Piecing it Together:
A Framing Playbook for Affordable Housing Advocates
Meet the Presenters

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www.Opportunity360.org
Enterprise and FrameWorks teamed up to produce the most comprehensive set of tools for understanding how to advance better housing narratives.

- **Narrative Scan of the Housing Field** (including interviews and document review of the top 20 housing advocacy organizations in the country alongside a media scan)

- **Map the Gaps Report** (comparing the views of leading housing experts across the country and ordinary Americans)

- **Peer Discourse Sessions & Focus Groups** (to understand how peer groups across different regions of the country talk about and think about housing)
Enterprise and FrameWorks teamed up to produce the most comprehensive set of tools for understanding how to advance better housing narratives.

- **You Don’t Have to Live Here** (understanding what messages are backfiring and some initial recommendations)

- **Affordable Housing Playbook** (distillation of the top recommendations for changing messaging practices within the field)

- **Finding a Frame** (a summary of the findings from both qualitative and quantitative research done to find better ways to message about housing)
Building Public Will to Scale Housing Solutions is Tough
Building Public Will to Scale Housing Solutions is Tough

“You Don’t Have to Live Here”
Why Housing Messages Are Backfiring and 10 Things We Can Do About It

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Housing Message Backfires

The NIMBY and Natural Segregation Backfire
Who wants to live next to poor people? I worked to get out of that ghetto.

The Facts Don’t Fit the Frame Backfire
Most people I know are doing pretty OK. These data don’t sound right to me.

The Crisis and Fatalism Backfire
So, you’re saying we have to address poverty and change the housing market? Good luck! How can we ever hope to change issues this big?

The Separate Fates and Zero-Sum Thinking Backfire
This issue has nothing to do with me. It’s not my responsibility to solve other people’s problems.

The Mobility, Personal Responsibility and Self-Makingness Backfire
Buy the house you can afford or move. Stop making poor decisions and asking me to pay for them.

The Thin Understanding of Cause and Effect Backfire
What has changed? Why is this happening to so many people these days?
Reframing Research

- Expert Interviews
- Map the Gaps Analysis
- Values & Other Frame Tools (Messengers, Facts/Solutions, Explanatory Examples)
- Metaphor "Kitchen"
- "Smell Tests"
- On-the-Street Interviews
- Tool and Strategy Design Lab
- Survey Experiments
- Persistence Trials

- Cultural Models Interviews
- Explanatory Metaphor Research
- Peer Discourse Sessions
7 Recommendations From the Research

1. Use the Values of Fairness Across Places & Regional Interdependence.
2. Avoid consumerist language.
3. From the individual to the collective.
4. Explain how policies affect equity—without condemning the entire public and private sectors.
5. Introduce race productively.
6. Position community development organizations as solving the puzzle of varying concerns, expertise, and resources.
7. Highlight possibilities for wide-scale improvement—not wide-scale disaster.
Setting the Problem

Where people start: 
*Consumerism*
Setting the Problem

*Not this*

"Housing affordability is a major problem for many people in our community."

*This*

“Our community’s housing costs place quality homes out of reach for many people in our community.”
Use the value of **Fairness Across Places** to highlight how place and opportunity are connected.

Use the value of **Regional Interdependence** to challenge Separate Fates thinking.
Sample tweets with **Regional Interdependence**

**Sample Tweeter**  @Sample_Tweeter  01 Jan 2018

What affects one part of our region affects us all. When housing costs are high, people spend too much time commuting from home to work. Lower housing costs make sure that people can live where they work, which means less traffic and cleaner air for all. Together we can support more inclusive #housing policies: [LINK]

**Sample Tweeter**  @Sample_Tweeter  01 Jan 2018

We are all in this together. As rents rise but wages stay the same, workers that we all depend on are priced out. Without a diverse workforce, our economy suffers. Our region’s economic vitality depends on policies that lower housing costs.
Use the *Solving the Puzzle* explanatory metaphor to talk about the work of community development.
Be specific in describing community development organizations:

• *Mission-driven, not profit-driven*
• *Accountable to residents*
• *Equipped with distinctive expertise*
Don’t just name it. 
*Explain it.*
Using the Research and What’s Ahead

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Just Ahead
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In partnership with Enterprise Community Partners