



Talking About Housing: Effective Advocacy Messages

Message Components

An effective message has three components:

- *What is the problem?* – Give a specific example/proof of the need for affordable housing. Use the county profile sheets.
- *Why should I care?* – Use a value statement (see below)
- *What is the solution?* – Define a specific needed policy step (and action that the listener can take. Our example = the Housing Opportunity Agenda!

Effective Values Statements on Affordable Housing

1. Hardworking people should be able to afford housing and still have enough money for groceries and other basic necessities
2. Children deserve an opportunity to succeed in school and life, which is tied to having a stable home
3. Housing gives people an opportunity to build better lives. To succeed you need a place to call home
4. It's only fair that everyone has a safe, decent place to live

Research also shows that the public believes that seniors, people with disabilities and single parents ought to have housing they can afford.

Let's use these messages early and often!