



Brief overview of FrameWorks’ recommendations for reframing housing

Advocates have an opportunity to communicate about the importance and availability of affordable housing in powerful new ways, using evidence-based framing tools and strategies that have been shown to help communicators encourage deeper engagement and build support for system change. The chart below summarizes some of the techniques and tools communicators can use to spark productive dialogue. For a deeper explanation of the research behind these recommendations, please review *Finding a Frame for Affordable Housing* and the ‘housing’ issue page at www.frameworksinstitute.org.

Framing strategies to USE	Do Not
Know what you are up against. Remember that culture can complicate communications.	Assume that audiences are blank slates for advocates’ messages.
Shift the big idea to housing availability.	Focus primarily on affordability. This may cue consumerist thinking
Appeal to <i>Fairness Across Places</i> to explain why good, affordable homes should be available in all communities.	Rely on <i>Opportunity for All</i> to present affordable housing as a collective issue.
Appeal to <i>Regional Interdependence</i> to remind people that everyone should be concerned when affordable housing remains unavailable.	Use <i>Economic Strength</i> to explain how resources like affordable homes benefit communities.
Explain how policies impact housing availability.	Depend on assertions to introduce policy.
Emphasize possible solutions. Match urgency and efficacy to highlight wide scale improvement	Focus on <i>crisis</i> and <i>wide-scale disaster</i> when describing the need for affordable housing.