SOCIAL MEDIA TOOLKIT

PROJECT ROOMKEY

Project Roomkey is a collaborative effort by the State, County and the Los Angeles Homeless Services Authority (LAHSA) to secure hotel and motel rooms for vulnerable people experiencing homelessness. It provides a way for people who don't have a home to stay inside to prevent the spread of COVID-19. As LA County moves toward reopening, one of the prerequisites is making sure vulnerable people are protected, and that is the goal of Project Roomkey.

Project Roomkey aims to not only protect high-risk individuals, but to also prevent the spread of the deadly virus in our communities and protect the capacity of our fragile hospitals and health-care system.



In this period of economic downturn and unemployment, Project Roomkey is also helping keep local businesses open and members of our community employed.

This effort is a critical element in protecting the health and safety of our communities as we work urgently to prevent the spread of COVID-19. Project Roomkey helps protect the most vulnerable and helps prevent a surge on our healthcare system to ensure that quality care is available to everyone who needs it, a benefit to all in our community.

The individuals served by Project Roomkey are seniors or have existing medical conditions, do not have a place to self-isolate and are at higher risk for infection and subsequent hospitalization in order to prevent fatality. This would have a significant impact on our local healthcare system and its ability to respond with the resources needed to safely treat patients in need of acute care during this pandemic. Project Roomkey sites have 24/7 security and staff. They are not walk-up sites and participants must be referred to the program by homeless service providers.

Documents

Frequently-Asked Questions
Media Statement Template
Press Release Template



Social Media Graphics





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safer at home



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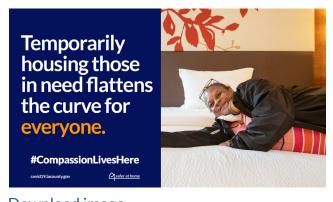
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Spanish Graphics



Download Graphic 1

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Download Graphic 4

Download Graphic 5

<u>Download Graphic 6</u>

Download Graphic 7

Korean Graphics



Download Graphic 1

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Chinese Graphics



Download Graphic 1

Download Graphic 2

Download Graphic 3

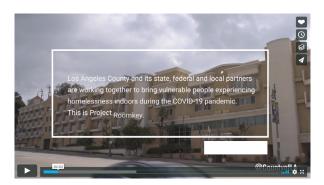
Download Graphic 4

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Videos



Download video: English | Spanish

LA County and its partners are working together to bring vulnerable people experiencing homelessness indoors during the COVID-19 pandemic.



Download video: English

Project Roomkey is temporarily housing seniors and people with chronic health conditions that make them vulnerable to COVID-19. It's also an opportunity to resolve participants' homelessness with targeted services.



Download video: English | Spanish

Project Roomkey moves an encampment indoors to protect people experiencing homelessness during the COVID-19 pandemic.



Download video: English | Spanish

Project Roomkey is preventing the spread of COVID-19 and protecting our health care system by temporarily housing medically vulnerable people experiencing homelessness. Here's what one hotel owner had to say.

Photos



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