

BEST LEADERSHIP IN HEALTH DEI

The UCLA Health Homeless Healthcare Collaborative provides a wide range of health care services and resources to unhoused populations in Los Angeles County.

PROBLEM

Every day, 227 people in Los Angeles become homeless, with almost 70,000 people experiencing homelessness across Los Angeles County. Research shows that less than 5% to 10% of this population receives health care.

INSIGHT

Many of the health problems people experiencing homelessness face can be managed or treated with high-quality health care. As one of the leading health care systems in Los Angeles County, UCLA Health is positioned to provide expert care for these community members.

SOLUTION

The UCLA Health Homeless Healthcare Collaborative provides trauma-informed, inclusive and culturally sensitive health care to our unhoused community members. A robust program website has been created to help educate the community about the program and the needs of unhoused individuals.

[The program](#) site uses videos and infographics to explain the unique street medicine care model of bringing mobile clinic services directly to people experiencing homelessness. Specially trained doctors, nurses, social workers, medical assistants and community health workers deliver care seven days a week. They travel to people on the streets and in shelters, encampments, interim housing sites, libraries and soup kitchens, providing a wide range of primary and urgent care services.



Multiple pieces of collateral have been designed to educate the Los Angeles community about this important service, including:

- Direct mailers
- Emails
- Handouts
- Posters and flyers
- Postcards distributed to unhoused populations
- Social media posts
- Infographics

Creating the website involved in-depth interviews with multiple members of the Homeless Healthcare Collaborative team. Hours of work were put into a [brand-new five-minute video](#) to highlight our services.

The video, along with photographs, social media posts, emails and direct mail efforts, was used as part of an effort to raise funds for the Homeless Healthcare Collaborative on Giving Tuesday in November 2022. Funds raised for Giving Tuesday went toward:

- Bringing a psychiatrist into the community to treat 10 individuals with mental health conditions
- Covering lifesaving medications for more than a dozen people
- Equipping an unhoused person with a backpack filled with clean clothes, a sleeping mat and personal hygiene kit
- Paying for a family experiencing homelessness to receive medical checkups and ensuring they were connected with housing, employment, nutrition and dental services
- Providing equipment and supplies for someone with a medical condition, preventing the need for hospitalization

METRICS

In the first year of operation, the Homeless Healthcare Collaborative team totaled more than **9,000** patient encounters.

For Giving Tuesday, contributions to the Homeless Healthcare Collaborative totaled more than **\$26,000**. This record-breaking number was the most UCLA Health has ever raised through Giving Tuesday efforts. This effort also broke the record for highest number of individual donations and most gifts ever received through social media.

Total funds raised from various efforts included:

- **Direct mail:** \$11,663 from 117 donors
- **Social media:** \$8,932 from 81 donors
- **Email:** \$5,917 from 67 donors

In March 2023, the Homeless Healthcare Collaborative received a [\\$25.3 million grant](#) to expand access and enhance coordination of medical and behavioral health care provided to people experiencing homelessness in Los Angeles.

