

First Step

Insights Review

Proposal

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First Drafts

Final System

Deliverable

First Discoveries

Insights Review

30.9%

CINCINNATIANS LIVING BELOW THE POVERTY LINE
WHICH IS DOUBLE THE NATIONAL AVERAGE

9%

ARE HOMELESS

15%

ARE UNEMPLOYED

44%

ARE CHILDREN

EVERY SERVICE IS IMPORTANT

“Poverty is a multi-part equation. The hardest thing for me to hear from people is “if that person got a job, they would be fine. If they just got a house, they would be fine.” **YOU CAN'T JUST SOLVE FOR ONE OF THE VARIABLES. YOU HAVE TO SOLVE FOR THEM ALL.**”

-EMILY MADIGAN
UNITED WAY

Although there's hundreds of organizations in Cincinnati,
getting the services you need can be overwhelming.

CROSSROADS COMMUNITY
HEALTH CENTER

25%

OF PATIENTS AT
CROSSROADS COMMUNITY HEALTH
CENTER WILL BE NO-SHOWS

There is no directory

BETWEEN THE SOCIAL SERVICE ORGANIZATIONS

Being above the poverty line

CAUSES SOME PATIENTS TO LIE ABOUT INSURANCE IN ORDER TO GET HEALTHCARE

OBJECTIVE

Break the cycle of poverty

First Step is a **visualization of the process of getting the help an individual needs to begin the journey out of poverty**. In Cincinnati, the poverty rate is almost double the national average. And even though there are hundreds of social service organizations out there, it's hard for each one to communicate with one another in a unified language. Distributed and hung up in each organization's building, this tool brings a common language and understanding to each organization, takes the overwhelming aspect out of finding out where a client is eligible to go, and **builds stronger relationships** between organizations and the clients they serve.

AUDIENCE

Social service organizations and clients

MEDIA

Print
Poster
Potential for website

CONTEXT

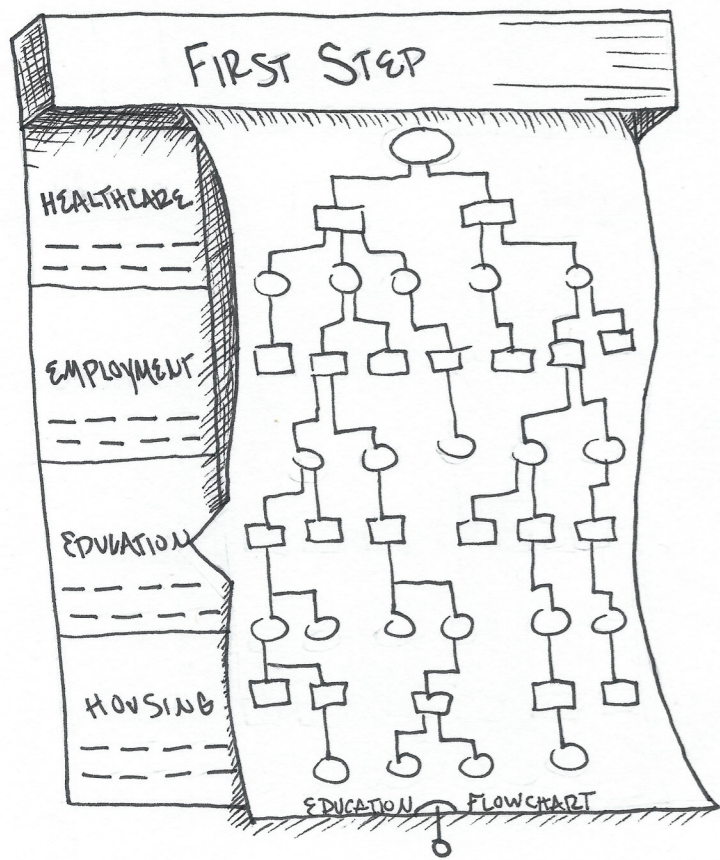
Offices of social service organizations / healthcare providers

tone

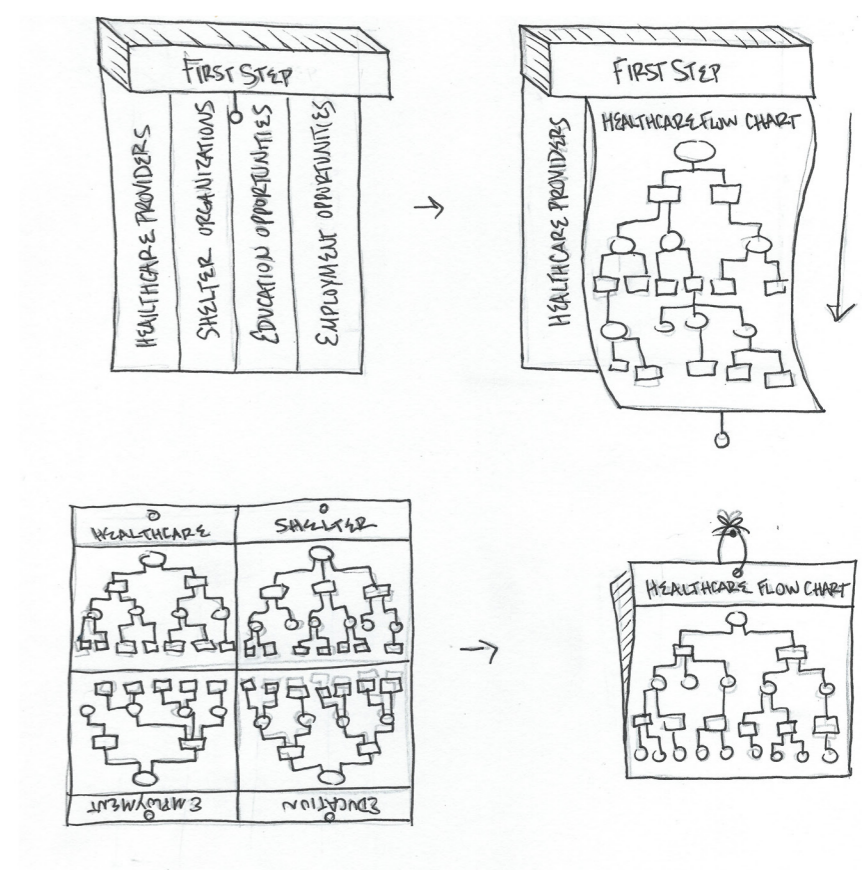
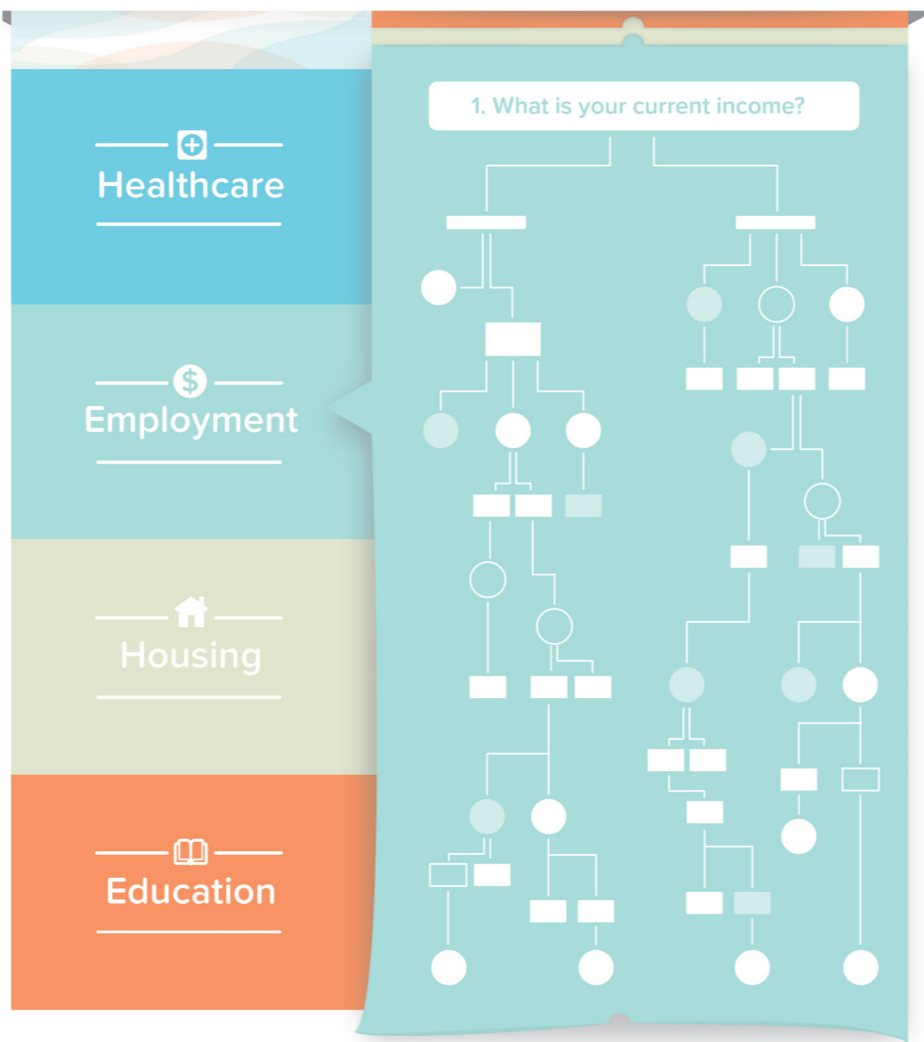
Informational
Straightforward
Supportive

CONTENT

Contact information of service, variables to determine which one matches the client's needs, additional information such as poverty guidelines or metro



LET'S TAKE YOUR **FIRST STEP** TOGETHER



Research Approach

We narrowed down our concept to one single paged informational poster, and began our research. We narrowed down to 100 services, 25 for each area of need, and began taking notes and keeping track of overlaps and constants to use as variables that could apply to each service on the poster.

Permanent and Transitional:

- **Santa Maria Community Services | Ho, He, Ed, Em**
 - Resource and Service
 - FAMILIES
 - Ages 16-24:
 - 9 am
 - Mondays and Wednesdays
 - ID'S encouraged but not required
 - Ages 24+
 - 4 pm
 - Mondays and Wednesdays
 - UNDER 18 (must have parent signature)
 - Pre- Requisite: Must go through Orientation before gaining access to services
 - Creates a customized plan
 - GED preparation and GED test registration
 - Job-search coaching
 - Application and résumé help
 - Interview training
 - Spending-plan development
 - Banking help
 - Credit information
 - Rental-housing supports
 - Tenant education
 - Access to public services
- **Cincinnati Metropolitan Housing Authority | H**
 - General: Find Affordable housing for low-income families
 - Section 8 Vouchers / housing options
 - Housing choice voucher program:
 - HUD Funded
 - Waitlist
 - Application required
 - Eligibility:
 - Income requirements (low-income and very low income standards)
 - Income may not exceed 50% of the median income for the county or metropolitan area in which the family chooses to live
- **Talbert House | Ho, He (mental / substance abuse)**
 - Adults, families, veterans
 - All housing options require referrals
 - Referrals Re
 - Housing options:
 - Sober independent living
 - Shelter housing
 - Men and Women
 - Requirements:
 - Mental health diagnosis
 - Receiving case management services
 - Referrals from Mental Health Access Point
 - Transitional housing
 - Homeless men and veterans
 - Case Management
 - Requirements:
 - Man or veteran
 - Referrals must come through Strategies to End Homelessness
 - Supportive housing services
 - Permanent supportive housing
 - Returning Home Ohio
 - Permanent supportive housing for men and women in Hamilton and Warren counties returning from an Ohio prison with a mental illness or HIV positive status
 - Offers Case Management
 - Butler, Brown, and Hamilton counties
- **Community Action Agency | H, Ho, Ed, Em**
 - Resource and Service
 - Temporary Housing
 - Application Required
 - CAA operates Roosevelt Townhouse Apartments in Springfield Township
 - Other programs residents receive:
 - Supportive services
 - Job readiness and training
 - Enrolling preschool age children in Head Start

Temporary Housing

- **Bethany House | Ho, H**
 - Emergency housing
 - Identification of affordable housing suitable for the family's needs;
 - Short-term or medium-term rental assistance
 - Housing relocation
 - Stabilization services,
 - Mediation,
 - Credit counseling,
 - Security or utility deposits
 - Utility payments
 - Moving cost assistance
 - Case management
 - Affordable Housing:
 - Bethany Homes
 - 24-units permanent, safe, affordable housing for economically disadvantaged individuals and families, most of whom are supported by a single female working provider.
 - Other services:
 - Life Skills: prevents future homelessness
 - Child/Parent Program: promote stronger relationships
 - Post Shelter Support: follow up after leaving shelter
- **City Gospel Mission | Ho, H, E**
 - Overnight housing
 - MEN
 - 74 beds
 - Case worker assigned
 - Requirements
 - Arrive at 4pm
 - Photo ID
 - Be sober
 - Not be on the sex offender list
 - Transitional Housing
 - Apartments offer independent living with supportive services like counseling, life-skills classes, mentoring and group meetings
 - Offers meals to Men, women and children 7 days a week
 - Education:
 - help students navigate through the process of applying to, succeeding in, and graduating from college
- **Center for Respite care | Ho, H**
 - Homeless persons
 - Emergency housing
 - Permanent Supportive Housing:
 - Case Management
 - HUD funded
 - Chronically homeless and have one or more disabilities
 - Remain housed permanently while receiving intensive case management and assistance with the coordination and utilization of community supports
 - 14-bed
 - 24-hours a day
 - Medical
 - Providing medical and nursing care to sick homeless people to promote effective healing
 - Basic medical attention + testing
- **Interfaith Hospitality Network of Greater Cincinnati | Ho, E**
 - To get shelter, you must call the Central Access Point (CAP)
 - Shelter, with programs to move them into permanent housing
 - Requirements:
 - Homeless
 - Family with children
 - Sober
 - Must not be committing domestic violence
 - Must not have committed a violent crime or crime against children
 - 3:00pm Curfew
 - Rapid ReHousing
 - Permanent Supportive Housing (funded through HUD)
 - Pet Program
 - Extends care to animals
 - On-site kenneling
 - Food / meals
 - Emergency Shelter
 - Case Management
 - Offers transportation
- **Annabellies Place**
 - Supportive housing for Women Veteran
 - Transportation
 - Case management,
 - Support groups for military sexual trauma, domestic violence and moral inquiry, and medical professionals
 - Housing on-site

Downtown:

- **Cutter Apartments:**
 - Section 8
 - Website: <http://www.wallickcommunities.com/apartments/apartment.asp?pid=130>
 - Mix of efficiency, one, two, and three bedroom apartments and townhomes; on bus-line
 - 513.241.4504
- **East**
- **Beechwood Villa:**
 - Section 8
 - 513.528.2263
 - 4700 Beechwood Road, Cincinnati, OH 45244
 - Website: <http://www.beechwoodhousing.com/our-communities/ohio/>
 - One, two, and three bedroom apartments
 - Project based Section 8 apartments
- **West:**
- **Wes-Del Apartments**
 - 513.574.8316
 - Rent Assistance / subsidized through HUD
- **Northwest:**
- **St. Francis Court**
 - 160 Rent assisted units
 - Section 8 housing
 - 55+
- **Northeast**
- **Haddon Hall Apartments**
 - Section 8
 - 3418 Reading Road; Cincinnati, OH 45229 Website: <http://www.wallickcommunities.com/apartments/apartment.asp?pid=135>
 - Efficiencies and one bedroom apartments; pet friendly; bus line
 - 513 281 7722

People Working Collectively | Ho

- Housing repair assistance
- Serves anyone, but mostly:
 - Elderly
 - Disabled
- Critical home repairs, not cosmetic
- Emergency Home repairs

Financial Aide

- **ADDI (The American Dream Downpayment Initiative)**
 - Provides funds for down payment and closing costs up to \$5k
 - Eligibility:
 - First-time homebuyers
 - City of Cincinnati limits
 - Income cannot exceed 80% of area medium income

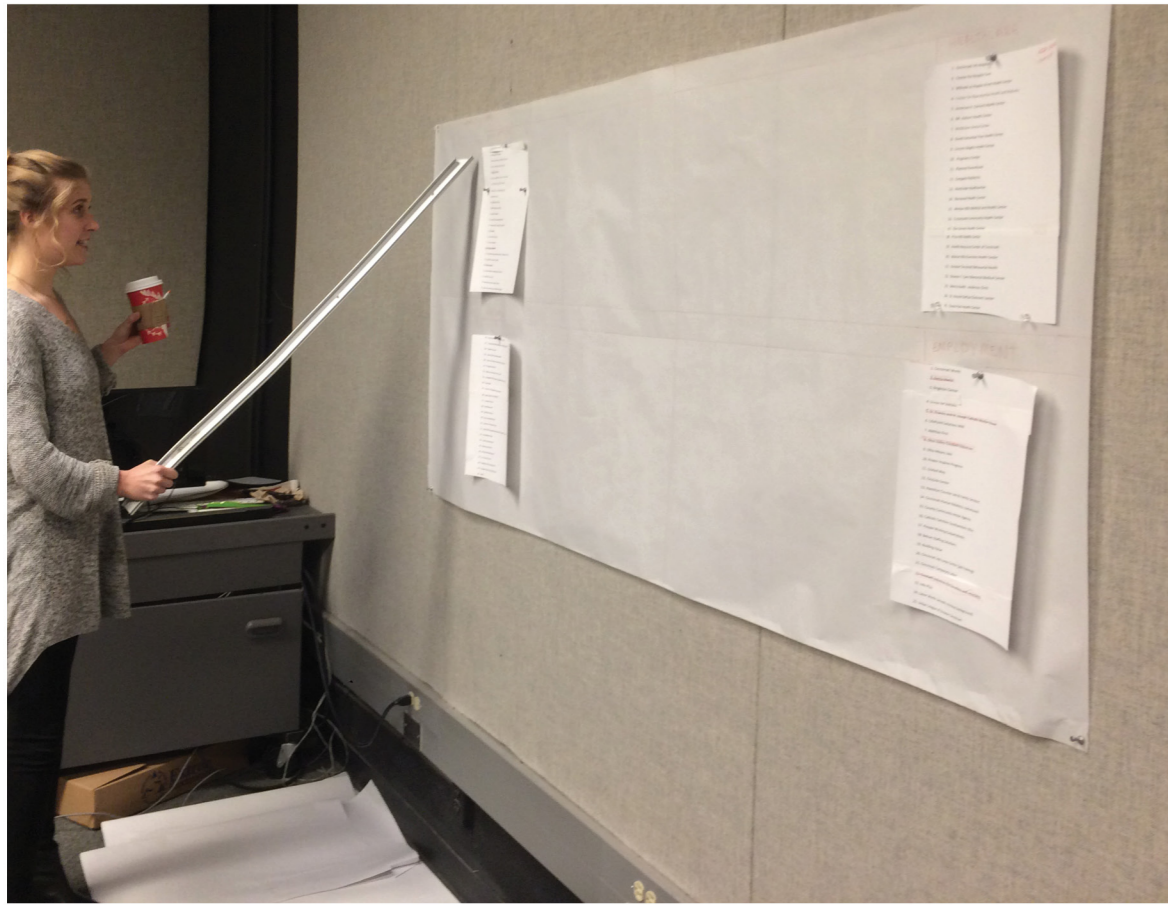
Resources / Counseling (Phone Numbers)

- HUD (Housing and Urban Development)
- CAP (Central Access Point)
- Strategies to End Homelessness
- The Legal Aide Society of Greater Cincinnati

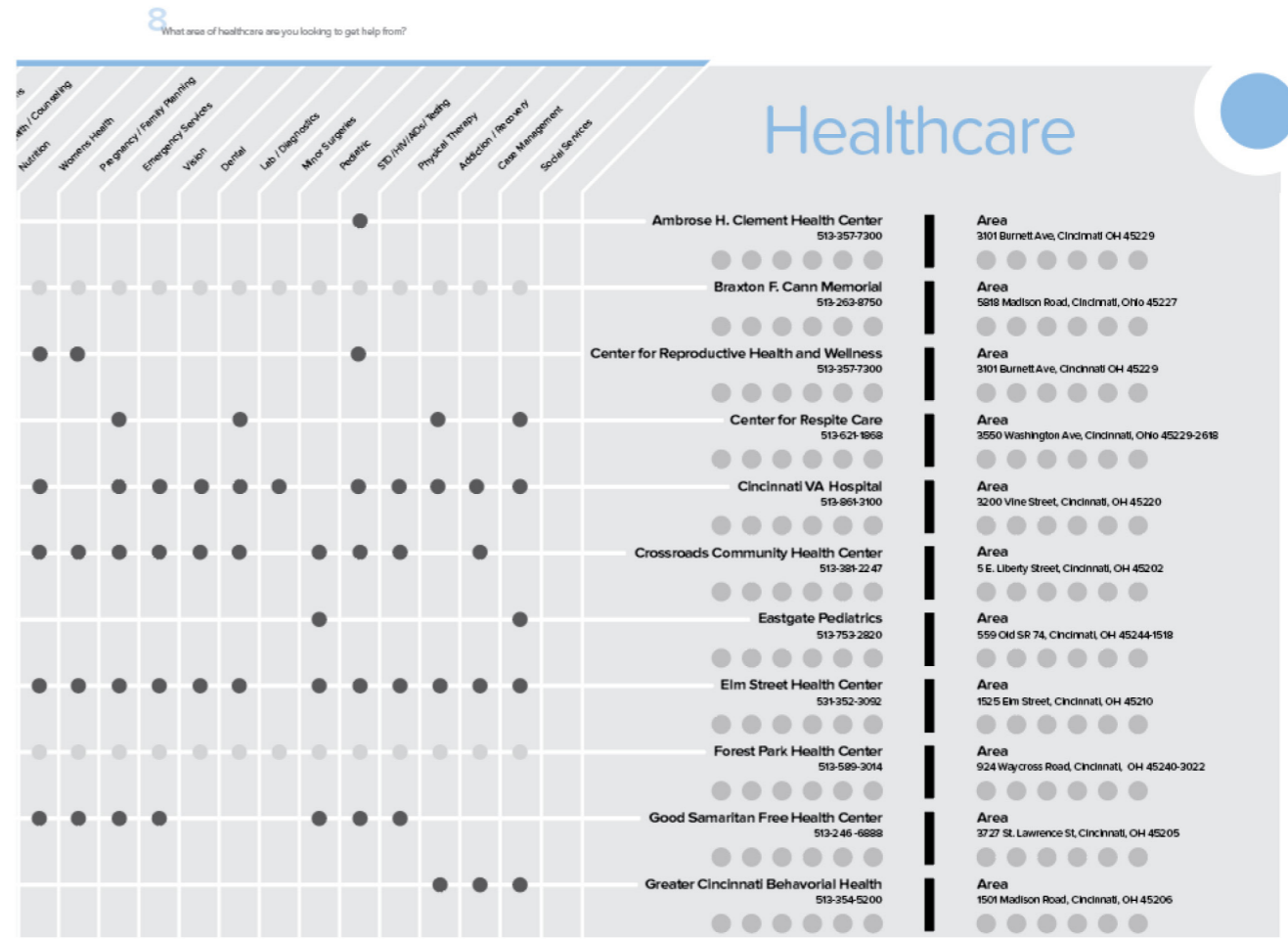
Our in-house supportive services include income and entitlement assistance, start-up welcome packet (linens, hygiene items, etc.), skills assessment and training, crisis intervention, interagency referrals, collaboration with other agencies for services, medication monitoring, pre-vocational services, recreation opportunities, volunteer hot meal program, a resident commissary, and substance abuse education.

Initial drafts

Our first trials of creating the poster were with paper, tape and markers, deciding the most successful format to display the information. We asked and answered questions such as “Were the names going to go across the top or along the sides? Where would we put our key, and how big? Should there be two maps or one? Should the icons be placed under the names or next to? Which of those options saves the most space?” Next, we took our drafted format to the computer and digital created a grayscale shell of all the information we want to display on the poster, creating a starting and ending point as well as keeping in mind our goal of making sure it is informative and not overwhelming.



Late nights determining the best flow of massive amounts of information

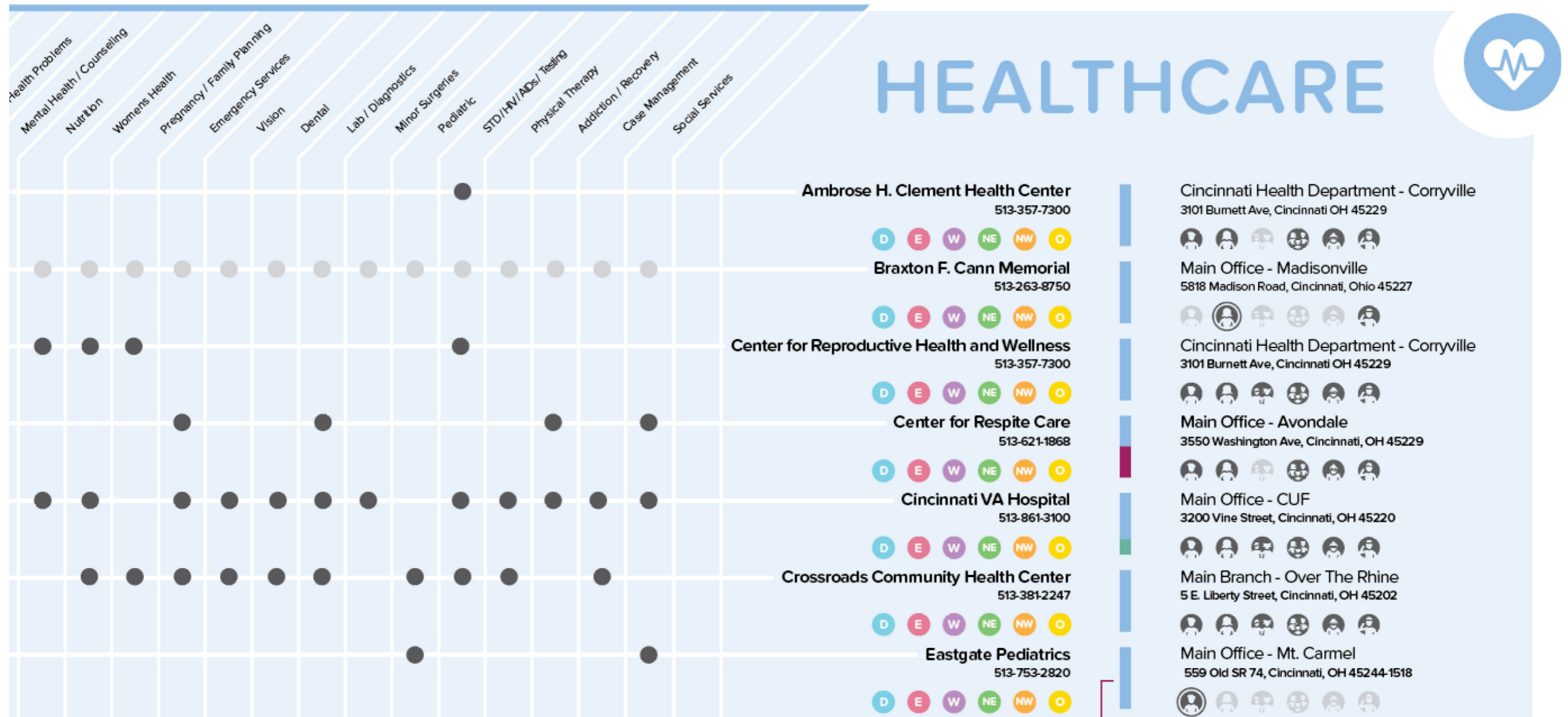


The basic template we began to base the other three areas of need off of

Second draft

Our second draft included the beginning of deciding on how we were going to utilize color as an organizational tool, as well as icon placement and sizing of text to best utilize space. We also began experiments with secondary information, such as the color bars that informed users what other services

8 What area of healthcare are you looking to get help from?



These bars serve as a solution to show the other areas of need the organization could assist with

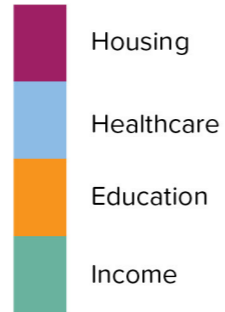
Final System

The final system of First Step includes icons that indicate which demographic the service organization serves, color-coded letters that correspond with a certain area of Cincinnati so users can see their proximity to where they needed to be, as well as number indicators to show certain income restrictions and levels.

Proxima Nova Soft

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Men



Women



Children under 18



Families



Elderly 55+



Veterans



Services offered to this demographic only



250%

Your income must be a certain percentage below the **Federal Poverty Level.**



250%

Your income must be a certain percentage below the **Median Income Level** of your area of residence



Deliverable

Our final deliverable was a 80inch x 39.5 inch poster, separated into the four areas of aide. Each area features 25 service organizations, and 39 variables. The common thread between all 100 is the "transportation" box, creating a literal "first step" to getting the help the client needs.

First Step

SERVICES PROVIDED
A bar indicates what other services this organization offers including their main offerings.

- Housing
- Healthcare
- Education
- Income

PEOPLE SERVED
Highlighted icons indicate what demographics the social organization provides their services to.

- Men
- Women
- Children under 18
- Families
- Elderly 55+
- Veterans
- Services offered to this demographic only

OFFICE LOCATIONS
Highlighted icons indicate what area of Cincinnati the organization is located in, including additional branches.



HOUSING SERVICES

Organization	Address	Phone	Website	Housing	Healthcare	Education	Income	Men	Women	Children	Families	Elderly	Veterans	Other
American Dream Development	614743188	513-523-0146	www.aiddream.org											
...														
...														
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...														

EDUCATION SERVICES

Organization	Address	Phone	Website	Housing	Healthcare	Education	Income	Men	Women	Children	Families	Elderly	Veterans	Other
4th Grade Tutor	2101 Johnson Ave., Cincinnati, OH 45219	513-274-0013	www.4thgradetutor.com											
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HEALTHCARE SERVICES

Organization	Address	Phone	Website	Housing	Healthcare	Education	Income	Men	Women	Children	Families	Elderly	Veterans	Other
55-527-7300	3205 Elm St., Covington, OH 45209	513-223-0000	www.55-527-7300.org											
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INCOME SERVICES

Organization	Address	Phone	Website	Housing	Healthcare	Education	Income	Men	Women	Children	Families	Elderly	Veterans	Other
513-473-7448	4785 Taylor Rd., Cincinnati, OH 45244	513-473-7448	www.513-473-7448.org											
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GUIDELINES AND DEFINITIONS
Specific information about income guidelines, poverty levels, low-income housing, and more.

Income and Poverty Levels

Income Level	Low Income	Very Low Income	Extremely Low Income
1 Person	\$24,300	\$16,500	\$11,750
2 Persons	\$32,500	\$22,000	\$15,250
3 Persons	\$39,750	\$27,000	\$19,000
4 Persons	\$46,200	\$31,500	\$22,000
5 Persons	\$51,750	\$35,500	\$24,250

Medicaid Eligibility in Ohio

Household Size	Priority	Adults	Child	Payment	Out-of-Pocket
1 Person	None	\$29,500	\$19,750	\$29,500	\$19,750
2 Persons	None	\$39,000	\$26,250	\$39,000	\$26,250
3 Persons	None	\$47,500	\$32,000	\$47,500	\$32,000
4 Persons	None	\$55,000	\$37,000	\$55,000	\$37,000
5 Persons	None	\$61,500	\$41,250	\$61,500	\$41,250

Section 8 Housing
The Section 8 program allows public housing tenants to rent privately-owned units for reduced rents.

Everybody Rides Metro
The Everybody Rides Metro Foundation provides affordable transportation for about 35,000 low-income residents.

Other Resources

- AMERICAN ARMY: 2741 Austin Ave., Cincinnati, OH 45219
- ATLANTA FOOD BANK: 3531 Sycamore St., Cincinnati, OH 45228
- ...
- ...

