Taking Control of the Narrative
Framing Affordable Housing Around Equity
Panelists

Moderator:
Maya Chupkov, Communications Director, Council for Community Housing Organizations (CCHO)

Panelists:
Alina Harway, Communications Director, Non-Profit Housing Association of Northern California (NPH)
Anyas Svanoe, Communications Director, Alliance of Californians for Community Empowerment (ACCE)
Nguyen Weeks, Communications Director, United Educators of San Francisco (UESF)
Ronald Flannery, Communications and Program Associate, East Bay Housing Organizations (EBHO)
Agenda

1. Framing the Narrative around Equity/The three “P”s
2. How communications can build power & help us win
   a. Messaging Principles
   b. Digital outreach strategies
   c. Uplifting resident & new voices
3. Breakout Groups
4. Discussion/Q&A
Framing the narrative around equity
“Equity is not something that one project, no matter how ambitious and thoughtful, can achieve on its own. Equity is a generational aspiration.”

- Oscar Perry Abello, Senior Economics Correspondent at Next City
Frame: The three “P”s

Protect existing residents from displacement
Preserve existing affordable housing
Produce and build new affordable homes
Overarching Message Principles
Values first: our messages should always start with what we believe in. That’s how we bring our undecideds, and persuadables along.

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<th>EMBRACE</th>
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<tr>
<td>Most of us seek to treat others the way we want to be treated</td>
<td>Our treatment of undocumented immigrants and refugees is horrendous</td>
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<td>In America, we value our freedom</td>
<td>Corporate special interests are engaging in a war on workers</td>
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<td>Most of us believe family comes first</td>
<td>America is the only nation in the world without paid parental leave</td>
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<td>All work has value and all working people have rights</td>
<td>There’s a war on workers</td>
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<td>Implementing solutions</td>
<td>Solving problems</td>
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Offer villains and heroes: The housing crisis is n’t an accident of the “market” - it was created!

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<td>People/Americans struggling to make ends meet</td>
<td>Poor, working poor</td>
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<td>People/Americans working to provide for family</td>
<td>Marginalized, underserved</td>
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<td>Corporations have held down wages so much that many full time employees qualify for [name of program]</td>
<td>Many jobs offer workers so little in hours and salaries they are eligible for [name of program]</td>
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<td>A powerful few get rich off the profit we produce</td>
<td>[Economic] inequality</td>
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<td>Politicians put up barriers to prosperity for communities of color</td>
<td>The income/wealth gap has widened</td>
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Messaging Principles

Focus on what we are FOR and not what we are against. People don’t want less of a bad thing - people want a great thing!

We win with heart. The most compelling message is one that is personal, emotional and heartfelt - it’s one that people can personally relate to. We lose when we debate when we talk in terms economic theory, laws, rights, etc.
Examples of strong, equity-focused messages
1. Our communities are strongest when we all have a safe, stable, place to call home.
Our communities are strongest, when our black, white, and brown neighbors all have a safe, stable, place to call home.
2. Hard working people (or seniors, families, people with disabilities) should be able to afford housing and still have enough money for groceries and basic needs.
No matter where you’re from, what your skin color is or what you do for work - everyone should have safe, affordable and healthy place to call home with enough money for groceries and basic needs.
3. Children deserve an opportunity to succeed in school and in life, which is tied to having a stable home.
We can create stable and grounded communities where all kids can thrive.
Growing the tent: Uplifting new voices & residents
We invite you to read about a few of your neighbors who live in affordable housing communities. Learn about their lives and their stories, which are both ordinary and inspiring.

We’ve highlighted these people because they’re our friends and neighbors, as well as leaders in the movement for affordable homes.

As residents, they work every day to build connections and make their communities stronger. These stories celebrate the power of affordable housing to stabilize our communities.

**South Alameda County**

**Steps Up On Affordable Housing**

Fremont's new commercial linkage fee will support the construction of more affordable housing like McPhee and Abode's Laguna Commons (shown above).
Address Housing, Solve Problems

Creating housing that’s affordable not only benefits lower- and middle-income families.

Everyone benefits.
- Jobs created, critical workers retained
- Health is improved
- Education outcomes are improved
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<th>Frames Rooted In Shared Values</th>
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Act
Build Capacity
Breakout Groups

1) **Running successful messaging campaigns and initiatives**
   a) Panelist: Anya Svanoe, Communications Director, ACCE Action

2) **Innovative digital communication strategies for impact**
   a) Panelist: Alina Harway, Communications Director, NPH

3) **How residents and advocates can frame and provide context**
   a) Panelist: Ronald Flanery, East Bay Housing Organizations

4) **Uplifting new voices to change the housing affordability narrative**
   a) Panelist: Nguyen Weeks, Communications Director, United Educators of SF