

## 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



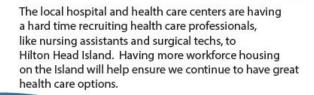
#### BUT WHAT HAPPENS IF HE CAN'T AFFORD TO LIVE HERE?

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?



Everyone benefits when there is housing for the local workforce.

