



47th Annual
Weatherization Day
Outreach Toolkit



THE NATIONAL ASSOCIATION
FOR STATE COMMUNITY SERVICES PROGRAMS





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Message from Cheryl Williams, Executive Director



Friends and Colleagues,

We are thrilled to be kicking off the 2023 Weatherization Assistance Program (WAP) public information campaign with our new, and very much updated, Outreach Toolkit. As you know, weatherization makes communities healthier, safer, and stronger, and highlighting this work is crucial to ensuring community awareness of the program, growing the weatherization workforce, and ensuring that policymakers see and understand the importance of the program.

Each year we celebrate the long and storied history of weatherization alongside the work that continues every day. Weatherization has served hundreds of thousands of households and saved individuals, families, and communities millions of dollars through energy and health savings. For 47 years the WAP has provided constant, effective, and innovative services to recipients across the nation – and this year, it is the innovations and recipients we want to lift up in our public information campaign. NASCS will highlight this work during the Weatherization Day event and encourage you to share the Enhancement and Innovation (E&I) and/or Sustainable Energy Resources for Consumers (SERC) grants work—and, of course, the client success stories—happening in your state!

We invite you to use this Outreach Toolkit to find out more about how to raise the visibility of your program and share the many successes in your communities. Explore how you might engage with social media, what it takes to secure a governor's proclamation for Weatherization Day, or simply learn about and share why it's crucial to educate policymakers about the great work of Weatherization. Dig in, get excited, and spread the message of the WAP!

Warmly,



*Cheryl Williams
Executive Director*



Weatherization Public Information Campaign

Have you ever wondered why NASCS launches a public information campaign every year? There are many ways public information campaigns matter and make a difference, let's explore some...

Raising Awareness - Public information campaigns help raise awareness about important issues, such as health risks, safety measures, social causes, or government policies. By disseminating information to the public, campaigns ensure that people have the necessary knowledge to make informed decisions and take appropriate actions.

Engaging Policymakers - Engaging policymakers is crucial because they make decisions that greatly impact communities and lives. Communicating with policymakers, helps to inform their decisions and ensure that they are making choices that are in the best interest of the people they represent.

Promoting Behavior Change - Many campaigns aim to promote positive behavior change. By providing information and emphasizing the benefits of certain behaviors, like accessing the WAP, campaigns can motivate people to make positive changes in their lives.

Addressing Misconceptions - Public information campaigns can help dispel myths, misconceptions, and rumors surrounding certain topics. By addressing misconceptions, campaigns contribute to a better-informed society and reduce the spread of false information.

Overall, engaging in a public information campaign for weatherization helps raise awareness about the benefits of energy efficiency at household, community and policymaker levels, improves the quality of life for individuals, and contributes to safer, healthier and more resilient communities.

*“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”
-Margaret Mead*



Logging Your Activities

Strong and broad engagement in the public information campaign - no matter what time of year or what administration - helps grow support and awareness about the Weatherization Assistance Program and its benefits - that's why it's so important that every territory and state participates as much as possible!

Ongoing education about the program is a crucial component of ensuring that legislators, potential workforce members and eligible households are aware of the work and opportunities within the program.

What is your State or Agency doing for Weatherization Day? The national partners want to know about it! Whether it's an event, a press release, a proclamation, or something else put the information in this [Google Document](#) so that the national partners can share and highlight all of the great work you are doing.


Participation Goal - One event or action per state and territory!

Log your activities in the [Google Document](#) spreadsheet so that national partners can elevate your work!

	A	B	C	D	E	F	G
1	Organization Name	State	Name of Event or Activity	Date(s)	Description of Activity	Links	Notes (as needed)
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							


Site Demonstration Toolkit

The NASCSP Site Demonstration Kit can help you plan an onsite Weatherization Day event in your community! You can find it on the [NASCSP website](#).



**Weatherization Site
Demonstration Toolkit**

The National Association for State
Community Services Programs



The cover image features a central collage of ten photographs illustrating various weatherization tasks and community outreach activities. The photos include: a person in a full white protective suit and respirator; a person using a spray foam applicator; a man and woman looking at a device; a man in a respirator working on a wall; a man using a power drill on a ceiling; a person in a white suit working on a furnace; a man pointing at a screen; a woman talking to a man outside; and a woman working on a furnace.

Timeline

August

Wx Day Kit Roll Out Webinar on August 3

- Explain Communication Strategy in depth
- Go over resources in toolkit

Release toolkit on website

Blog post - Celebrate 47th Anniversary in August

- Note collaborative effort between NASCS, NCAF, and NCAP
- Encourage site visits and link to updated guide for planning events
- Announce September webinar to roll out Resource Kit
- Briefly outline communication strategy for October

September

October

Energy Awareness Month (Short blog post reminding theme of each week and pointing to resources from kit)

Week 1 - Energy Benefits & Energy Efficiency

Week 2 - Health & Safety

Week 3 - Workforce Development & Innovation

Week 4 - Client Success stories

Energy Awareness Month Themes

OCTOBER 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
Household Benefits - Energy, Health & Safety						
8	9	10	11	12	13	14
Community Engagement & Partnerships						
15	16	17	18	19	20	21
Workforce Development & Training						
22	23	24	25	26	27	28
Client Success Stories						
29	30	31		2	3	4

Week 1- Household Benefits - Energy Efficiency, Health & Safety

Your social media posts/toolkit resources will focus on the energy, health and safety benefits of WAP and the benefits of energy efficiency in general. Think family savings, reduced energy use, and lower bills, reduced asthma, moisture reduction, less allergies, fewer days missed of work/school, less out of pocket medical costs, and better indoor air quality.

Week 2- Community Engagement and Partnerships

Your social media posts/toolkit resources will focus on community engagement and partnerships. These can be strategies or relationships that have been successful. Highlighting how WAP brings community organizations together or how WAP impacts other organizations is great. Think local fire departments or medics that respond to fewer calls because of safer housing and healthier citizens. This is also a great place to highlight partnerships with local businesses that benefit from WAP in the community.

Energy Awareness Month Themes

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Household Benefits - Energy, Health & Safety						
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Community Engagement & Partnerships						
15	16	17	18	19	20	21
Workforce Development & Training						
22	23	24	25	26	27	28
Client Success Stories			In-Person Celebration			
29	30	31		2	3	4
W&D Day						

Week 3- Workforce Development & Training

Your social media posts/toolkit resources will focus on jobs supported by WAP, workforce development/training of the WAP workforce, and partnerships with utility companies/other sources of leveraged funds that maximize impact. This is a time to feature WAP professionals, small businesses that participate in WAP, WAP training centers, info on weatherization tools, and use of LIHEAP funds.

Week 4- Client Success Stories

This week will center around clients of WAP services who have been positively impacted by the program. WAP can be life changing- highlight client stories and send to NASCS, NCAP, and NCAF. Help us reach our goal for a story from all 50 states to be shared this week.

Social Media Overview

Social media is an indispensable communication tool. Its accessibility and reach make it a natural avenue for education, information sharing, communication and connection.

It is useful in the policy and advocacy landscape to help educate legislators about how the program supports low-income households, increases energy efficiency and maintains affordable housing stock. Legislators at local, state and the federal level have online social media presences that share their interests and interact with constituents and other interested parties.

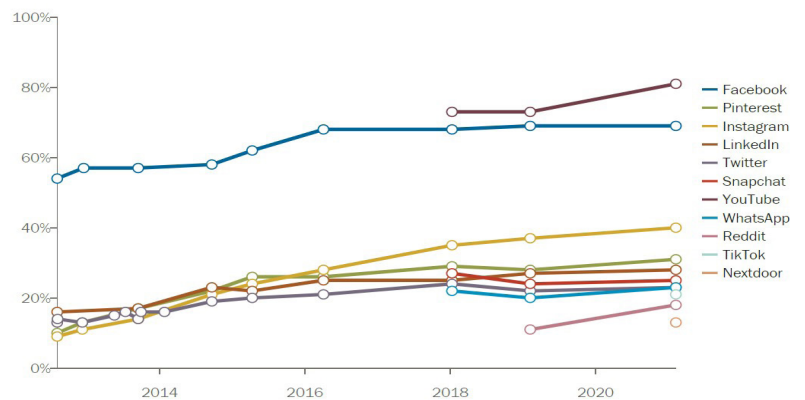
Social media is also a powerful method of communication to raise awareness about the program and connect eligible households to local providers. With more than 80% of U.S. adults having used Facebook, it's clear that doing outreach via social media is a not-to-be-missed opportunity for outreach.

Social media amplifies messages and highlights the impact that weatherization has on the lives of American families. Social media connects individuals and communities to the larger work of weatherization, raising awareness of local programs and the impacts of receiving weatherization services.

In the following pages you will find a number of social media resources to assist in your Weatherization Day 2023 efforts. These resources include pre-written and fill-in-the-blank posts, images, videos, and sites to create infographics. If you have questions about any of the materials in this guide, please email Britt Pomush at NASCSP (bpomush@nascsp.org).

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.
Source: Surveys of U.S. adults conducted 2012-2021.

PEW RESEARCH CENTER



Facebook

Facebook is currently the most popular social media platform with almost 3 billion users. The largest user age group for Facebook is 25-34 with almost a quarter of users falling into this demographic.(1) Overall however, Facebook has an overwhelmingly older base with well over 50% of users age 35 and over. Facebook allows users to create personal profiles, connect with friends, share updates, photos, videos, and engage in various activities such as joining groups and events. The platform also supports businesses, organizations, and public figures with pages or profiles dedicated to their activities, enabling them to reach and interact with their audience.



Instagram

Instagram is a popular social media platform that focuses on sharing photos and videos. It allows users to upload, edit, and share visual content with their followers and interact with other users through comments, likes, and direct messages. Instagram also offers various features such as stories, IGTV (Instagram TV), and reels, which enhance the user experience and provide additional ways to engage with the community. With 2 billion users Instagram is second only to Facebook. Instagram has a younger audience overall with 60% of users split just about evenly between 18-24 and 25-34, 31% of Instagram users are over 44. (2)

(1) <https://www.statista.com/statistics/187549/facebook-distribution-of-users-age-group-usa/>

(2) <https://www.statista.com/statistics/325587/instagram-global-age-group/>



Twitter

Twitter posts must be short (280 characters or less), impactful, and catch the attention of readers. Twitter is also the go-to social media platform for real time conversations about events or ideas. Using hashtags (e.g., #WxDayOct2023) you can aggregate posts surrounding one topic. Additionally, you can tag relevant organizations by including their handle in your post (e.g., @NASCS). Also include a link to your website or an image with your tweet for greater impact. Consider pre-scheduling tweets using [Hootsuite](#) or [Tweetdeck](#).



LinkedIn

LinkedIn is a professional networking platform that was founded in 2002 and launched in 2003. It is primarily used for professional networking, career development, and business-related activities. With over 900 million members in more than 200 countries and territories(1), LinkedIn has become the leading online platform for professionals across various industries.

(1) <https://sproutsocial.com/insights/linkedin-statistics/>



TikTok

TikTok is a social media platform that allows users to create and share short videos. TikTok's mission is to inspire creativity and bring joy to its users through entertaining and engaging content. It was launched in September 2016 by the Chinese company ByteDance and has since gained massive popularity worldwide. While TikTok may be an effective platform for engaging the public, there are also some concerns that have led to a ban on TikTok in some states. Use your discretion and communicate with your organizations communications team when using TikTok.



Videos and YouTube

Using YouTube and videos as a means to educate the public has become increasingly popular and effective in recent years. YouTube, being the largest video-sharing platform, offers an enormous audience and the opportunity to reach people from diverse backgrounds and interests. Videos provide an accessible format for education as they combine visual and auditory elements. This makes it easier for viewers to understand and retain information compared to text-only mediums. Videos can cater to various learning styles, accommodating both visual and auditory learners.

Proclamations

Though we primarily discuss Governors Proclamations, many local government offices also issue proclamations. Consider reaching out to them in addition to your state-level proclamation efforts. Contact your local government office to learn more about this.

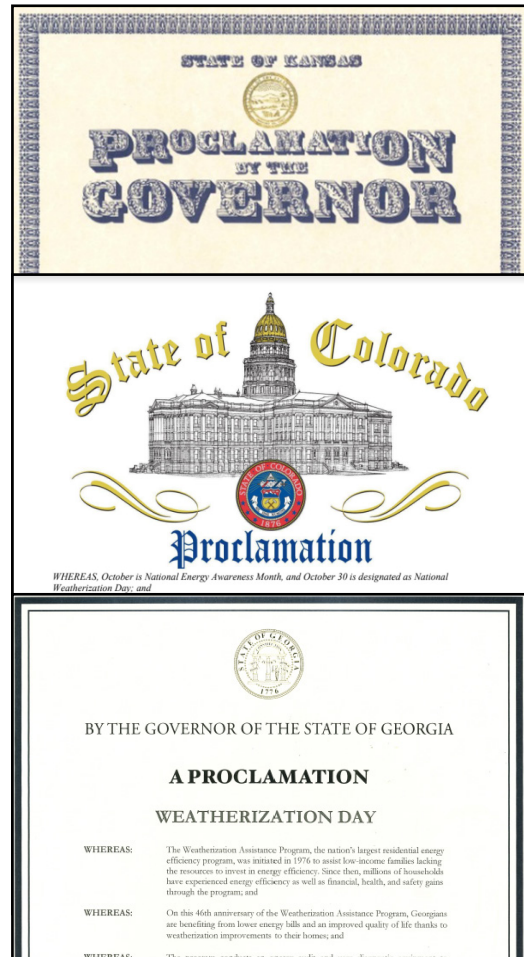
In almost every State, there are two ways to get a day designated for a specific observance:

- Ask a State Senator or representative to sponsor a resolution in the legislature announcing the day.
- Go directly to the governor's office and ask for a proclamation or declaration.
- To find state specific information follow this link: [State and Territory Proclamation Information](#)

Working with the Governor's Office

Typically, it is faster and easier to work directly with the governor's office than to work through the legislature. (If you have contacts in your State legislature, include them in the process.) The following steps will help you get your proclamation or declaration in place:

1. Contact your governor's staff and ask for the person who handles proclamations and declarations.
2. Ask this person about the procedure for requesting a proclamation. Ask if a sample is available that you could use.
3. Tell your contact that you will prepare the information to match the sample format. In some cases, a staff person may tell you to just send over the information and they will do the work themselves.
4. Follow the format in the sample provided by your State. See sample at end of Section.



Proclamations

Working with Your State Legislature

Your governor's office and State legislature have similar processes and paperwork for proclaiming a State Weatherization Day. The major differences may lie in the approach you use to gain the attention of the State legislators and the nature of the support necessary to convince the legislature to pass the resolution.

- First, identify one or more legislators likely to sponsor such a resolution. These legislators should have a close relationship with the local weatherization agency serving their districts. It may be prudent to have the local agency director approach the legislator with the idea, as legislators are more likely to respond to constituents than State staff.
- Second, offer (or have your agency director offer) to prepare the resolution for the legislator. Use a few examples of resolutions recently passed by the legislature as templates.

Proclamation signings provide a great opportunity to get the WAP noticed! Consider the following when preparing for this event:

1. Start 90 days before Weatherization Day —these things take time. Call your State's Governor, city or town mayor, county commissioners, etc. to tell them about Weatherization Day and what you'd like them to do to help recognize the program.
2. Invite the local media to attend the signing.
3. Follow up! Send a cover letter, information on Weatherization Day, and information on the program. Include a copy of the proclamation if available. Be sure to include your contact information.
4. If possible, have the signatories sign the proclamation while visiting a home that is being weatherized or have them sign one at a site demonstration.
5. Keep the press posted about this event.
6. Take plenty of photos of the event. Forward one or two with captions and a press release to your State and local media outlets.
7. Have your staff on hand to answer questions and provide information to participants.
8. Write a news story and ask your local newspaper to run it the day after the signing or on a date closer to Weatherization Day.

Proclamation Sample:





Engaging Policy Makers

Educating federal, state, and local policymakers is a crucial component of a public information campaign. Policymakers act on behalf of their constituents and benefit from hearing from their constituents what the lay of the land looks like. Find elected U.S. officials here: <https://www.congress.gov/members/find-your-member> and State officials here: https://openstates.org/find_your_legislator/. Here are a few tips for engaging policy makers:

1. **Contact national organizations** before you begin planning. We can guide you through the entire process, whether that's helping you set up a visit, making the most of your visit, or following up with your member in Washington, DC.
 - Local agencies: Contact Aimee Gendusa-English at aenglish@community-actionpartnership.com
 - State offices: Contact Britt Pomush at NASCSP at bpomush@nascsp.org
2. **Select a leader**, or someone who will manage all aspects of the site visit including logistics, internal messaging prep and communications to the public.
3. **Craft an invitation** that conveys gratitude and excitement. The invite letter should include the significance of the site visit for the member, in addition to logistical details and the Leader's contact information.
4. **Select a site**. Members want to see a site in progress and want to see action while there. If possible, stop by a completed project as well, or have a homeowner of a completed home come by the site in progress.
5. **Preparing Messaging:**
 - Determine objectives of your visit. What do you want your member to leave knowing? There are different objectives for different members. Make sure you are ready to tell your member how he/she can support your efforts in Washington. Ask yourself: how can we make this visit worth the member's time?
 - What's your message? Give an overview of how many houses you weatherize and the community impact for doing so i.e., how many families have you kept securely in homes and how much money has it saved ratepayers. Also be ready to illustrate through a story of one family. Think in terms of "heating versus eating" story, or what would happen to the family without WAP.

Engaging Policy Makers Cont'd

- Choose and prepare folks who will talk with your member. Your member will be interested in speaking to: 1) the family whose home is being weatherized to learn what it means to them; 2) a family who has had a home completed and what it has meant to them since they've been in the home; 3) workers who can explain the techniques and advanced training it takes to properly weatherize a home; and, if possible, 4) a community stakeholder who has seen the benefits of WAP through another lens (a banker, a utility supplier).
- 6. Managing Press:** Coordinate press engagement with your member's office. Generally, they will want to invite press and manage the contact with the press but see if you can help by drafting a press release and let them look over anything before you send it out to your press list.
 - 7. Follow-up.** Send a thank you note and stay in touch.



NASCS Board Members and staff pose for a photo with Representative Paul Tonko (D-NY).

Telling Your Story

Create Your Narrative in Five Strategic Steps:

1. Choose stories that focus on the values and goals of the WAP. Be sure they reflect shared values, such as supporting families, supporting the economy, opening new opportunities, and saving energy.
2. Begin with a widely shared framework, a broadly shared concern.
3. Continue with a description of the problem itself, in this case energy efficiency and jobs for low-income Americans.
4. Lay out how WAP and your organization provide a solution.
5. End with a description of the outcome highlighting successes, and, if appropriate, future expectations.

Using this five-step approach will strategically frame your story so it is more likely to connect with the audience in ways that will help them understand what America is doing to address economic insecurity, energy efficiency, and job training. Let's dig into the five steps a little more.



Choosing Your Stories

There are many purposes for WAP success stories. Among them are:

- Introducing the WAP to the general public.
- Teaching others about how energy efficiency and energy poverty affect low-income individuals.
- Raising awareness of job opportunities and training throughout the WAP.
- Raising awareness about technology and techniques of the program.
- Describing innovative approaches to service delivery.

As you think about what story to choose, look for options that both exemplify the best the WAP can deliver and include personal stories that align with program goals.

Telling Your Story Cont'd

Bonus: Emphasize Contemporary "Hot" Issues

When your narrative can demonstrate your response to a widely publicized contemporary problem, it shows that WAP is relevant and ahead of the curve. Recent examples include extreme weather and climate change, in home air quality related to COVID-19, and helping workers affected by the recession.

Discussing Success

Your stories need to be told because some members of your community do not know how the WAP works, who it serves, and the vital function it performs for individuals and community as a whole. Your narrative should explain the key steps for how successful implementation occurred, including the roles others played, especially through community engagement.

Step 2

The Beginning is Important – Framing Your Story

A reader will put your story into a category after reading or hearing the first few sentences. You should begin a story by identifying the broad community or social problem that is behind the subject – for example, energy poverty and scarcity of jobs. When you frame your story by showing the reader that the problem you solved is a broad-based problem, you open the door to showing how the WAP benefits the reader and the entire community.

Describe your project in the positive – while you are fighting a social issue, don't just state the problem in the negative, e.g., "Job loss has devastated the region." Instead, immediately draw the link between WAP and success, e.g. "While there has been much job loss throughout the region, Agency ABC has trained X new workers for the new, green economy."

Below are examples of frames you can use to shape your story in the positive and connect with readers.

- A widely shared problem such as low-wage jobs, unhealthy living conditions, and high energy bills.
- Expanding community economic opportunities for all through sustainable development.
- Helping families in crisis by providing services that allow them to stay in their homes.

Telling Your Story Cont'd

Step 3

Describing the Specific Problem and Goals

Now that you have framed the problem so the audience recognizes it as one shared by many communities and people, the story is much more dynamic. Plan your narrative to include the steps taken to implement solutions and creative approaches taken.

Don't be vague and passive when describing projects, avoid language like "the home's energy efficiency was improved." Rather, be specific and active in describing your role in reaching the solution. Example: Agency ABC used blower doors and infrared cameras to identify holes in insulation in client John Smith's home. After identifying problem areas, the crew sealed holes and improved insulation.

Step 4

Describe the Solution and Solution Implementation

Successes should turn the general goals from steps 1 and 3 into specific achievements.

- This tells what happened in general, but not how it happened. Who undertook what actions? What roles did the active partners play? What concrete steps did the partners take to get a successful result?
- There are no action words and no images to clarify how such a process works. Focus on the actions and leadership qualities of your organization and partners.
- The narrative lacks detail on why this is a special project. Why is this important? What is different?

Step 5

Describe the Outcome

All narratives should end with demonstrated successes. Numbers can be helpful, especially with respect to community and economic changes.

Avoid lists of locations or events packed into tight sentences. Walk your reader through the collection of simultaneous activities and achievements rather than running through steps.



Telling Your Story Cont'd

Individuals and their Successes: how Do their Stories Fit in?

Historically, WAP success stories have focused on a participant and their personal story of success. We have generally accepted that this “puts a face” on the problem and on the solution. However, WAP practitioners need to be very careful about choosing how they use personal stories to illustrate their work.

Research shows that too many readers of personal stories frame them by assuming that personal character flaws caused the difficulties that led to the person’s problems and lack of resources. This assumption could be related to cultural biases that dismisses programs or government assistance as undesirable or marks of failure to “make it.”

WAP has a powerful story to tell – the Program helps low-income people and workers in a very hands-on, concrete way. To make sure you highlight personal stories that will resonate with the general public, tell them in empathetic ways that don’t rely on stereotypes or cliches.

Use Numbers

The Weatherization Assistance Program has compelling, concrete data that can illustrate the impact of the work through energy savings, utility bill savings, job creation, carbon emissions reduction, and homes weatherized. We recommend using these statistics as much as possible as they make a strong case for the Program. Be sure to use statistics that will resonate with the average reader such as homes weatherized, or money saved; using technical numbers from say a blower door test will only confuse the reader without conveying your message. Example:

- On average weatherization saves households \$514 in out-of-pocket medical expenses and \$583 in pay due to fewer missed work days.
- The Bipartisan Infrastructure Law, passed in 2022, allocated \$3.5 billion to the Weatherization Assistance Program, this will substantially increase the numbers of clients served by the WAP.
- Weatherization saves each house an average of \$437 in heating and cooling costs annually at current prices. For every dollar invested into the program, \$2.78 in non-energy benefits are generated.

Telling Your Story Cont'd

A Picture is Worth a Thousand Words

Photographs that illustrate a story can be wonderful, but pictures are powerful tools to use with caution. Even where your words have “painted the picture” you intend, you may wish to add power to the story with a strong picture. Weatherization has a great built-in mechanism for this, since the diagnostic tests and works in progress can be compelling photos. Health and safety measures make a great story too. *Make sure that the action is clear and that all people pictured wear proper safety equipment.*

In deciding whether and how to use a particular picture, remember these findings:

- Pictures summon forth the same pre-existing perceptions or frames as do words.
- A picture, like a dramatic story, will be remembered for longer and more vividly than words.
- The wrong picture can completely undermine a carefully worded story.

Shape Your Photos around the Real Story

You can, literally, frame your subject by focusing the camera (or cropped picture) on weatherization installation and participants. Planning what you want your image to convey can ensure you include all the elements necessary to make the photo a powerful tool.

A Picture is Problematic When...

- It is not obvious what story the picture tells. Vagueness does not get the specific WAP focus item across.
- It illustrates a bias or stereotype.
- There is something in the picture that diverts attention from your story.
- It focuses on individuals, not actions or results. Personal portraits, like personal success stories, should be used only when they help to frame your story in positive terms and the subject should be chosen very carefully.
- The role of your organization is not obvious.

Telling Your Story Cont'd



Source: https://weatherization.ornl.gov/wp-content/uploads/pdf/WAPRetroEvalFinalReports/ORNL_TM-2014_345.pdf

Images

Images and infographics are a powerful, eye-catching way to tell the story of WAP. Images can convey complex data very quickly and clearly. The images below would complement any of the tweets or Facebook posts from earlier in the guide. Just right click and copy/paste into your post OR right click and "Save Image As" onto your computer. Or download directly from this [Dropbox folder](#) or request a specific image via email from Britt Pomush bpomush@nascsp.org. Also consider crafting your own captions to go along with the image.

Want to create your own infographics? Sites like [Venngage](#), [Canva](#), and [Piktochart](#) are FREE and easy to use. When selecting images, be sure to make sure they are unlicensed and available for public use/reproduction. Pixabay and Unsplash are great databases for free images that can be used in your social media efforts.

Reports and Fact Sheets

Sharing data from reports, fact sheets, and research can be a powerful messaging tool. Below you can find links to documents you can share as part of your Weatherization Day campaign.

Quick Fact Sheets

- [WAP Key Program Highlights](#) - DOE
- [WAP National Evaluation Results Fact Sheet](#) -DOE

WAP National Evaluation- Oak Ridge National Laboratory

- [Weatherization Works – Summary of Findings from the Retrospective Evaluation of the U.S. Department of Energy’s Weatherization Assistance Program](#)
- [Health and Household-Related Benefits Attributable to the Weatherization Assistance Program](#)
- View all Oak Ridge Laboratory WAP reports [here](#).


Health Benefits of WAP and Residential Energy Efficiency

- [Occupant Health Benefits of Residential Energy Efficiency](#)- E4TheFuture ([See More](#))
- [Home Rx: The Health Benefits of Home Performance](#)- DOE
- [Weatherization + Health: Health and Climate Change Co-Benefits of Home Weatherization in Vermont](#)– Vermont Department of Health, 2018
- [The Washington State Weatherization Plus Health Report](#) – Washington Department of Commerce, 2022
- [Pierce County Healthy Homes Case Study](#)– Washington State Weatherization Plus Health, 2019
- [Braiding Energy and Health Funding for In-Home Programs: Federal Funding Opportunities](#) - ACEE, 2020
- [Weatherization Plus Health: Injury Prevention Pilot](#)– New Opportunities, Inc. & National Center for Healthy Housing, 2016
- [Incorporating Injury Prevention into Energy Weatherization Programs](#)– Journal of Public Health Management and Practice, 2019
- [Federal Weatherization and Health Education Team up: Process Evaluation of a New Strategy to Improve Health Equity for People With Asthma and Chronic Obstructive Pulmonary Disease](#)– Journal of Public Health Management and Practice, 2019

Reports and Fact Sheets

Energy Burden and Low-Income Energy

- [DOE Low Income Energy Affordability Data \(LEAD\) Tool](#) - This interactive mapping database can zero in on specific community statistics and data.
- [Environmental Justice Mapping Tool](#) - EPA
- [Bridging the Rural Efficiency Gap](#)- Island Institute
- [Energy Information Administration \(EIA\) State Energy Portal](#) - Download custom data dashboards
- [Residential Energy Consumption Survey \(RECS\)](#)- Energy Information Administration
- [Lifting the High Energy Burden in America’s Largest Cities: How Energy Efficiency Can Improve Low-Income and Underserved Communities](#) - ACEEE
- [The High Cost of Energy in Rural America: Household Energy Burdens and Opportunities for Energy Efficiency](#) - ACEEE, 2018
- [How High Are Household Energy Burdens? An Assessment of National and Metropolitan Energy Burdens across the U.S.](#) - ACEEE, 2020
- [Home Energy Affordability Gap](#)- FSC
 - Find state [fact sheets](#) with information such as percentage of income paid by low-income families on energy, number of households facing high energy burden, etc.

ENERGY Energy Efficiency & Renewable Energy		WEATHERIZATION ASSISTANCE PROGRAM	
NATIONAL EVALUATIONS: SUMMARY OF RESULTS			
DOE is pleased to summarize the results of two major national evaluations of the Weatherization Assistance Program (WAP or Weatherization). These evaluations were multiyear, peer-reviewed, statistically robust efforts led by Oak Ridge National Laboratory (ORNL). They are the most comprehensive, detailed analysis of the WAP and its operations ever conducted. The Retrospective Evaluation covers Program Year (PY) 2008 and is reflective of a typical year in WAP operations. The Recovery Act Evaluation covers Program Year (PY) 2010 and provides insight into the unique program that was administered by DOE in the national effort to create jobs and promote economic recovery, as part of the American Recovery and Reinvestment Act of 2009.			
			
KEY FACTS FROM THE WEATHERIZATION RETROSPECTIVE EVALUATION (2008)			
<i>Weatherization provides cost-effective energy savings to American families, provides additional health and safety benefits, supports jobs, and provide a stable platform for additional investment in energy efficiency.</i>			
Program Wide Energy Savings (Present Value)			\$340 million
Single-Family Home Average Annual Energy Cost Savings			\$283
Single-Family Home Savings-to-Investment Ratio (SIR)			1.5
Jobs Supported			8,500
Program Wide Savings-to-Investment Ratio (SIR)			1.4
Program Wide Benefit Cost Ratio Including Health and Safety Benefits			4.1
<i>The WAP Retrospective Evaluation is a large, comprehensive evaluation reflecting typical program operations.</i>			
Evaluation Sample Size - Total Dwelling Units			30,000
Evaluation Sample Size - Utility Bills Analyzed			8,000

Electrification

[Building Electrification: Programs and Best Practices](#) - ACEEE, 2022

Weatherization and Energy Efficiency Jobs

- [2022 US Energy and Employment Report](#) - NASEO and EFI
- [2022 Energy Efficiency Jobs in America](#) - E4TheFuture ([See More](#))



Sample Social Media Posts

General WAP

- #DYK: The #WAP was signed into law 47 years ago by President Gerald Ford on August 14, 1976 #WxDayOct2023 #WeatherizationWorks
- #DYK that close to 1.3 million low-income individuals experienced improved energy efficiency and/or energy burden reductions in their homes as a result of #CommunityActionAgencies providing #WAP? #WeatherizationWorks #CommunityActionWorks #WxDayOct2023
- #WAP is an incredibly successful federal, state, & local partnership that serves every county in the US and 5 US territories. #WeatherizationWorks #CommunityActionWorks #WxDayOct2023
- Over its 47-year history, the #WAP has weatherized more than 8.1 million homes, creating #healthyhomes & lowering #energyburden #WeatherizationWorks #WxDayOct2023
- Every dollar invested in #WAP returns over \$4.50 to society in energy, health, and safety benefits #WxDayOct2023 #WeatherizationWorks
- The #WAP's 47-year record of success has been documented by @ORNL. Check out the report here: <http://bit.ly/1W4Nag2> #WxDayOct2023
- #WAP was launched in 1976 to save imported oil & reduce energy bills for vulnerable families #WeatherizationWorks #WxDayOct2023
- #WAP provides energy savings to American families, health & safety benefits, jobs & new technology #WxDayOct2023 #WeatherizationWorks
- Households benefit from #EnergyEfficiency when less of their household incomes go to utilities #WxDayOct2023 #TalkPoverty
- #DYK: The #WAP serves single family, multifamily, and manufactured housing! #WxDayOct2023
- More than 64,000 homes were weatherized in 2021 - that's more houses than the population of Santa Fe, NM! #WxDayOct2023

Sources:

<https://public.tableau.com/app/profile/nascsp/viz/2021WeatherizationAnnualFundingSurvey/Story1>



Energy Benefits & Energy Efficiency

- Common #WAP measures include air sealing, wall & attic insulation, duct sealing, furnace repair/replacement #WeatherizationWorks #WxDayOct2023
- #Weatherization saves families with low-incomes \$283 per year on average in energy costs, lowering their #energyburden #WxDayOct2023
- #WAP can have a big impact in rural areas where energy burden is high. Learn more about rural energy burden from this report from @ACEEEdc: <http://bit.ly/2xaPdd9>
- #WAP reduces a home's average natural gas consumption by 18%, electricity by 7%. What would that mean for YOUR bill? #WeatherizationWorks
- #WAP is just as critical in warm climates as cold ones- WAP saves \$\$ on cooling! #WxDayOct2023
- #WAP lowers heating bills in a cold weather state by 30% on average #Wx-DayOct2023 #WeatherizationWorks
- Low-income households spend 16.3% of annual income on energy versus 3.5% for others. #WAP is critical to reduce #energyburden! #WxDayOct2023
- #WAP lowers the #EnergyBurden of low-income families. Learn more about energy burden in your community from the Home Energy Affordability Gap Project. <http://bit.ly/2O85d6M> #WxDayOct2023
- #DYK: Residents w/ asthma reported fewer hospitalizations and ER visits after #weatherization #WxPlusHealth #WxDayOct2023
- Children missed fewer school days after their homes received #energyefficiency services from #WAP #HealthyHomes #WxDayOct2023
- Reducing energy costs means families have more money to spend on food, medicine & other essentials #WeatherizationWorks #WxDayOct2023
- After #Weatherization, families' out-of-pocket medical expenses decreased by an average of \$514 annually. #WxDayOct2023 #WxPlusHealth
- #Weatherization returns \$2.78 in health-and-safety related benefits for every \$1 invested #WxDayOct2022
- #Weatherization leads to significant health benefits. Read the @ENERGY "Home Rx" report: <http://bit.ly/2iUEQ59> #WxDayOct2023 #WxPlusHealth



Energy Benefits & Energy Efficiency

- According to Oak Ridge National Laboratory, households with low incomes spend 16.3% of total annual income on energy versus 3.5% for other households. #WAP is critical to reducing #EnergyBurden and frees up income for other essentials like food, medicine, and education. #WxDayOct2023 https://weatherization.ornl.gov/wp-content/uploads/pdf/2011_2015/ORN-LTM2014_133.pdf
- For 47 years the WAP has made lasting improvements on the lives of families with low incomes. [Insert example of a client testimonial (3-5 sentences), or agency-wide data on outcomes]. (Total post, around 50-100 words) #WxDayOct2023 #WeatherizationWorks
- The Home Energy Affordability Gap is the gap between “affordable” home energy bills and “actual” home energy bills. In 2020, the Home Energy Affordability Gap for those near or below the federal poverty line reached nearly \$36.5 million. Learn more here and get county by county fact sheets on the energy burden in your state! <http://bit.ly/2cPvCoi> #WxDayOct2023 #EnergyBurden #TalkPoverty
- #WAP reduces asthma triggers like mold. Residents of weatherized homes report fewer asthma symptoms and hospitalizations after receiving services. WAP not only reduces energy costs for families with low incomes, but also out of pocket medical costs. #WeatherizationWorks #HealthyHomes #WxDayOct2023
- After #Weatherization, families’ annual out-of-pocket medical expenses decreased by an average of \$514. Total health & household-related benefits for each unit weatherized is \$14,148 #WxDayOct2023 #WxPlusHealth #HealthyHomes
- Did you know?: In addition to #weatherization services, many local #WAP agencies mitigate slip, trip, & fall hazards by installing health & safety measures such as grab bars, ramps, etc. #HealthyHomes #WxPlusHealth #WxDayOct2023 https://www.hud.gov/program_offices/healthy_homes/hhi

Community Engagement and Partnerships

- Partnering with your local #WAP agency helps spread the word about #Weatherization! #WxDayOct2023
- #LIHEAP and #WAP work hand in hand to reduce the energy burden of low-income Americans. Read more about the strategic partnership between LIHEAP and WAP here: <https://nascsp.org/liheap-and-wap-a-dynamic-duo-for-reducing-the-low-income-energy-burden/> #WxDayOct2023
- #CommunityColleges and #TradeSchools are great partners with #WAP – growing jobs and awareness! #WxDayOct2023
- Are you local to (your area)? We want to partner with you to make more #Weatherization happen! #WxDayOct2023
- Partnerships help increase the impact of #WAP! Many WAP organizations have forged successful partnerships with utilities to serve more clients and secure more energy efficiency gains. Read about a successful utility partnership here: <https://nascsp.org/guest-blog-partnerships-that-make-a-difference/>
- Integrating and partnering with other healthy homes organizations focusing on lead removal, pest control, mold mitigation, and more benefits clients in so many ways and builds community bridges! #WxDayOct2023



Photo Credit: Joe Konrade, NREL 09664



Workforce Development & Training

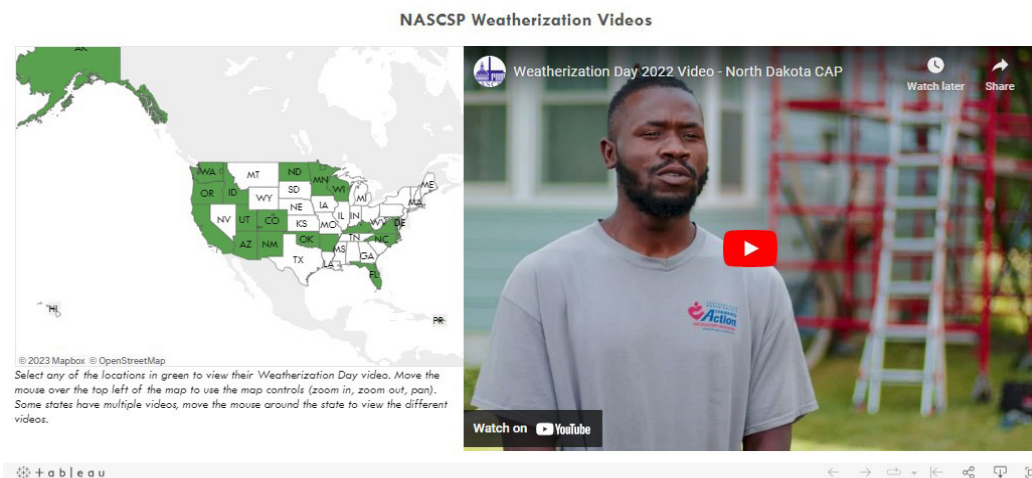
- The #WAP supports jobs that cannot be exported! The #Weatherization-Workforce is highly skilled and trained. Learn about #WAP Training centers here: <https://nascsp.org/wap/waptac/weatherization-training-centers/> #Wx-DayOct2023
- #WAP supports thousands of #EnergyEfficiency jobs! Did you know #EnergyEfficiency employs over 2.1 million people nationwide? Learn more: https://e4thefuture.org/wp-content/uploads/2021/10/Energy-Efficiency-Jobs_2021_All-States.pdf #WxDayOct2023
- #WAP leads the way in advancing tech, research & work practices to make #energy upgrades cost effective, safe & comprehensive #WeatherizationWorks
- #WAP supports at least 8,500 skilled and dedicated jobs and thousands more in related industries #WeatherizationWorks #WxJobs #WxDayOct2023
- #WAP supports jobs across supply chain- WAP crews, material suppliers, tech companies, & more #WeatherizationWorks
- #WAP benefits communities by providing safer & more #energy efficient housing stock, + increases local economic activity #WeatherizationWorks
- Up to 15% of state's #LIHEAP funding can be allocated towards investing in energy efficiency measures through the #Weatherization Assistance Program. Through this partnership, more families and communities are served with #WAP. #WxDayOct2023
- The weatherization workforce is highly skilled and trained to deliver energy savings to families in all types of homes- single family, multifamily, and mobile homes. The latest building science and energy efficiency technology is used to deliver the highest savings for clients #WAP. Learn about a few award-winning WAP Agencies here: <https://nascsp.org/award-winning-weatherization/>
- Energy efficiency is the largest sector within the U.S. clean energy economy, employing nearly 2.25 million Americans nationwide. #WAP supports thousands of those jobs- jobs that support the community and cannot be exported. Read this report on Energy Efficiency Jobs in America: <https://www.aceee.org/blog-post/2020/03/energy-efficiency-employs-least-24-million-americans-many-those-jobs-are-now-risk>
- States have been involved in several successful Department of Energy pilot programs to develop and incorporate innovative home energy efficiency solutions such as cool roofs, solar water heating, and photovoltaics. Learn more about integrating solar into the WAP in this webinar hosted by NASCS and NREL: <https://youtu.be/Ow7yXzwwg5gk> #WxDayOct2023

Videos

Add a video to your post to increase its impact! Share any videos you have made highlighting your program, staff, or clients. Visit the [NASCS website](#) for more videos!

State WAP Programs

- Alaska: https://www.youtube.com/watch?v=3nh_NUpv_Fk
- Minnesota (2022): <https://www.youtube.com/watch?v=kpxck0-f2g4>
- District of Columbia: <https://www.youtube.com/watch?v=EJxMYAaV7yo>
- Minnesota (2019): <https://www.youtube.com/watch?v=6VbxG-TK1s>
- New Mexico: <https://www.youtube.com/watch?v=QJiZCx5ZGiA>
- Washington: <https://www.youtube.com/watch?v=uzJLt0fA0Yg>
- Virginia: <https://www.youtube.com/watch?v=XU6BWB3fH4>
- Delaware: <https://www.facebook.com/ClimateCoastalEnergyDE/posts/3365807723474280>
- Indiana: <https://www.youtube.com/watch?v=QlYqamrkijA>
- Wisconsin: <https://www.facebook.com/projecthomewi/videos/1245349819180084>



NASCS Map of Weatherization Video: <https://nascsp.org/wap/advocacy/weatherization-success-stories/>



Client Stories

- Missouri: <https://www.youtube.com/watch?v=z9xQszMCPmU>, <https://www.youtube.com/watch?v=fYaVIXBtAo8>
- Nebraska: <https://www.youtube.com/watch?v=ZsGtJVF80SU>
- Kentucky: <https://www.facebook.com/KCEOC1/videos/350014279427949>
- Alabama: <https://www.youtube.com/watch?v=XayTkosj62g>
- Pennsylvania: <https://youtu.be/5ahdzMmFUgc>
- New York: <https://www.youtube.com/watch?v=kdGquOq40Ks>
- Florida: https://www.youtube.com/watch?v=WI_S5Wtlw3l
- Virginia: https://youtu.be/PWiV_nuDcmQ
- Misc.: <https://www.youtube.com/watch?v=UEe1202TGOg>
- Georgia: <https://youtu.be/6XWIk7bsGTM>
- Washington: https://www.youtube.com/watch?v=v_i9f4Ktu4A
- Indiana: <https://www.youtube.com/watch?v=QlYqamrkijA>
- Colorado: <https://www.youtube.com/watch?v=IDgaL7Z3DHo>

Wx TV

- The Warmest Village in Alaska: <http://wxtvonline.org/2012/02/village-alaska/>
- This Is the World of Weatherization: <http://wxtvonline.org/2010/04/world-wx/>
- All episodes: <http://wxtvonline.org/episodes/>

History of WAP

- Filling the Gaps: <https://www.youtube.com/watch?v=aJcZTXwzgow>
- Appalachian Weatherization: <https://www.facebook.com/COAD.OHIO/videos/1686612434850169>
- Then and Now Virginia: https://www.youtube.com/watch?v=m1WdVW_5cP4

Other

- [Wx Day 2021 – Celebrating 45 Years](#)
- [Senate Committee Hearing on President Biden’s FY23 Department of Energy Budget Request](#)

WAP Workforce

- Trainer: https://www.youtube.com/watch?time_continue=10&v=5L0qP3NyrzE
- Small Business Owner: https://www.youtube.com/watch?v=Hf4xhsbwc_I
- Energy Auditor: https://www.youtube.com/watch?time_continue=29&v=-CdNjM_btPk
- Community Action Agency: <https://www.facebook.com/SCCAP.org/posts/10157191638671612>



Training Centers

- Building Performance Center (WA): <https://youtu.be/znTdcwhW14c>
- Santa Fe Community College (NM): <https://youtu.be/1xD79p6NSuo>

Sample Graphics & Images



Weatherization supports...

JOBS & SMALL BUSINESSES

- Strengthens local communities - jobs cannot be exported
- Training, certifications & workforce development
- A market for American manufacturing of products & equipment used in Weatherization

#WeatherizationWorks

Photo credit: Dennis Schroeder, NREL 28798



Utility Partnerships

- Enable WAP to weatherize more homes
- Empower WAP agencies to deliver more comprehensive services
- Promote innovation
- Expand capacity and workforce

#WeatherizationWorks

Photo Credit Dennis Schroeder, NREL 28766



Weatherization helps mitigate climate change



2,246,000
Metric Tons of Carbon emissions have been reduced by the Weatherization Assistance Program.



WAP and COVID

- **Additional training**
- **More equipment**
- **New safety protocols**

Weatherization workers have always used masks and other protective equipment to do our work. In the time of COVID, we've enhanced our procedures to continue to deliver weatherization safely.



#WxDayOct30 #WeatherizationWorks



WEATHERIZATION | WORKFORCE DEVELOPMENT

THE U.S. DEPARTMENT OF ENERGY IS INVESTED IN CREATING THE MOST QUALIFIED ENERGY EFFICIENCY WORKFORCE IN THE COUNTRY.

100%

OF WEATHERIZATION ASSISTANCE PROGRAM (WAP) HOME INSPECTIONS MUST BE COMPLETED BY A CERTIFIED QUALITY CONTROL INSPECTOR.

CERTIFIED INSPECTORS RECEIVE TRAINING BY ACCREDITED TRAINING CENTERS. THESE CENTERS OFFER TRAININGS TO PRIVATE CONTRACTORS, BUILDING CODE OFFICIALS & HOUSING SPECIALISTS.

USE OF DOE'S STANDARDIZED WORK SPECIFICATIONS (SWS) ENSURES THE HIGHEST QUALITY OF WORK IN THE WEATHERIZATION & HOME PERFORMANCE INDUSTRY.



WEATHERIZATION | SOCIETAL BENEFITS



HOMES ARE MORE LIVABLE



IMPROVED OVERALL HEALTH FOR CLIENTS



FEWER MISSED DAYS OF WORK



REDUCED ASTHMA-RELATED MEDICAL COSTS



MORE USABLE INCOME FOR LIVING EXPENSES



REDUCED DOCTOR OR ER VISITS



HEALTH & SAFETY

\$14,148

IS THE AVERAGE TOTAL HEALTH RELATED SAVINGS FOR EACH WEATHERIZED UNIT



AN AVERAGE WEATHERIZED HOME SAVES **8,030** GALLONS OF WATER EVERY YEAR.

WATER SAVINGS

THE AVERAGE WEATHERIZED HOME SAVES **\$283** EVERY YEAR.

ENERGY SAVINGS



KILOWATT

WEATHERIZATION | WHAT WE DO

MECHANICAL MEASURES

- Clean, tune, repair, or replace heating and/or cooling systems.
- Install duct and heating pipe insulation.
- Repair leaks in heating/cooling ducts.
- Install programmable thermostats.
- Repair/replace water heaters.
- Install water heater tank insulation.
- Insulate water heating pipes.

BUILDING SHELL MEASURES

- Install insulation where needed.
- Perform air sealing.
- Repair/replace windows/doors.
- Install window film, awnings and solar screens.
- Repair minor roof and wall leaks prior to attic or wall insulation.

HEALTH & SAFETY MEASURES

- Perform heating system safety testing.
- Perform combustion appliance safety testing.
- Repair/replace vent systems to ensure combustion gas draft safely outside.
- Install mechanical ventilation to ensure adequate indoor air quality.
- Install smoke and carbon monoxide alarms when needed.
- Evaluate mold/moisture hazards.
- Perform incidental safety repairs when needed.




ELECTRIC & WATER MEASURES

- Install efficient light sources.
- Install low-flow showerheads.
- Replace inefficient refrigerators with energy-efficient models.



CLIENT EDUCATION ACTIVITIES

- Educate on potential household hazards such as carbon monoxide, mold & moisture, fire, indoor air pollutants, lead paint and radon.
- Demonstrate the key functions of any new mechanical equipment or appliances.
- Discuss the benefits of using energy-efficient products.



Did You Know?

The Weatherization Assistance Program...

-  Has weatherized over 7.4 million homes since it began in 1976
-  Improves the health and safety of residents leading to fewer hospitalizations and missed school days
-  Helps reduce greenhouse gas emissions- the WAP lead to a 7,382,000 metric ton carbon reduction in 2010 alone



The Weatherization Assistance Program...

-  Saves low-income families an average of \$283 per year in energy costs and reduces heating bills by an average of 30% in cold weather states.
-  Returns over \$4 in energy, health, and safety benefits for every \$1 invested in the program
-  Helps the country reduce its dependence on foreign oil and reduce carbon emissions

WEATHERIZATION AND LIHEAP

The Weatherization Assistance Program (WAP) and the Low Income Home Energy Assistance Program (LIHEAP) work together to reduce low-income energy burden and forge an energy efficient future.

A DYNAMIC DUO FOR ENERGY EFFICIENCY:

7.2% OF HOUSEHOLD INCOME

spent on utilities by the average low-income household, more than three times the amount that higher-income households pay (2.3 percent)



WAP SAVES \$283 PER FAMILIES YEAR



on average by installing energy conservation and efficiency measures, made possible in part due to the support of LIHEAP funds

UP TO 15% OF LIHEAP FUNDS

can be transferred by states to their WAP, or up to 25% with a waiver



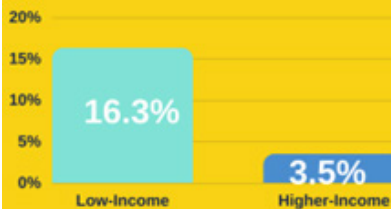
LIHEAP AND WAP IN \$374 MILLION



of LIHEAP funds were allocated to providing WAP services nationwide, investing in long term energy efficiency

AUGUST IS LIHEAP ACTION MONTH!
#LIHEAPACTION

WEATHERIZATION REDUCING ENERGY BURDEN



Low-income households carry a larger energy burden, spending **16.3%** of their income on utility costs, in comparison to only **3.5%** for households above 200% of the poverty level.

ENERGY COST SAVINGS



WATER COST SAVINGS

LOWER UTILITY BILLS



LOWER OUT OF POCKET MEDICAL EXPENSES

FEWER MISSED DAYS OF WORK



MORE DISPOSABLE INCOME

Everyone Deserves A Safe & Healthy Home

June is National Healthy Homes Month (NHHM), created by HUD's Office of Lead Hazard Control and Healthy Homes (OLHCHH). This month-long campaign is designed to educate the public of the strong connection between our health and our homes. Americans spend 90% of their time indoors and millions of homes have anywhere from moderate to severe physical housing problems such as high radon gas levels and water intrusion. These problems are proven to be linked to serious health outcomes such as asthma, lead poisoning, and lung cancer. This year's theme "Check Your Home: Protect Your Family" hopes to raise awareness of possible dangers within homes, provide federal and local resources to mitigate these dangers, and support families to take action.

ASTHMA

The number of children in with asthma has doubled within the past 10 years.

1 in 15

children under 18 years of age have asthma.

PESTICIDES

Did you know? Nearly

one-half

of households with a child under age five have pesticides stored within reach.



ACCIDENTS AT HOME

Each year, accidents in the home hurt over

6.5 million people

LEAD POISONING

1 in 40

American children have too much lead in his/her body.



Information Source: www.hud.gov/healthyhomes



HEALTHY HOMES

& why we need them



Why are Homes Important?

Americans spend 90% of their time indoors, which means they are extremely influenced by these indoor environments. The air quality, water quality, and infrastructure of the home all can have important health implications. The health of our homes is indicative of our own health.

Air Quality

Second-hand smoke, carbon monoxide, dust mites, cockroach and mouse allergens, and mold are all aspects that limit a home's indoor air quality.

Fire Safety

Installing smoke detectors, setting up an escape plan in the case of an emergency, and properly storing candles and lighters greatly improves the safety of a home.

Lead

Lead is a highly toxic metal known to damage the brain and other vital organs that used to be used in paint for homes. Many homes still find traces of it inside.

Drinking Water

Bacteria and viruses, nitrate, lead, and copper, and pesticides can all commonly contaminate a home's water supply.

Healthy are homes are specifically important for children.

Their brains and bodies are still developing.

For their size, children breathe **twice** as much air as adults.

They also drink more water and eat more food.

Any harmful substance they ingest, they will receive in a higher dosage and will have a harder time fighting off.



Start Today

There are plenty of federal and local resources available to gain assistance in assessing the health of your home, learn ways to improve it, and share information with others. Visit www.hud.gov/healthyhomes

Source: www.hud.gov/healthyhomes



THE HEALTH BENEFITS OF WEATHERIZATION

The Weatherization Assistance Program plays a key role in making homes more livable and healthy for at risk families, decreasing doctors visits and improving health outcomes relating to respiratory and other health issues.



ASTHMA

- 65% reduction in the mean number of hospital visits for asthma patients
- Decline in annual Medicaid costs per year and fewer Medicaid claims

ALLERGIES

- Fewer sinus infections, colds, and allergies observed after weatherization



HYPERTENSION

- Less hypertension reported by residents after weatherization

MENTAL HEALTH

- 48% reduction in the number of days in the past month residents reported poor mental health



LESS HOSPITAL VISITS AND DAYS OF WORK MISSED

- Net decrease in days absent from work or school
- Fewer hospital visits after weatherization for individuals with asthma or COPD

SAVING FAMILIES MONEY

Average of \$514 saved per household in out-of-pocket medical expenses after weatherization

\$4.50 in benefits for every DOE WAP dollar spent



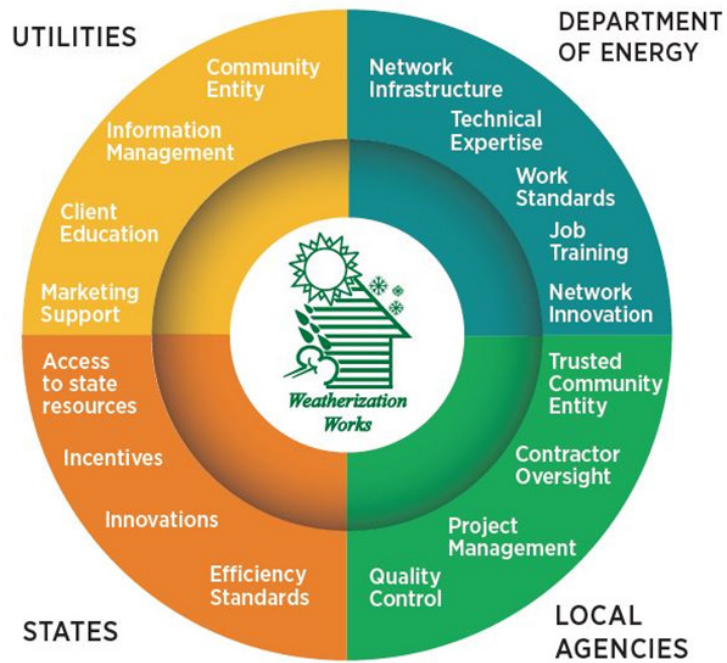
\$2.78 in non-energy benefits including health and safety

\$1.72 in energy savings, which become usable income for other necessities



SOURCE: OAK RIDGE NATIONAL LABORATORY, WEATHERIZATION.ORN.L.GOV

WHEN UTILITY & STATE RESOURCES
ARE PARTNERED WITH THE
WEATHERIZATION NETWORK,
THE LARGER THE IMPACT







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