

JULY 2021

Energy Assistance Program Communication TOOLKIT - Hmong translations

NOTE: Communication toolkits are also available in Somali, Spanish, Vietnamese

Content includes:

- Most recent news release to share
- Flyers: for printed posters, visual for newsletters or websites
- Social media post draft text plus video links and images
- “How to” video tutorial for how to complete the Energy Assistance Program application
- Article for newsletter

Communications provided below are also posted on [the Energy Assistance Program](#) drop-down page labeled “**Energy Assistance Program Materials**”

Primary link: Please share this link to [the Energy Assistance Program home page](https://mn.gov/commerce/eap.jsp).
mn.gov/commerce/eap.jsp

Latest news release to share:

English	Hmong
Minnesota Department of Commerce encourages thousands of Minnesota households to apply for \$167 million in new funding for Energy Assistance Program	Minnesota Department of Commerce (Feem Hauj Lwm Saib Xyuas Kev Lag Luam) tau nqua hu kom ntau txhiab yim neeg nyob hauv Minnesota kav tsij los mus ua ntawv thov pob nyiaj \$167 million (plhom) uas yog muab los ua pob peev nyiaj tshiab rau Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob) URL: https://mn.gov/commerce-stat/pdfs/2021-07_News%20release_EAP_Hmong.pdf

Flyers: for printed posters, visual for newsletters or websites
[Hmong flyer](#)

Please consider posting in public/high-traffic areas, such as grocery and convenience stores, lobby or laundry rooms for multifamily housing, public events such as farmers’ markets. If you need support for printing/ mailing posters, contact Commerce Communications Director Mo Schriener at mo.schriener@state.mn.us.

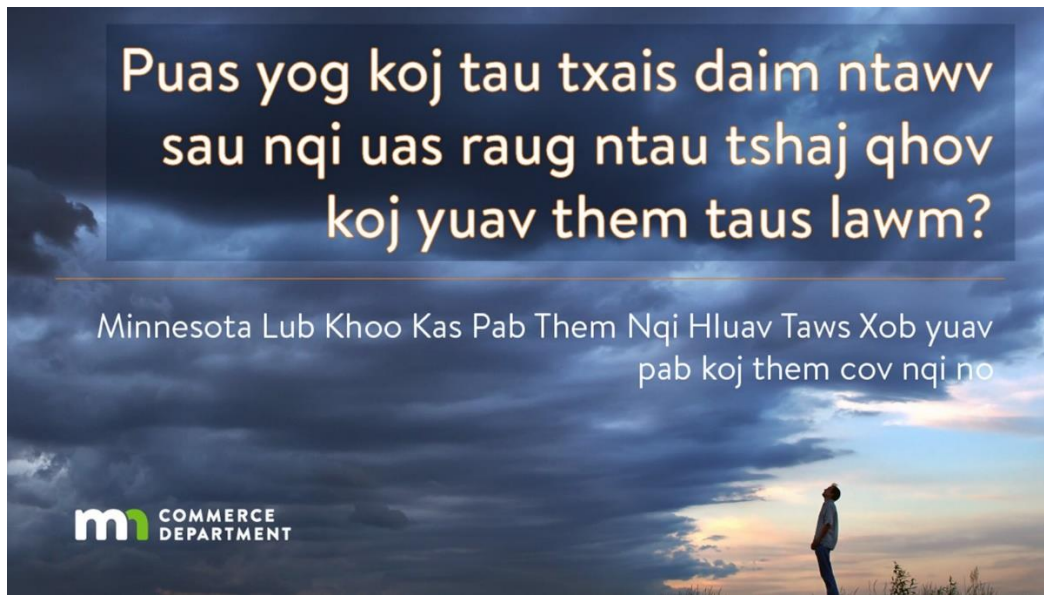
Social media posts: Three options:

- 1). Share posts about the Energy Assistance Program from the Department of Commerce accounts: @MNCommerce [Facebook account](#) @MNCommerce [Twitter account](#)
- 2). Copy and paste the posts below, using VIDEO or IMAGES as noted.
- 3). Tailor your own posts: Please use this hashtag #MNEnergyAssistance
The hashtag will allow Commerce and our partners to help track and amplify posts.

Visuals for social media posts include image and how-to video

Social media posts with IMAGE

Right-click on the image and save:



English	Hmong
<p>EAP post #1: Do you have a tough time paying your energy bills? Get those bills paid: Apply now for Minnesota’s Energy Assistance Program. More Minnesotans are eligible than ever before. See @MNCommerce for more info. Apply at mn.gov/commerce/eap.jsp #MNEnergyAssistance</p>	<p>EAP post #1: Koj puas muaj ib lub sij hawm nyuaj los mus them koj cov nqi hluav taws xob? Muab tej nqi ntawd them kom tag: Ua ntawv thov rau Minnesota Lub Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob). Yuav muaj ntau tus neeg Minnesota dua li yav dhau los muaj cai tsim nyog tau txais. Mus saib @MNCommerce hais txog rau cov lus qhia paub ntau ntxiv. Ua ntawv thov rau mn.gov/commerce/eap.jsp #MNEnergyAssistance</p>
<p>EAP post #2: More Minnesotans are eligible for energy assistance than ever before. Get up to \$1,600 to help pay your energy bills.</p>	<p>EAP post #2: Yuav muaj ntau tus neeg Minnesota dua li yav dhau los muaj cai tsim nyog tau txais kev pab them nqi hluav taws xob lawm.</p>

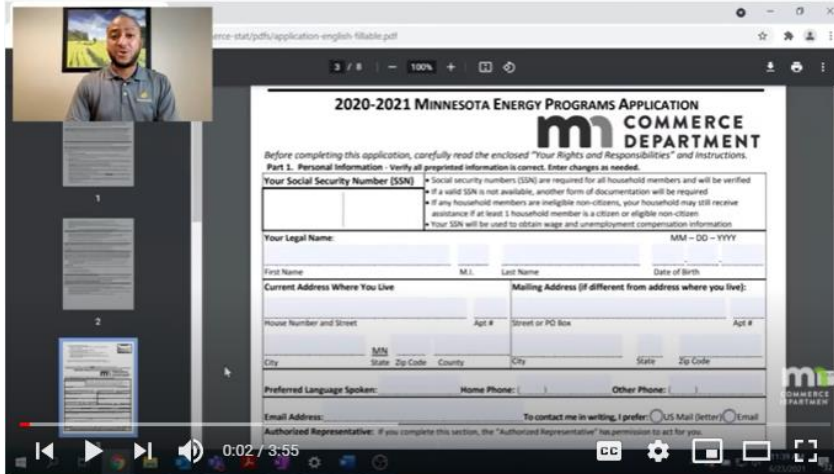
<p>Apply now: mn.gov/commerce/eap.jsp More info @MNCommerce #MNEnergyAssistance</p>	<p>Tau txais siab txog \$1,600 los mus pab them koj cov nqi hluav taws xob. Ua ntawv thov kiag tam sim no rau: mn.gov/commerce/eap.jsp Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>
<p>EAP post #3: Are you stressed about paying utility bills? Apply for Minnesota’s energy assistance program today. Get up to \$1,600 to help pay your energy bills. You could get \$1,200 more to cover past-due bills. Apply now mn.gov/commerce/eap.jsp More info @MNCommerce #MNEnergyAssistance</p>	<p>EAP post #3: Koj puas muaj kev ntxhov siab txog kev them nqi hluav taws xob? Ua ntawv thov rau Minnesota lub energy assistance program (lub khoo kas pab them nqi hluav taws xob) hnuv no kiag. Tau txais siab txog \$1,600 los mus pab them koj cov nqi hluav taws xob. Koj tuaj yeem tau txais \$1,200 ntxiv los mus them cov nqi hluav taws xob uas tseem tsis tau them. Ua ntawv thov kiag tam sim no rau mn.gov/commerce/eap.jsp Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>
<p>EAP post #4 We know this past year has been tough. We can help. Apply for Minnesota’s energy assistance program today. More Minnesotans are eligible than ever before. You may also qualify for home improvements Apply now mn.gov/commerce/eap.jsp More info @MNCommerce #MNEnergyAssistance</p>	<p>EAP post #4 Peb paub tias xyoo tas los no yog ib xyoos uas nyuaj heev. Peb tuaj yeem pab tau. Ua ntawv thov rau Minnesota lub energy assistance program (lub khoo kas pab them nqi hluav taws xob) hnuv no kiag. Yuav muaj ntau tus neeg Minnesota dua li yav dhau los muaj cai tsim nyog tau txais. Tej zaum koj kuj tseem yuav tuaj yeem muaj cai tsim nyog tau txais kev pab txhim kho koj lub tsev thiab Ua ntawv thov kiag tam sim no rau mn.gov/commerce/eap.jsp Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>
<p>EAP post #5 Still worrying about bills from last year? We can help. Apply for Minnesota’s energy assistance program today to get up to \$1600 to pay energy bills. More Minnesotans are eligible than ever before. Apply now mn.gov/commerce/eap.jsp More info @MNCommerce #MNEnergyAssistance</p>	<p>EAP post #5 Tseem pheej txhawj xeeb txog cov nqi nyob rau lub xyoo tas los puas yog? Peb tuaj yeem pab tau. Ua ntawv thov rau Minnesota lub energy assistance program (lub khoo kas pab them nqi hluav taws xob) hnuv no kiag kom tau txais txog \$1600 los them nqi hluav taws xob. Yuav muaj ntau tus neeg Minnesota dua li yav dhau los muaj cai tsim nyog tau txais. Ua ntawv thov kiag tam sim no rau mn.gov/commerce/eap.jsp Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>

Social media posts with tutorial video: “How to complete the Energy Assistance Application

Commerce YouTube channel “How to...” playlist: [Here’s link](#)

NOTE: Transcripts for the YouTube videos are available in Hmong

Right click to save the image with “How to...” posts:



English	Hmong
<p>“How to...” Post #1 How could you get \$1,600 to pay for your energy bills? Where do you apply for MN’s Energy Assistance Program? How do you complete the application? See videos here to show you how: https://www.youtube.com/playlist?list=PlobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 More info @MNCommerce #MNEnergyAssistance</p>	<p>“How to...” Post #1 Koj yuav ua li cas thiaj tau txais \$1,600 los them koj cov nqi hluav taws xob? Koj yuav mus ua ntawv thov MN Lub Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob) rau qhov twg? Kuv yuav ua daim ntawv thov li cas? Saib cov yeeb yaj kiab no los mus qhia koj tias sau li cas: https://www.youtube.com/playlist?list=PlobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>
<p>“How to...” Post #2 What info do you need to get your energy bills paid by MN’s Energy Assistance Program? Do you have questions about the application for energy assistance? For each step on how to apply, view https://www.youtube.com/playlist?list=PlobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 More info @MNCommerce #MNEnergyAssistance</p>	<p>“How to...” Post #2 Cov ntaub ntawv uas koj yuav tsum muaj kom tau txais kev pab them koj cov nqi hluav taws xob los ntawm MN Lub Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob) yog dab tsi? Koj puas muaj lus nug dab tsi txog kev ua daim ntawv thov rau lub khoo kas pab them nqi hluav taws xob? Hais txog rau txhua kauj ruam txog kev ua ntawv thov, mus saib https://www.youtube.com/playlist?list=PlobJC0u01rYr3mL5LQev5e3a1Uvhy9mn7 Muaj lub qhia paub ntau ntxiv ntawm @MNCommerce #MNEnergyAssistance</p>

Article for newsletter/ website

Zaj Lus Hais Txog: Rau ntawv xov xwm thiab cov ntsiab lus hauv tus vev xaib

Ua ntawv thov tam sim no rau Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob) kom tau txais txog \$1600 los mus them koj cov nqi hluav taws xob

Lub xyoo dhau los no yog ib xyoos uas nyuaj rau cov pej xeeem Minnesota heev. Vim li ntawd thiaj li muaj cov kev xaiv rau koj kom tau txais nyiaj pab them nqi hluav taws xob, tsis hais koj xauj tsev nyob los sis koj muaj koj tsev, tsis hais koj tseem tshuav cov nqi hluav taws xob uas tsis tau them los xij, los sis yog koj tau txais daim ntawv sau nqi uas raug nyiaj ntau rau kev siv hluav taws xob los sis siv lub tshuab ua cua sov.

Ua Ntawv Thov rau Minnesota Lub Energy Assistance Program (Lub Khoo Kas Pab Hluav Taws Xob). Yuav muaj ntau tus neeg Minnesota dua li yav tas los muaj cai tsim nyog tau txais lub khoo kas no. Minnesota Department of Commerce (Minnesota Feem Hauj Lwm Saib Xyuas Kev Ua Lag Luam) tau txais tsoom hww pob peev nyiaj pab ntxiv \$167 million (plhom) dhau los ntawm American Rescue Plan Act (Tsab Cai Hais Txog Kev Cawm Neeg Meskas) los mus ua pob nyiaj pab rau Minnesota Lub Energy Assistance Program (Lub Khoo Kas Pab Them Nqi Hluav Taws Xob).

Thov ib daim ntawv thov los sis nrhiav lub chaw muab kev pab cuam hauv koj cheeb tsam:

Hu rau 800-657-3710 thiab nias 1

LOS SIS mus tshawb hauv online rau “Minnesota energy assistance (Minnesota kev pab them nqi hluav taws xob)”

LOS SIS mus hauv online: mn.gov/commerce/eap.jsp

- Cov tswv tsev **thiab cov neeg xauj tsev** puav leej tuaj yeem muaj cai tau txais kev pab them nqi hluav taws xob.
- Feem Hauj Lwm Saib Xyuas Kev Ua Lag Luam tau muab qib ntawm cov nyiaj uas tsev neeg khwv tau los kom muaj cai tsim nyog tau txais nce siab dua qub tuaj lawm, yog li yuav muaj ntau yim neeg hauv **Minnesota dua li yav dhau los muaj cai tsim nyog tau txais kev pab them nqi hluav taws xob lawm.** Piv txwv li: ib tsev neeg uas muaj plaub leeg tuaj yeem muaj cov nyiaj uas khwv tau los hauv ib xyoos txog \$65,228 txhawm rau kom tsim nyog tau txais.
- Koj yuav tuaj yeem **tau txais txog \$1,600 los mus them nqi hluav taws xob** thiab tej zaum kuj yuav muaj cai tsim nyog tau txais **ntxiv \$1,200** los them cov nqi uas tseem tsis tau them.
- Los ntawm kev ua ntawv thov rau lub khoo kas pab them nqi hluav taws xob, cov cuab yim neeg hauv Minnesota yuav tuaj yeem muaj cai tsim nyog tau txais Lub Weatherization Assistance Program (Lub Khoo Kas Pab Thaiv Kub-Thaiv No) los mus them **nqi kho tsev pub dawb kom pab txuag hluav taws xob** thiab pab txo koj cov nqi hluav taws xob hauv tsev kom txhob kim-kim mus ib txhis.

Cov neeg uas tshuav cov nqi dej nqi hluav taws xob uas tseem tsis tau them: Tiv tauj rau koj lub tuam txhab dej/hluav taws xob los mus thov tsim daim phiaj xwm rau kev them rov qab. Cov tuam txhab dej/hluav taws xob uas raug tuav tswj yuav tsis nplua kev them nqi lig los sis yuav tsis rau txim rau cov neeg siv dej/hluav taws xob uas tau nkag mus rau thiab ua raws li txoj phiaj xwm kev them rov qab. Hais txog rau kev pab ntau ntxiv, PUC Lub Consumer Affairs Office (Lub Chaw Ua Hauj Lwm saib Xyuas Cov

Neeg Siv) yuav los teb cov lus nug thiab yuav los muab cov kev pab daws teeb meem rau cov neeg siv dej/hluav taws xob. Hu rau 651-296-0406 los sis 1-800-657-3782, los sis sau email rau customer.puc@state.mn.us.