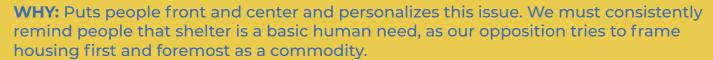
WORDS TO REPLACE

- Making stable housing more affordable
- Creating programs that make housing affordable
- Developing affordable housing units



WORDS TO

- Ensuring everyone can afford a place to live
- Ensuring everyone has a place to live
- Ensuring every person has a roof over their heads
- Ensuring every family has a place to call home



We also must illustrate the positive outcome that we will achieve, which is far more compelling than the process we choose to get there.

- **x** Ending homelessness
- × Reducing homelessness



✓ We need to solve homelessness

WHY: "Solving" implies that homelessness is a collective social problem we can tackle together, as opposed to an individual failing.

Government programs and services



✓ Local programs and services

WHY: People are more favorable toward, and less cynical about, the ability of local programs and services to solve housing and homelessness issues.







No matter what we look like or where we come from; whether we are white, black, Native Peoples or newcomer, Latine or Asian

WHY: People are more favorable toward, and less cynical about, the ability of local programs and services to solve housing and homelessness issues.

× Increasing the minimum wage



Increasing the minimum wage to a living wage

WHY: At both the national and state level, base and persuadable adults are more likely to say increasing the minimum wage to a living wage is a top priority.

We need to solve homelessness because of the impact it has on our local businesses



✓ We need to solve homelessness because **shelter** is a human need

WHY: Again, we must put people front and center and keep our audiences grounded in shelter as a human need, rather than priming a right-wing economic frame that obscures our humanity.

Visit housingnarrativelab.org/resources to learn more and access resources related to our and our partners' narrative research.

