

Reframing Housing:

The science behind moving hearts and minds

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FrameWorks is on a mission...

to advance the nonprofit sector's capacity
to **frame the public discourse** on social and scientific issues

Framing Practice: Introduction

Exercise Instructions:

- Think about the headline about housing in Wisconsin that you would like to see in 5-10 years.
- Think big!
- Share your vision with your neighbor.



Why Framing Matters

framing =

choices in how we present information



how people think/feel/act

3 Things to Know About Framing

1. We have multiple ways of reasoning about the information we receive.
2. Frames are choices about how information is presented.
3. Research can help us determine which framing strategies are most effective.

understanding is frame dependent

(it's not just *what* you say...it's *how* you say it)

framing child mental health



* = P<.01



Understanding is Frame Dependent

Thinking about Addiction: Before

framing matters

you can know before you go

**the science of framing helps us
understand what we are up against**

You Say...They Think

AAA



Researcher/Advocate/Practitioner

BBB



Public

You Say...They Think

We need to do a better job of supporting people and meeting their needs. We all need support in order to thrive and succeed. What do you think shapes how well people do?

**Cultural
Mindsets**



Researcher/Advocate/Practitioner



Public



Let's Take a Look at

**Cultural
Mindsets**

“Housing”=Assisted Housing

Consumerism

Affordability Issues = Normal
Inequality = Natural
Development = Profit Driven

Cultural Models of...

Housing and Development

Solutions

Fatalism
Effort, Education & Income Focused

Individualism

Individual Effort & Responsibility
Evil Slumlord

Government

Responsible for Regulating Rentals
Inefficient and Corrupt

Context

Protection from Outside World
What Surrounds Us Shapes Us
Open Children

**the science of framing helps us find a
better story to tell**

Frames that “work” shift thinking in multiple ways



Knowledge



Attitudes



Policy Support

What research does it take to build a new frame?

Descriptive



Expert Interviews

What needs to be communicated?



Cognitive Interviews

How does the public think?



Media Content & Field Frame Analysis

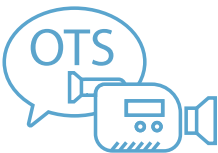
What frames are in play already?

Prescriptive



Tool Design

What reframes are plausible?



On-the-Street Interviews

Which reframes seem to work?



Controlled Experiments

Which reframe drives policy preferences?



Persistence Trials

How will this frame fare in the world?

**the science of framing also helps us find
a better story to tell**

3

ways to reframe the housing conversation

#1

change the big idea





From

affordability

issues with affordability



- Cues consumerist thinking
- Traps solutions in “effort” and “income”
- Leaves availability invisible
- Does not drive thinking to *housing* policy



From

affordability



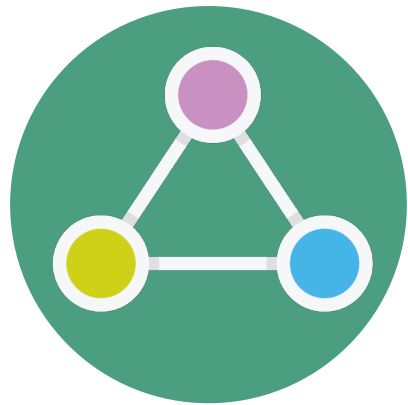
To

**fairness &
interdependence**



Fairness Across Places

The zip code we live in shouldn't determine our success in life. We need to make sure that we all, no matter where we live, we all have access to safe, healthy, and affordable homes.



Interdependence

For our region to prosper and succeed, we need to make sure that all of our communities are strong. Making sure people in all parts of our region have access to safe, healthy, and affordable homes is a key part of this.

[Sandy Mazza, Nashville Tennessean](#) Published 6:00 a.m. CT Feb. 5, 2019 |

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'It's getting harder to be poor': Bills strengthen housing availability across Middle Tennessee



RETIREMENT

City's affordable senior housing may be waiting years to affordable homes a priority

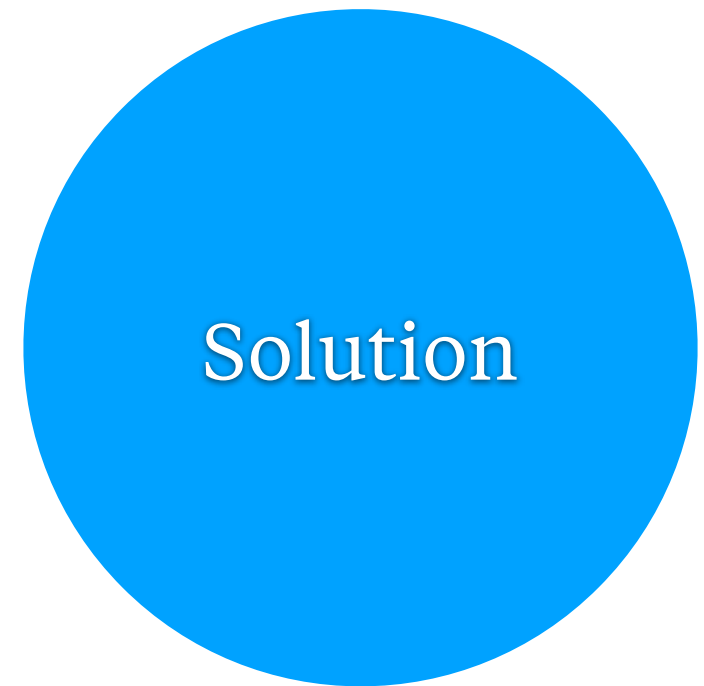
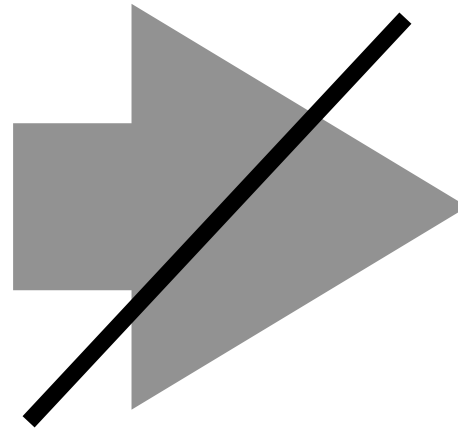
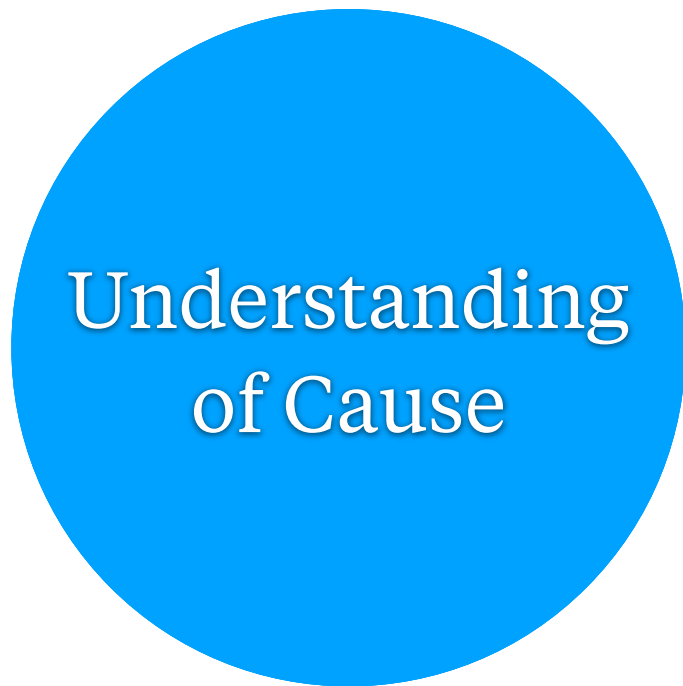
By Caitlin McCabe
The Philadelphia Inquirer (TNS)
Updated February 7, 2019 6:00 PM



#2

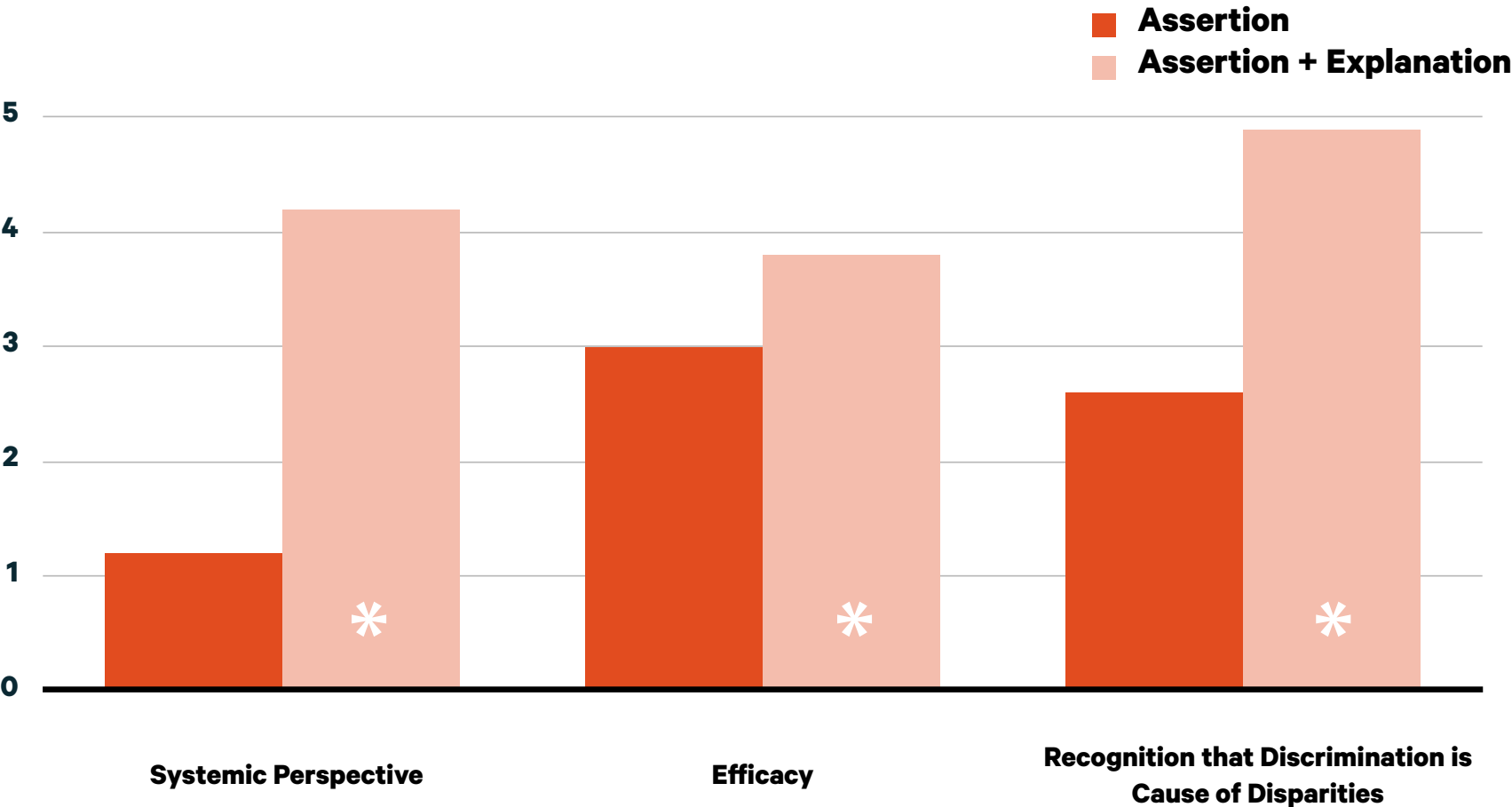
show, don't tell





Efficacy; engagement with and
Hard to engage; not sure what to do
support for solutions

Structural racism and concentrated poverty



* = P<.01



Sample Profile

@SampleProfile



Following

Bad housing conditions make kids' asthma, allergies &
are a risk of lower grades in #HealthySchools. Better
housing policies are badly needed.

RETWEETS

34

FAVORITES

14



Explanation does not need to be long!!

Which one is *actually explaining*?

A

Because wages have been stagnant while housing prices have increased, today's minimum wage isn't enough to rent an average one-bedroom apartment anywhere in the US.

B

“Rent burden” is defined as spending 30 percent or more of pretax income on housing. In 2015, at least 38% of Americans were rent-burdened, compared with 21% in 2001.

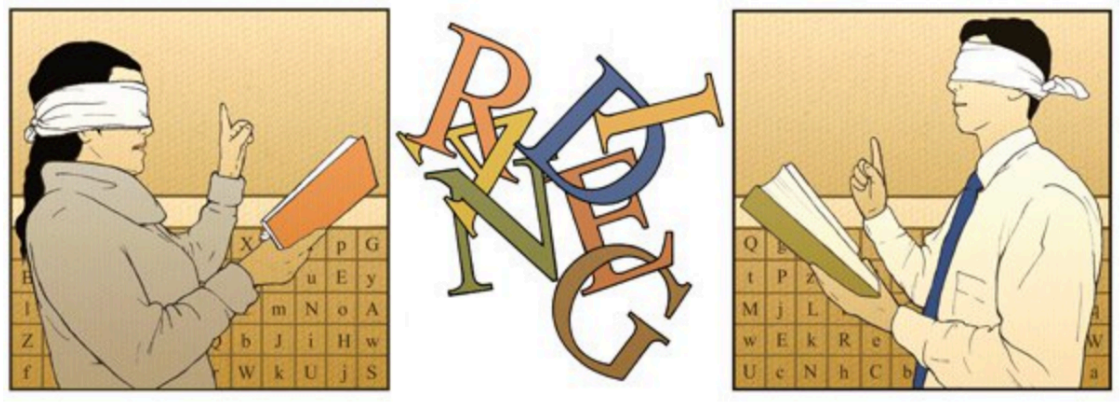
#3

highlight solutions



COMMENTARY

We Have a National Reading Crisis



A REPORTER AT LARGE MARCH 4, 2019 ISSUE

THE JAIL HEALTH-CARE CRISIS

The opioid epidemic and other public-health emergencies are being aggravated by failings in the criminal-justice system.

By Steve Coll

SCIENCE NOW SCIENCE

In the middle of a butterfly crisis, California sees a burst of painted ladies

By DEBORAH NETBURN MAR 12, 2019 | 3:40 PM

🐦 📌 ➦

CBS NEWS / March 10, 2019, 9:09 AM

Critical condition: The crisis of rural medical care

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As debt climbs in US, the next financial crisis you should worry about is your own

[Susan Tompor, Detroit Free Press](#) Published 6:00 a.m. ET March 12, 2019 | Updated 1:50 p.m. ET March 12, 2019

IDEAS • SOCIETY

A Growing American Crisis: Who Will Care for the Baby Boomers?

News

Auditor General: Climate change is an environmental and economic crisis

Written by Min Xian/WPSU | Mar 15, 2019 4:55 AM

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The mental health crisis among America's youth is real – and staggering

March 14, 2019 9:40am EDT

all urgency



fatalism
disengagement

all efficacy



message rejection
lack of motivation

balance



perceived agency
engagement
action

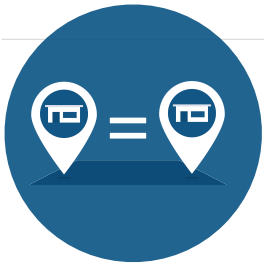
Before

The real estate market has been booming for the last few years. While this is good news for some – particularly wealthy real estate investors and homeowners with stable income-earning opportunities – it's made it even more challenging for impoverished and low-income families to find housing. The real estate boom has essentially poured gasoline onto what was already a glaring problem. With the affordable housing crisis getting worse, millions are wondering if there are any viable solutions around the corner.

After

The real estate market has been booming for the last few years, but this is not the whole picture. Families who are not investors or current homeowners are looking for solutions to the availability crunch. Policy makers have an opportunity to encourage, facilitate, and even mandate new strategies to help make housing safe, affordable and available. Let's look at some possible strategies:

1. Communities can tap into the potential of older buildings
2. Support home ownership for all, not just the few



1

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



2

Explain it



3

Stress the solutions



The world as we know it is built on a story. To be a change agent is, first, to disrupt the existing story of the world, and second, to tell a new story of the world so that people have a place to go.

Charles Eisenstein



Frame on



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Questions?