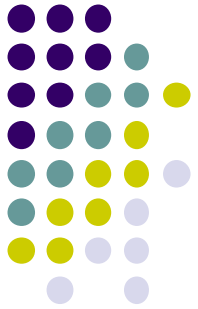




CENTER *for*
COMMUNITY CHANGE



Framing Home:

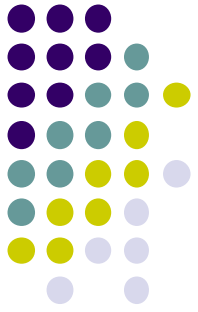
What we know from a decade of public opinion research



April 10, 2014

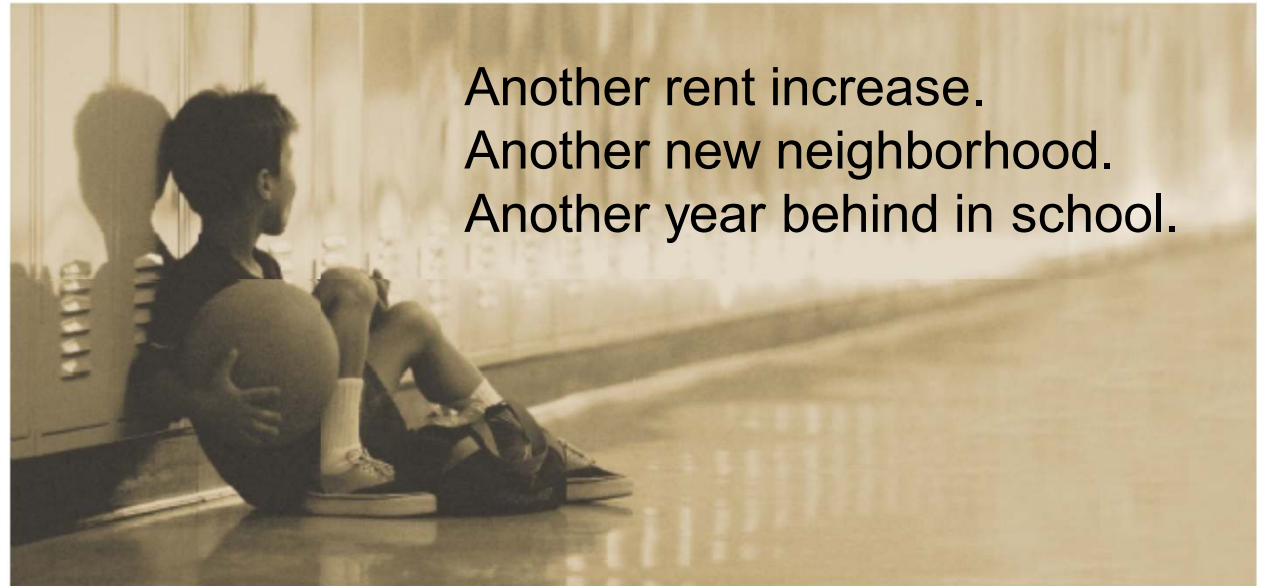
#framinghome @cchtfp





Decade Plus of Progress

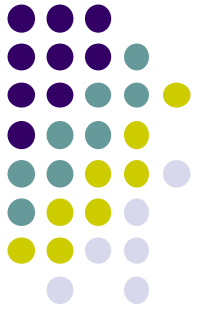
**We Need the People
Who Need Affordable
Housing**



Public Opinion Research



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

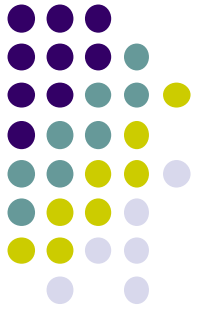


*And what people hear
is **as much about them**
as it is about your
message*

Frank Luntz



The Value of 'Home'





What We Know

fairness

opportunity

home

Value frames
that work for
housing

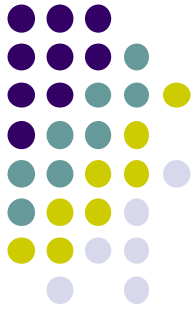
stability

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

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!**

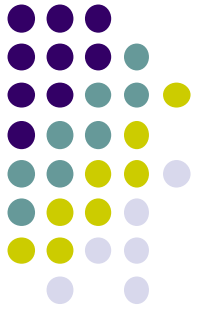
* Can insert US military veterans, senior citizens, people with disabilities, and families





Top Arkansas Messages

March 2011



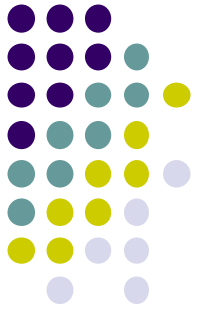
- Every child deserves a safe place to call home
 - 501 registered Arkansas voters, even divided among the state's 4 legislative districts, interviewed by phone from Feb 21, 2011 to March 3, 2011
 - A place to call home offers seniors* an opportunity to live and grow with independence and dignity
 - 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.





Top Alabama Messages

September 2013



- **69% said lack of affordable housing is a problem**
- **63% said they would support state investment into the creation and rehabilitation of housing**

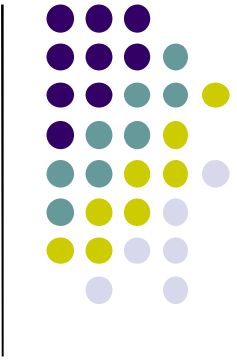
ked
still

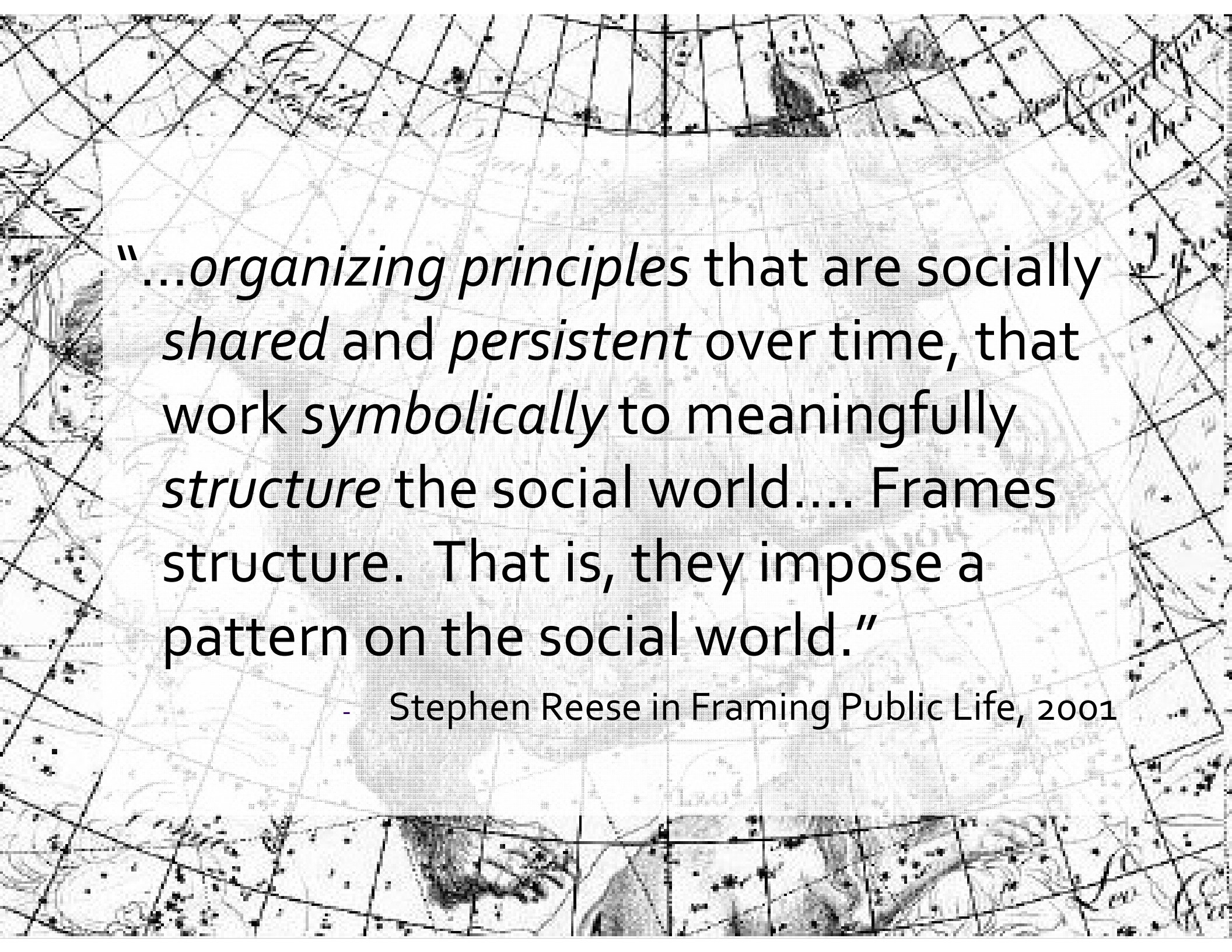


Values-based Messaging...

**reframes the
conversation**

**changes the
possibilities**

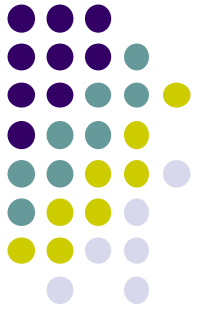




“...*organizing principles* that are socially *shared* and *persistent* over time, that work *symbolically* to meaningfully *structure* the social world.... Frames structure. That is, they impose a pattern on the social world.”

- Stephen Reese in *Framing Public Life*, 2001

Framing

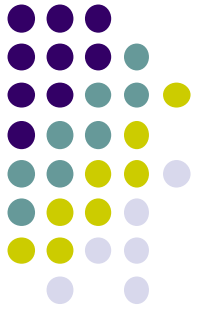


Framing is about how people derive meaning from the world around them. Linguists talk about frames as structures residing in our brain, like ready-made storylines, that let us “fill in the blanks” so cues in the world around us make sense.

Vol 16, BSMG



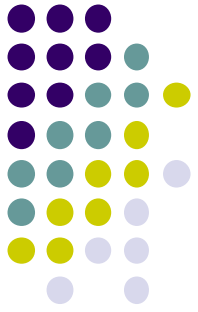
Just a few cues...



AFFORDABLE HOUSING

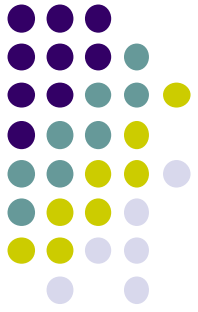


... might surprise you



AEEQPDARIF UQHSINC





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



Frames Influence Decisions

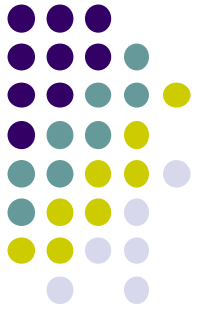
“Every frame defines the issue, explains who is responsible, and suggests potential solutions. All of this is conveyed by images, stereotypes, or anecdotes.”

- Charlotte Ryan, Prime Time Activism, 1991

Values Matter

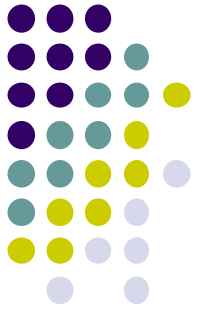
- We reason first from deeply held values.
- Values help answer: “Why does this matter to me/us?”
- We need to start with **Values**, not with the policy and program details

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

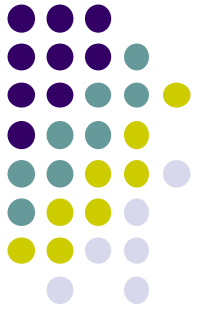
stability

responsibility to care
for the less fortunate

reward for work



3 parts to making your case



Statement of concern:

What is wrong?

Statement of the value/frame:

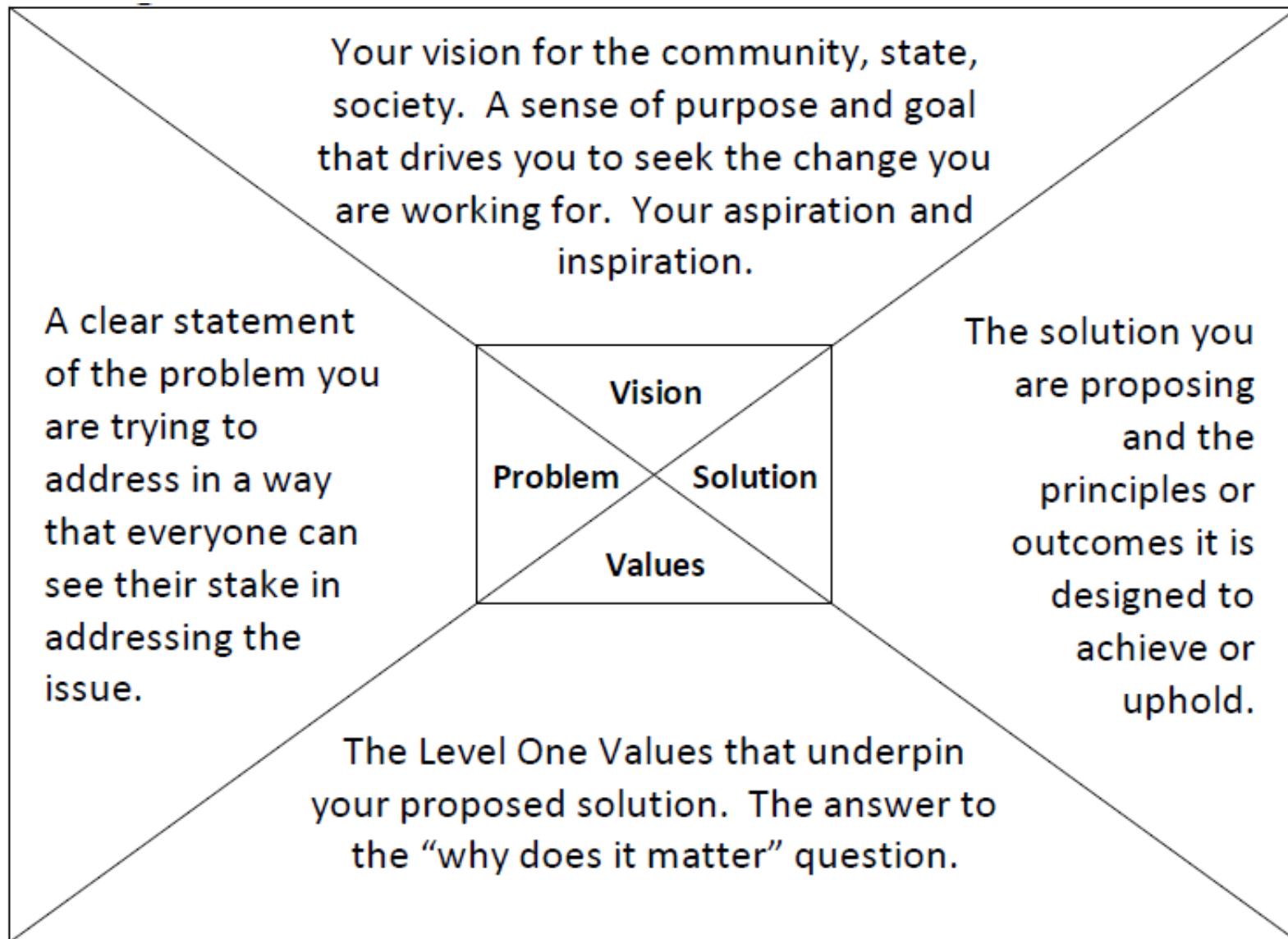
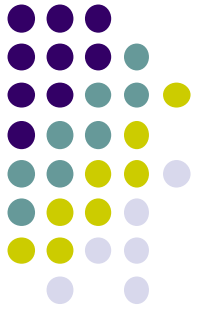
Why it matters?

Statement of solution:

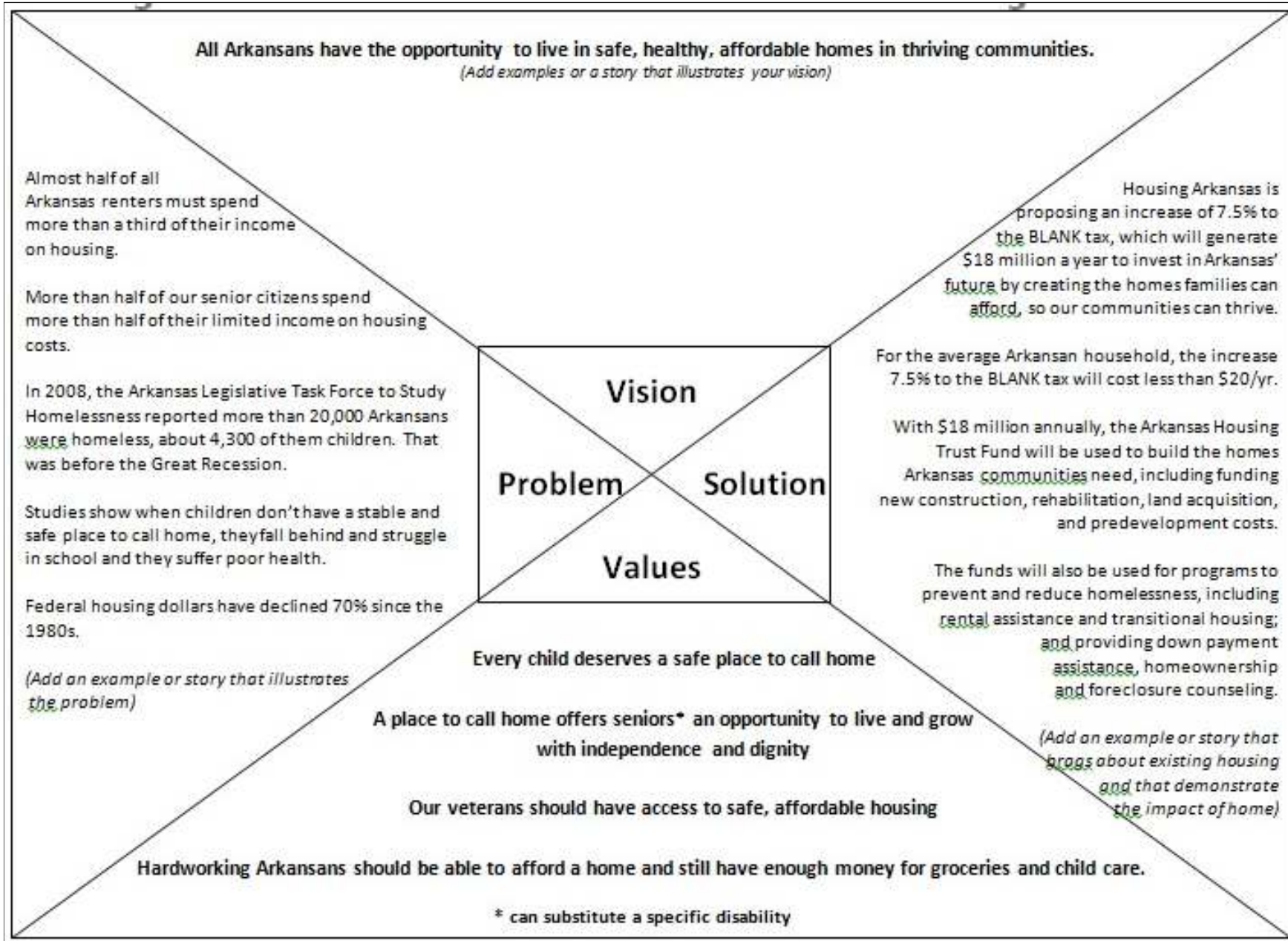
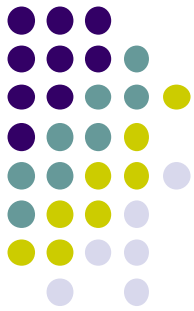
What is the action/policy?

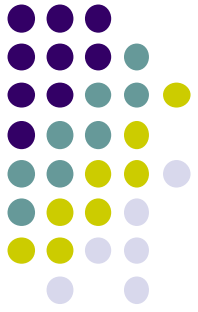


The Message Box



Message Box Exercise





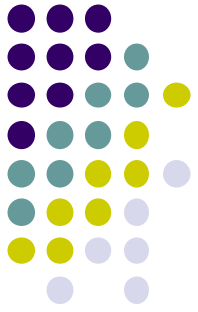
Expanding Frames into a Cohesive Narrative

Connect home to broader issues:



Education &
childhood
development





Expanding Frames into a Cohesive Narrative

Connect home to broader issues:



Aging with dignity
and security





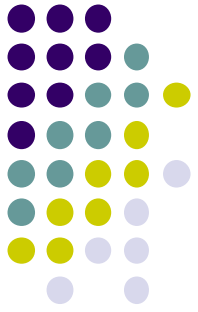
Expanding Frames into a Cohesive Narrative

Connect home to broader issues:



Equal access and opportunity for people with disabilities





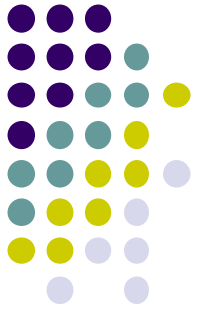
Expanding Frames into a Cohesive Narrative

Connect home to broader issues:



Public health &
community well-
being





Expanding Frames into a Cohesive Narrative

Connect home to broader issues:

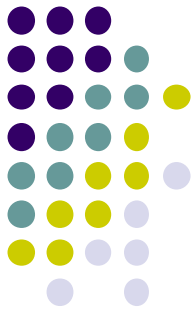


Where people live vs where people work

Transportation ridership & housing



How Housing Matters Survey



National survey conducted by Hart Research in February and March 2013. Commissioned by the MacArthur Foundation. A national survey of adults living and acting in the United States found that 71% of respondents believe that housing is one of the most important issues facing the country. The survey also found that 67% of respondents believe that affordable housing is the most important issue facing the country. The survey also found that 61% of respondents believe that renters can be just as successful as owners in achieving the American Dream. The survey also found that 65% of respondents believe that the focus of national policy should be on promoting rental ownership, as opposed to promoting one over the other. The survey also found that 61% of respondents believe that renters can be just as successful as owners in achieving the American Dream. The survey also found that 65% of respondents believe that the focus of national policy should be on promoting rental ownership, as opposed to promoting one over the other.

- The relationship between the parents;
- Two-thirds of adults (65%) now believe the focus of national policy should be on promoting rental ownership, as opposed to promoting one over the other.
- 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.
- Individuals' and families' financial security.





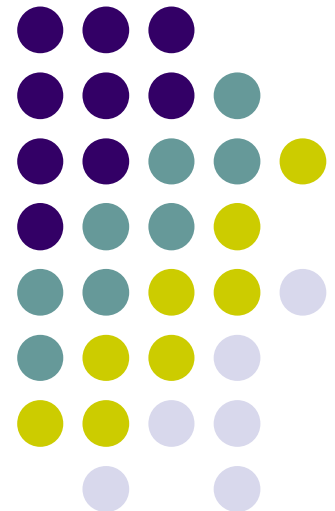
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The Housing Trust Fund Project publishes a quarterly e-newsletter with updates on state and local housing trust fund campaigns from around the country.

housingtrustfundproject.org





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Michael Anderson
Housing Trust Fund Project
Center for Community Change
3909 SE 51st Ave
Portland, OR 97206
(503) 308-0067
manderson@communitychange.org

