



CENTER for
COMMUNITY CHANGE



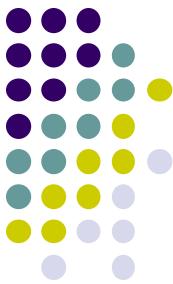
Framing Home: Lessons learned from a decade of progress



Annual Meeting and Reception
September 19, 2013



Thanks to



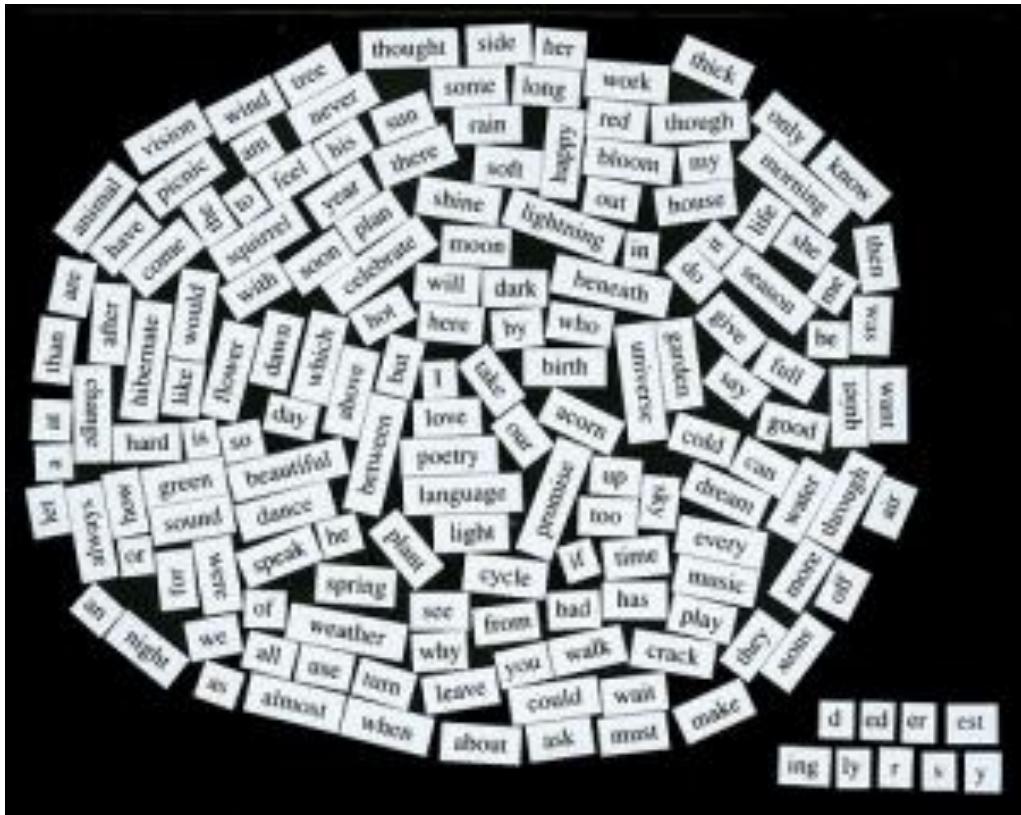
www.publicworkspartners.net

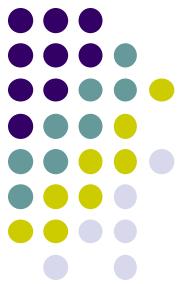


www.neighborhoodpartnerships.org



The power of our words





*The way the world is
imagined determines
at any time what
[people] may do.*

-Walter Lippman



We Need to Build Public Will



without it nothing can succeed.

Consequently, he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions *possible* or *impossible* to be executed.“

- Abraham Lincoln



**We need to change the terrain on which
discussions about our issues occur**

$$p(x) = \int_{-\infty}^{\infty} f(x) e^{-\mu x} dx$$

$$y = \sum_{x \in \text{Support}[\mathcal{X}, \infty)} g(x) e^{-\mu x}$$

cultural models

media

$$f(x) = \frac{1}{x \sigma \sqrt{2\pi}} e^{-\frac{(x-\mu)^2}{2\sigma^2}}$$

knowledge

frames

$$\int_{-\infty}^{\infty} x f(x) dx$$

experience

stories

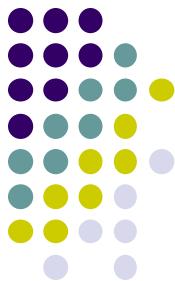
$$g(x) = \exp(\mu + \sigma/2)$$

$$\frac{e^{\mu}}{x} \left(\frac{e^{\sigma^2}}{x-1} e^{2\mu + \sigma^2} + \frac{e^{-\sigma^2}}{x+1} e^{2\mu - \sigma^2} \right) + 1$$

stereotypes

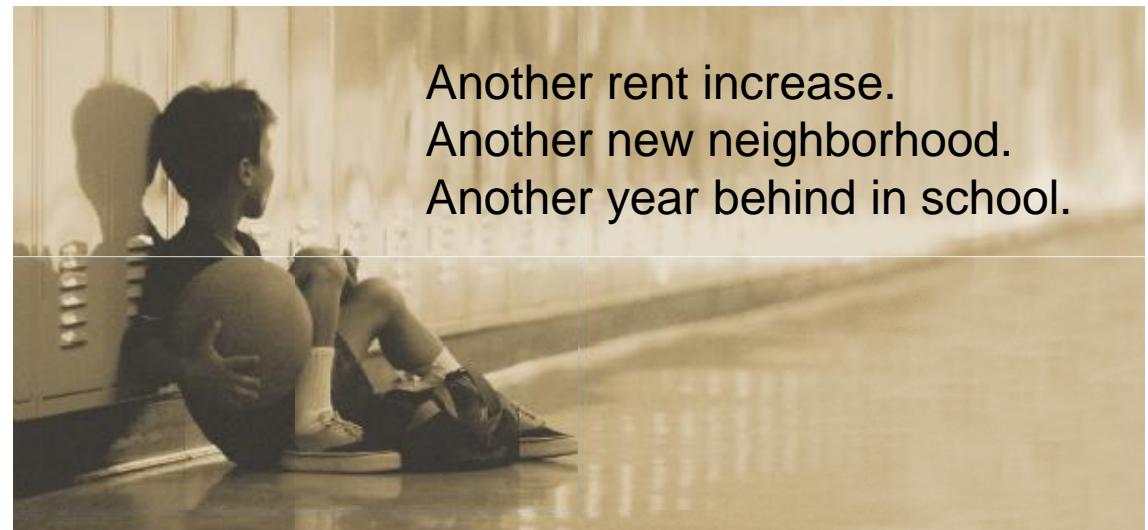
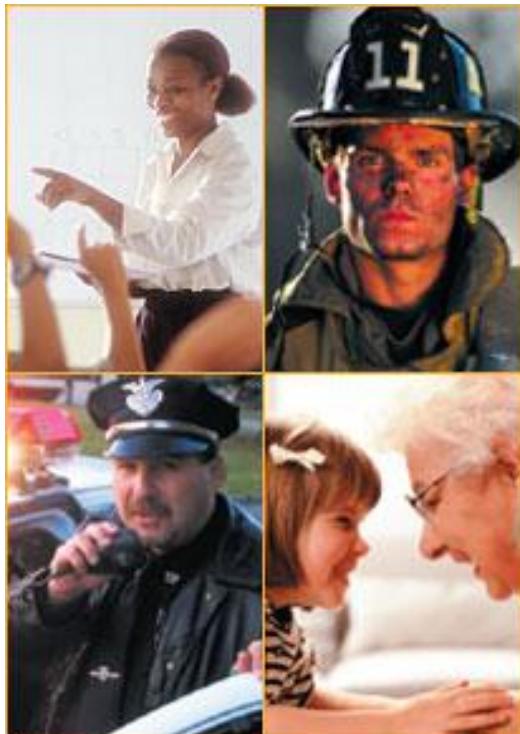
$$\text{Entropy} \left(\frac{1}{2} + \frac{1}{2} \ln(2\pi\sigma^2) \right) + \mu$$





Decade of Progress

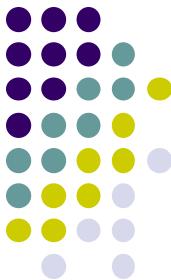
We Need the People
Who Need Affordable
Housing



Another rent increase.
Another new neighborhood.
Another year behind in school.



An Ohio story



Ohio Housing Trust Fund

- Est. in 1991 by legislature
- Initial allocation \$5 million
- In 2003, legislature dedicates portion of document recordation fee to OHTF
- Beginning in FY 2006-2007, the legislature appropriated \$53 million each year
- Specter of raid in 2011 session most serious threat in 20 years



Bill Faith, COHHIO



Demonstrate Economic Impact



- Between 2006 & 2009, Ohio Housing Trust Fund contributed \$2.6 billion to state economy
- Tax contributions from 32,000 an additional \$829 million

vs⁺ Vogt Santer Insights

Economic and Job Creation Impact Study
of
The Ohio Housing Trust Fund Allocations
Fiscal Years 2006-2009

Effective Date
March 10, 2011

This *Economic and Job Creation Impact Study* was made possible with support from:

PNC **Finance Fund** **FIFTH THIRD BANK**
LISC **ohfa** **COHHIO**

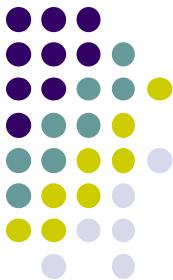
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People and the promise of home



COHHIO 2013 Trust Fund Report





The Trust is a Must
for our community | for our economy | for our future

Learn more about the Ohio Housing Trust Fund by visiting our Advocacy page at www.cohhio.org

Ohio CDC Association

COHHIO

The Trust is a Must

for our community | for our economy | for our future



The Ohio Housing Trust Fund
Serving Ohio's critical housing needs in all 88 counties since 1991

COHHIO



Growing Movement



It's not what you say. It's what they hear.



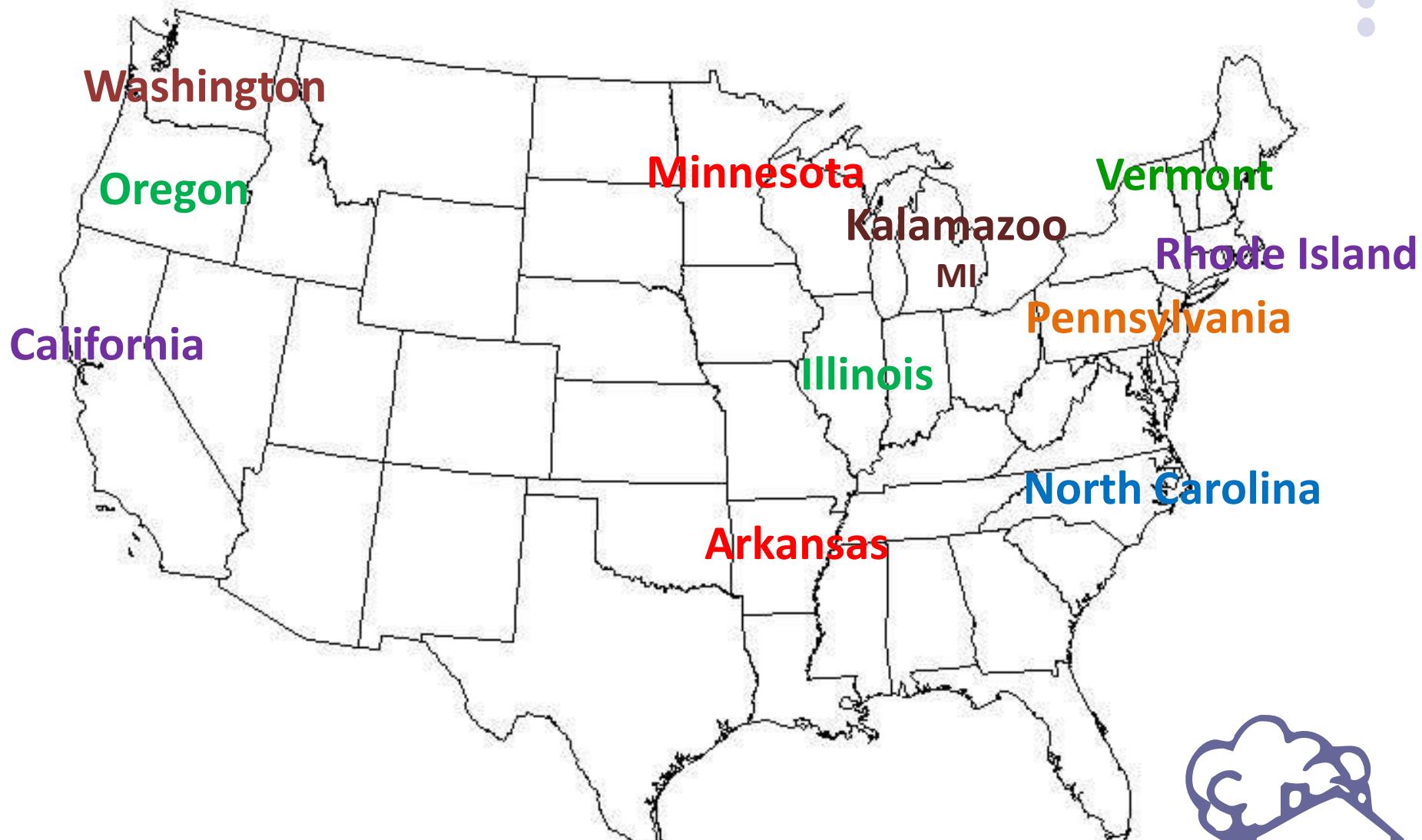
*And what people hear
is **as much about them**
as it is about your
message*

Frank Luntz





Public Opinion Research



The Value of 'Home'





What We Know

opportunity

security

reward for work

fairness

home

Value frames
that work for
housing

stability

responsibility to care
for the less fortunate





Housing Alliance Message Frames

Everyone should have the opportunity to live in a safe, healthy, affordable home

2008 Research -- 4 most populous counties in the state, and a statewide survey, to determine the value-based messages

about affordable housing that resonated most with the voting public -- for working people to afford housing and still have enough money for the basics like groceries, gas and child care

Respondents indicated the messengers they would like to hear from most are:

Children deserve a chance to succeed in school and in life, which all begins with having a safe, decent place to live

- a formerly homeless person, and

It's better for society, the environment and families if people can afford to live close to where they work

The action survey respondents were most likely to take after reading the messages was . . . to VOTE!

* Can insert US military veterans, senior citizens, people with disabilities, and families





Top Arkansas Messages

March 2011

- Every child deserves a safe place to call home
- 501 registered Arkansas voters, even divided among the State's 4 legislative districts. Interviewed by phone from Feb 21, 2011 to March 3, 2011
- A place to call home offers seniors* an opportunity to live and grow with independence and dignity
- Our veterans should have access to safe, affordable housing
 - elderly
- Hardworking Arkansans should be able to afford a home and still have enough money for groceries
 - working poor
 - people with serious disabilities
 - and child care
 - survivors of domestic violence

* Can insert *people with disabilities* into this message.



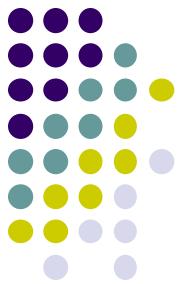


National survey conducted by Hart Research in February and March 2013. Commissioned by the MacArthur Foundation.

- **The relationship between the parents;**
- Two-thirds of adults (65%) now believe the focus of national
- **The mental health and well-being of the family**
- **and communities;**
- **Three in five adults (61%) now believe that renters can be**
- **as successful as owners in achieving the American**
- **Individuals' and families' financial security.**



Expanding Frames into a Cohesive Narrative



Connect home to broader issues:



Education &
childhood
development



Expanding Frames into a Cohesive Narrative



Connect home to broader issues:



Aging with dignity
and security



Expanding Frames into a Cohesive Narrative



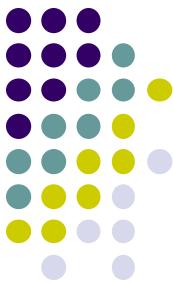
Connect home to broader issues:



Equal access and opportunity for people with disabilities



Expanding Frames into a Cohesive Narrative



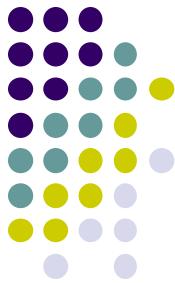
Connect home to broader issues:



Public health &
community well-
being



Expanding Frames into a Cohesive Narrative



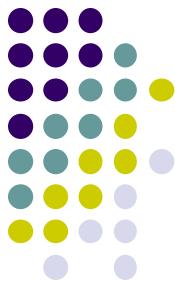
Connect home to broader issues:



Where people live vs where people work

Transportation ridership & housing





What we know

The issue is the broken housing market



Housing Wage-Arizona

2012 Housing Wage-U.S.
Two-Bedroom @ \$694/mo = \$17.19
Studio \$13.08

Renter Wage-Arizona

Two-Bedroom \$18.79
Estimated Mean Renter Wage \$14.20
Three-Bedroom \$25.29

Four-Bedroom \$29.23

Housing Wage-Phoenix-Mesa-Scottsdale

Two-Bedroom @ \$925/mo = \$17.79
2012 Renter Wage-U.S.

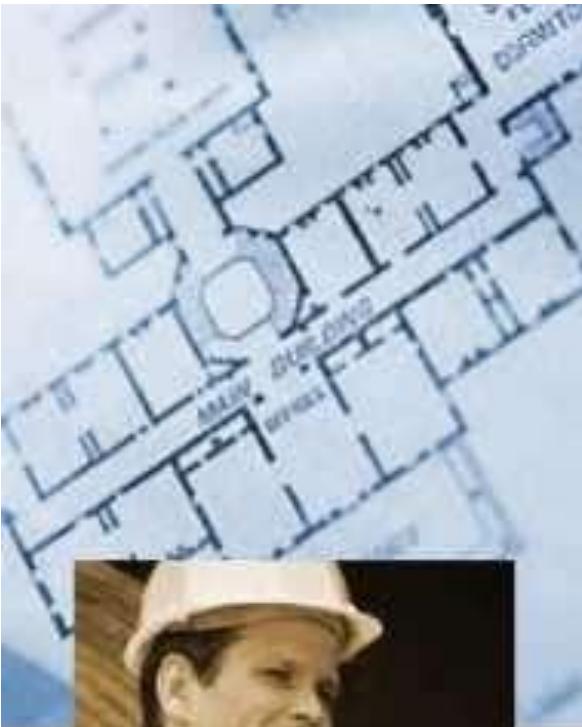
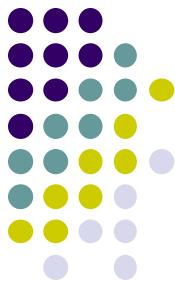
Renter Wage-Phoenix-Mesa-Scottsdale

Estimated Mean Renter Wage \$14.32
Estimated Mean Renter Wage \$15.00

-Out of Reach 2013, NLIHC
SST payment(statewide) = \$710/mo.



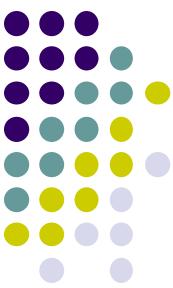
The economic case



Investing in Affordable Homes is Good Fiscal Policy. Document the impact investing in affordable housing has on the community, including: creating jobs, adding to the tax base, revitalizing neighborhoods, etc.

Investing in Affordable Homes Leverage Additional Funds. Housing trust funds commit revenues to affordable housing and for every dollar they invest, \$7.00-\$10.00 or more are leveraged from other public and private sources.





Values-based Messaging. . .

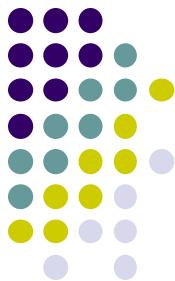
**reframes the
conversation**

**changes the
possibilities**



“...organizing principles that are socially shared and persistent over time, that work symbolically to meaningfully structure the social world.... Frames structure. That is, they impose a pattern on the social world.”

- Stephen Reese in *Framing Public Life*, 2001



Framing

Framing is about how people derive meaning from the world around them. Linguists talk about frames as structures residing in our brain, like ready-made storylines, that let us “fill in the blanks” so cues in the world around us make sense.

Vol 16, BSMG



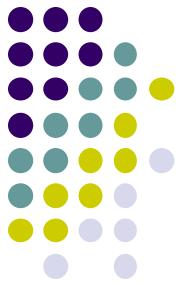


Just a few cues. . .

AFFORDABLE HOUSING



... might surprise you



AEEQPNDARIF UQHSINC



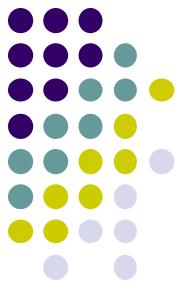


our brains are
rapidly
seeking to
connect new
information to
the existing
stories in our
heads

Frames Influence Decisions

“Every frame defines the issue, explains who is responsible, and suggests potential solutions. All of this is conveyed by images, stereotypes, or anecdotes.”

- Charlotte Ryan, Prime Time Activism, 1991



*The way the world is
imagined determines
at any time what
[people] may do.*

-Walter Lippman



Values Matter

- We reason first from deeply held values.
- Values help answer: “Why does this matter to me/us?”
- We need to start with **Values**, not with the policy and program details



Lakoff's three levels of analysis

Level 1: **Big ideas and universal values like fairness, equality, and justice**

Level 2: **Issue types such as civil rights, the environment, and public health**

Level 3: **Specific policy areas such as affordable housing, beer taxes, and toxic waste sites**

Level 1 Housing Frames



opportunity fairness

security home stability

responsibility to care
for the less fortunate

reward for work





Having a strategic communications and media plan is an essential **tool** for effective advocacy

Communications and media plans are a **function** of your overall strategy





Speaking with One Voice



Repetition, Repetition, Repetition



establishes a steady drum beat





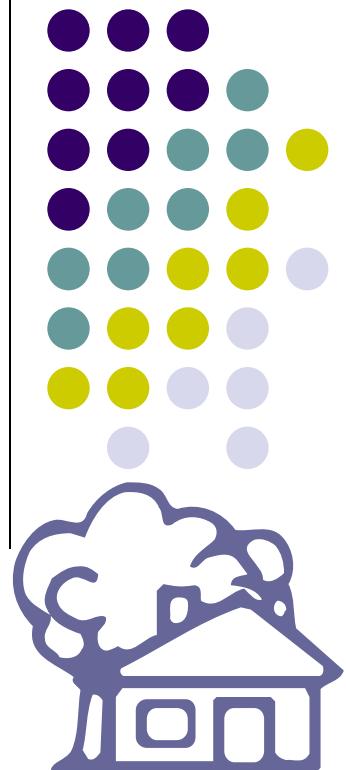
Home is the Solution





CENTER *for*
COMMUNITY CHANGE

To learn more, go to the
Making Your Case
section at
housingtrustfundproject.org





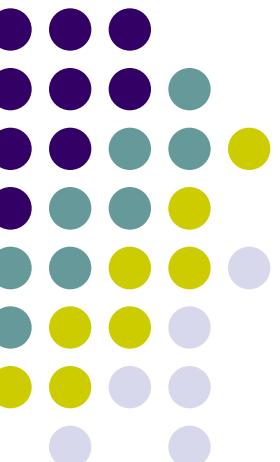
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The Housing Trust Fund Project publishes a quarterly e-newsletter with updates on state and local housing trust fund campaigns from around the country.

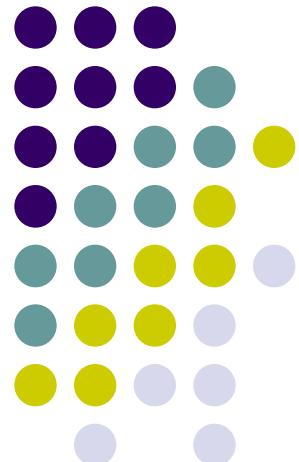
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CENTER *for* COMMUNITY CHANGE

Center for Community Change



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