

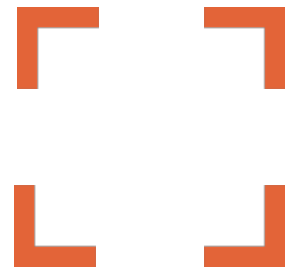
# Framing and Messaging for Affordable Housing

A Training for Advocates and Communicators

*April 15, 2019*

Moira O'Neil, PhD, *Director*

Research Interpretation and Application Unit



# FrameWorks is on a mission...

to advance the nonprofit sector's capacity  
to frame the public discourse on social problems.

# A Multidisciplinary Approach to Communications

## ADVOCACY



## LANGUAGE & LINGUISTICS



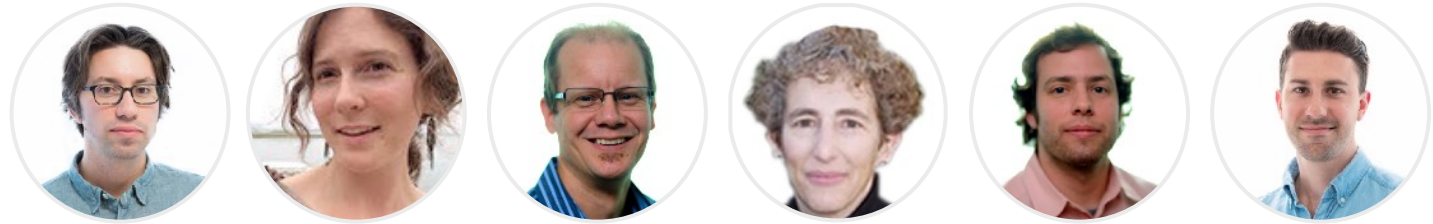
## PUBLIC HEALTH



## POLITICAL SCIENCE



## ANTHROPOLOGY & PSYCHOLOGY



## SOCIOLOGY



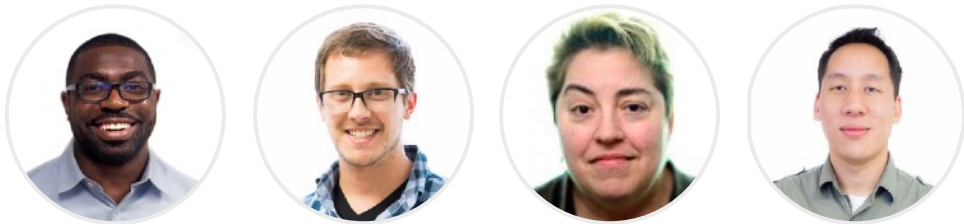
## COMMUNICATIONS, CAMPAIGNS, & MEDIA



## ADMINISTRATION



## DESIGN & DIGITAL MEDIA



# FrameWorks investigates the communications aspects of social issues

- **Annie E. Casey Foundation** - how to make the most powerful case for children's issues
- **Charles Hamilton Houston Institute for Race and Justice** – how to frame a progressive agenda on criminal justice reform, including youth justice and racial disparities
- **National Human Services Assembly** - how to build support for a range of social services and reframe the conversation about supporting healthy development across the lifespan
- **Nellie Mae Education Foundation** - how to make the case for transforming the ed system
- **Jacksonville Partnership for Child Health** - cross-sector, inter-agency network working to build support for child mental health as a key to reducing disparities in child outcomes





# Framing Practice

Introduce yourself and your issue

Step 1: Write out a short statement about your work with one sentence answers to the questions below.

- Why does your work matter? What's at stake?
- How does your issue area work?
- What are the challenges?
- What are the solutions to these challenges?

Step 2: After some introductory remarks, we'll share out what we wrote...stay tuned.

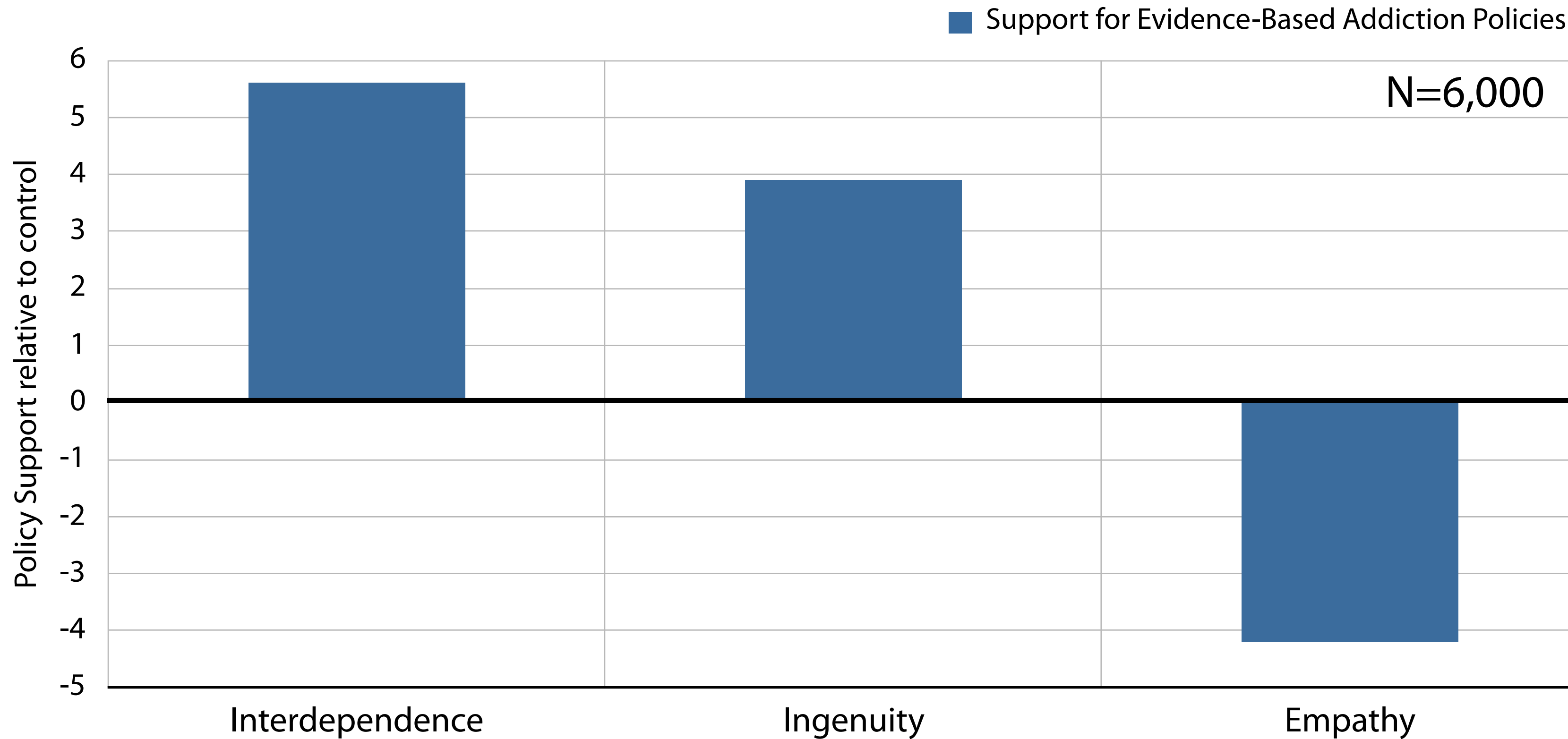


Why Does Framing Matter?

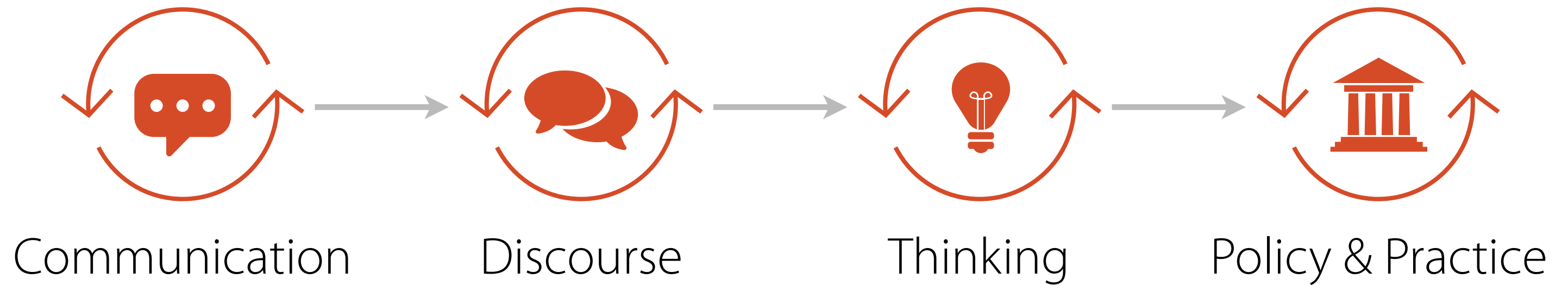
To frame is to make a set of choices

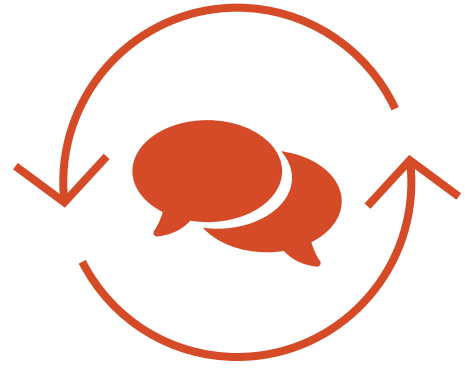


# Because Understanding is Frame Dependent

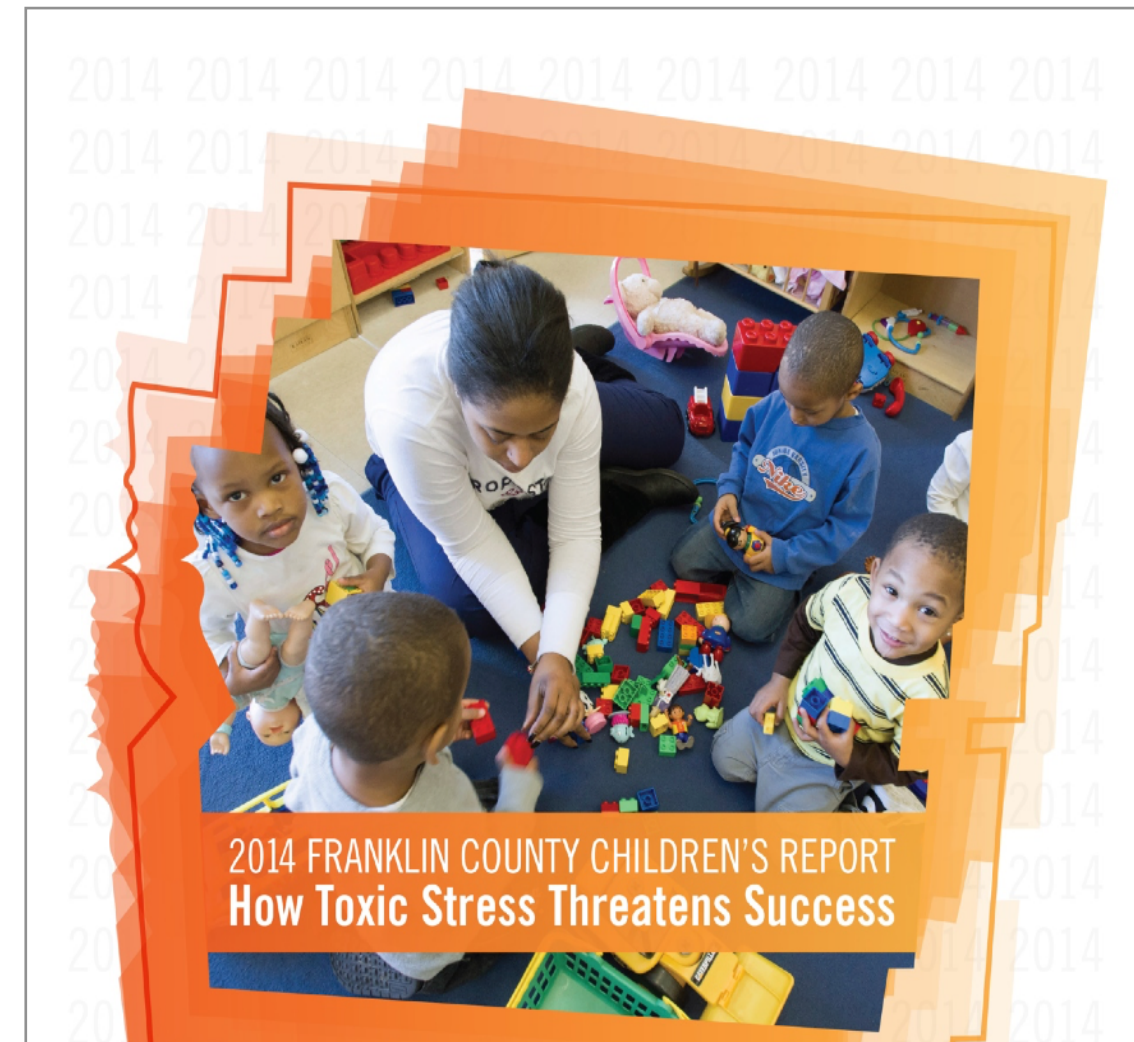
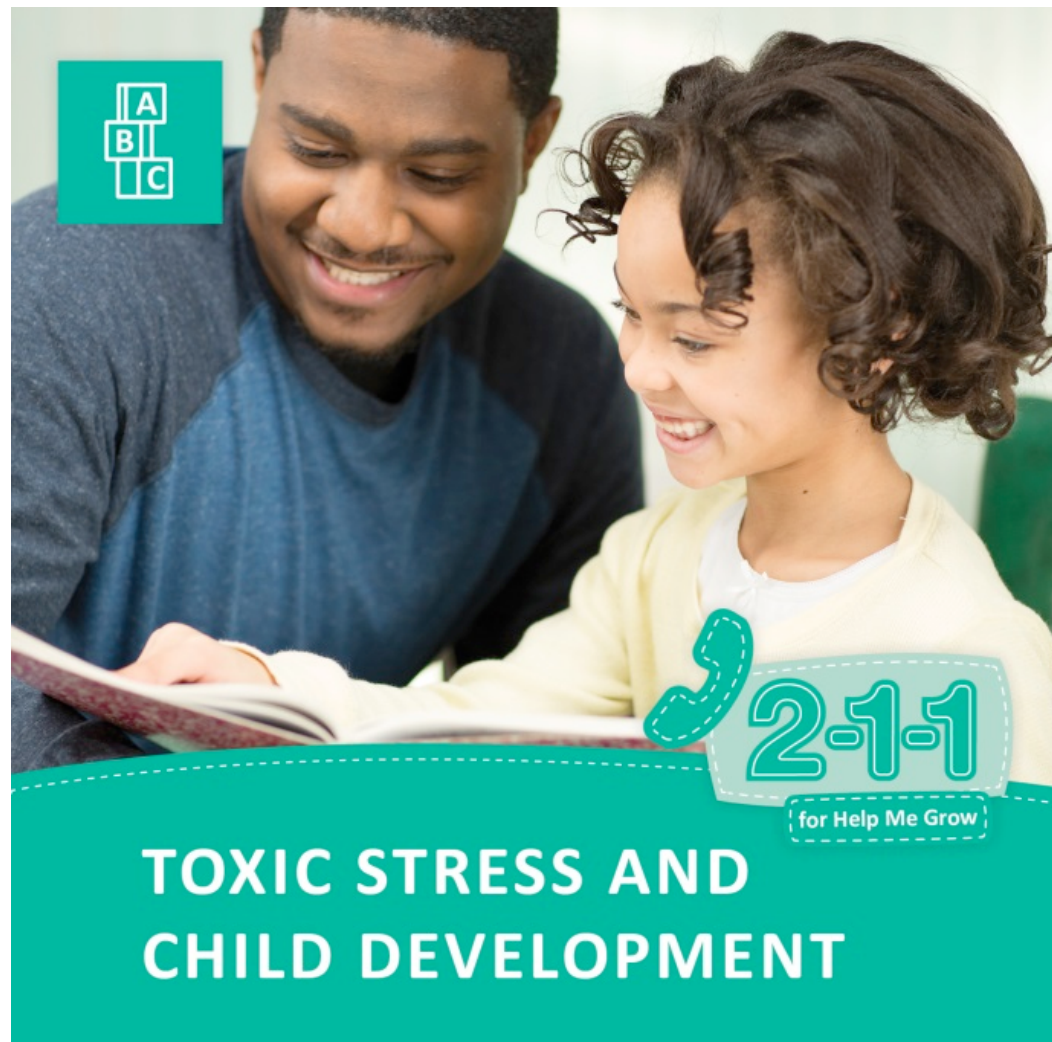


# Because Frames Can Help Make Change

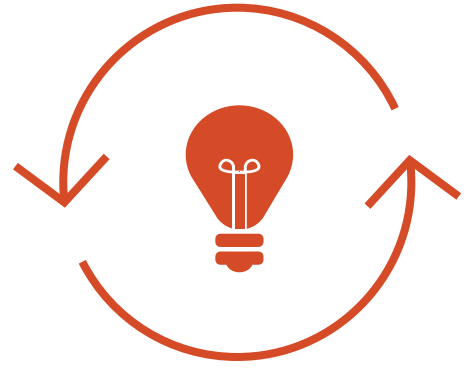




# Changes in Communication







# Changes in Discourse



## The New York Times

The Opinion Pages

### Opinionator

FIXES

## Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley





# Changes in Thinking

**2002**

Only 42% understood that infants can communicate before they learn to speak.

Public unsure whether babies' cries were 'conscious manipulation' or expressions of genuine need.

**2011**

96% understood that infants can communicate before they learn to speak.

85% understood that for infants, cries and signals indicate a genuine need for adult attention.



# Changes in Policy & Practice

## CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE “TOXIC STRESS” IN CHILDREN



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION	
Assembly Concurrent Resolution	No. 155
Introduced by Assembly Member Bocanegra (Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)	
May 28, 2014	
Assembly Concurrent Resolution No. 155—Relative to childhood brain development.	
LEGISLATIVE COUNSEL’S DIGEST	
ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress. This measure would urge the Governor to identify evidence-based solutions to reduce children’s exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions. Fiscal committee: no.	

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

### TECHNICAL REPORT

## The Lifelong Effects of Early Childhood Adversity and Toxic Stress

### abstract

FREE

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve-

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

#### KEY WORDS

ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

#### ABBREVIATIONS



Exhibit A: A story for social change



▶ Exhibit B: A reframed story for social change

# A broader frame attracted a broader base of policy support





Because You Have a Problem



**AAA** *You need to reframe when:* **BBB**  
You Say ... They Think



**The Field**



**Public**

# You Say...They Think

Our homes have powerful effects on our health and wellbeing. We need to put policies in place that help assure that everyone has access to quality, affordable housing.



Expert/Advocate



Public

# What People Do When Faced with the **BackFire Effect**

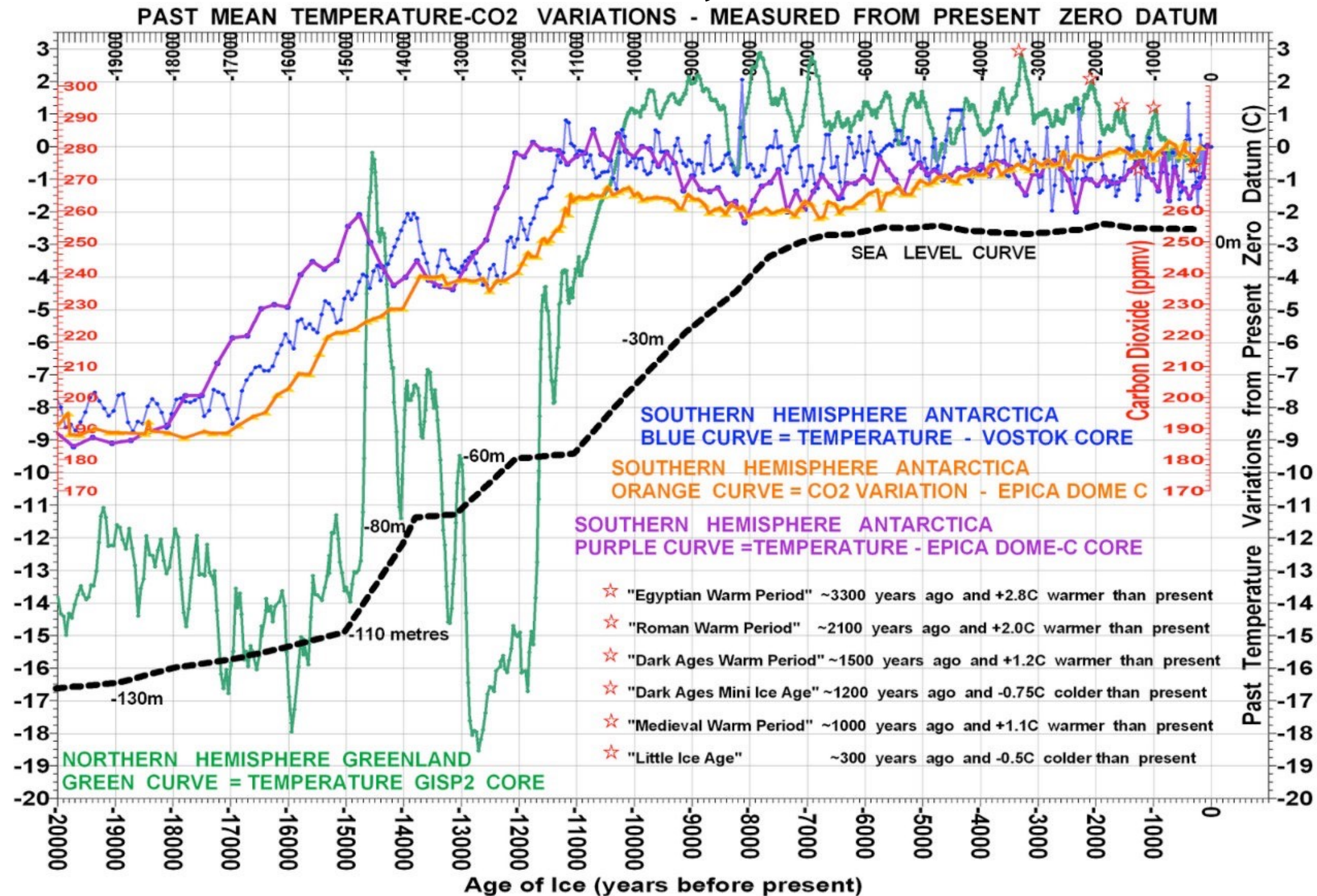


**Provide more data**

**Emphasize Urgency**



# Backfire: Death by Data



Graphic Compilation: G. LeBlanc Smith, 2008, Rock Knowledge Services Pty Ltd, [www.rockknowledge.com.au](http://www.rockknowledge.com.au)

DATA CITATION: Monnin, E., et al., 2004, EPICA Dome C Ice Core High Resolution Holocene and Transition CO<sub>2</sub> Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-055. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

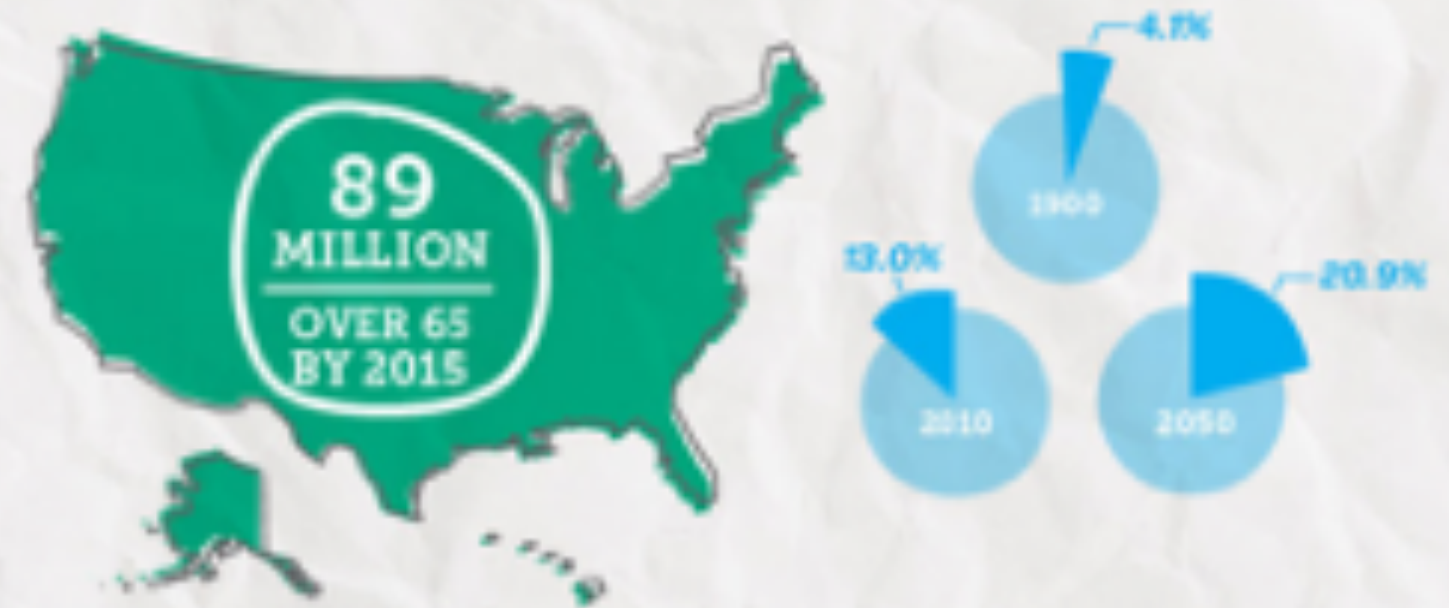
DATA CITATION: Jouzel, J., et al., 2004, EPICA Dome C Ice Cores Deuterium Data. IGBP PAGES/World Data Center for Paleoclimatology Data Contribution Series # 2004-038. NOAA/NGDC Paleoclimatology Program, Boulder CO, USA.

# The Bad: Death by Data

## THE COST of AGING IN AMERICA

As baby boomers age, the sheer number of older adults will be unprecedented in U.S. history. The portion of the population living on fixed incomes with high medical expenses will increase as the proportion of seniors – especially those older than 85 – grows. As a result, the health care system and federal programs such as Medicare and Social Security will come under increasing financial strain.

In 2010, there were already 40.3 million people aged 65 and older – 12 times the number in 1900.



Between 2012 and 2050, the number will triple, increasing by 100%.

AARP reports that the 85 and

# Backfire: Crisis Framing





## Study: Housing Crisis Fueled Racial Inequality

DAILY REAL ESTATE NEWS | MONDAY, MAY 11, 2015

The spike in foreclosures from the housing crisis led to one of the greatest migrations in U.S. history among minorities and whites that could alter American cities for years to come, according to research from Cornell University, which will be published in the American Sociological Review in June.

About 9 million Americans in the aftermath of the housing crisis, including African Americans, Latinos, and racially integrated communities, are the subject of a new study.

Researchers estimate that the gap between blacks and whites in the housing crisis was most heavily distressed. Among its many impacts, the study found that migration in American cities was a result of policy and analysis and



## ECONOMY IN CRISIS AMERICA'S ECONOMIC REPORT - DA

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## Income Inequality Is Ravaging America's Middle Class

 MARCH 23, 2016  DANIEL MILLS

[Recent Posts](#)



We  
Go  
the  
An



#1

Understand What You're  
Up Against & Get Strategic











# Cultural Models



- Assumptions and understandings created through years of experience and exposure.
- Taken-for-granted and largely automatic.
- Relied on to interpret, organize and make meaning of experiences.



# ▶ What's in the Swamp?



**“Housing”=**  
**Assisted Housing**

**Fatalism**

**Individualism**

- Mentalism
- Individual Responsibility
- The Good Old Days
- Evil Slumlord

**Government**

- Responsible for Regulating Rentals
- Inefficient and Corrupts

*What's in the swamp of...*

**Housing**

**Context**

- Protection from Outside World
- What Surrounds Us Shapes Us
- Open Children

**Consumerism**

- Rising Costs
- Just the Basics
- Segregation is Natural

**Housing as Threat**

- Healthy Housing = Do No Harm
- Visible Contaminants
- Stress Affects Health



A photograph of a swampy forest, likely a cypress swamp, with large, gnarled tree trunks and dense foliage. The scene is reflected in the water. The entire image is overlaid with a semi-transparent green filter. The text "Swamp Drop" is centered in a large, white, sans-serif font.

# Swamp Drop



# What cultural models are activated by this message?

Is there any conversation about reforming CEQA in Sacramento? None. Any chance of reforming Proposition 13? Very little. The only discussion to date involves the so-called “split-roll” that would raise commercial rates while leaving Proposition 13’s limits on residential property taxes untouched. This will only make the local government bias against residential real estate worse. And so, California families continue to face a very real housing crisis. The state leaders, meanwhile, are not helping. It’s the cruelest irony; we have a housing crisis, and California’s leaders are not addressing it. They’re merely professing to help with costly policy gimmicks that are no substitute for freeing the market to align supply with demand.



# What cultural models are activated by this message?

Taking good care of yourself and your family is important. You try to eat healthy foods. You see your health care provider for checkups. You try to protect your family from accidents and illness. You want to live in a safe neighborhood and home. There is a direct relationship between your home and your health. A healthy home can reduce or prevent some health problems. A house, apartment, or building should be maintained to support the health of its residents.

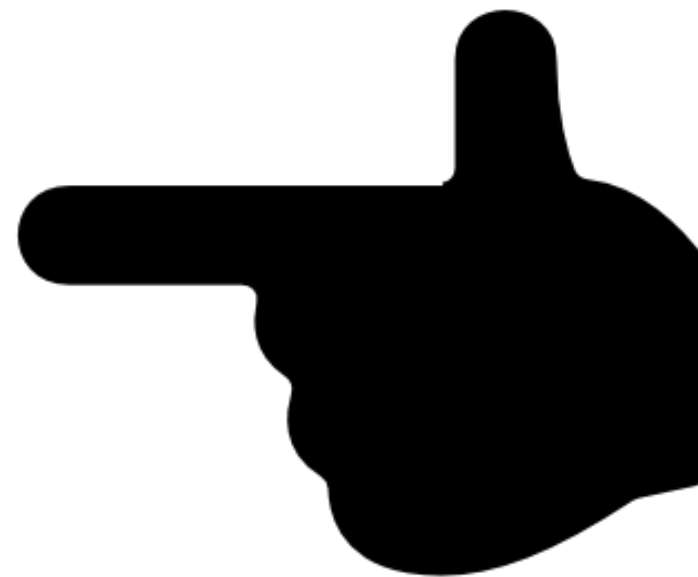
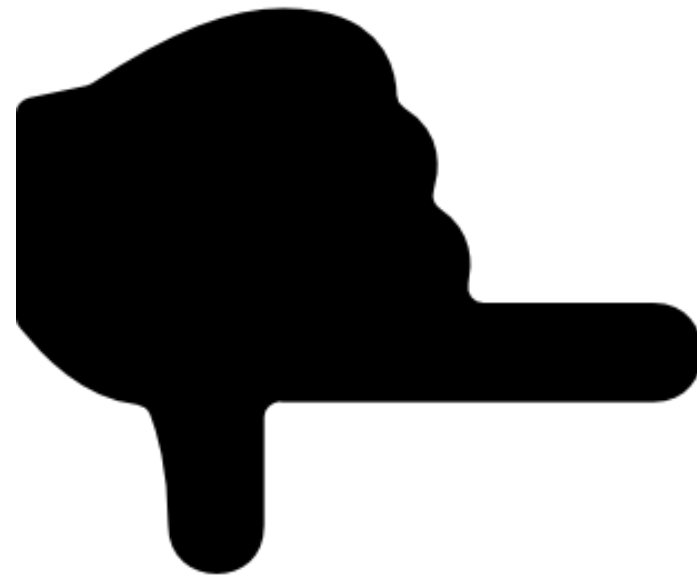


# What cultural models are activated by this message?

A bold attempt to begin to create a mini-neighborhood on scraps of unused land just off the 10-land Wakota Bridge has been dealt a setback. The Metropolitan Council's thumbs-down response to a request for nearly \$1 million in subsidies means the whole effort in Newport will now likely have to wait for another year, officials say. Affordable housing, especially when it's within walking distance of transit, is a major emphasis for the Met Council these days. And the Newport project would have involved just that—scores of affordable units right across the street from a transit station that opened in December.

# #2

## Shift the Big Idea





Affordability

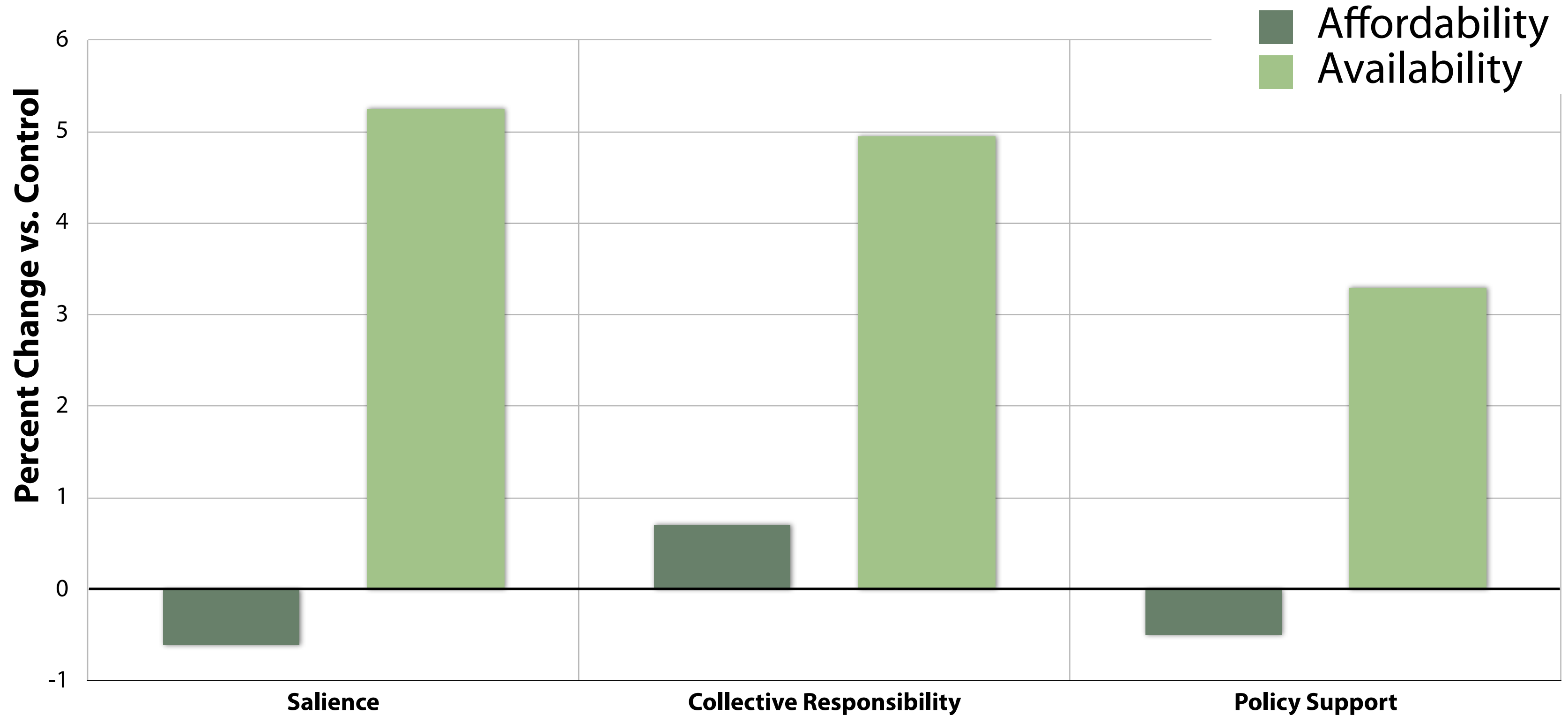
**From**

# Thinking About “Affordability”

Cues consumerism

Solutions stuck in effort and income

# Thinking About “Affordability”







Affordability

**From**



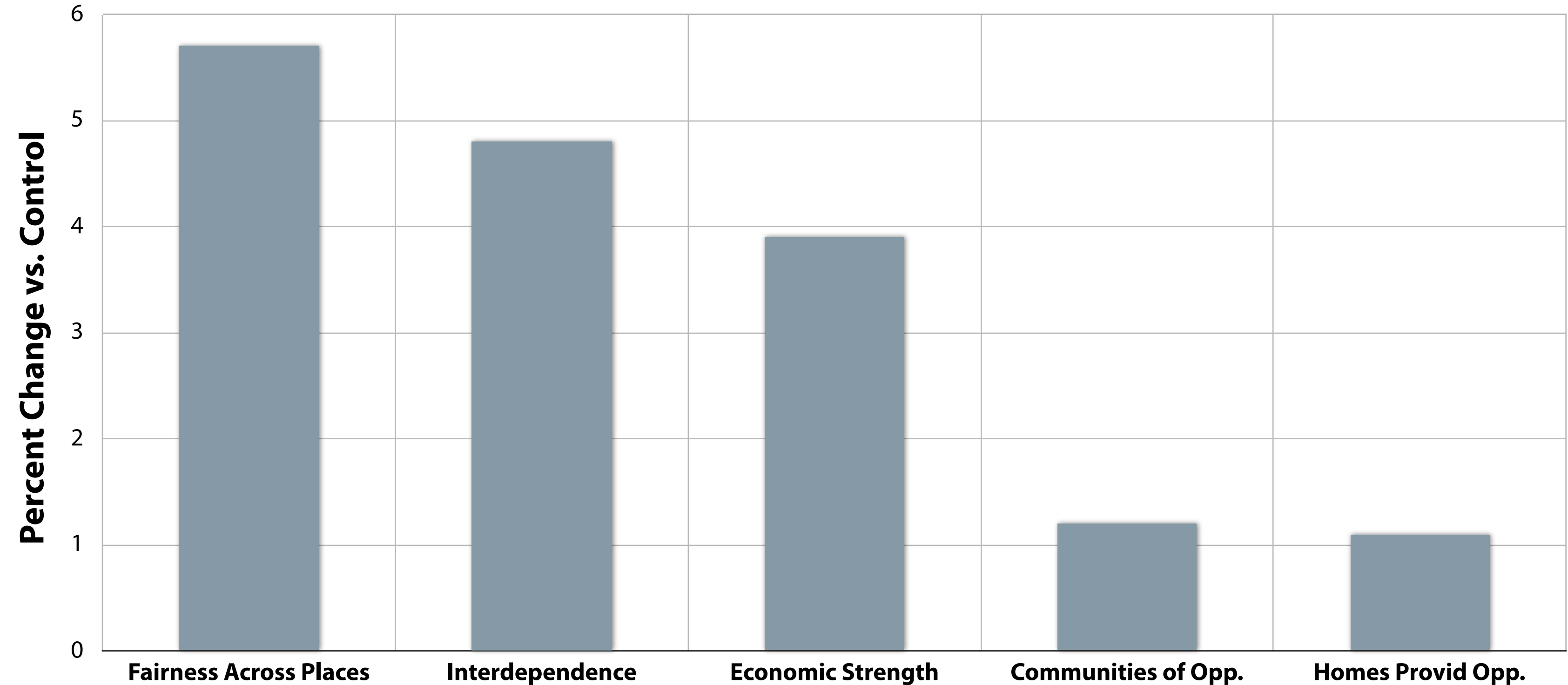
Fairness &  
Interdependence

**To**



# Values and Housing

■ Support for Affordability Policies



# The problem with “Opportunity”

All members of society  
should have the opportunity  
to live in safe, healthy,  
affordable housing



**Advocates**



**Public**

# The problem with “Opportunity”

All members of society  
should have the opportunity  
to live in safe, healthy,  
affordable housing



**Advocates**



**Public**

# ***Interdependence***



Your issue matters because:

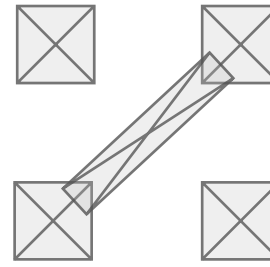
We are all connected. What impacts one part of our community effects us all.

**Redirect public perceptions away from:**

- *Consumerism*
- *Separate Fates*
- *Individualism*

**Move public thinking towards:**

- What surrounds us shapes us
- Shared fates and benefits
- Collective impacts



# Framing Practice

Leading with a tested Value.

“What do you do?”

We often answer this question with our title or our organization.

What if we responded with the WHY of what we do?

Imagine that you’re introducing yourself at a social gathering.

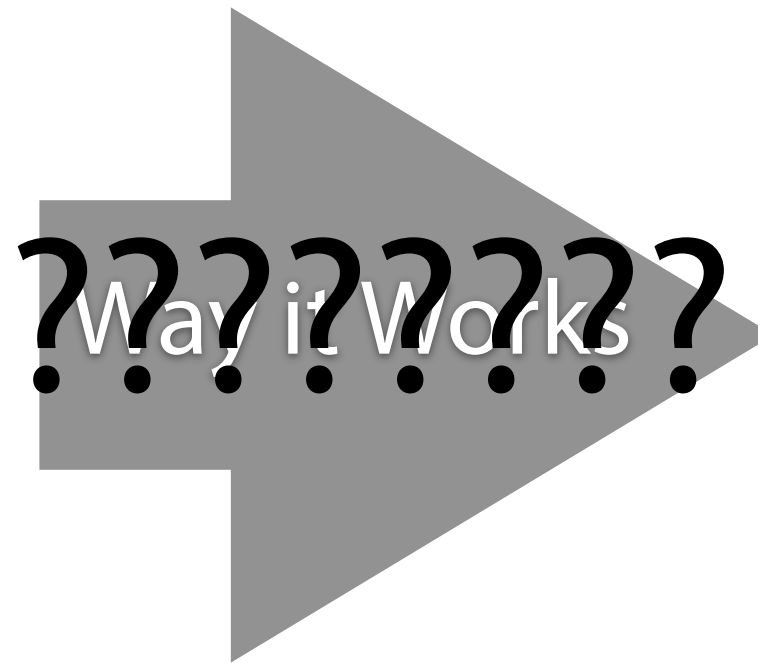
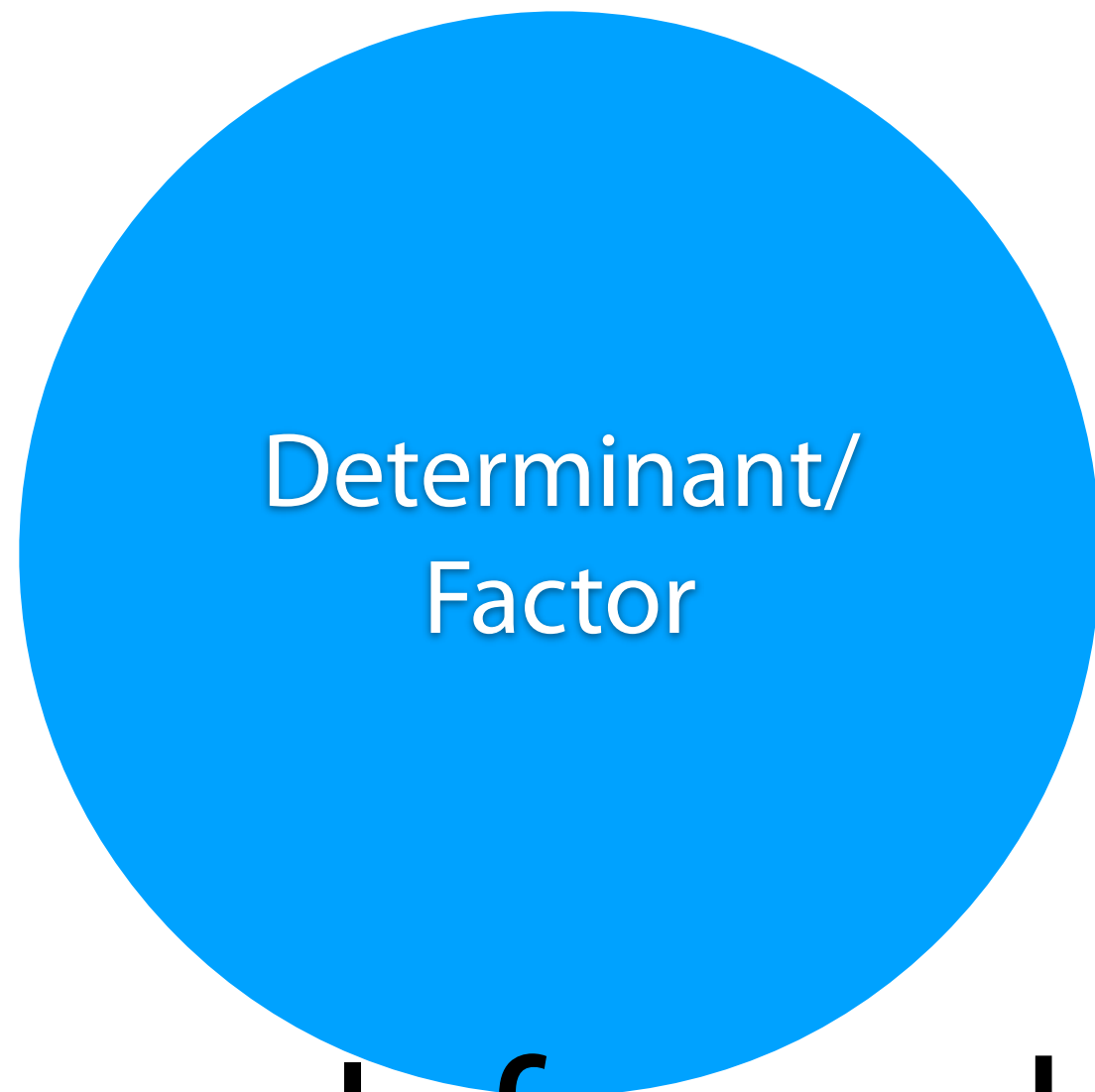
Set up your work with Interdependence, using the Value before mentioning particulars.

Example: *I’m Nancy, and my work makes sure that all of the talents and energy of San Mateo County are available to strengthen our communities no matter where they live. I run a program that keeps everyone connected by making sure quality housing is available to all.*

Use your Reframe Card to put in as strong a “dose” of the Value as you can manage.

# #3

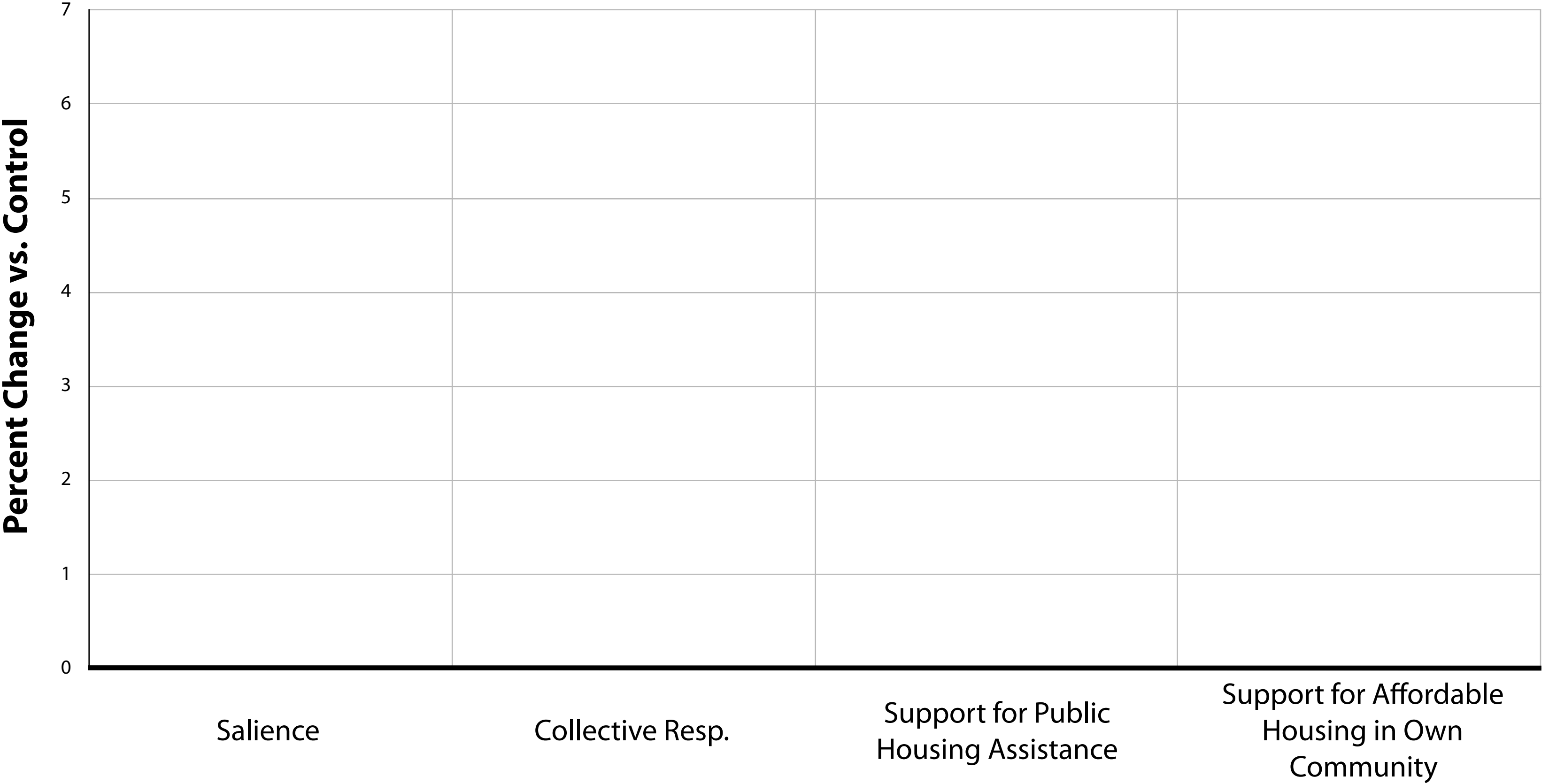
## Don't Just Name It, Explain It



Informed discussion; meaningful  
Hard to engage; not sure what to do  
engagement with solutions

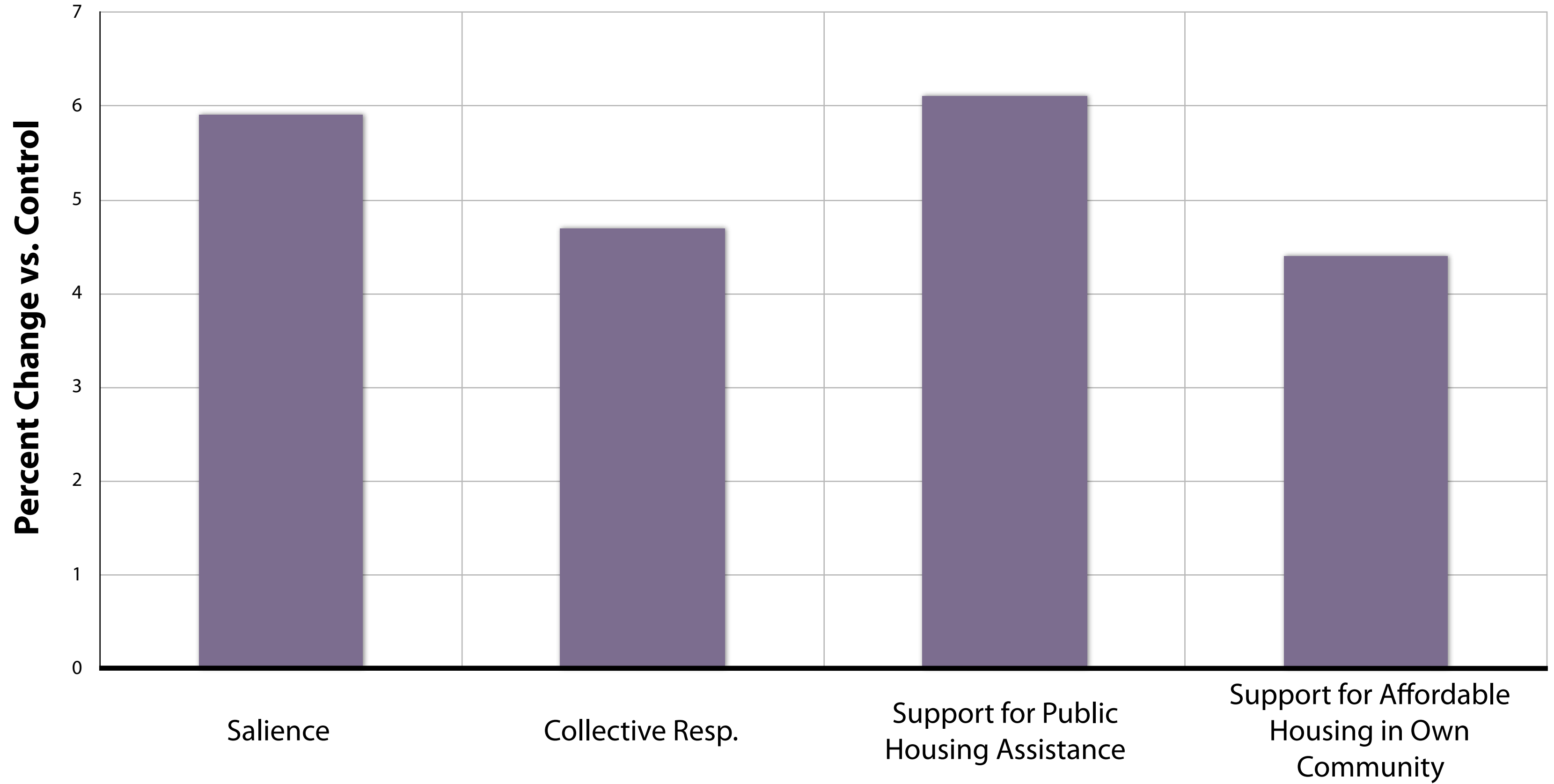


# Policy Explanation

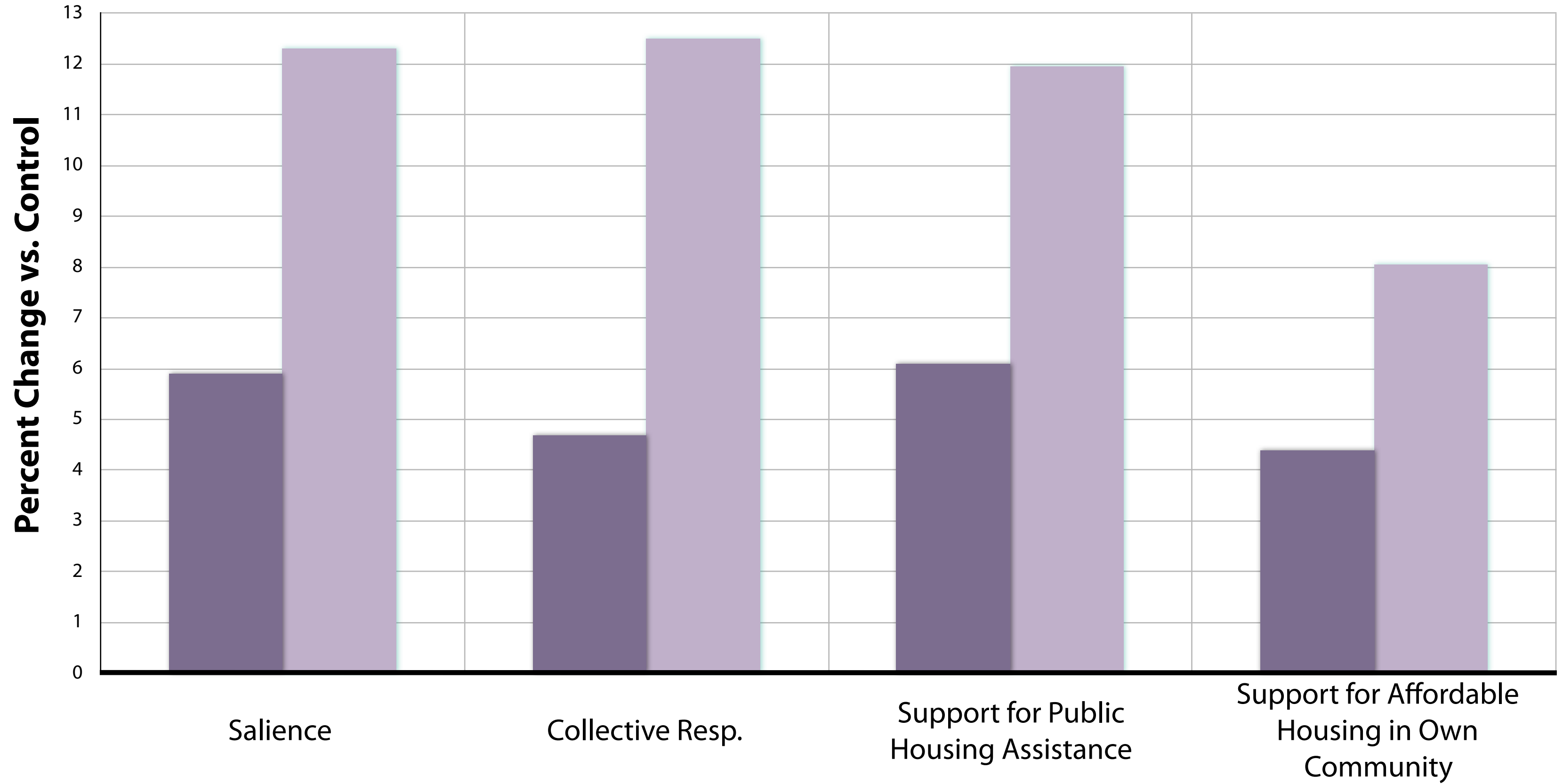


Only about a quarter of resources for housing from the government go to households who make less than \$40,000 a year. This means that people with lower incomes have to spend more of their money on housing, which puts them at a disadvantage in other areas of life by having less to spend on things like health and education. What this means is that we are giving the least help to those who need it most. We must change this and use our resources so that everyone can afford a decent place to live.

# Policy *Explanation*



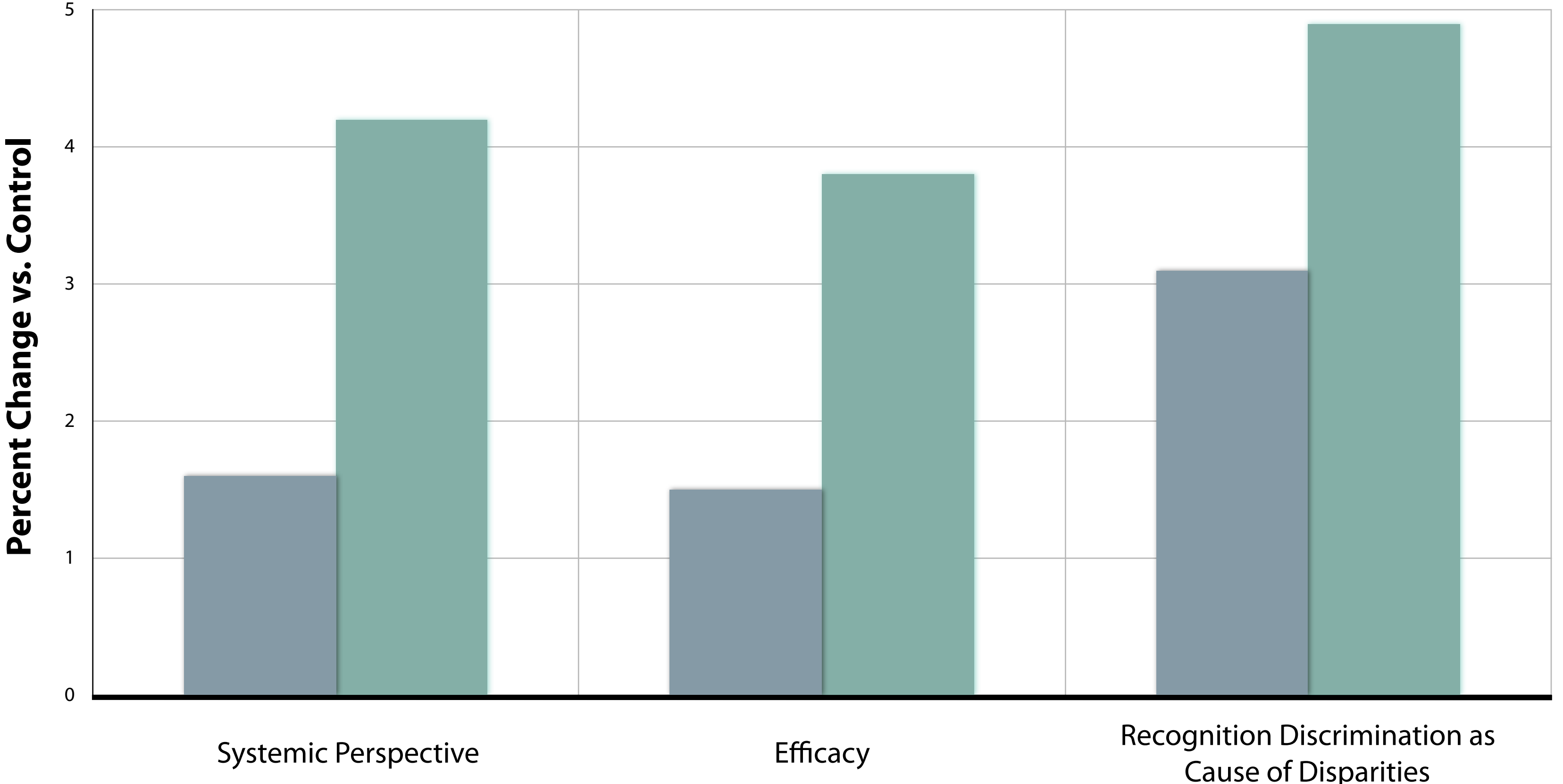
# Hard to Reach Audience





# Concentrated Poverty and Structural Racism

■ Assertion  
■ Assertion + Explanation



# Poor housing affects education outcomes

## Cause

Quality housing is increasingly unaffordable; families are forced to live in unhealthy conditions.



## Consequence

Our children's test scores, achievement levels, and graduation rates are lower than they should be.

# Building an Explanatory Chain

<b><i>Problem</i></b>	<b>Poor housing negatively affects children's education outcomes.</b>
<b><i>Cause</i></b>	Quality housing options are increasingly unaffordable, so more families are having to live in unhealthy conditions.
<b><i>Link</i></b>	Poor housing conditions expose residents to contaminated air.
<b><i>Link</i></b>	Children exposed to contaminated air are more likely to develop asthma or other lung conditions.
<b><i>Link</i></b>	Children with asthma have more sick days and school absences.
<b><i>Consequence</i></b>	Missed schooling negatively impacts education outcomes, like test scores, achievement levels, and graduation rates.
<b><i>Solution</i></b>	<b>We need inclusive housing policies that temper rising costs and focus on illness prevention. Frequent, mandatory health inspections would support education and wellbeing for people at all income levels.</b>



**Sample Profile**

@SampleProfile



Following

Bad housing conditions make kids' asthma more  
sick & are at risk of doing #LeadMyschooling supported  
better housing portal bit.ly/link.ly.

RETWEETS

34

FAVORITES

14



**Use explanation to connect dots and fill in holes.**



# Framing Practice

Practice writing an explanatory chain

<i>Initiating Factor</i>	<b>What is the root cause?</b>
<i>Mediating Factor</i>	<b>What has been set in motion by the initiating factor?</b>
<i>Mediating Factor</i>	<b>What has been set in motion by the initiating factor?</b>
<i>Consequence</i>	<b>What is the “effect” you need to explain?</b>
<i>Solution</i>	<b>What is a solution to this problem?</b>

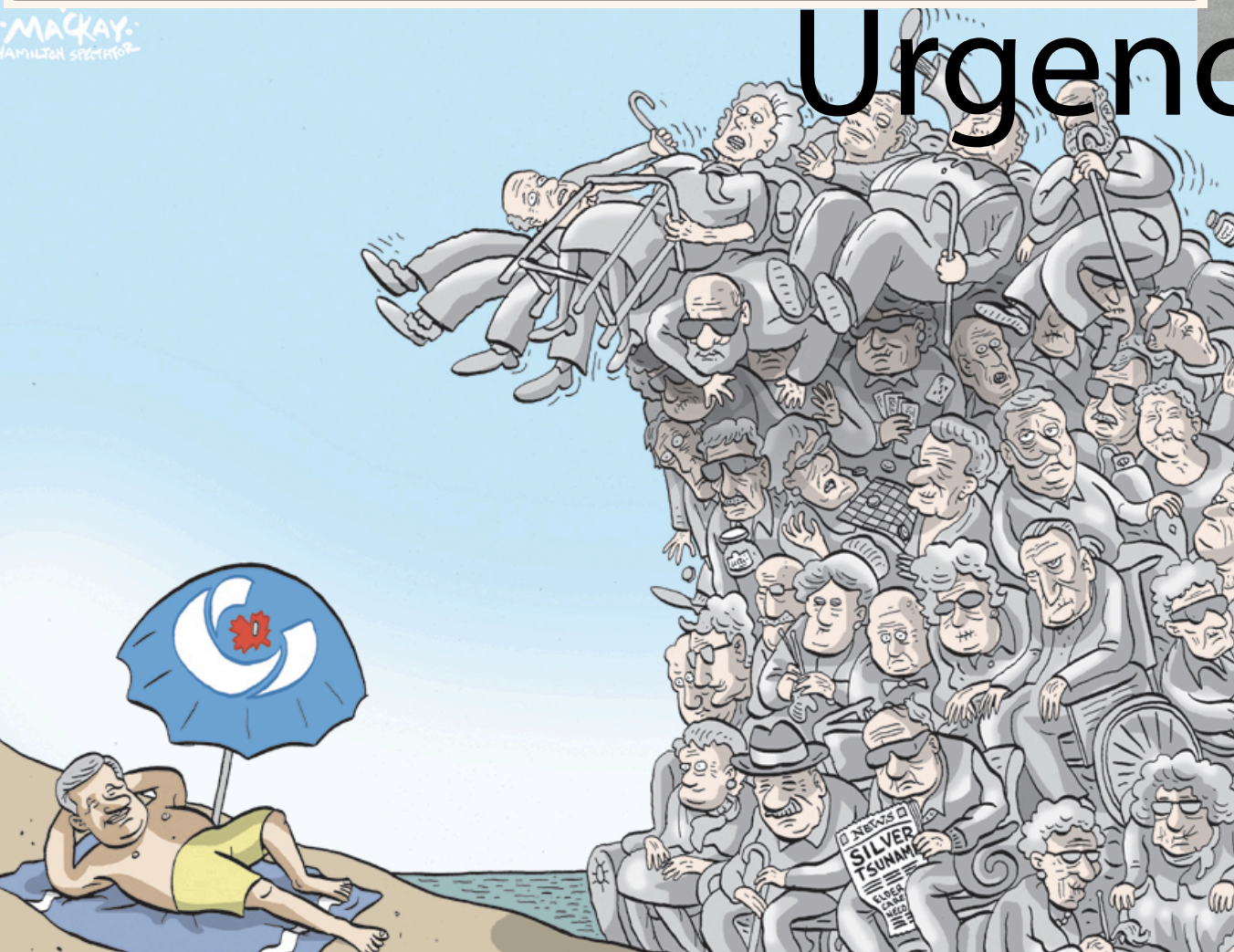
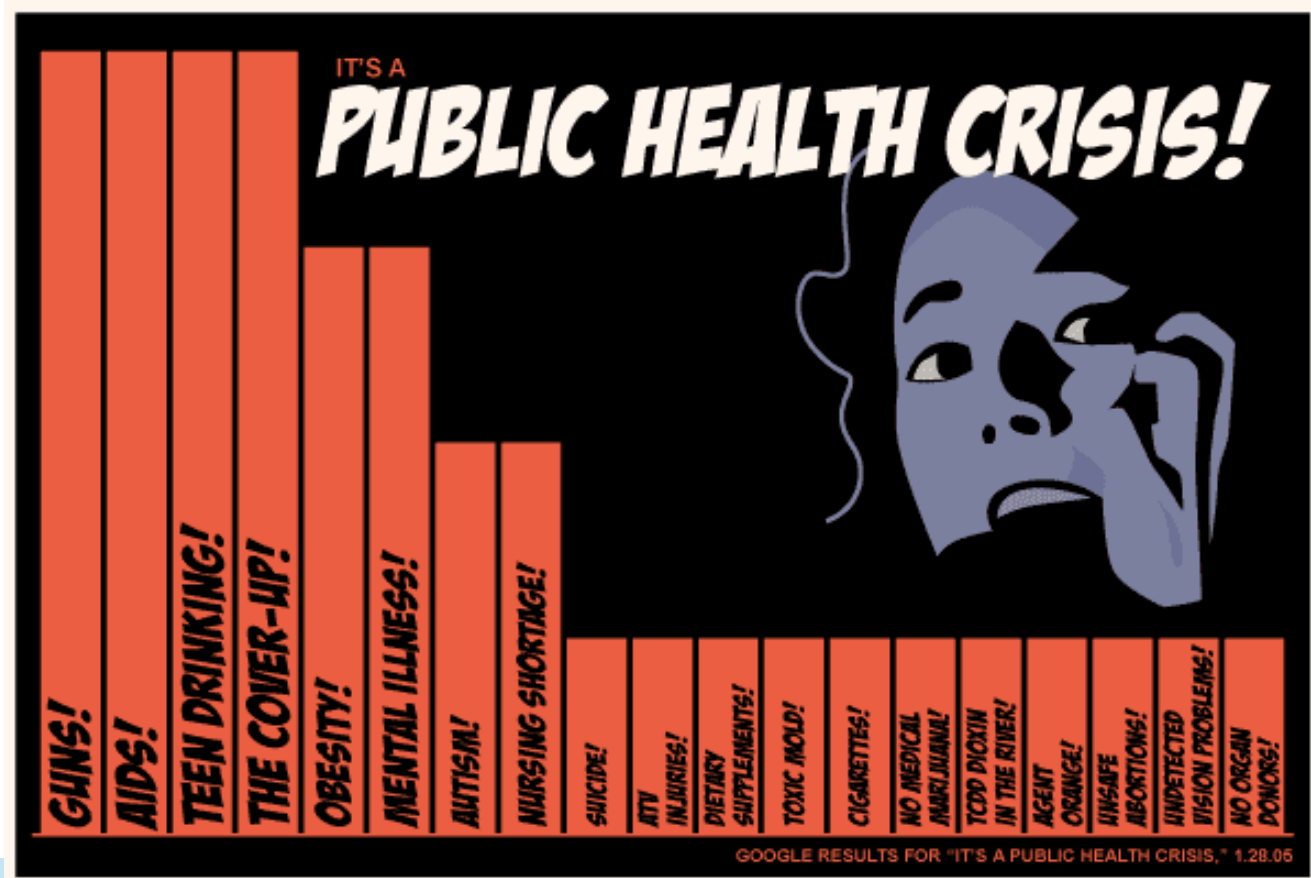


# #4

## Stress the Solutions







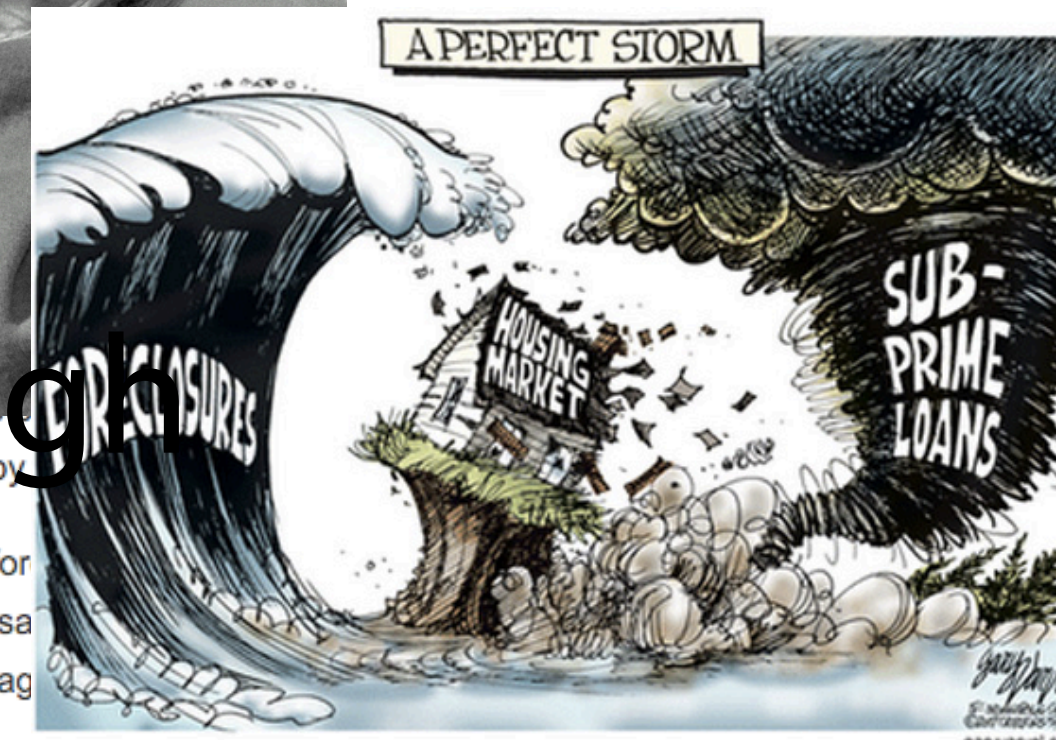
Urgency Is NOT Enough

## Study: Housing Crisis Fueled Racial Inequality

DAILY REAL ESTATE NEWS | MONDAY, MAY 11, 2015



to one of the greatest migrations in U.S. history  
in cities for years to come, according to  
ed in the American Sociological Review in



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## Income Inequality Is Ravaging America's Middle Class

MARCH 23, 2016 DANIEL MILLS


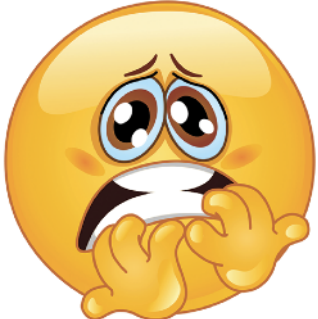

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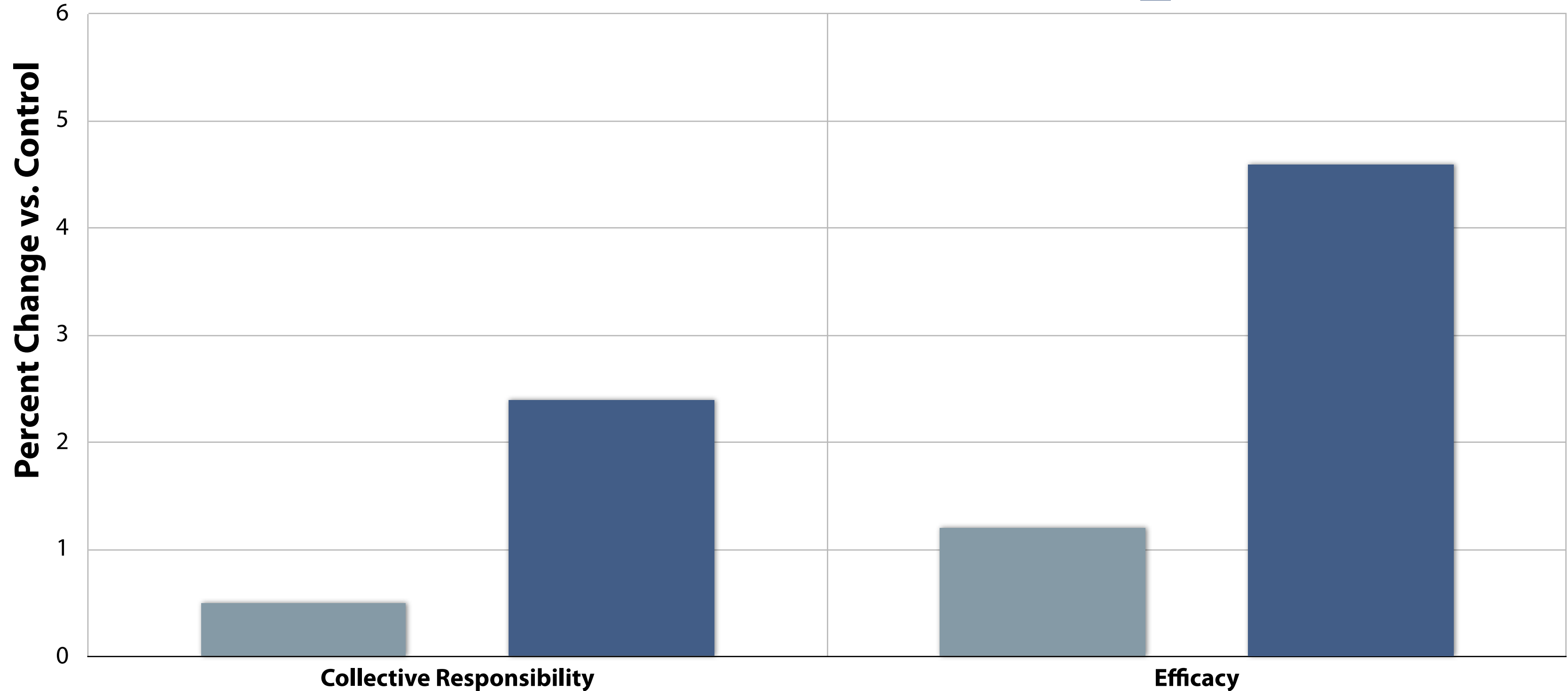


# The Problem with Problems

	Low Efficacy	Hi Efficacy
Low Urgency	<p><i>Baseline</i></p>	 <p><i>Low Motivation</i></p>
Hi Urgency	 <p><i>Fatalism</i></p>	 <p><b><i>Magic</i></b></p>

# Problems and Solutions

Size/Severity Problem  
Potential of Solution



- Can you put a quick example in here that shows a before and after where the before is all about problems and the after does a balance between urgency and efficacy?

#5

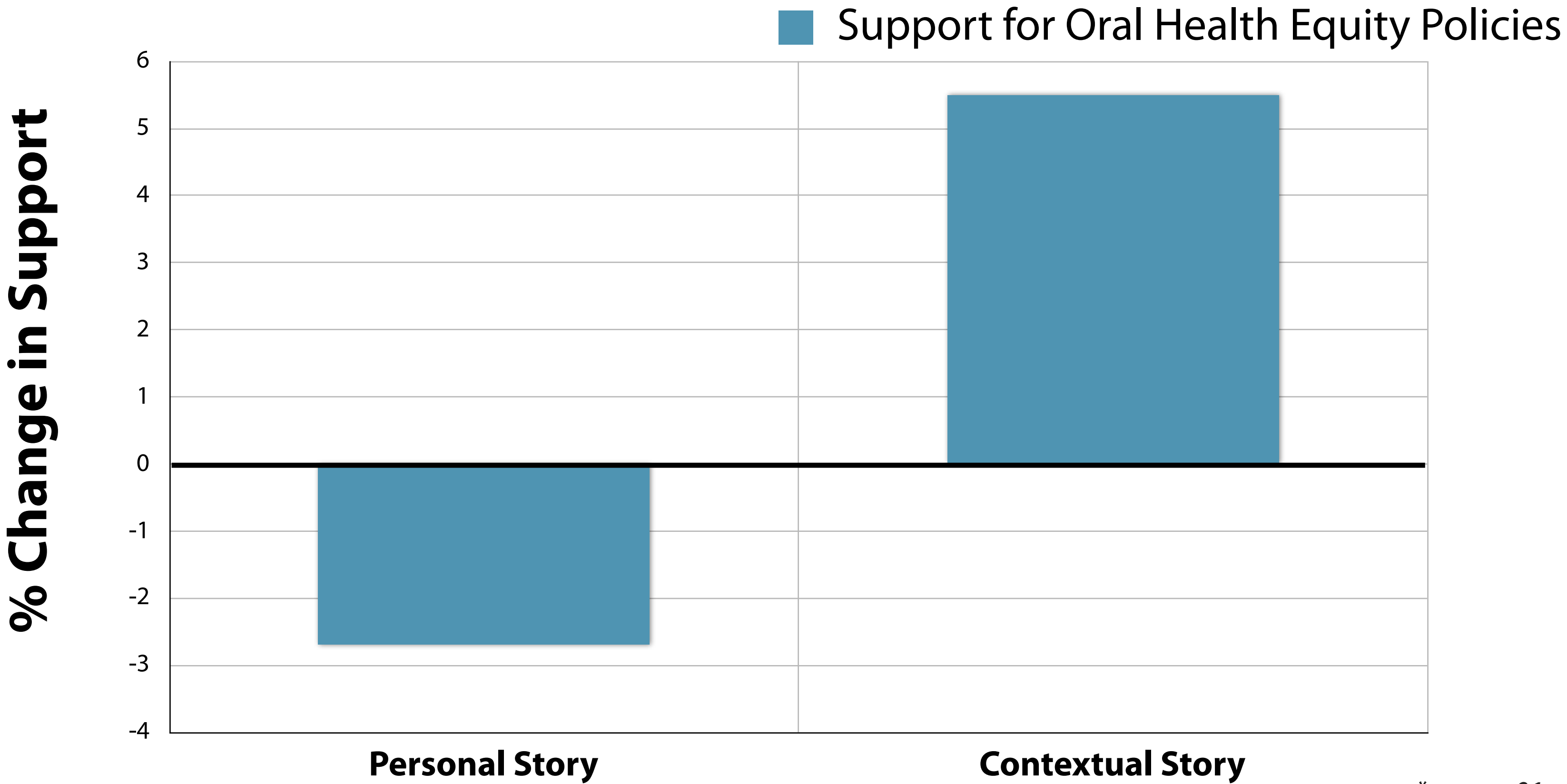
Tell a Story







# But...Not All Stories Are Created Equal

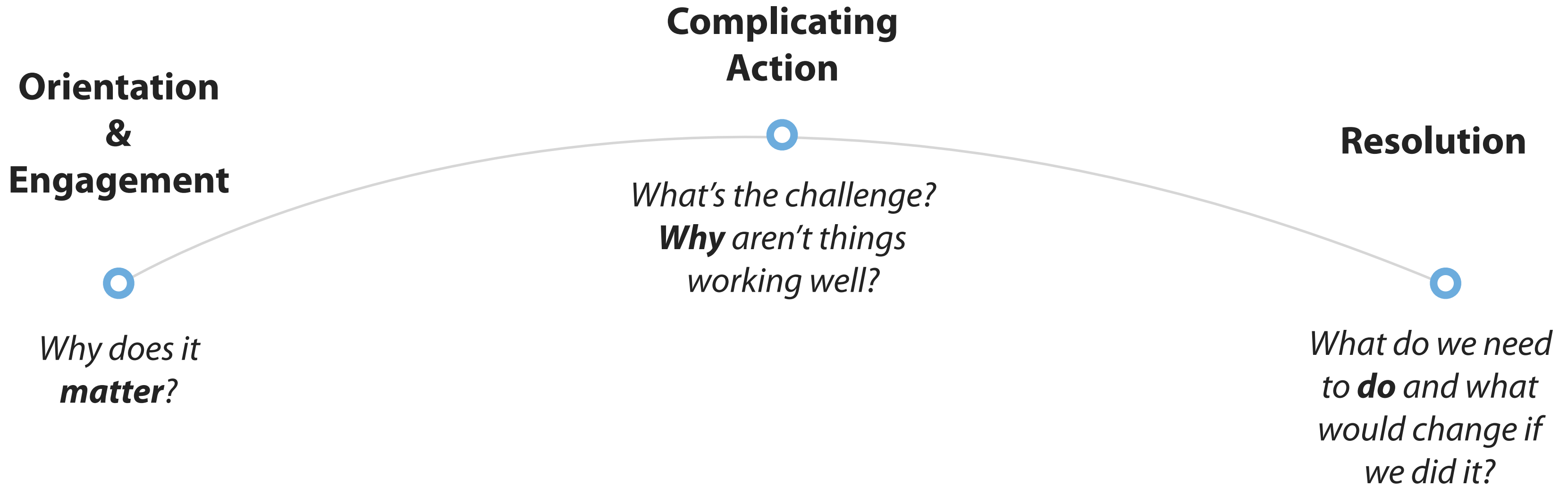








# Formula for a Story that Sticks





1

Understand what you're up  
against and **get strategic**



2

Set the BIG IDEA:  
**Fairness and Interdependence**



4

**Stress the solutions**



5

**Tell a story**

3

**Explain it**

A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.

*Richard Rorty*



# Thank you!



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