



**TOTAL COMMUNITY ACTION,
INC. (TCA)**

**1420 S. JEFFERSON DAVIS
PKWY.**

NEW ORLEANS, LA 70125

COMMUNITY OUTREACH

TCA has been operating in Orleans Parish for more than forty-three years.

There is a core group of persons that have been served previously.

There is an awareness of yearly funding.

COMMUNITY OUTREACH

Whenever there is a new award of LIHEAP funds;

The local newspaper is asked to publish information as a public service announcement.

COMMUNITY OUTREACH

At least two local radio stations will provide spot announcements.

If the time to certify customers for awards is compacted, several television spots are purchased.

A telephone bank is in place to accept calls and schedule appointments.

COMMUNITY OUTREACH

There are five neighborhood centers across the metropolitan area for customers to report for certification.

Appointments are scheduled to accommodate less travel for assistance.

COMMUNITY OUTREACH

SUPPLYING INFORMATION TO CUSTOMERS:

Radio and TV spots provide telephone numbers for customers to call for an appointment and to get more information about the program.

The newspaper provides comprehensive information on income guidelines and the documentation needed to obtain assistance.

COMMUNITY OUTREACH

The call to the phone bank establishes the place to report, the date and time and specifies all pertinent family data that is necessary in order to be served. If all data is not brought initially, a return visit will be scheduled.

The call to the phone bank also alerts customers to the members of the priority group. There is also a chance to explain “regular versus crisis” assistance.

COMMUNITY OUTREACH

A news release is given to each employee in the organization so that he/she can tell customers who might contact them how to apply for help.

After the program has been operating for at least two months, a Saturday canvass is performed in neighborhoods that appear not to be calling in for assistance.

COMMUNITY OUTREACH

TCA sponsors a “how-to-clinic” on a bi-monthly basis. The purpose is to show customers some practices that will help save energy and lower their utility bills. Funds are allotted to this endeavor. Everyone that attends is certified for assistance. This is an incentive to attend.

COMMUNITY OUTREACH

A special day is reserved each month to provide assistance for occupants of facilities for the elderly and handicapped.

If the site logistics or personal mobility of the majority of the residents does not permit reasonable access to our office, the staff will go to the facility to certify them.

COMMUNITY OUTREACH

There has been established a “church collaborative” for the metro area. The purpose is to help keep the members of the congregations aware of the various benefits of social agencies; it is also to inform the participating groups of its calendar of events.

COMMUNITY OUTREACH

The local utility company, Entergy New Orleans, provides a notice on the bill that assistance is available to qualifying residents. The utility company also has contact information on its web site for the various agencies throughout the state that provide LIHEAP assistance.