



GREATER PITTSBURGH ARTS COUNCIL
Arts loud and clear

CREATIVE EXCHANGE
SPRINGBOARD FOR THE ARTS

HE-HO: A TOOLKIT FOR HEALTH AND HOUSING RESOURCES

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HE-HO: HEALTH & HOUSING TOOLKIT 2

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INTRODUCTION

The Greater Pittsburgh Arts Council (GPAC) is the leading voice for arts and culture across the Greater Pittsburgh region, driving the political, financial, and professional support for the sector. As the primary arts advocacy and service organization, GPAC offers expert programs, resources and research that strengthen and ensure a thriving, more just and equitable creative community. Comprised of over 300 diverse nonprofits and artist members across southwestern Pennsylvania, GPAC strengthens the creative community through grants, workshops, professional development, tools and technical assistance, pro bono legal/professional consulting, and a range of advocacy initiatives.

In 2010, GPAC hired me as its first Artist Relations Manager. As part of my work I put together the Pittsburgh Artist Advisory Committee, a group of 67 members representing the arts community, including individual artists, small and mid-sized nonprofits, arts businesses and funders.

What emerged from the meetings was an urgent concern about healthcare and housing for artists. With the Affordable Care Act becoming a reality, GPAC decided to hold a Health Fair to prepare and educate the arts community about these new healthcare options. The Springboard for the Arts Artists' Health Fair Toolkit, also available on Creative Exchange, served as the inspiration for the fair.

With housing also being of great concern, we added housing workshops and vendors. Across the nation, we are seeing a resurgence and redevelopment of many cities and communities, which in many cases means that along with expanded shopping and living experiences comes the all too familiar price of displacement and gentrification. For artists who have invested in the communities where they live, a chance to own their own home is a step towards building equity and community preservation.

This joint health and housing fair was called HE-HO. This toolkit outlines resources, tools and materials that were created for HE-HO, as well as a mini-toolkit entitled Be Well, an artist-led project that supports conversations and information-sharing about artists and healthcare.

The question of artists' spaces is a pressing one, and takes lots of coordination, planning, and partnerships. This toolkit isn't intended to solve the issues of gentrification and displacement, but shares resources to help artists get informed and organized.

*Christiane Leach
Artist Relations Manager
Greater Pittsburgh Arts Council
Pittsburgh, PA
June 2016*

Greater Pittsburgh Arts Council: <http://www.pittsburghartscouncil.org/>

TEN THINGS YOU'LL FIND IN THIS HEALTH & HOUSING TOOLKIT

This toolkit contains a description of our specific project, practical templates and tools for you to use, and general ideas to be adapted and shared. Here are ten things you'll find in this toolkit:

- Reasons to hold a health & housing fair to share with partners
- List of housing resources and organizations from across the country to invite or include
- Templates and ideas on how implement childcare at an event
- A mini-toolkit on creating health resources to share from Be Well! Pittsburgh
- Planning and application documents for working with fair vendors
- Photo and video release templates to use
- Bling Your Canel and other ideas for creative activities to make your event engaging
- Media resources for effective event communication
- Sample budget to use with your event planning
- Evaluation templates and questions to use for project design

Here we go, HE-HO!

WHY HOLD A HOUSING FAIR?

Everybody needs a place to live. Artists also need places to work – studios, theaters and workshops. Finding, renting and owning affordable housing is a challenge for everyone, but especially for artists who may have special space needs and may face challenges building credit with variable or contractor income.

On the whole, the housing industry isn't arts-aware, and there haven't been many opportunities for the two sectors to collaborate. HE-HO provided a way to connect the arts community with city zoning officials, builders, contractors and organizations advocating for side-lot gardens, affordable housing and mortgage qualification.

There are many organizations dedicated to housing resources, and a fair like HE-HO is an opportunity to invite them in to share their work with an audience of artists. Some workshops and resources you might consider are:

- Artist relocation programs
- Home buying educational workshops
- Credit and mortgage counseling
- Home renovation programs
- Side lot buying programs

Although processes like mortgage counseling and working with city officials may require individual and customized attention, a fair offers an opportunity to start the process of building relationships on a large scale. If you are already doing work around housing, a fair like HE-HO allows you to promote your partners, draw attention to their work and connect them to your community. If you are looking to start doing work around housing, hosting a fair is an opportunity for outreach and developing new partnerships.

HE-HO brought people together to share resources and build new connections – and you can do it too!

ARTISTS



HOUSING RESOURCES TO SHARE

Once you have decided to hold a Housing Fair, you are going to need to find the right people and organizations to invite to the event. Here are resources and organizations that were at HE-HO, many are national organizations which may be applicable to you.

Several of these organizations are more specific to Pittsburgh and western Pennsylvania, but are good examples of what may be available right in your own backyard. Research similar resources that serve your town or state – begin by thinking of affordable housing developers, homeownership advocacy groups, community development corporations, land trusts and other advocacy groups.

For more on creating outreach and invitation plans, see the Artists' Health Fair Toolkit, also available on Creative Exchange.

ArtHome

Based in New York City, ArtHome believes that by creating opportunities for financial training and affordable/income-appropriate homeownership, we can help stable artistic communities to develop & flourish.

A strong and stable artistic community is an essential component of thriving, vibrant neighborhoods. However, strength and stability can only come from artists who are long-term stakeholders in their communities, particularly those who own their own homes. Loan qualification, home-buying and foreclosure prevention are significant challenges for all low- and moderate-income (LMI) families, especially those with non-traditional income-streams like artists and independent workers. In creating resources for artists, ArtHome works to identify similar populations and build these resources to serve them as well, so that the work can benefit the broadest possible constituency.

Website: <http://www.arthome.org>

National Mortgage Qualification Strategies Handbook

ArtHome has created a National Mortgage Qualification Strategies Handbook for use in communities across America. This handbook helps artists and other independent workers access a wide spectrum of assistance when buying (or preparing to buy) a home, and provides an easy and effective way for arts organizations and community groups to bring home-buyer support to their constituencies.

The National handbook is also a useful stand-alone resource for artists and independent worker living in areas where homebuyer-support programs are unavailable or difficult to access.

Website: http://arthome.org/projects/Low_Income_Artist_Homeownership

Homes for All

Homes for All Pittsburgh works for housing justice, affordable housing on a city-wide basis and distributes the Black Homes Matter handbook on equitable housing development.

Website: <http://homesforallpgh.org>

ARTS Oil City Artist Relocation Program

A town of 10,000 in western Pennsylvania, Oil City has been reinventing itself since 2006, with a core of a committed arts community growing in its distinctive, turn-of-the-century buildings. With urban markets in Erie, Pittsburgh, Cleveland, and Buffalo in easy reach, more and more artists are becoming small-town transplants, and small towns like Oil City are becoming vibrant centers of creativity.

Website: <http://www.artsoilcity.com>

Community Acquisition and Rehabilitation Loan (CARL)

Pittsburgh Community Reinvestment Group (PCRG) is a coalition of leaders working for economic justice and equitable resources to revitalize the Pittsburgh region. PCRG utilizes its strengths of engagement, advocacy, and policy formulation to focus its efforts on ensuring equitable access to land, capital, and mobility choices to improve the health and wealth of communities.

This specialized purchase-rehabilitation mortgage product, also known as the Community Acquisition and Rehabilitation Loan (CARL), will provide the market with the ability to access capital and catalyze revitalization in communities that need the most help. CARL is a single loan product that simplifies the financing process for the purchase and rehabilitation of a property by reducing the cost, time, and complexity of obtaining multiple loans.

Website: <http://www.pcr.org/carl>

Allegheny County Vacant Property Recovery Program

The Allegheny County Vacant Property Recovery Program (VPRP) acquires vacant, blighted properties and conveys them to applicants who have developed a concrete reuse plan and demonstrated the capacity to implement it. Applicants may include individuals, municipalities, community groups, local businesses, and private and nonprofit developers.

Website: <http://www.alleghenycounty.us/economic-development/residents/vprp/index.aspx>

Wilkinson Community Development Corporation

The Wilkinsburg Community Development Corporation (WCDC) is a 501(c)3 nonprofit organization with a mission to promote the revitalization of Wilkinsburg through business & residential development; organizational & individual civic leadership; and ethnic & cultural diversity.

One of the biggest issues facing Wilkinsburg is vacant property and blight. Nearly 19 percent – close to 800 parcels – of Wilkinsburg's houses and commercial buildings are vacant and/or

blighted. Though a major issue, vacant property also presents an opportunity to acquire a house or building for a very low cost. There are several tools and resources for acquiring vacant property. Still, the process of acquiring a vacant property can be a bit daunting, so the WCDC recently developed a flowchart to walk people through the process.

Website: <http://wilkinsburgcdc.org>

The Garden Resource Center

The Garden Resource Center is open to any individual or group within Allegheny County, supporting backyard gardeners, community gardeners, and locally-owned small businesses who are working to produce food for themselves or others. The Garden Resource Center believes that access to locally-grown, chemical-free fruits and vegetables is a right, not a privilege.

Website: <http://www.growpittsburgh.org/garden-resource-center/>

HOUSING



CHILDCARE AT HE-HO

Providing childcare was a priority to ensure event accessibility for HE-HO attendees. GPAC engaged teaching artists as childcare providers for HE-HO. To provide professional and safe child care, this involved doing background checks and reviewing various clearances.

The information provided below reflects the laws governing the State of Pennsylvania and is for example only. Please check with the HR person at your organization about the rules and regulations for your state. Please note that many school districts require that clearances are renewed every year. Contact your insurance provider to make sure you are covered for child care liability. You may also want the venue you use for the HE-HO fair to have childcare liability coverage.

Background Checks

The PA Act 153 Clearance is the latest background check solution for Pennsylvania organizations. This law helps to ensure that any adults who come in contact with children, either paid employees or unpaid volunteers, complete a comprehensive and regularly updated criminal and child abuse background check. PA Act 153 clearances must be renewed every 36 months.

What background checks are required?

The Commonwealth of Pennsylvania, under Act 153, requires educational employees to complete the following:

- Pennsylvania Criminal History Records Check” is a check of criminal history information obtained from the Pennsylvania State Police that is maintained in the Pennsylvania State Police Central Repository.
- Pennsylvania State Child Abuse Clearance Check” is a check that includes a certification from the Department of Human Services as to whether the applicant is named in the statewide database as an alleged perpetrator in a pending, indicated or founded child abuse investigation in Pennsylvania.
- A Federal Criminal History Records/FBI Check” is a check of federal criminal history information obtained by the submission of a full set of fingerprints to the Pennsylvania State Police or its authorized agent.

Who is required to complete the Act 153 clearances?

Clearances generally will be required in at least the following circumstances:

- Faculty, staff, volunteers, and newly hired employees working camps or programs with minors on campus.
- Admissions or other staff who interact with high school students while recruiting or working off campus.

More information:

<http://sites.allegheny.edu/hr/act-153-background-clearances/>
<http://www.justifacts.com/pa-act-153-clearance/>

Sample Childcare Volunteer Request Email

HE-HO, an Artist Health & Housing Fair for the community

Seeking volunteers for the Organization's name inaugural **HE-HO**, an Artist Health & Housing Fair for the community at the Location of event on **Date of event.**

This event will improve the well-being of our artist community and the community at large, by providing useful information and resources. **HE-HO** will bring artists face-to-face with local healthcare and housing experts and providers in the community.

We have a special need for **skilled volunteers for our drop-in childcare**. These volunteers **need to have their clearances to work with children**.

Please contact **Team Member name at Team Member email address** and specify the shift(s) you would like to work, your name, preferred contact email, and preferred contact number.

Shifts for Childcare volunteers will be:

- Times of shifts

Interested in volunteering?

Please contact **Team Member name at Team Member email address** by **Date of Deadline** and specify the shift(s) you would like to work, your name, preferred contact email, and preferred contact number.

Volunteer shifts will be from provide times of volunteer shifts

Help **HE-HO** be a success! Volunteer with GPAC. For more info on the event: event page link

Coordinator's name
Name of Organization,
Address,
Phone number,
Email address
And website address

Sample Childcare Waiver Form

- Medications will not be administered by childcare staff.
- Diaper changing and any direct restroom assistance will not be administered by the childcare staff.
- Food will not be provided by childcare staff.
- Children will be released ONLY to the person who dropped them off with verification of a valid state-issued ID.

Child's Name _____ DOB _____

Guardian Name _____ ID# _____

Address _____

City _____ State _____ Zip _____ Phone _____

Emergency Contact _____

Relationship _____ Phone _____

Waiver of Liability, Release, Assumption of Risk & Indemnity Agreement

Notice: This is a legally binding agreement.

I understand that by signing this Childcare Waiver of Liability, I release and hold harmless _____(Organization) & _____(Venue), and its owners, directors, officers, advisors, employees, agents, instructors, volunteers, childcare workers, and all other persons or entities acting for them from any and all claims, demands, suits, cost and charges, in connection with or arising out of **HE-HO** childcare service, including but not limited to, personal injury, bodily harm, injury, or property damage or theft occurring while the above child/children is/are in their care.

I understand that if my child should become inconsolable during my absence, I am responsible to leave my seminar and attend my child. I understand my responsibility to feed my child and have my child use the restroom or I will change their diaper prior to drop-off to the best of my abilities. I understand that I will be required to show a valid driver's license or state ID each time that I drop off and pick up my child. I understand that I must remain in the _____(Venue) at all times.

Guardian Signature _____ Date _____

BE WELL! TOOLKIT FOR HEALTH RESOURCE GUIDES

Introduction

Our healthcare system as it exists does not adequately serve all of our healthcare needs, in particular for low-income people. Many artists belong to this demographic. There are existing resources that could have a huge impact, but that many people are unaware of. Online and print low-income healthcare services resource guides can be a great support to artists in your community.

Values/Core Principles

Healthcare is a human right. People need to be physically well in order to fully participate in their lives and in their communities. If the healthcare system does not ensure that all of our community members can get the healthcare that they need and deserve, we can do work to close those service gaps for each other through advocacy and referral. The arts community can support its own members' wellness.

Project steps

- Be Well! Healthcare Options for the Uninsured was created in December 2005.
- We received multiple grants. With this support, we created, maintained and updated a website and distributed over 14,000 resource booklets.
- We have also attended community events, hosted community health info sessions, hosted two healthcare fairs, answered numerous emails with questions on healthcare resources, and made many visits to healthcare and social service providers to create and maintain working relationships.
- Throughout the project's existence, we have been working on improving both our resource content and our delivery of that information.

Activity information

Be Well! Pittsburgh collaborated with healthcare providers and community members and organizations to help create informed, connected, healthy communities. Our particular focus was on improving uninsured community members' health through education about self-care and accessible healthcare resources.

Many Americans are un- or underinsured. The situation in Pittsburgh is no different. Although our healthcare system as it exists does not provide for many peoples' healthcare needs, there are resources available that could make a difference for uninsured, low-income Pittsburghers if they were aware of them. Pittsburgh is home to a variety of initiatives to serve the un- and underinsured including sliding scale primary healthcare and dental providers, affordable women's



health centers, vision care providers who participate in national vision initiatives, and more. Be Well! Pittsburgh sought to close this information gap by connecting community members and community health service providers and in this way to contribute to the general health and vibrancy of the community.

Resources were compiled and listed in a Wordpress blog that is still live at www.bewellpgh.org as well as in paper booklets that were distributed to diverse types of locations in the community where people in low-income brackets might find them, like laundromats, arts venues, community centers, coffee shops, corner stores, sliding scale community health centers and more.

We built relationships with healthcare and social service providers so that they would be direct sources of resource information and updates.

We held two healthcare fairs to distribute the booklet and to host service providers. We also held a few community conversations to share information in a conversational way about being well with and without health insurance. We collaborated with a health insurance agent who could provide info on low cost coverage options (pre-ACA.)

Our project was not a 501(c)3. It was primarily the work of Jude Vachon, project director, assisted by an advisory board and various volunteers. We had volunteers from a nursing program and a physician assistant program, primarily to assist with resource booklet delivery.

We had advisory board in two iterations of three people each, comprised of various people adept at nonprofit work. In 2008, we partnered with a church for the year, and had meeting space in their building.

Evaluation/Next steps

We discovered more and more barriers to healthcare access over the course of our work. We did research and added information for people with disabilities, including not only information on wheelchair accessible entrances, but also whether the facilities had wheelchair accessible restrooms, exam rooms and exam tables. We included resources for Spanish speakers. We realized that seniors often have trouble getting to appointments and included medical transportation resources. We also realized that seniors have trouble paying for medications, dental and vision care and added those resources. We included resources for GLBTQ people. And more. We built relationships with related healthcare and service providers and changed our distribution in order to increase access to that information by the people that most need it. It's important to continually think about whether your resources address all community members' healthcare needs and add resources accordingly.

Replication

We'd be ecstatic if you'd create a similar resource in your city! It would be wonderful if you'd include the following attribution if you do: "This program is modeled on Be Well! Pittsburgh: Healthcare Options for the Uninsured (bewellpgh.org)."

www.bewellpgh.org

ADDITIONAL RESOURCES

HE-HO Vendor Application



The Greater Pittsburgh Arts Council invites you to sponsor a table or advertisement at our **HeHo, Artists' Health & Housing Fair**, on **Saturday, November 16th from 12pm to 6pm**, located at the Kinglsey Association at 6435 Frankstown Ave Pittsburgh, PA 15206.

Please convey your interest in participating in the HeHo, Artists' Health & Housing Fair:

Advertisement in Handbook (black & white) (all table vendors will receive free listing with logo)

- ☐ **Listing with Logo** (\$10) (will include name, contact info & 140 character description)
- ☐ **Quarter Page** 2.375 x 3.875" (\$20)
- ☐ **Half Page** 5 x 3.875" (\$30)
- ☐ **Full Page** 5 x 8" (\$40)

Table Vendor (6x3' table, two chairs; you must provide your own table linen)

- ☐ **Individual** (\$50)
- ☐ **Nonprofit** (\$100)
- ☐ **Business** (\$125)
- ☐ **I require an outlet near my table.**

Please email this completed registration form AND your logo to specialevents@pittsburghartscouncil.org by October 22nd, 2013.

Due to limited capacity, vendors will be notified of their acceptance by October 25th. Then, you will also receive information about how to pay your vendor fee.

continue on back

Screening participation for Table Sponsorship:

☐ I am able to provide free influenza vaccinations.

I can provide free health screenings:

☐ Cholesterol

☐ Hearing

☐ Glucose

☐ Chiropractic

☐ Blood Pressure

☐ HIV

Other: _____

Your contact information (not public; used for coordinating):

Name: _____

Email: _____

Phone number: _____

Mailing Address: _____

Information to list in the event program:

Organization Name: _____

Web Address: _____

Phone Number: _____

Email Address: _____

Brief description of info at your table: (please consider hands-on activities &/or short demos) (140 characters)

Attachments: PLEASE ATTACH YOUR LOGO for inclusion on our website and in the event program.

***Please email this completed registration form AND your logo to
specialevents@pittsburghartscouncil.org by October 22nd, 2013.***

***Due to limited capacity, vendors will be notified of their acceptance by October 25th.
Then, you will also receive information about how to pay your vendor fee.***

HE-HO Sample Partnership Message

HE-HO! PITTSBURGH'S FIRST HEALTH AND HOUSING FAIR FOR ARTISTS

Pittsburgh's very first HE-HO: Artists' Health and Housing Fair will kick off this Saturday, November 16th 2013! We've got a full day of awesome, free programming from 12 noon – 6 p.m. at the Kingsley Association in East Liberty. Not just for artists, HE-HO is jam-packed with resources to lift our community with the tools to thrive as working people in our region: healthcare, housing, and art!

What will happen at HE-HO? Well, a LOT. Free massages, health screenings, mortgage experts, food truck with Bella Christie, poster exhibition by Healthy Artists, jazz vocalist Anqwenique Wingfield, Delicious Pastries (a pop-rock band, not a danish) – even *bling* your cane or HE-HO tote bag with the Pittsburgh Center for Creative Reuse's awesome recycled materials. Longtime GPAC friend PhatManDee will perform as will the wordsmiths – poets Grits Capone, Christina Springer and Nikki Allen. Win the 50/50 raffle and check out Healthy Artists' film screening of the documentary, *Healthy Artists (the movie!)*. FREE CHILDCARE will be provided!

Dynamic programs will feature short workshops with experts on how to navigate the Affordable Care Act; home-buying workshops, and information about getting the healthcare you need in 2014. Already own a home? Then find out how to improve your home with grants and loans with the Urban Redevelopment Authority. Need a home loan? Find out how to get one from lenders who specialize in lending to single mothers, for example. The point: get what you need to thrive. That's why GPAC's Pittsburgh Artists Advisory Committee came up with HE-HO, just for you.

Get more information on HE-HO including location directions and workshop times, by visiting the HE-HO page on GPAC's website. RSVP on our FB event page too, while you're at it!

HE-HO Media Kit Sample Language for Partners

First of all, thanks so much for being event partners for HE-HO! My job is _____, and as we close in on the date, promotions will be key. **This email is your one-stop-shop for all things related to promotions, marketing and communications.** We also need your help, so please use the assets listed below to help spread the word. Again, thanks.

Media Relations and Sponsorship: _____ is our media sponsor, and we are pitching *radio station, TV station, and weekly paper* for editorial coverage. Attached is the press release, and media queries should come to me, and my cell is _____ if I am not at my desk. *Sponsor, Sponsor, Organization, and weekly paper* logos are attached and must be included in any promo materials.

Organization website event page: Link to event page on your website. Please post this link on your website, include in your events listings, share in emails, post to FB, tweet out. This is the page where people register for the workshops (registration is free), so you can also select specific workshops to promote to specific audiences, if you wish.

Facebook Event page: Facebook event page link

Please share this event page, join the event, and invite your friends, post positive comments.

Twitter: #HEHO, Organization twitter handle. Please tweet about the event, dates

Posting for your newsletters: Example language: GPAC's inaugural **Health & Housing (HE-HO) Fair for Artists**, held on Saturday, November 16 from noon - 6 p.m. at the Kingsley Association, will bring artists, their families and low/moderate income citizens directly in touch with local healthcare and housing experts and providers. Through vendors and well-organized seminars, HE-HO will prepare our community of artists for the forthcoming healthcare reform, the Affordable Care Act, and empower our creative community with the right knowledge on mortgage lending and fair housing by gaining information about buying, renovating, or retrofitting a property. HE-HO will offer free health screenings, educational resources, seminars, one-on-one meetings, prizes, and hands-on activities. Performances by jazz vocalist Anqwenique Wingfield and the band, Delicious Pastries will complement the Healthy Artists' exhibition of posters local graphic artists and the screening of their documentary, *Healthy Artists*. Child care will be available on-site.

Brand Management: Participating partner(s) and venue have logo recognition on the posters, our website, event signage, and are mentioned in all of our promotional materials. **We are seeking your help** at making sure that truly everyone knows about HE-HO. Here's what you can do: _____

Posters and postcards: Postcards were dropped off at the venue. Considering hiring a company (if your community has such a service) that will drop off posters and postcards to specific locations, such as coffee shops, art venues, etc.

HE-HO Volunteer Request Email

Dear INSERT NAME,

HE-HO, an Artist Health & Housing Fair for the community

Seeking volunteers for the Organization's name inaugural **HE-HO**, an Artist Health & Housing Fair for the community at the Location on Date.

This event will improve the well-being of our artist community and the community at large, by providing useful information and resources. **HE-HO** will bring artists face-to-face with local healthcare and housing experts and providers in the community.

Interested in volunteering?

Please contact Team Member's name at Team Member's email address by **Provide date for deadline** and specify the shift(s) you would like to work, your name, preferred contact email, and preferred contact number.

Volunteer shifts will be from outline times for volunteer shifts.

Help **HE-HO** be a success! Volunteer with Organization's name. For more info on the event: provide link to event page

Your Name

Your Position

Organization's name,
address,
email,
phone number,
website address.

HE-HO Social Media Campaign

When we decided on the acronym of HE-HO, we researched and found a plethora of fun and odd examples of HE-HO's other meanings. We used all the items we found as a stress-less and fun way to promote the Health and Housing Fair to the community. Feel free to add any more HE-HOs that you may find.

He-Ho Teaser Tweets

Template:

What's #HeHo? Not xxx [URL] but definitely [ow.ly/pErwm](#). (This would be a link to your event page)

Tweets:

1. What's #HeHo? Not a Russian folksong [ow.ly/pErDR](#) but definitely [ow.ly/pErwm](#)
2. What's #HeHo? Not a Nat'l Historic Site [ow.ly/pEsa8](#) but definitely [ow.ly/pErwm](#)
3. What's #HeHo? Not a place in Myanmar [ow.ly/pEsqJ](#) but definitely [ow.ly/pErwm](#)
4. What's #HeHo? Not a song that dwarves sing [ow.ly/pEsVG](#) but definitely [ow.ly/pErwm](#)
5. What's #HeHo? Not a 1969 TV show [ow.ly/pEt8x](#) but definitely [ow.ly/pErwm](#)
6. What's #HeHo? Not a song by the Lumineers [ow.ly/pEtMr](#) but definitely [ow.ly/pErwm](#)
7. What's #HeHo? Not a camp for those with disabilities [ow.ly/pEtZD](#) but definitely [ow.ly/pErwm](#)
8. What's #HeHo? Not a German Opera song [ow.ly/pEwJu](#) but definitely [ow.ly/pErwm](#)
9. What's #HeHo? Not a European company [ow.ly/pEx3T](#) but definitely [ow.ly/pErwm](#)
10. What's #HeHo? Not a farm machine company [ow.ly/pExo4](#) but definitely [ow.ly/pErwm](#)
11. What's #HeHo? Not slang for male promiscuity <http://ow.ly/pExBZ> but definitely [ow.ly/pErwm](#)
12. What's #HeHo? Not a popular Indian song [ow.ly/pECar](#) but definitely [ow.ly/pErwm](#)

13. What's #HeHo? Not a publication about birds [ow.ly/pECkp](#) but definitely [ow.ly/pErwm](#)
14. What's #HeHo? Not a Dutch Hardcore album [ow.ly/pECJW](#) but definitely [ow.ly/pErwm](#)
15. What's #HeHo? Not a 3D Visualizer [ow.ly/pEDgr](#) but definitely [ow.ly/pErwm](#)
16. What's #HeHo? Not a French white wine [ow.ly/pEDrA](#) but definitely [ow.ly/pErwm](#)
17. What's #HeHo? Not a Reggaeton song [ow.ly/pEDPF](#) but definitely [ow.ly/pErwm](#)
18. What's #HeHo? Not a Samba song [ow.ly/pEEqf](#) but definitely [ow.ly/pErwm](#)
19. What's #HeHo? Not a Dutch folksong [ow.ly/pEEGo](#) but definitely [ow.ly/pErwm](#)
20. What's #HeHo? Not a heat storage mechanism [ow.ly/pEF33](#) but definitely [ow.ly/pErwm](#)
21. What's #HeHo? Not telephone jargon [ow.ly/pEFov](#) but definitely [ow.ly/pErwm](#)
22. What's #HeHo? Not a theory of Linguistics [ow.ly/pEFvb](#) but definitely [ow.ly](#)

HE-HO Program Summary

PROGRAM SUMMARY: HE-HO **Artist Health & Housing Fair for the Community**

When and Where:

Saturday, November 16th, Noon – 6:00 pm
Kingsley Association, 6435 Frankstown Avenue, Pittsburgh, PA 15206

Audience: ALL artists, arts administrators, and their families

Summary:

Research by Richard Florida and others demonstrates that regional economic growth is powered by creative people, including individual artists and other "free agents," who prefer places that are diverse, tolerant, and open to new ideas. Diversity increases the odds that a place will attract and retain different types of creative people with different skill sets and ideas. Places with diverse mixes of creative people are more likely to experience higher rates of innovation, job generation, and economic growth. But for "creatives," including individual artists, to create these impacts, their basic living needs--for affordable housing and adequate healthcare--must be met.

Our inaugural **Health & Housing (HE-HO) Fair for Artists** will be a large event that brings artists face-to-face with local healthcare and housing experts and providers in the community. He-Ho will help prepare the artists in our community on the forthcoming Healthcare Reform, Affordable Care Act and options for purchasing Healthcare. He-Ho will also present a series of workshops featuring housing experts to assist artists who are interested in purchasing, renovating or retrofitting a property. Serving over 300 artists and their families, the event features **free screenings, educational resources, seminars, one-on-ones, prizes, performances and hands-on activities. Child care will be available on-site.**

Program:

Health Programming

Friday Evening:

Navigating Healthcare reform for Arts Organizations, collectives and businesses - Pittsburgh Filmmakers' Classroom Theater, Room 210, 6 pm
The Artists Health Insurance Resource Center will provide a special seminar for small arts organizations, collectives and businesses. AHIRC's newest workshop will walk you through your options and requirements, provide important information relevant to small businesses, help you figure out how to get affordable health insurance with the help of the small business tax credit and federal subsidies, and answer all of your burning questions!

Saturday:

"Are You Single...Payer?" Workshop (1-2pm)

Have you heard of single-payer, but still don't know what it is? Doctor and advocate, Scott Tyson, will offer an overview of single-payer universal healthcare, including a glimpse into the current political debate. He'll be joined by co-founder of the Thomas Merton Center and legendary activist, Molly Rush. Unlike France, Germany, Canada, and the UK, America does not provide healthcare to all its citizens. Tyson's advocacy group Healthcare 4 All PA wants to change that. Learn about this crucial social justice movement and SB400 - The single-payer bill that would save PA \$17 billion annually and create over 100,000 jobs, while providing universal healthcare coverage to everyone.

"I Got It Covered!" Workshop (2-3pm)

Obamacare is here! Are you covered? Erin Ninehouser of PHAN (Pennsylvania Health Access Network) will give an overview of Obamacare, specifically how you can score affordable healthcare in PA. Topics also include the politics around Obamacare and the Medicaid Expansion. 70% of people eligible for tax credits don't know it. Ninehouser will also talk about how you can become an advocate in your community and help your uninsured family, friends, and neighbors get the healthcare they need.

Health Brokering, What is it? Workshop (3-4 pm)

The passing of the Patient Protection and Affordable Care Act (PPACA) aka "Obamacare" is the arguably the most significant legislation to be passed since Medicare in 1965. At close to 1,000 pages in length, it is also among the most complex and misunderstood pieces in legislative history. As an individual taxpayer, you are under a new set of obligations to purchase and maintain health insurance which raises a number of very important questions:

- Where do I get health insurance?
- What are the "marketplaces"?
- How do I know the difference between policies?
- How do I afford health insurance?
- What happens if I choose not to buy health insurance?

We will be discussing the law and, more importantly, answering these and any other questions that you may have. It is our goal to have you leave this meeting confident that, while you may not be completely ready to navigate this process alone, you will know where to turn for help. J. Seltzer and Associates will present this session.

Artists Health Insurance Resource Center, Presentation (4-5 pm)

Every Artist Insured: Navigating Healthcare Reform

This free workshop will help you understand the Affordable Care Act and provide you with clear guidance on what your options are. It's an excellent opportunity for unbiased counseling on an important topic. It's designed for those who work in

the performing arts field, and includes a Q&A session. Questions answered include:

- What are the new options?
- What are the penalties if you don't have insurance?
- I'm a freelancer without insurance – how will this affect me?
- How will people afford insurance in the new system?
- Who is eligible for Medicaid?
- What is the Exchange?
- How do I apply?

Full day Screening of Healthy Artists' film, AMERICAN ARTIST

The film tells the story of Sigh MeltingStar, a 28-year-old multimedia artist living in Pittsburgh, PA. Sigh's process includes scavenging supplies from trash, adorning paintings with Lisa Frank stickers, and using the motif of babies throughout his work. While Sigh's art and philosophy are unique, the healthcare crisis that affects Sigh is all too common. This documentary short demonstrates the plight of the uninsured American artist and why it is crucial to keep the healthcare reform conversation on the table. *Video produced, directed, and edited by Julie Sokolow. Music by Dan Koshute*

About Healthy Artists

Healthy Artists is a Pittsburgh-based organization focused on artists, their work, and their healthcare stories. They produce a documentary series, a written series, special events and creative projects, all in the pursuit of justice in healthcare in the US.

Be Well! Pittsburgh

Be Well! Pittsburgh booklets, detailing hundreds of Health Resources in the greater Pittsburgh area, will be distributed at HE-HO.

The information was listed online at www.bewellpgh.org The information in the booklet and on the website was compiled using some existing resources and through additional research, as well as through information from healthcare providers themselves. All resources must be free or offered at reduced cost for uninsured persons. Be Well! continues to revise, update, print and distribute the booklets as funds allow. We also continually revise and update the website. We act as a reference source to individuals and service providers, participate in community events, and hold community information sessions on healthcare resources for uninsured people.

About Be Well! Pittsburgh

*Be Well! was founded in 2005 and was originally funded by a Seed Award from the Sprout Fund. The Seed Award supported the printing of 6,000 copies of a resource booklet entitled **Be Well! Healthcare Options for the Uninsured**. The booklet was distributed in public venues and through social service organizations in Pittsburgh. Its release was launched at a community health fair at the Quiet*

Storm Coffeehouse during the summer of 2006. Be Well Pittsburgh! collaborates with healthcare consumers, healthcare providers, social service providers and community organizations to improve uninsured Pittsburghers' awareness of and access to healthcare resources.

Housing Programming

Events:

Our goal with these series of Home Buying workshops is to provide answers to questions about how to purchase, renovate or retrofit a property.

Homebuyers Workshop – Dollar Bank (1- 2 pm)

We'll show you how you can own your own home, including information about:

- Credit counseling and restoration programs*
- Grant money for closing costs*
- Affordable mortgage and down payment options
- Programs to help public housing residents, section 8 tenants and renters (Minimum annual family income requirements)
- Your free credit report including an evaluation
- Workshop presented by present by Judith Mason and Ray Garofalo.
- Green & Sustainable Community Building - Lincoln-Larimer Consensus Group
- Neighbor Works – Home buying Education workshop
- Urban Redevelopment Authority

HEALTH



HE-HO Production Tasks

TIME	Tent	Production	Catering/D écor	Childcare	Health Seminars	Housing Seminars	Performers	Table Vendors	ORCA	Food Trucks
10:00 AM	LOAD in; set up the tent	LOAD IN- set up the stage								
10:15 AM	Table & balloons									
10:30 AM			Coffee; Water; Food.							
11:00 AM		Set up sound						LOAD IN		
11:30 AM		Soundcheck Anqwenique		Volunteers arrive			LOAD in Musical performance			LOAD IN - Bella Christie's
12:00 PM				Volunteer setup			Start-Musical Performance LOAD IN 2nd musical performance			
12:25 PM		Soundcheck Phat Man Dee					LOAD OUT first musical performance			
12:30 PM							Set up 2nd Musical performance			
12:35 PM							Start 2nd Musical performance			
1:00 PM			Lunch		Are you Single...Payor	Homebuyers Workshop- Dollar Bank				
1:10 PM							LOAD OUT - 2nd Musical performance			
1:30 PM		Soundcheck Poet							Load in; set up	
1:45 PM							Announcements and Thank yous			
2:00 PM					I got it Covered!	Larimer Vision to Action Plan			Massages	
2:30 PM		Soundcheck Poet								
2:45 PM							Poet			
3:00 PM										LOAD OUT - Bella Christie's
3:30 PM		Soundcheck Poet			Health Brokering, What is it?	Homebuying Education workshop				
3:45 PM							Poet			
4:00 PM										
4:30 PM		Soundcheck Delicious Pastries					LOAD IN- Closing Musical Performance Poet		Relaxing Yoga-Felicia Savage	
4:45 PM					Every Artist Insured: Navigating Health Care Reform	Home Improvement- Urban Redevelopment				
5:00 PM				Parents pick up Children; Volunteers clean up			Performance	Start clean up		
5:30 PM			Start clean up					LOAD OUT		
6:00 PM	LOAD OUT; break down of the tent.						Closing Musical Performance		Break down ORCA area	
6:15 PM							LOAD OUT- Performance			

HE-HO Day Of Checklist

HE-HO Checklist	Done
Pre-Load in:	
Diagram of Gymnasium-Table layout to be shared. Have diagram at Welcome Table.	
Tables: 22 for vendors; 1 Welcome table; 2 for Seminars; 2 PCCR; 1 GPAC; 1 Green Tent; 1 Stage (?). 30 tables provided. Bring two extra.	
Folding sign- make sign for Food Trucks	
Signs and sign stands: Sign stands are for Health Seminars, Free Screenings, ORCA, Bling your Cane,	
Bring Organization's portable projector & speakers	
Release forms for interviews. Printed, bring.	
Put together gift bags for Presenters	
2 boxes of Tote bags	
Load up Tote bags. Be well! Booklets, HE-HO booklets,	
Photo/Video waiver	
Check request Cash-change for 50/50 and Tote bag sales	
Donation jars	
Registration for Seminars list-for free Tote bags	
Vendor list	
Blueprint of space	
Bring rug from home	
Box all printed materials sent by vendors	
Orange table cloths	
Box GPAC swag	
Supplies: scissors, carpet knife, safety pins, paper clips, extra paper, brown wrapping paper, pens and pencils, paper towels, trash bags, recycling, 4x 4 squares of cloth, orange rubber bands,	
Load in:	
Hang Banners	
Set up Welcome table: totes, 50/50, list of pre-registrants	
Send table vendors reminders with the diagram	
Film Screening: Healthy Artists	
Set up area	
Test Healthy Artist video	
Tent: Green Room	
Catering	
1 Table	
3-4 chairs	
Pillows	
Stage/Performance: Flyspace Productions	
Load in for Musicians/performers is back door	
Orange and Purple balloons for table vendors (order 11 clusters of 3 balloons-orange strings)	



Kingsley Association Gymnasium

- 1 GPAC
- 2 INFO
- 3 PCCR
- 4 PCCR
- 5 Pennsylvania Health Access Network
- 6 Dollar Bank
- 7 Planned Parenthood
- 8 Greater Pittsburgh Food Bank
- 9 ServePGH- Love Your Block
- 10 Prevention Point Pittsburgh
- 11 Green Mountain Energy
- 12 Healthcare 4 All PA
- 13 Tech Shop
- 14 Chicks in the Hood
- 15 Just Harvest
- 16 Steel City Movers
- 17 Anne Mulgrave
- 18 Women's Work
- 19 EnrollAmerica
- 20 Design Center
- 21 Zenobia Slotton
- 22 Conservation Consultants Inc.
- 23 Hill House Health Center
- 24 George Moses
- 25 Highmark- Vision Works

* (place for set up if vendor arrives w/o preregistering) (must be their own table)

	registration
	community room 1
	community room 4



HE-HO Photography & Video Release

I hereby grant permission to the rights of my image, likeness and sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse informational settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- conference presentations
- educational presentations or courses
- informational presentations
- on-line informational videos
- non-commercial publication or broadcast

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in the public informational setting.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document only.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against the _____(Organization) and its employees for utilizing this material for informational purposes.

Full Name_____

Street Address/P.O. Box_____

City_____ State_____ Zip_____

Phone_____ Fax_____

Email Address_____

Signature_____ Date_____

HE-HO Sample Activity – Bling Your Cane



We contracted Pittsburgh Center for Creative Reuse to implement an activity we called, “Bling Your Cane”, where attendees could transform their canes, wheelchairs, walkers and any other medical surplus into objects of art.

Pittsburgh Center for Creative Reuse (PCCR) promotes resource conservation, creativity, and community engagement through material reuse.

We achieve our mission through community initiatives including our SHOP where artists, teachers and everyone else can get the materials they need for their creative projects, and through our hands-on creative PROGRAMS, both at our Center and around the region.

What we learned was: The Childcare we provided was surprisingly empty for all of the children were in this area making art.

HE-HO Sample Activity – Performances

Music is known to improve health by reducing stress and anxiety and having positive effects on mental, physical health and aging.

Guided by HE-HO's theme, "Healthy Bodies in Healthy Homes", we selected performers whose work addressed health, housing, either directly or indirectly.

Depending on your venue and the artists in your community, you can showcase poets, musicians, aerial modern dancers, live painters. The possibilities are wide open. Wondering what fee to pay? Use the W.A.G.E. (WORKING ARTISTS AND THE GREATER ECONOMY) Fee calculator to assist you.

Website: <http://www.wageforwork.com/certification/2/fee-calculator>

What we learned: Increasing the 15 minute break in between workshops and panels to 25 minutes would have provided longer performance times. Instead of having the performers in the Fair area, I would move the location to either the lobby or out in front of the venue.

HE-HO Sample Activity – Organized Relaxation Calming Area (O.R.C.A.)

Understanding that first hand engagement is important to many event attendees, we offered a broad palette of healthy activities. We created O.R.C.A. (feel free to rename) to be an area where attendees could experience or participate in relaxing activities for free. Activities such as Hip Hop Yoga, Massage Therapy or meditative gong music were offered to attendees during the fair.

What we learned: So many people wanted massages and to do Yoga, we should have had a second team of massage therapists and yoga instructors.

HE-HO Healthy Artist Poster Show

About

After the month-long show at Modern Formations Gallery, our posters roved for a year. They went to the Dormont Hollywood Theater, Commonplace Coffee Shop, Carnegie Library, and Crazy Mocha Coffee Shop. They are now on permanent display at the Kingsley Association.

How

To have posters that reflect your community and benefit the artists based there, you may want to seek additional financial support. Artists are selected based on merit (your definition) and were encouraged to apply for the Poster Design opportunity. To represent student artists, you can reach out to your local Colleges that have Art Departments asking the Professors to nominate exceptional students.

Each selected artists was given a \$100 stipend to create and print a 2 x 3 foot poster. Each participating artist was given a stipend to cover the cost of creating and printing the poster, which were then displayed in donated frames (local area frame shops may be able to provide frames for free).

Once all the posters are completed a panel of esteemed judges evaluates the posters and picks three winners. The winners received \$100 3rd place, \$ 200 2nd place and \$ 300 for first place. The financial incentive to participate in the Healthy Artist Poster competition was to be part of a gallery exhibition, a roving art show for a year and a chance to win money if their posters are selected.

If you are a W.A.G.E. certified organization, you base the financial incentives on your budget using their pay scale model using their fee calculator:

<http://www.wageforwork.com/certification/2/fee-calculator>

You can learn more about creating a Call for Artist and how to run an artist selection panel here:

<http://www.pittsburghartscouncil.org/storage/documents/OPA/methods%20of%20artist%20selection%20final.pdf>

More information:

<http://healthyartists.org/spreading-the-word/>

HE-HO Healthy Artist Documentary Film Screening

About

Healthy Artists was founded on the idea that artists, creatives, and young people can play an important role in making a humane healthcare system a reality. Why? They have a special stake in the issue.

Young adults (approx. ages 19-29) have historically comprised the largest uninsured pool in the U.S.. Recent college graduates in the arts and humanities have to struggle to pay off their college debt and find work, let alone worry about the astronomical cost of healthcare. Creatives of all ages often work freelance, part-time, or non-traditional jobs that don't provide any health insurance at all.

Obamacare is a step in the right direction, but its focus is on health insurance rather than actual healthcare. In every other industrialized nation, universal healthcare provides full medical coverage and a sense of security to their citizens. Americans are disadvantaged in comparison to their international counterparts.

Since 2012, the Healthy Artists project has put a human face to the issue of healthcare injustice in America, while collaborating with artists and young people to create change. Our dedicated team has created over 40 video documentaries and in-depth artist Q&As that are available online for free.

How

The Healthy Artists film (the 30 minute piece) or any of the short portraits on their website can be shown for free. You can access the resources here:

<http://healthyartists.org/>

HE-HO Sample Budget

Income:

Table Sponsor Fees (18 x \$100)	\$0	Considering the struggle many nonprofit organizations are facing in light of state budgets and funders, we waived the fees for table sponsors.
Bank sponsorship	\$6,000	Grant support
Healthcare sponsorship	\$6,000	Grant support
GPAC General Operating funds	\$3,053	
50/50 raffle	\$1,000	2,000 raffle tickets at \$1
TOTAL	\$16,053	

Expenses:

Administrative Coordinator	\$2,500	14 weeks, 10-20 hours/week @ \$10
Panel Consultant	\$700	Coordinated the panel of experts for both Housing and Healthcare.
Printing (flyer ,event program, etc.)	\$500	
200 Resource Tote Bags	\$400	
Postcards (5,000)	\$230	
Posters, 11 x 17 (300)	\$190	
Be well! Booklets (300)	\$500	Booklets were placed in the tote bags and given to each attendee.
Food and beverage for Table Sponsors	\$500	Coffee, continental breakfast, lunch & beverages for volunteers & sponsors
Flu vaccinations	\$0	In-kind from clinic
Graphic Designer	\$225	For poster, postcards, HE-HO program booklet, and coloring book.
Media Underwriting	\$350	In-kind from Media Sponsors
Registration services like surveymonkey.com	\$68	
Coordinator expenses, phone, email, computer	\$0	In-kind (coordinator provided own tech)
Production company	\$750	Deck, sound, labor and delivery for performances
Venue	\$2,000	Covers the cost of two meeting rooms for panels, tables and chairs.
Videographer	\$500	For documentation of the event to be placed on our website
Tent	\$235	Covered the cost of the tent, delivery, set up and pick up. The tent was used as our command central for staff and volunteers. It is also where we placed the food and drink.
Balloons	\$100	Every other table had a balloon to make the event look festive. We chose our brand colors of orange and grey.
Insurance	\$250	Special event coverage
Performers	\$1,400	This covered the performance fees of three poets, two bands, one meditation gong player.
Bling your cane activity	\$500	Connected with a Creative Reuse Organization to provide us with an activity where people could bling their cane, wheelchairs, etc...
Massage Therapist	\$240	Two massage therapists brought their massage chairs and offered members of the community free 10 minute massages.
HE-HO program booklet printing (300)	\$280	Program booklets were placed in the tote bags and given to each attendee.
Exhibit installer	\$235	Installed the "Healthy Artist" posters at the venue
Healthy Artist Poster design Stipend	\$2,000	\$ 100 stipend per artist, 20 artists
Healthy Artist Award winning poster prizes	\$600	For first, second, place poster winners.
Misc/Emergency	\$800	
TOTAL	\$16,053	

HE-HO Project Evaluation Document

Questions:

- Are you proud of HE-HO? If “yes,” what’s good about it? If “no,” what’s wrong with it? Be specific.
- List the three things that most frustrated you about this project.
 1. Xx
 2. Xx
 3. Xx
- What could we do in the future to avoid this frustration?
- What was the most gratifying or professionally satisfying part of the project?
- Which of our methods or processes worked particularly well?
- Which of our methods or processes were difficult or frustrating to use?
- If you could wave a magic wand and change anything about the project, what would you change?
- Do you feel that the arts community participated effectively? If not, how can we improve on their participation?
- Do you feel we had all the right players on this team? Is there anyone that you would have added in any position?
- Did you see any early warning signs that resulted in problems in the project? Please describe the signs you saw.
- What could we do in the future to better react to those signs?
- When thinking about launching another HE-HO in the future, what would you do differently?

Phase I: Create Project Plan

- How accurate were our original estimates of the size and effort of our project?
- What did we over or under estimate? (Consider deliverables, work effort, materials required, etc.)
- How could we have improved our estimate of size and effort so that it was more accurate?

- Did we have the right people assigned to all project roles? (Consider subject matter expertise, technical contributions, management, review and approval, and other key roles) If no, how can we make sure that we get the right people next time.
- Describe any early warning signs of problems that occurred later in the project?
- How should we have reacted to these signs? How can we be sure to notice these early warning signs next time?
 - Could we have completed this project without one or more aspects of the event?
- Were all team/stakeholder roles and responsibilities clearly delineated and communicated? If not, how could we have improved these?

Phase II: Create Deliverables

- Did all the important project players have creative input into the creation of the event? If not, who were we missing and how can we assure their involvement next time?
- Did those who reviewed the event provide timely and meaningful input? If not, how could we have improved their involvement and the quality of their contributions?
- How could we have improved our work process for creating deliverables?
- Were you proud of our deliverables? If not, how could we have improved these?
- Did all the important project players have creative input into the creation of the deliverables? If not, who were we missing and how can we assure their involvement next time?

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SHOUT-OUTS

