

# Myth Busting: Re-framing Housing Affordability

**2019 HOUSING OPPORTUNITY CONFERENCE**

LISA STURTEVANT, PHD

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# Re-Framing the Message

## Example slide subtitle

- Tell a “Story of Us” rather than a “Story of Them”
- Bring the connection between housing and other issues into sharper focus.
- Help people connect the causes and effects of housing insecurity.
- Make it clear that where you live affects you.
- Avoid over-relying on the terms “housing” or “affordable housing.”
- Widen the public’s view of who is responsible for taking action and resolving outcomes.

# Re-Framing the Message

Example slide subtitle

- Make the economic case for a range of housing types.
- Talk about how a lack of housing options impacts an individual who does *not* need lower-cost housing.
- Use data to tell stories.



## HE SERVES UP DRINKS AT YOUR FAVORITE RESTAURANT

**BUT WHAT HAPPENS  
IF HE CAN'T AFFORD TO LIVE HERE?**

Restaurants and resorts on Hilton Head Island are having a hard time attracting and retaining workers. Having more housing options on the Island will help ensure our favorite places stay in business.

Everyone benefits when there is housing for the local workforce.



## SHE IS THERE FOR YOU AFTER SURGERY

**BUT WHAT HAPPENS  
IF SHE CAN'T AFFORD TO LIVE HERE?**

The local hospital and health care centers are having a hard time recruiting health care professionals, like nursing assistants and surgical techs, to Hilton Head Island. Having more workforce housing on the Island will help ensure we continue to have great health care options.

Everyone benefits when there is housing for the local workforce.