

# GTZ Retention & Re-Engagement Best Practices: CLIENT CELLPHONE CHARGING STATIONS





## The Need:

- Homelessness and marginally housed persons do not have easy access to locations to charge their cell-phones.
- This interferes with their ability to be engaged in navigation, access healthcare, coordinate appointments, and have follow-up conversations about their health issues and care.

## Best Practices:

- **Install low-cost cell-phone charging stations** in appropriate clinic and non-clinic settings where homelessness and marginally housed clients may charge their cell phones so they may remain in contact with their healthcare providers.
- **Locate stations on top of desks where 1-on-1 client provider interactions occur** and last for 30 minutes or longer. Desktop placement (as opposed to under-desk) respects client dignity and serves as a visual cue to charging station availability.
- **Avoid locations with poor security:** reception areas, hallways, low density shared spaces.

## Recommended Equipment: (cost per charging station = \$21)

<p><b>4-in-1 Charging Cable</b></p>	<p>Connector with Lightning / 30 Pin / Micro USB / Mini USB Ports for iPhone, iPad Air Mini, iPod touch Nano, Galaxy (Manufacturer: <a href="#">ivvo</a>) Amazon Order Link (2-pack): \$10.99 (<a href="#">click here</a>)</p>	
<p><b>USB Wall Charger</b></p>	<p>1A/5V Universal Portable Travel Charger (Manufacturer: <a href="#">HONGGE</a>) Amazon Order Link (3-pack): \$10.99 (<a href="#">click here</a>)</p>	
<p><b>Power-strip w/ 12ft Cord</b></p>	<p>6-outlet surge protected powerstrip with 12-foot cord.  Amazon Order Link \$11.87 (<a href="#">click here</a>)</p>	
<p><b>Plastic Zip-Ties</b></p>	<p>Zip-Ties for Securing charging station  Amazon Order Link \$5.99 (100 count) (<a href="#">click here</a>)</p>	

## Setup:



- Place Power-strip on desktop for easy access for clients. 12-ft cord should aid in flexible positioning.
- Secure 4-in-1 Charging Cable with 1 Zip-Tie to cord of the Power-strip.



### Client Acceptability:

- *“You mean I don’t have to crawl on the ground when I first meet you to charge my phone?”* – Client
  - *“I walked 2 clients to a workstation. They looked up at me, sat down, saw the charging connector, pull out their phone and smiled.”*
- Service Provider

### Utilization and Loss Rates:

- Pilot testing at the Positive Resource Center Employment Services showed high utilization – 35% of clients utilized charging station during client visits.
- Low loss rates – 16% per annum loss rate among 12 stations installed.

**"I OFTEN GET ANXIOUS  
WHEN MY PHONE  
IS ABOUT TO DIE"**

**"SOMETIMES I HAVE NO IDEA  
WHERE TO CHARGE MY PHONE"**