# **Effective Ways to Talk About Housing**

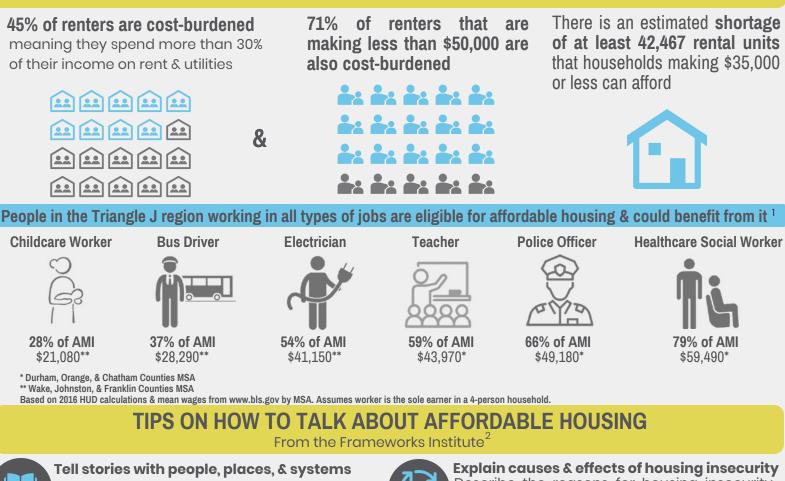
Talking about affordable housing can be challenging, but framing our messages effectively can build support for affordable housing



#### Who Lives in Affordable Housing?

Households making 80% or less of the Area Median Income (AMI) are eligible to live in legally-binding affordable housing, which costs households 30% or less of their gross income.

## AFFORDABLE RENTAL HOUSING IN THE TRIANGLE J REGION



Talk about people, places, & systems interacting. Discuss where challenges occur & where interventions could be implemented



## Explain the role of systems in housing

Show how public policies shape the problems for people & communities. Avoid opening up conversations about "personal responsibility"



## Connect housing with other issues

Make the case that housing affects us all & intersects with a variety of important issues like health, education, employment, & public safety



Describe the reasons for housing insecurity like lack of jobs & low-wages, so that people don't make assumptions



#### Explain that where you live affects you

Making it clear that where we live influences our health, & other outcomes helps people focus on systems & policy solutions

#### Tell a "Story of Us" not a "Story of Them"

Discuss collective problems & benefits. We are all negatively impacted when there isn't enough affordable housing & we can all benefit from more housing that is affordable to all

## Effective Value Statements<sup>3</sup>

- Hardworking people should be able to afford housing & still have money for groceries & other basic needs.
- Children deserve an opportunity to succeed in school & life, which is tied to having a stable home.
- Housing gives people an opportunity to build better lives. To succeed you need a place to call home.
- It is only fair that everyone has a safe, decent place to live.
- We need to remove the barriers that Triangle residents with low incomes face in finding housing they can afford, close to work & schools.
- We can live in a region where everyone has access to opportunity & a decent, stable, affordable place to call home. By investing in housing opportunities, we can create communites with a better future for all of us.

This infographic was prepared by Triangle J Council of Governments in July 2017. More information and resources on affordable housing can be viewed at www.tjcog.org/housing.aspx

- (1) AMI in 2016 for Wake, Johnston , & Franklin Counties is \$76,600 & for Durham, Orange, & Chatham Counties is \$74,900.
- (2)"You Don't Have to Live Here" Why Housing Messages Are Backfiring and 10 Things We Can Do About It. (2016) Enterprise, Frameworks Institute. http://www.enterprisecommunity.org/resources/you-dont-have-to-live-here
- (3) Talking about Housing: Effective Advocacy Messages. Portland Housing Allliacnce. http://www.oregonhousingalliance.org/wp-content/uploads/2014/11/Messages-that-work-Rev-Oct-20131.pdf

