their income on housing-related costs, only one percent of homeowners from households earning above the Area Median Income are considered to be severely cost-burdened. #SOP2022

At minimum wage, a worker would need to work 72 hours a week to be able to afford a one-bedroom home in Columbus.

72 hours

» #SOP2022

WWW.OACAA.ORG

The infographic features a light blue background. On the left, the number '72' is written in large, bold, black font, with the word 'hours' underneath it, all contained within a white, cloud-like shape. To the right of this shape is a black clock icon. Below the '72 hours' text is a black silhouette of a person carrying a briefcase. On the right side of the infographic is a stylized illustration of a multi-story building with a central tower and several windows, rendered in shades of blue and grey. A quote icon is in the top left corner.

**Sample Post(s):**

Out of the ten most common jobs in Ohio, only four pay enough to be able to afford a two-bedroom apartment. Learn more about housing costs is #SOP2022. #Housing



**Sample Post(s):**

Learn more about Ohio's poverty rate and more in this year's #SOP2022.

Ohio's poverty rate has exceeded the federal rate consistently since 2016. Learn why. #SOP2022