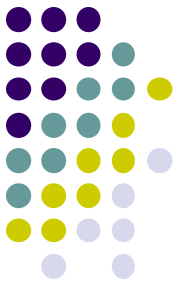




CENTER *for*
COMMUNITY CHANGE



Framing Home:

Lessons learned from a decade of progress

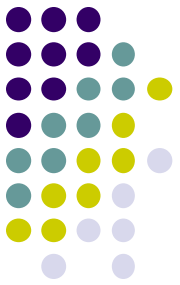


Members Meeting

June 13, 2014



Thanks to



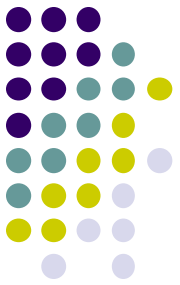
www.publicworkspartners.net



www.neighborhoodpartnerships.org





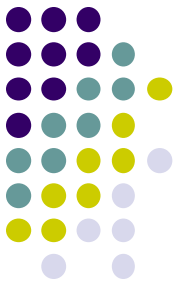


*The way the world is
imagined determines
at any time what
[people] may do.*

-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**

We are not blank

experience slates

stereotypes

patterns of association

cultural models

media

frames

knowledge

stories

myths



Decade of Progress

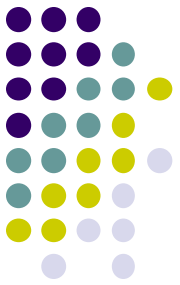
**We Need the People
Who Need Affordable
Housing**



An Ohio story

Ohio Housing Trust Fund

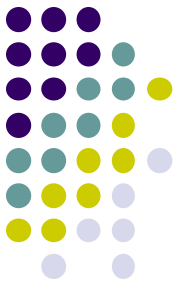
- Est. in 1991 by legislature
- Initial allocation \$5 million
- In 2003, legislature dedicates portion of document recordation fee to OHTF
- Beginning in FY 2006-2007, the legislature appropriated \$53 million each year
- Specter of raid in 2011 session most serious threat in 20 years



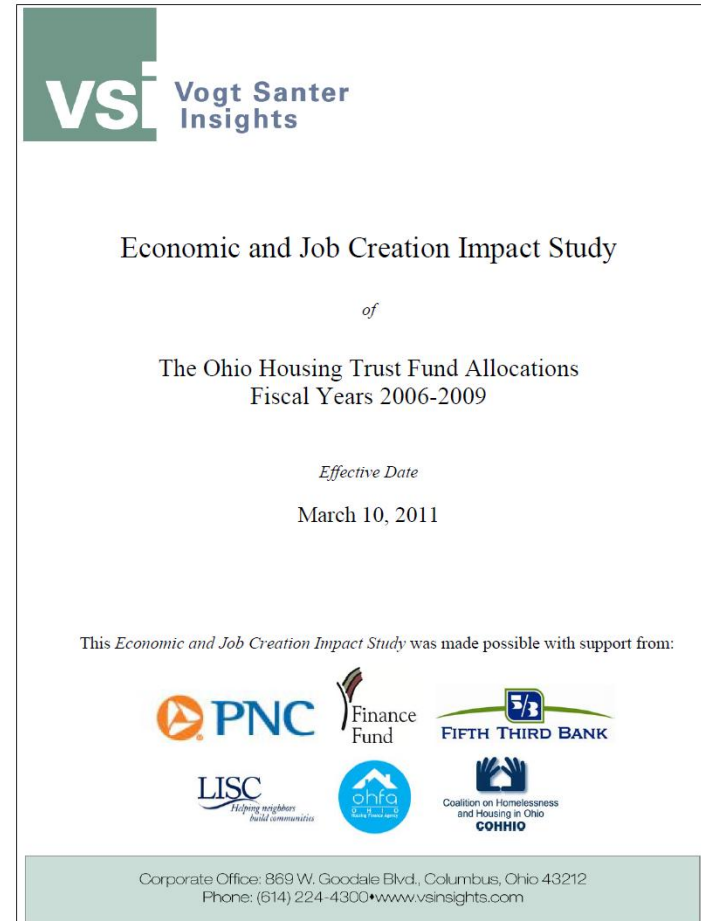
Bill Faith, COHHIO



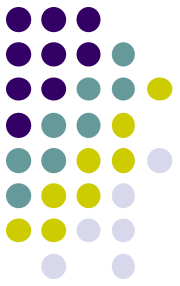
Demonstrate Economic Impact



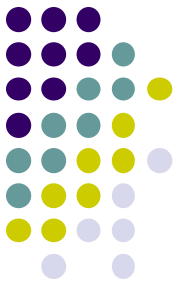
- Between 2006 & 2009, Ohio Housing Trust Fund contributed \$2.6 billion to state economy
- Tax contributions from 32,000 an additional \$829 million



People and the promise of home



COHHIO 2013 Trust Fund Report





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

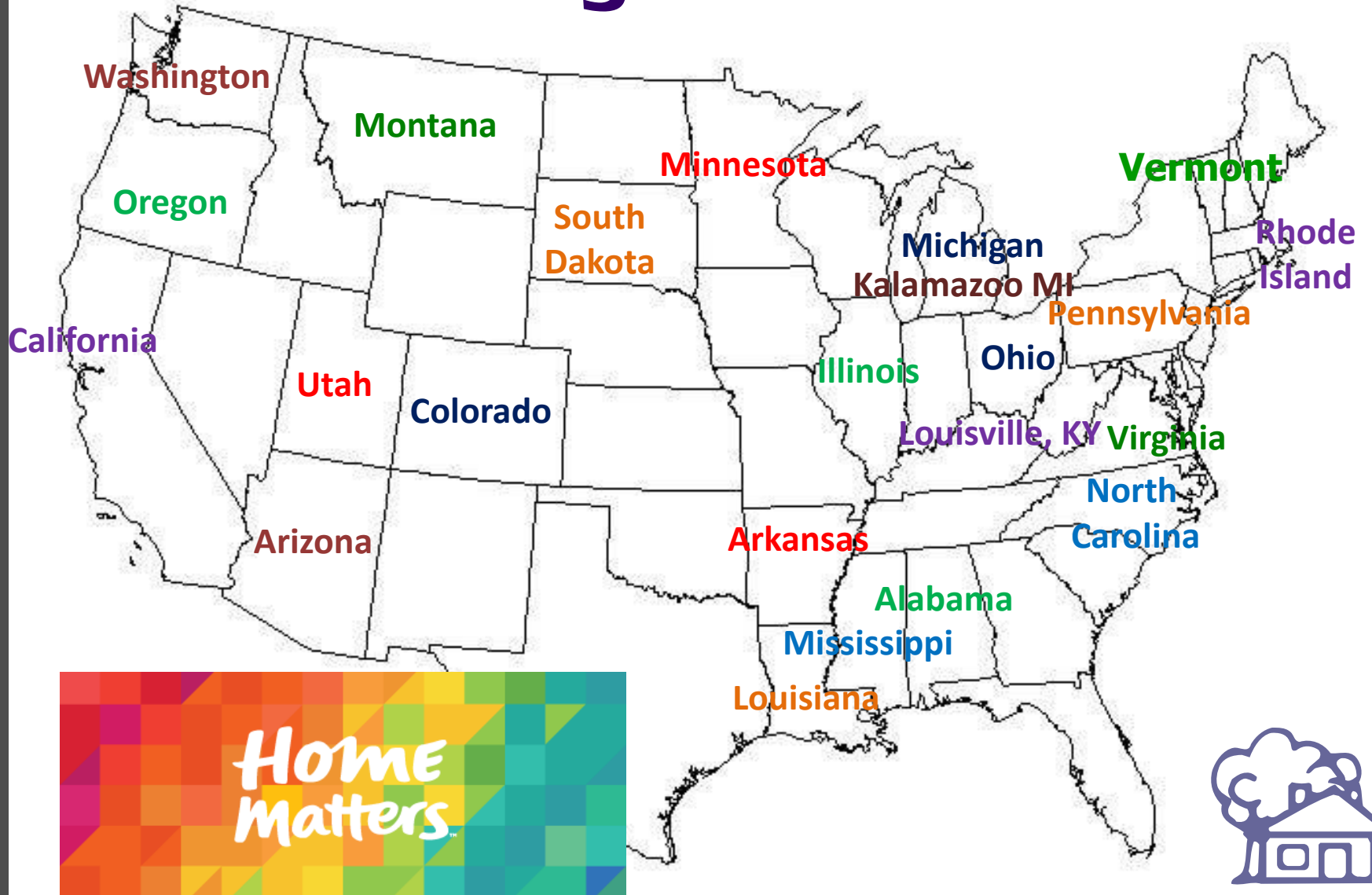


The Ohio Housing Trust Fund
Serving Ohio's critical housing needs in all 88 counties since 1991

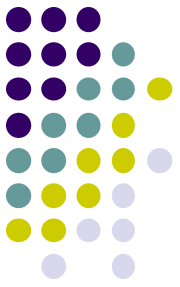




Growing Movement



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

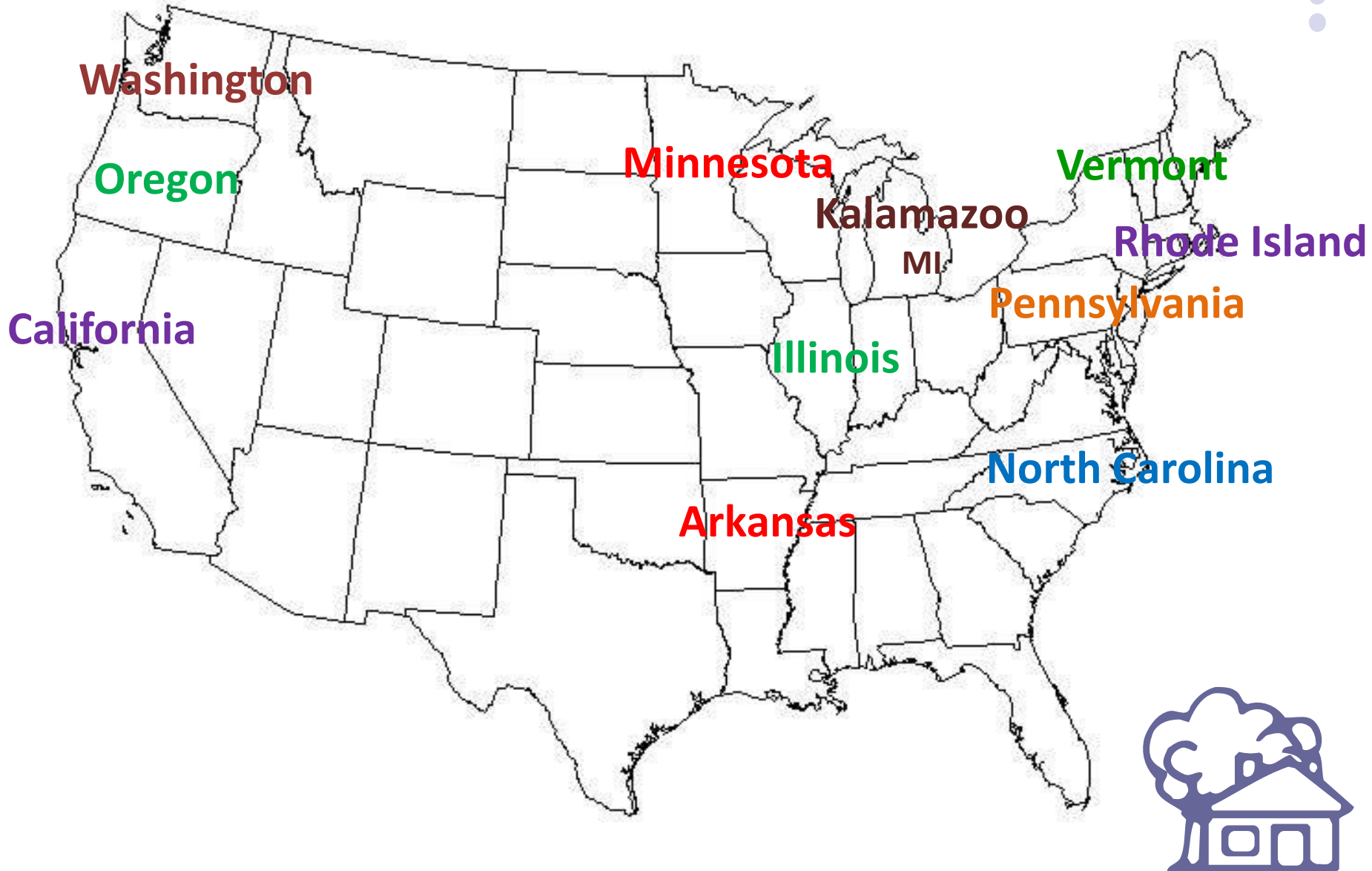


*And what people hear
is **as much about them**
as it is about your
message*

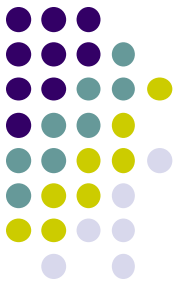
Frank Luntz



Public Opinion Research



The Value of 'Home'



What We Know



fairness

opportunity

home

Value frames
that work for
housing

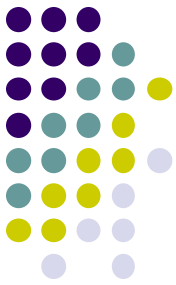
stability

security

responsibility to care
for the less fortunate

reward for work





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. It should be possible 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 their families being able to afford a decent place to live

- a formerly homeless person, and
- a housing service provider

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!

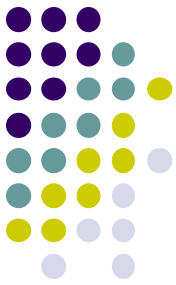
* Can insert US military veterans, senior citizens, people with disabilities, and families





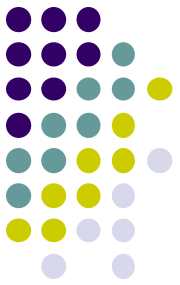
Top Arkansas Messages

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 and child care
 - people with serious disabilities
 - working poor
 - 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. Almost all families living and facing challenges in stable housing value top positive benefits more than any other such as 10 believe that a good education is a major reason that more people have decent, stable housing that they can afford, or that the worst is yet to come.

- 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, rental and ownership, as opposed to promoting one over the other. and communities;
- The safety and economic well-being of neighborhoods and communities;
- Three in five adults (61%) now believe that renters can be just as successful as owners in achieving the American Dream.
- Children's ability to do well in school with school work and do well.
- Individuals' and families' financial security.





Expanding Frames into a Cohesive Narrative

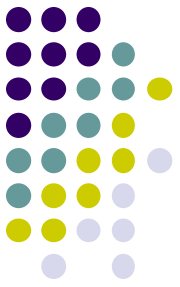
Connect home to broader issues:



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





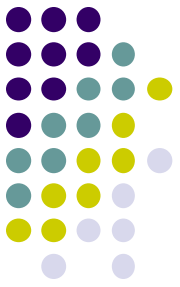
Expanding Frames into a Cohesive Narrative

Connect home to broader issues:



Public health & community well-being





Expanding Frames into a Cohesive Narrative

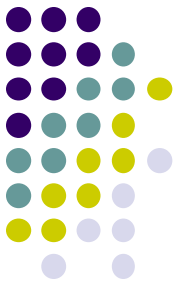
Connect home to broader issues:



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

One-Bedroom \$15.06

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

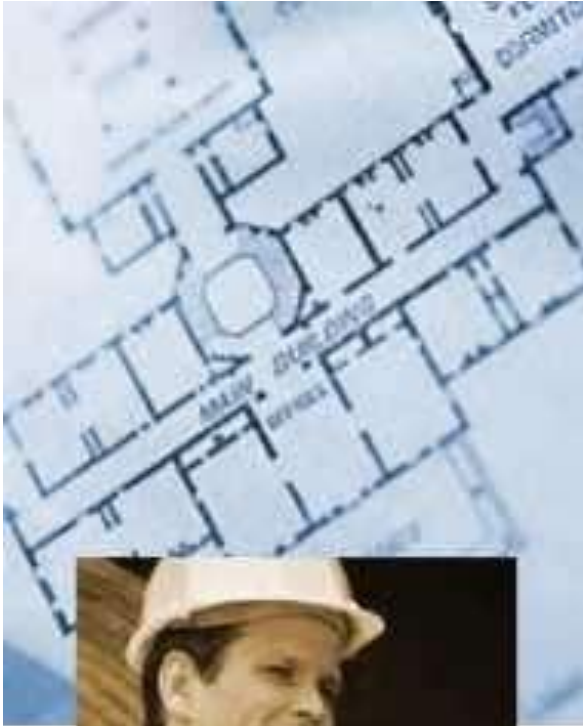
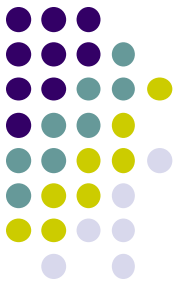
Estimated Mean Renter Wage \$15.00

-Out of Reach 2013, NLIHC

-SSI payment(statewide)=\$710/mo.



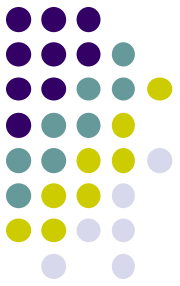
The economic case



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.

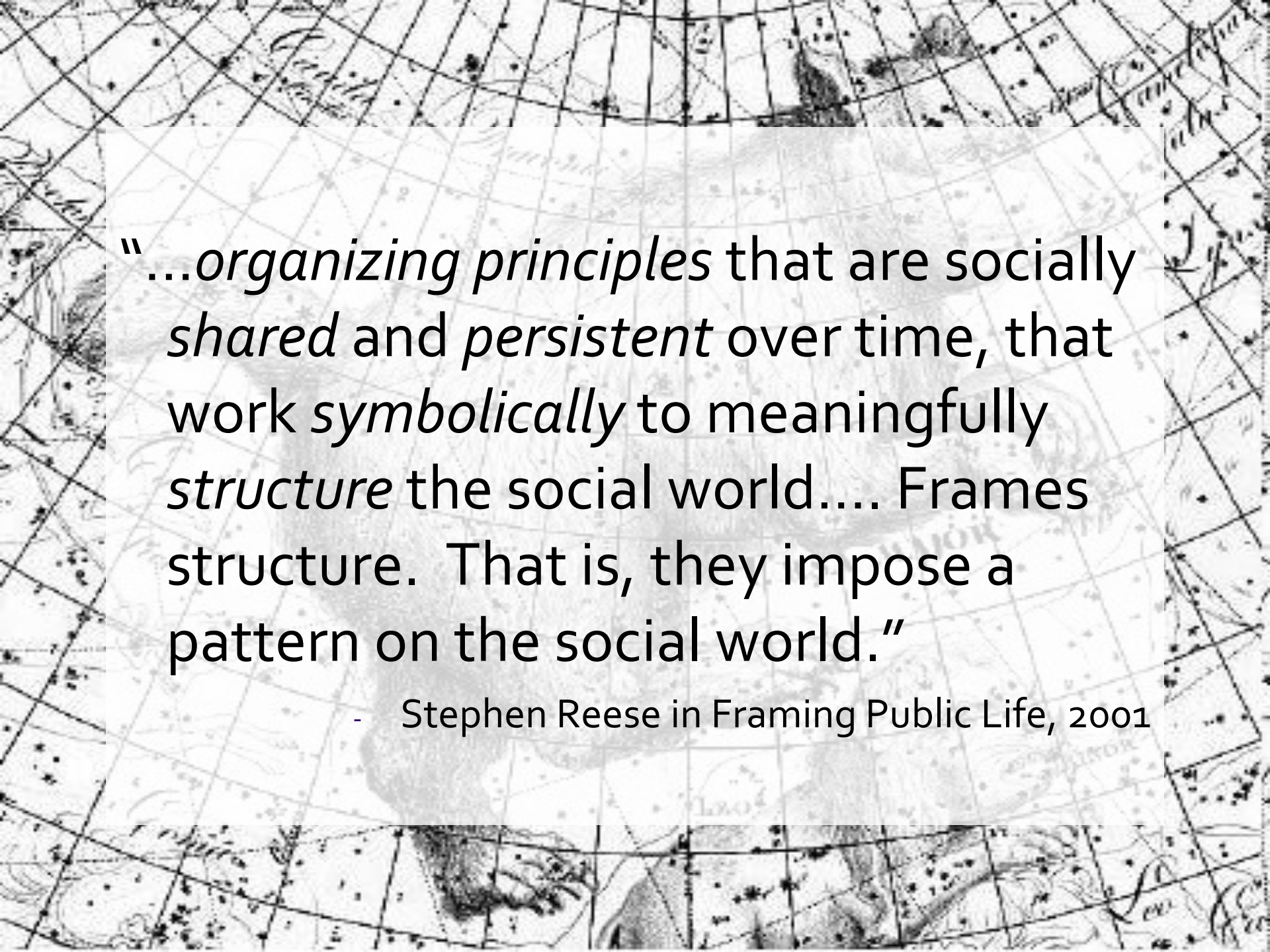
Investing in Affordable Homes Leverage Additional Funds. Housing trust funds commit revenues to affordable housing and for every dollar they invest, \$7.00-\$10.00 or more are leveraged from other public and private sources.





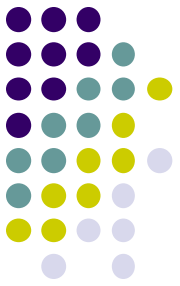
**Values-based
Messaging. . .
reframes the
conversation
changes the
possibilities**



The background of the slide is a historical map, possibly a celestial or geographical chart, featuring a grid of lines and various labels in a historical script. The map is rendered in a light, faded style, serving as a backdrop for the text.

“...*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



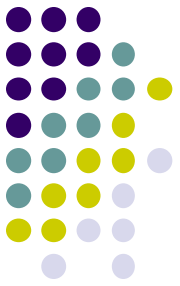
Framing

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



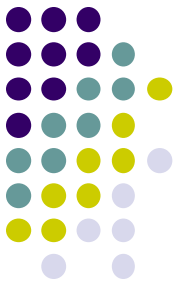
Just a few cues. . .



AFFORDABLE HOUSING



. . . might surprise you



AEEQPDARIF UQHSINC





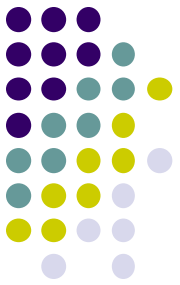
our brains are
rapidly
seeking to
connect new
information to
the existing
stories in our
heads



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.*

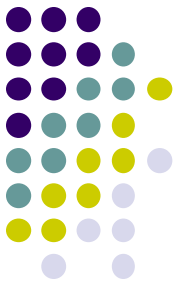
-Walter Lippman



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

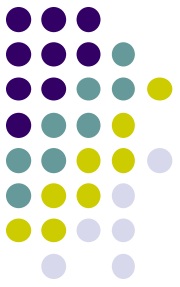


Level 1: Big ideas and universal values like fairness, equality, and justice

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



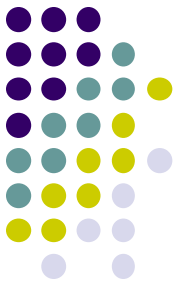


Having a strategic communications and media plan is an essential **tool** for effective advocacy

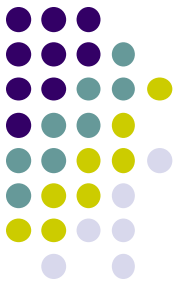
Communications and media plans are a **function** of your overall strategy



Speaking with One Voice



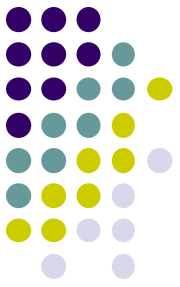
Repetition, Repetition, Repetition



establishes a steady drum beat



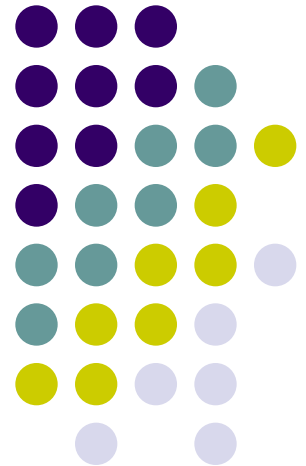
Home is the Solution





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





CENTER *for*
COMMUNITY CHANGE

Sign up for the Housing Trust Fund Project e-newsletter!

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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housingtrustfundproject.org

