

**Framing Home  
Lessons Learned  
from a Decade of  
Progress**



**Annual Member Meeting  
September 19, 2013**



***WELCOME!***



CENTER for  
COMMUNITY CHANGE



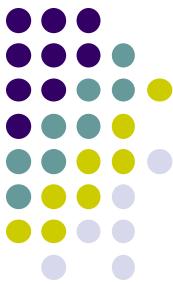
# **Framing Home: Lessons learned from a decade of progress**



**Annual Meeting and Reception**  
**September 19, 2013**



# Thanks to



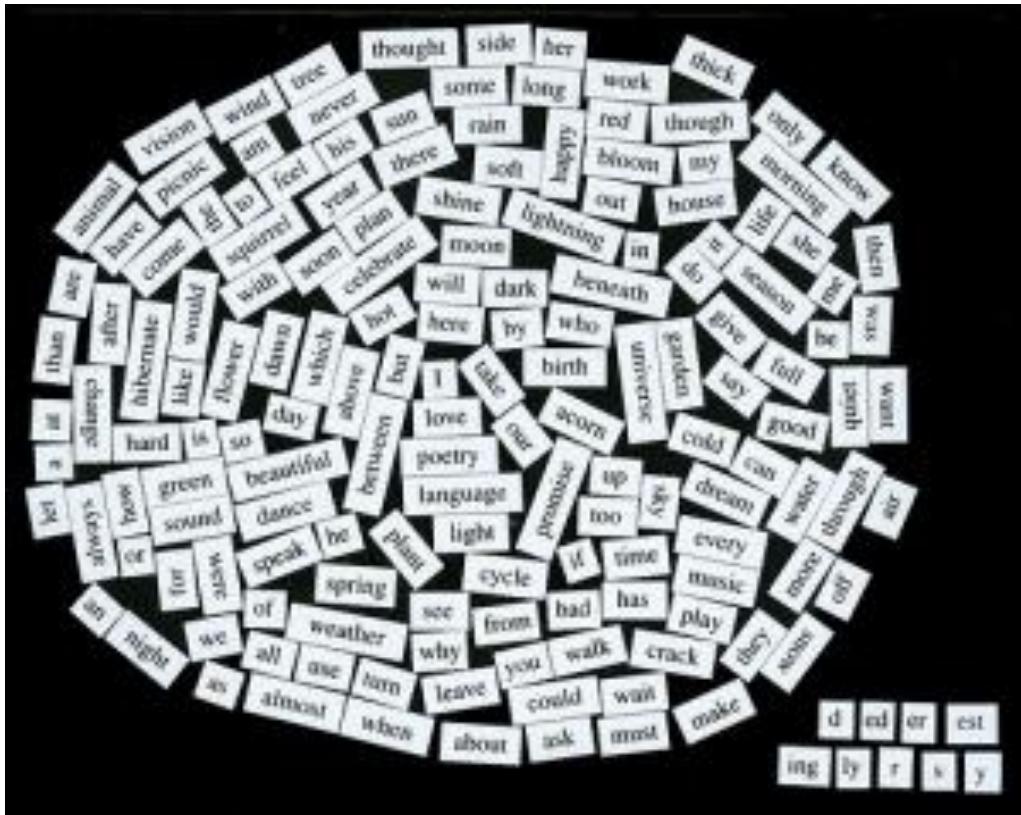
[www.publicworkspartners.net](http://www.publicworkspartners.net)

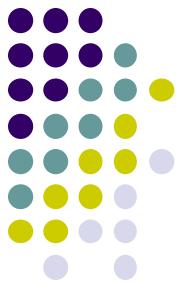


[www.neighborhoodpartnerships.org](http://www.neighborhoodpartnerships.org)



# 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**

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

patterns of association

$$y = \sum_{x \in \text{Support}([0, \infty))} g(x) e^{-\mu x}$$

cultural models

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

knowledge

We are not blank  
stories

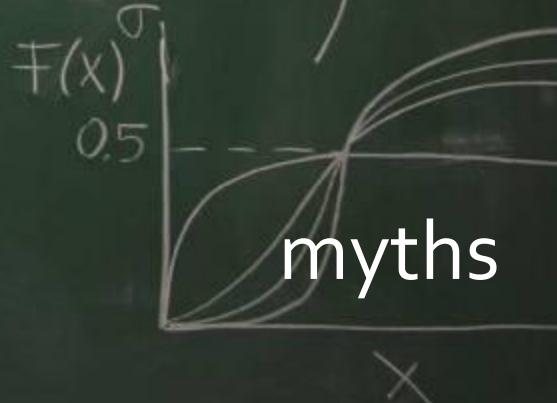
experience

slates

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

stereotypes

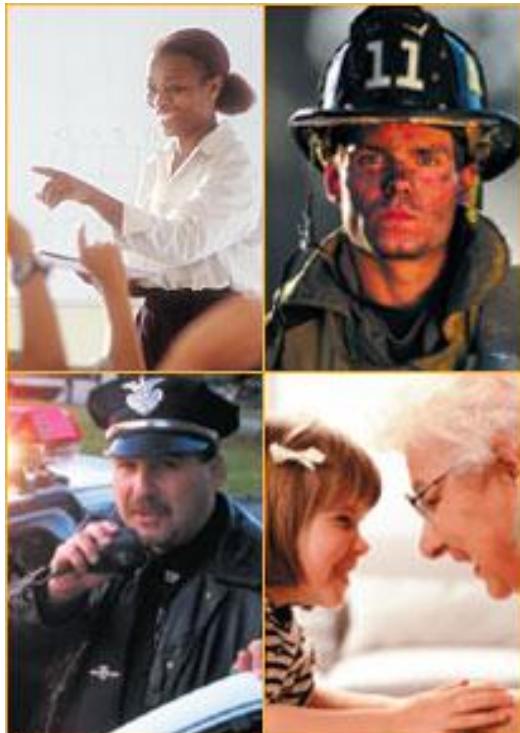
$$\text{Entropy} \left( \frac{1}{2} + \frac{1}{2} \ln(2\pi\sigma^2) \right) + \mu$$





# Decade of Progress

We Need the People  
Who Need Affordable  
Housing



# 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<sup>+</sup>** 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**

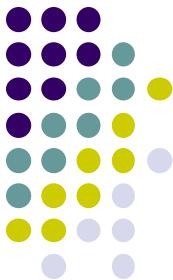
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# People and the promise of home



# 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](http://www.cohhio.org)

**Ohio CDC Association**

**COHHIO**  
Coalition on Homelessness and Housing in Ohio

## 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**  
Coalition on Homelessness and Housing in Ohio



# Growing Movement



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



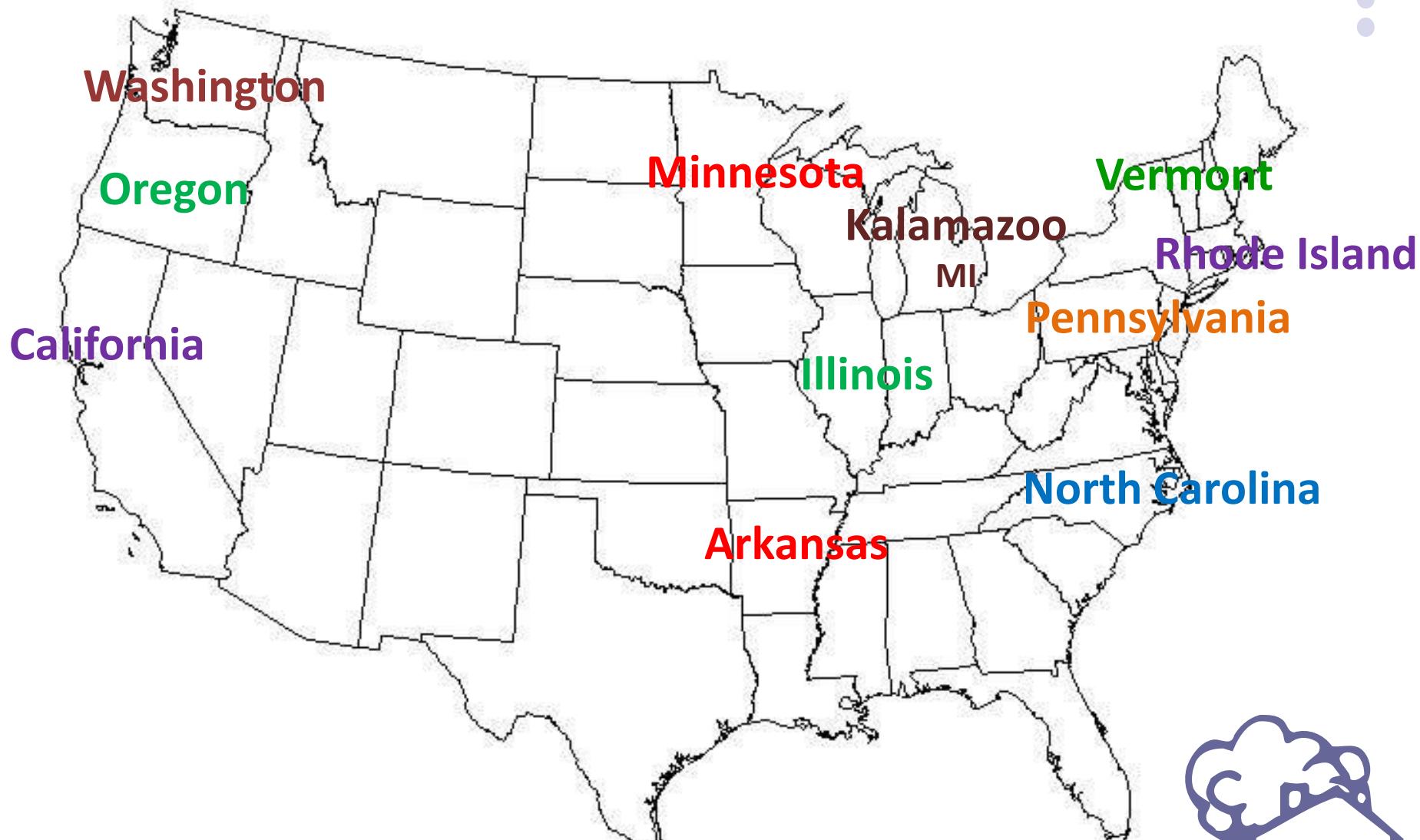
*And what people hear  
is **as much about them**  
as it is about your  
message*

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.



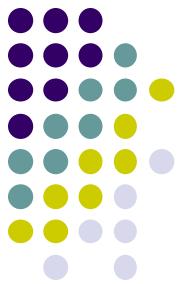


National survey conducted by Hart Research in February and March 2013. Commissioned by the MacArthur Foundation.

- **The relationship between the parents;**
- Two-thirds of adults (65%) now believe the focus of national
- **The safety and economic well-being of neighborhoods and communities;**
- **Children's ability to do well in school and do well.**
- **Individuals' and families' financial security.**



# Expanding Frames into a Cohesive Narrative



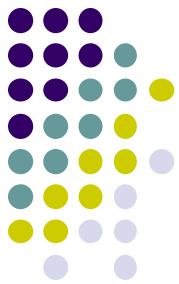
Connect home to broader issues:



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



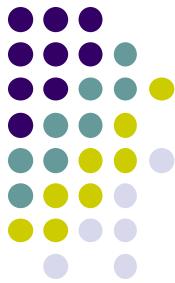
Connect home to broader issues:



Equal access and opportunity for people with disabilities



# Expanding Frames into a Cohesive Narrative



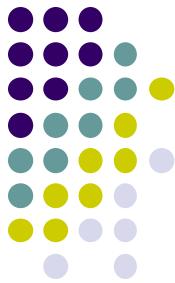
Connect home to broader issues:



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

### **Renter Wage-Arizona**

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

### **Housing Wage-Phoenix-Mesa-Scottsdale**

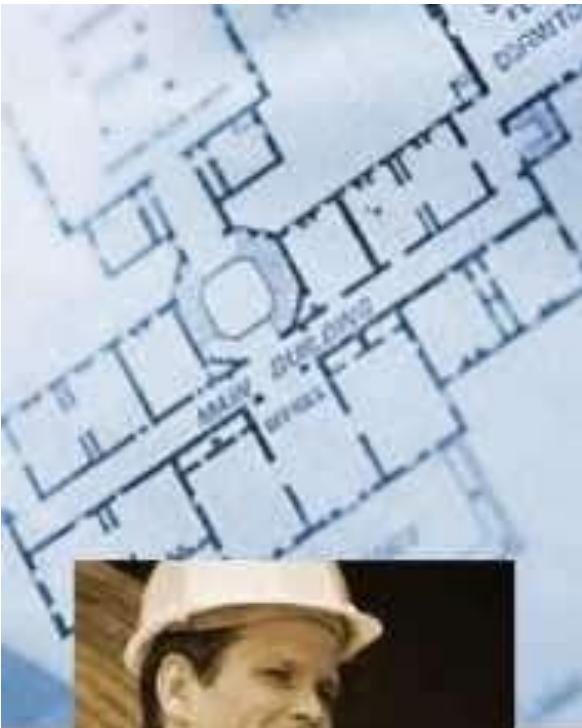
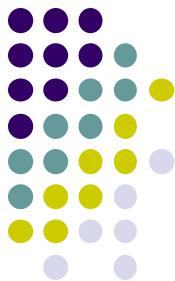
Two-Bedroom @ \$925/mo = \$17.79  
2012 Renter Wage-U.S.

**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.



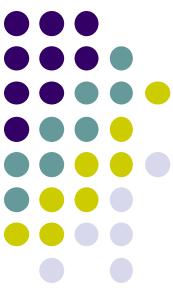
# The economic case



**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. . .**

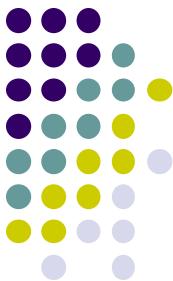
**reframes the  
conversation**

**changes the  
possibilities**



*“...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



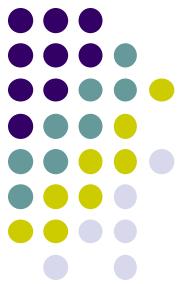


# Just a few cues. . .

AFFORDABLE HOUSING



... might surprise you



AEEQPNDARIF UQHSINC



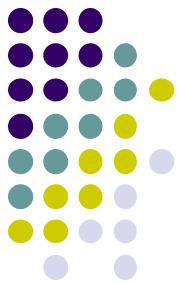


our brains are  
rapidly  
seeking to  
connect new  
information to  
the existing  
**stories** in our  
heads

# 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*





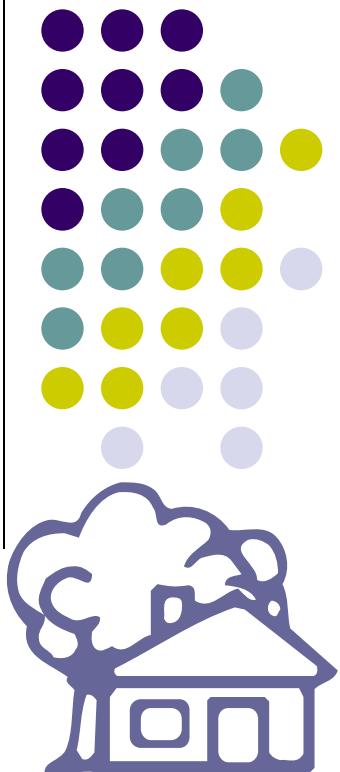
# Home is the Solution





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**COMMUNITY CHANGE**

To learn more, go to the  
*Making Your Case*  
section at  
**[housingtrustfundproject.org](http://housingtrustfundproject.org)**





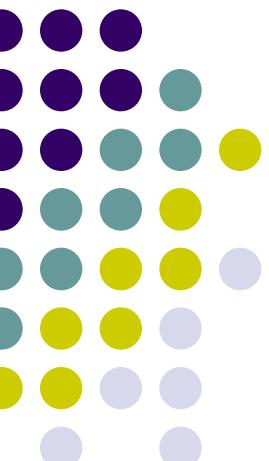
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The Housing Trust Fund Project publishes a quarterly e-newsletter with updates on state and local housing trust fund campaigns from around the country.

**[housingtrustfundproject.org](http://housingtrustfundproject.org)**





# CENTER *for* COMMUNITY CHANGE

Center for Community Change

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