

3.5 Affirmative Marketing

PURPOSE

The purpose of this policy is to ensure that all people participating in any aspect of the Coordinated Entry System (CES), including access, assessment, prioritization, or matchmaking, receive equal access to CES services and resources. This policy guarantees that no person is discriminated against based on their actual or perceived membership in any federally protected class. It also ensures that all populations and subpopulations within the Continuum of Care's (CoC) geographic area, including vulnerable groups like veterans, families with children, youth, and survivors of domestic violence, have fair and equal access to the coordinated entry process.

FORMS

There are no forms related or required for this Policy

POLICY

All persons participating in any aspect of CES such as access, assessment, prioritization, or referral shall be afforded equal access to CES services and resources without regard to a person's actual or perceived membership in a federally protected class such as race, color, national origin, religion, sex, age, familial status, or disability. Additionally, all people in different populations and subpopulations in the CoC's geographic area, including people experiencing chronic homelessness, veterans, families with children, youth, and survivors of domestic violence, shall have fair and equal access to the coordinated entry process.

KEY TAKE AWAYS

- **Commitment to Equal Access:** The policy ensures that all participants in the CES process are afforded equal access to services and resources, without discrimination based on race, color, national origin, religion, sex, age, familial status, disability, or perceived membership in any protected class.
- **Inclusivity Across Populations:** The policy specifically includes all populations and subpopulations within the CoC's geographic area, such as individuals experiencing

chronic homelessness, veterans, families with children, youth, and survivors of domestic violence, ensuring they have fair and equal access to CES services.

- **Non-Discriminatory Practices:** CES services and resources are to be provided without any form of discrimination, promoting an inclusive and equitable environment for all participants.
- **Holistic Access:** The policy emphasizes that equal access applies to all aspects of CES, including access, assessment, prioritization, and referral, ensuring a comprehensive and fair process for all individuals involved.