



HOUSING IS A BASIC HUMAN NEED

A Messaging Guide for Housing Justice





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Introduction

America is ready for a national conversation on housing. This messaging guide is a resource to help renters and tenant organizers, homeowners, community leaders and housing policy advocates — and everyone who cares about housing as a basic human need — talk about housing justice in a way that gets your neighbors excited, wins policy change, and shifts narratives to advance a vision of racial justice and homes for all.

This guide contains:

- Researched and tested messages you can use right now, as well as explanations on why they work and the data behind them
- Examples showing how housing organizers have successfully used these messages
- Guidance on audiences and adapting messages
- Graphics and content to share on social media
- An overview of narrative strategy and the role you can play in it

Access to housing has long been one of the dominant drivers of race and gender inequity in this country. For just as long, organizers and advocates have been fighting for housing justice — and the current moment demands that we join together to employ new tools to frame the debate and create meaningful change. This messaging and narrative strategy are just one way to win on urgent housing campaigns, and a part of a larger movement to change the culture of housing from individualized commodity to a basic need that allows us all to thrive.

The Housing Justice Narrative project is a multi-year collaboration of Community Change, PolicyLink, and Race Forward, supported by Funders for Housing and Opportunity.

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How to talk to your neighbors about housing justice

To win the fight for housing justice, we need to get our neighbors, family, and friends just as excited about our work as we are, now. While your most important tool for mobilizing people is your own lived experience, this guidance aims to help you draw on what you know with the language most likely to get results. These talking points have been tested and selected for their effectiveness reaching the people we most need to persuade to join us as we shift the dominant narrative around housing.

The messaging and guidance in this section and throughout the messaging guide was developed and tested by [Lake Research Partners](#), in partnership with the Housing Justice Narrative initiative.

Lead with shared values

Open with what most people already agree with, to help them understand why our current systems aren't working. Focus on the things we all want for ourselves, our families, our neighbors, and neighborhoods. People are more often persuaded to take action when we help them see how their own values connect to our goals.

Top tested values:

- *All children deserve a roof over their head and a safe place to live.*
- *Like air to breathe and food to eat, safe shelter is a basic human need.*
- *Without a job you are likely to struggle holding down housing.*
- *Everyone should be able to live in a neighborhood with good schools, grocery stores, parks, and libraries.*
- *Everyone should have a safe, stable place to call home regardless of how much money we have.*
- *Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination.*
- *We need policies that ensure housing is within reach for everyone.*
- *We should guarantee all children a roof over their head and a safe place to live*



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- *Every person deserves the right to a safe, secure, and affordable place to live no matter what we look like or where we come from.*
- *We need rules that will keep housing in reach for everyone*

Help people imagine the future we are building

People are usually more excited to take action when we are excited about what we're working towards. More and more, research shows people are tired of things that are or feel negative or like attacks. Describing our vision for a future where everyone has a safe, stable home sets our audiences up to understand that change is needed to make that a reality.

Top tested vision statements

- *Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families.*
- *Most of us want to provide for our families, have a safe place to call home, and pursue our dreams, regardless of what we look like or where we come from.*
- *No matter where we're from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health; it's where we celebrate our good times and recover from the rest.*
- *Home. The place where we lay our heads, hug our loved ones, and make our memories.*

***Then* tell people the problems and barriers**

Only once we've described our values and/or vision should we describe the negative barriers. It's important not just to acknowledge that not everyone has access to this vision of safe, affordable homes, but to name why they don't. We're not just blaming certain politicians or corporations, we're describing their unfair tactics.

Example problems:

- *Major developers, Wall Street investors, corporate landlords, and the lawmakers who give their greed free rein*



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- *Certain politicians and the richest corporations and real-estate developers who back them*
- *Politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own*
- *Because of unfair rules, too many of us are left merely surviving*

Call people to action

Sometimes we talk about housing justice just to help people understand our cause, but often we have a specific action to ask them to take — and ideally, once you’ve keyed into their values and described the problem, your neighbors and audiences will be ready to ask, “what can I do?” Always include a call to action that illustrates how they are part of a unified effort for housing solutions that reflect what they and the community really support.

Your call to action can be evergreen and collective about the impact of joining together:

- *“Joining together as a community”*
- *“We can make a difference by working together as a community”*
- *“We need to join together to rewrite the rules”*
- *“Together we can ensure all children have a safe place to call home”*

Or, your call to action can be timely and specific to what people can do in your community or with your group right now, such as:

- Join your campaign or coalition, come to an organizing meeting
- Sign a petition
- Make public comment at the city council meeting
- Call or email an elected official
- Vote for just housing policies and pro-housing candidates





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Bring it all together

Using just any of the above messages can help you persuade more people, but like all of us, they are most powerful working together. See how these components can come together and why they work, in more detail in this chart adapted from Lake Research Partners:

Establish Shared Value

Establish a shared value and positive goal or aspiration before moving on to naming the problem.

Strong language: “No matter where we’re from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health” “We all need a place to call home and rest after a hard day of work” “Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families”

Name the Villain and Tactics

It is important to highlight the tactics they employ in addition to naming the villain / opposition.

Strong language: “major developers, Wall Street investors, corporate landlords, and the lawmakers who give their greed free rein” “certain politicians and the richest corporations and real-estate developers who back them” “politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own” “because of unfair rules, too many of us are left merely surviving”

Work Together

Create a unity of purpose by describing people working together and using communal language.

Strong language: “joining together” “working together we can...” “Together we can ensure”

Evoke Universality

Talk about race and class, but underscore “every [person]” when articulating an agenda to make life better for all.

Strong language: “All children” “Everyone, regardless of how much money we have or what zip code we live in” “every child, every elder, and every person with a disability”

Provide a Call to Action

Provide a positive call to action around unity in advocating for / investing in a housing solution the public supports.

Strong Language: “come together as a community” “We can make a difference by coming together as a community” “We need to join together to rewrite the rules”



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More sample messages from Lake Research Partners:

Why It Works: American Dream



Imagine an America where all of us can live in vibrant, thriving communities with access to health care, quality schools, and the freedom to make our own best lives for ourselves and our families.

Housing is the foundation on which our lives are built and to which our dreams are anchored.

By ensuring all of us have an affordable place to call home, we can enable our neighborhoods to thrive. We have achieved the American dream when every child, every elder, and every

By making housing affordable, we can make the American promise of life, liberty and the pursuit of happiness apply to all of us, no exceptions.



Starting with future-looking language and bringing in core values of health care, education, and freedom creates a strong start for this message

We did not explicitly name a villain or a “problem” that needed addressing. Instead, we doubled down on aspirational goals that move housing from a commodity to something more fundamental.

Connect the positive outcomes that could be reality if all are able to have an affordable place to live, followed by listing specific subgroups of the population who will benefit like “every child, every elder, and every person with a disability.”

Ending on a shared value is powerful, made even stronger by re-emphasizing what can happen in value terms when housing is made affordable for all.



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Why It Works: Health and Wellbeing



No matter where we're from or where we live, having a safe, stable place to come home to is the foundation for our wellbeing and mental health; it's where we celebrate our good times and recover from the rest.

But today, because of unfair rules, too many of us are left merely surviving in unhealthy environments or under the threat that one unforeseen problem will have us out on the street.

For people to be and stay well both physically and mentally, for children to grow and elders to flourish, we need to ensure that everyone has housing they can count on.

We need to ensure everyone in America has a safe, accessible, healthy, and truly affordable home. When residents thrive, communities thrive.



Always begin with a core value. It helps to say "we" to make the value community-oriented. Position housing as an important part of a person's life and wellbeing and how they are the foundation to help take housing beyond the commodity frame.

Explain how the "unfair rules" hurt too many of us by highlighting their adverse effects - unhealthy environments and the threat of losing our homes. It also helps to suggest that "rules" create this problem - it doesn't just happen, it is created. It helps to say "many of us" and avoid absolutes.

Acknowledge what we want to achieve and who we want to achieve for. Children and elders are powerful referents.

End with aspirational goals. Talking about "thriving communities" links all of us together and links economic security to other values and goals like health and safety.



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Why It Works: People First



Most of us want to provide for our families, have a safe place to call home, and pursue our dreams, regardless of what we look like or where we come from.

But today, politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own.

We need our leaders to put people first. By joining together, we can change policies to benefit all of us, like building more affordable options or regulating rent increases to limit how much someone can increase our rent.

Together we can ensure everyone, regardless of zip code, has a place to live our lives and care for our families.



Always begin with a core value and shared experience. It helps to say "most of us" to avoid absolutist language.

Going beyond simply naming politicians as the villain and highlighting the bad actions they are taking works. Tying housing to economic issues such as making ends meet strengthens the message.

Define the goal and what we want politicians to do. Provide a call to action and list examples of what joining together can do for housing policy that will benefit everyone.

Starting and ending on a shared value is powerful. We also talk about bringing all groups together with inclusive language that seems non-divisive to people.



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Understanding and using messages

Why and how to use the messages

These are the messages proven to help us meet our neighbors where they're at, and bring them into the housing justice fight.

These messages came out of robust research, language analysis, and national audience testing to determine the ideas and words best for reaching both advocates who readily agree with us, and, more importantly, people ready to be persuaded about how housing justice aligns with their beliefs and values.

According to that research, America is ready for a national conversation on housing. Eight in 10 people polled understand that housing is a huge challenge for too many of us, but we need to intensify the public's support and understanding in order to mobilize them to take action. These messages help link housing policies and government intervention to things most of our neighbors value, like economic security and safety for our families. By using these messages, you are part of a larger choir bringing these ideas to your neighbors and audiences and helping to shift the national narrative on housing as a basic human need.

While these messages can help you invite someone to take a specific action, they are just as important to use when there isn't a petition or event going on — so that when the need for that action arises, more of our neighbors are already on board and talking to *their* neighbors. These can and should be used in your informal conversations with neighbors, formal remarks at events or to public officials, on social media, in video content, writing op-eds, and more. Basically, anywhere you are talking about housing justice, these messages can help.

Whom to talk to (audience)

Our primary goal is to build the base of people supporting housing justice, and mobilize them to action — *that's* who these messages are written for. When we put our energy into our community and into turning our neighbors into housing advocates, rather than shouting



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down the opposition, we build our collective power to fight for the policies and leaders we need.

With that in mind, we might think of our audiences in the following groups:

1. Friends, family, neighbors, and community members who already share our beliefs about housing justice and know that decades of racist housing policies have harmed communities of color, especially those directly impacted by such injustice.
2. Friends, family, neighbors, and community members who understand that housing is one of the most pressing issues our nation is facing, may or may not experience systemic failings personally, and are not yet connected to a movement or taking collective action for housing.
3. Elected officials and media who have the power to influence housing narratives, either by writing and changing policies, or reaching the broader public.

(Notice who's not in that list? **We win when we focus on our community, not our opposition!**)

Each group helps to influence the one that follows. Our strategy is to focus on reaching neighbors in our community before worrying about testifying to a senator or writing an op-ed. We want to get so many people excited about housing justice, that our elected leaders can't ignore us.





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Say this, not that

Our message testing demonstrates which words are most effective for persuading people to join our cause — even as nuanced as audiences’ preference for “joining together” over “coming together” — verbs that on the surface mean the same thing to many of us. While it’s critical to bring yourself and your own experiences with housing and housing politics to your conversations, these recommendations will help invite deeper discussion with a wider range of potential housing advocates on top of your existing base. In short, these “do’s and don’t’s” are meant to meet as many persuadable audiences where they are at, bring them into the movement, and open them up to deeper political education and action on housing justice.

Language Do’s and Don’t’s *Adapted from Lake Research Partners*

Say...	Instead of...	Why?
“It is a housing crisis”	Referring to an <i>affordable</i> housing crisis	The affordability frame often supports thinking of housing as a commodity so we caution using that language, especially because we don’t need to say “affordable” to increase support for housing – it is baked in already.
“basic human need” and “fundamental necessity”	“public good” or “common good”	Avoid treating housing as a commodity. Base and persuadable adults agree more strongly with the statements that say housing is a basic human need or fundamental necessity.
“[all children] deserve”	“we should guarantee [all children]”	As we have seen in other research, value statements rooted in children are very strong. When it comes to housing, “deserve” is stronger than “guarantee” (which people don’t think is possible) across cohorts. In the housing arena people are very sensitive to absolutes.
“Everyone should be able to choose where to live when you can afford it. Being denied where to live because of race, family status, or disability is discrimination”		When calling out discrimination, a larger percentage of the base strongly agrees when the statement is prefaced with a call for all to be able to choose where to live when they can afford it.



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<p>“Everyone should have this regardless of how much money” and talk about increasing the minimum wage and investing in stable, good-paying jobs</p>	<p>Saying “...no exceptions” or talking about speculative investors and house flippers</p>	<p>Highlighting how everyone should have this regardless of how much money we have is slightly stronger than simply saying “no exceptions.” Though in other research the phrase “no exceptions” tested strongest among Millennials, when it comes to housing, adults across age cohorts tend to respond stronger to the class frame.</p>
<p>“Without a job, you are likely to struggle holding down housing”</p>	<p>“Without housing, you are likely to struggle holding down a job”</p>	<p>Leading with the lack of jobs is stronger than leading with the lack of housing for persuadable and opposition adults. Our base is more likely to strongly agree when we lead with the lack of housing.</p>
<p>“passing laws” or talk about “rules”</p>	<p>creating housing trusts or “policies”</p>	<p>“Rules” increases intensity in agreement among our base and “policies” increases intensity in agreement among advocates. Persuadables agree with both statements.</p>
<p>“elect new leaders”</p>	<p>“pass policies”</p>	<p>Base and Independent adults agree more strongly that we need to elect new leaders that can increase affordable housing for all. Persuadables agree more strongly with passing policies.</p>
<p>“Government should ensure everyone has access to housing”</p>	<p>“Government should ensure that everyone has a place to live”</p>	<p>A solid majority of our base and persuadable adults see a role for government, but our base is more likely to strongly agree that “government should ensure everyone has access to housing.”</p>
<p>“Repurpose available spaces that stand empty”</p>	<p>“Dedicate public lands”</p>	<p>In addition to adults overall, both base and persuadables strongly favor housing policies that call for the repurposing of available spaces over dedicating public lands for the construction of more affordable housing.</p>
<p>“pass rent control measures”</p>	<p>“regulating rent increases”</p>	<p>In addition to adults overall, both base and persuadables strongly favor passing rent control measures at higher levels than they support regulating rent increases.</p>
<p>“joining together”</p>	<p>“coming together”</p>	<p>People are skeptical of coming together and respond more to “joining together” which is also more of a call to action.</p>



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The Data Behind These Messages

These messages and our housing justice narrative work overall draws from the Race Class Narrative Project, research and analysis from ASO Communications, and public opinion research (including focus groups and a national dial-test survey) conducted by Lake Research Partners February-April 2020. The focus groups included 11 sessions with adults from California, Colorado, Illinois, Mississippi, and Virginia, recruited to reflect a mix of educational attainment, age, household income, marital status, and party identification. The dial-test survey reached a total of 1,000 adults with oversamples of 100 African Americans, 100 Latinx adults, 100 Asian American/Pacific Islanders, 100 Native Americans, 100 adults in Washington State, 200 adults living below 200 percent of the Federal Poverty Level, and 134 advocates. The national sample of respondents was drawn from an online panel of listed adults and the advocate sample was drawn from a client-provided list. The margin of error for the total sample is +/-3.1 percent, and larger for individual oversamples/subgroups.

[Read the full report on findings from the focus groups and dial survey here.](#)



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Adapting messages

Equipped with these tested messages and an understanding of why they work, you can adapt what's in this messaging guide for the issues and actions you're working on right now in your community, and the channels that work best for reaching your neighbors. These messages are meant to be used every time you are talking about housing in your community — in casual conversation, tabling at a community event, on social media, in letters to your local paper's editor, etc. — and they work best in conjunction with your own voice, experiences, and understanding of your local community.

Tip: Whenever possible, use all the components of the message (state shared values, name the problem, emphasize the collective, and connect action to vision), but remember it's ok and often necessary to adapt or use the messages in part! For example, you're never going to fit all that into a single tweet - instead, think about how all your social media posts fit together to incorporate all parts of the message strategy.

Leading with lived experience

Organizers know that people with lived experience in the issues we are addressing are often the best messengers. This helps our audiences empathize and understand these are real life problems and experiences happening right here in their neighborhood or city, not merely hypothetically happening to people they don't know. Politicians and media outlets love stories as well, and are often more compelled to cover an issue when confronted with examples of real people in the community.

Consider sharing your own story when you talk to your neighbors, if you feel safe and comfortable doing so. Think about how your group can support people with direct experience to share stories in a way that centers their wellbeing, especially when talking about painful experiences and systemic harm.

Read more about how housing organizers used lived experience and stories in [Community Change's Participatory Evaluation of the Housing Justice Narrative Fellowship](#).



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Using Story

Think of all the ways you experience stories every day: asking your kids what they did at school, telling your partner about your day, reminiscing with an old friend or finding shared experiences with a new one, or relaxing with a favorite book or tv show. Story is at the heart of how we communicate with and relate to one another.

The [Housing Justice Story Platform](#) from our neighbors at PolicyLink offers a scaffolding to stay centered in the future we are reimagining. It supports our ability to speak to a base of individuals most aligned with housing justice—the anti-racist and persuadable base—in ways which are authentic and that they can hear, and grounds the core truth of housing justice. It guards against the distraction of the opposition by helping us avoid the pitfalls of repeating the same stories we have been told, or that we continue to tell, that haven’t moved us towards housing for all.

See these messages in action

In this [60-second video from Housing Equity Now St. Paul \(HENS\)](#), a coalition of renters and homeowners, landlords, and community and neighborhood groups in St. Paul, MN, observe how local residents speak to and through their own lived experiences for housing justice. Showcasing a diverse array of residents, the spokespeople uplift their shared values, humanizing the need for housing for all residents and stating the importance of community cohesion, without shying away from mentioning race or class. Through a clear call to action at the beginning and end, they remind their audience(s) that they have the power, through voting, to change the present circumstances in the city for the better for themselves and their neighbors.



And, on November 2, 2021, St. Paul residents came together across race, income and zipcode to pass one of the nation’s strongest rent stabilization policies.



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Graphics and sample content




To help you spread these messages to your neighbors and networks, the following graphics are available for you to use freely, widely, and without attribution. You can use them as they are, or as inspiration for your own graphics and memes tailored to your own voice, audiences, and calls to action. While these were created and curated with social media in mind, you can use them anywhere you see fit.

How to Use

Below each image thumbnail is a link to download a larger version, suggested alt text to include with your post for accessibility, and notes for using the graphic if applicable.

Use and follow the hashtag **#HousingIsABasicNeed** to find other housing advocates and organizers across the country sharing these images!

Graphics and Memes

		
<p>Full size download link ▼</p>	<p>Full size download link ▼</p>	<p>Full size download link ▼</p>
<p>Alt text: “Housing justice is racial justice” is written in red brushstrokes on a gold background.</p>	<p>Alt text: “Housing is a basic human need” is written in white type on a salmon background. A yellow mug with a drawing of a house sits in the foreground.</p>	<p>Alt text: “Every kid deserves a safe place to live and build memories” is written over a photo of a child’s drawing of their home and family.</p>

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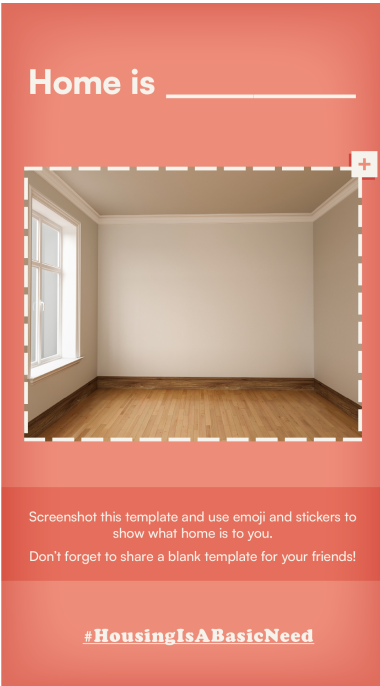

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<p>HOME IS</p> <p>That feeling when you take your pants off at the end of a long day.</p> <p>#HousingIsABasicNeed</p>	<p>When our NEIGHBORS THRIVE, our COMMUNITY THRIVES.</p> <p>#HousingIsABasicNeed</p>	<p>Shout it from the rooftops!</p> <p>WE DESERVE JUST HOUSING POLICIES</p> <p>#HOUSINGISABASICNEED</p>
<p>Full size download link ▼</p>	<p>Full size download link ▼</p>	<p>Full size download link ▼</p>
<p>Alt text: “Home is - that feeling you get when you take your pants off at the end of a long day” written in white on a pink background, over a photo of a pile of discarded pants.</p>	<p>Alt text: “When our neighbors thrive, our community thrives” written on a blue background, next to a photo of a Latina woman greeting a neighbor at her door.</p>	<p>Alt text: “Shout it from the rooftops: we deserve just housing policies!” written in a yellow speech bubble emerging from pink and purple illustrations of a diverse range of houses.</p>
<p>A home is a place to not only SURVIVE, but to THRIVE.</p> <p>#HousingIsABasicNeed</p>	<p>IT'S TIME FOR HOUSING POLICIES THAT PUT PEOPLE FIRST</p> <p>#HOUSINGISABASICNEED</p>	<p>HOUSING JUSTICE - IS - RACIAL JUSTICE</p> <p>#HOUSINGISABASICNEED</p>
<p>Full size download link ▼</p>	<p>Full size download link ▼</p>	<p>Full size download link ▼</p>
<p>Alt text: “A home is a place to not only survive, but to thrive” above a photo collage of an East Asian family eating, a Black father and baby resting, and a white woman in a wheelchair playing with her dog.</p>	<p>Alt text: “It’s time for housing policies that put people first” styled in a red circle and piece of tape, placed over a photo of four children of color bicycling in the street with an adult helping.</p>	<p>Alt text: “Housing justice is racial justice” is written in red brushstrokes on a gold background, with “justice” emphasized in black marker on pieces of tape.</p>



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		<p>SO, LIKE, HOUSING IS A BASIC HUMAN NEED, RIGHT? BUT NOT EVERYONE HAS ACCESS TO SAFE AND STABLE HOUSING! YOU KNOW HOW PEOPLE ARE ALWAYS SAYING 'THE RENT IS TOO DAMN HIGH?' HAVE YOU EVER ASKED WHY IT'S SO HIGH? POLITICIANS SET HOUSING REGULATIONS AND POLICIES THAT MAKE IT HARDER FOR PEOPLE STRUGGLING TO MAKE ENDS MEET TO FIND AND AFFORD A SAFE PLACE OF THEIR OWN!</p>  <p>Full size download link ▾</p>
<p>Full size download link ▾</p> <p>Alt text: An animated series reads “Like air to breathe and food to eat, safe shelter if a basic human need.” The phrases appear over photos of a Black woman stretching and breathing, a couple cooking dinner together, and a South Asian family playing in their living room.</p>	<p>Full size download link ▾</p> <p>Alt text: A fill in template reads “Home is” followed by a blank line, with a photo of an empty room below. The instructions read, “screenshot this template and use emoji and stickers to show what home is to you. Don’t forget to share a blank template for your friends!”</p>	<p>Alt text: Meme of a girl shouting into a friend’s ear is labeled, “me talking to all my friends about housing justice.’ Above the photo is all caps text reading, “So, like, housing is a basic human need, right? But not everyone has access to safe and stable housing! You know how people are always saying ‘the rent is too damn high?’ Have you ever asked why it’s so high? Politicians set housing regulations and policies that make it harder for people struggling to make ends meet to find and afford a safe place of their own!”</p>
<p>Notes: This short animated video can be posted as is, or you can take screenshots to post as a series of still slides.</p>	<p>Notes: This is designed for story sharing and encourages people to share the things that mean home to them. You can also crop it to post for people to share from your profiles, but remember to include the instructions in your caption!</p>	<p>Notes: Consider other ways you can use popular memes - or even edit this one - to point out, with humor, that <i>of course</i> housing is a basic human need.</p>



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Understanding narrative change

Narrative strategy

Narrative is the level at which society moves, and can activate energies among the broader public that either preserve an inequitable status quo or build a better world for all.

Narrative describes the array of related and connected stories, images, and messages that together shape our thinking and behavior in relation to a particular subject, issue, or problem – like tenants and housing, unhoused people and homelessness. Narratives suggest causes, problems and solutions. We interpret stories and messages through them. They evoke emotion, offer analysis, and suggest action; they tell us how we should feel, think, and act.

Narrative strategy is the praxis—the combination of theory and practice—of thinking through and using chosen stories, messages, and narratives in a purposeful way to move people toward the narratives, deep narratives, and worldviews we want them to embrace and advance among their own social networks.

What is the Race Class Narrative?

This research and messaging model are all rooted in the [Race Class Narrative](#) — “a proven messaging and organizing framework that weaves together race and class, advances our progressive worldview, and counters right-wing divide and conquer politics. Race Class Narrative builds cross-racial solidarity, fueling desire for a government that serves us all and linking shared economic prosperity directly to racial justice.”

This narrative strategy has the power to bring more people along to our cause, by meeting them where they are — but making sure we don't leave them there. Organizers across the country have adapted Race Class Narrative to help win campaigns and elections, and it can help us win housing justice with its emphasis on what's possible when we all join together and what it means for all Black and brown families to thrive.

Read more and find additional resources at [We Make The Future](#).



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About the Housing Justice Narrative Initiative

Community Change, PolicyLink, and Race Forward are working with local, state, and national advocates to advance a housing justice narrative intended to achieve our goals of racial justice and homes for all. Phase I of this work, from December 2019 through August 2020 included public opinion research, stakeholder input, analysis and dissemination of findings, and the development tools and strategies to advance housing justice campaigns in the field.

Learn more and get more resources at housingnarrative.org

About our organizations



Founded in 1981, **Race Forward** catalyzes movement building for racial justice. In partnership with communities, organizations, and sectors, we build strategies to advance racial justice in our policies, institutions, and culture.



Community Change is a national organization that builds power from the ground up. We believe that effective and enduring social movements must be led by those most impacted by injustice themselves. Since our founding in 1968, we have built the power of people most marginalized by injustice — especially people of color, women, immigrants, people struggling to make ends meet — to envision and fight for a society where all communities thrive.



PolicyLink is a national research and action institute advancing racial and economic equity by Lifting Up What Works®



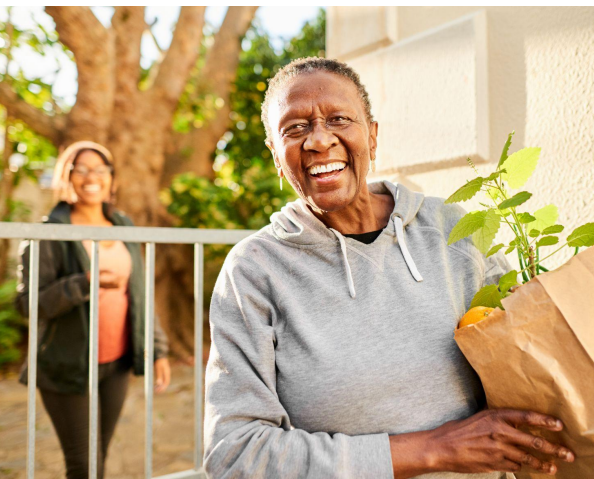
HOUSING IS A BASIC HUMAN NEED

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Authors: Jane Mantey and Dennis Chin,
with Bettina Sferrino for Provoc

Research by: Lake Research Partners

Design by: Cory Osborn for Provoc

Cover artwork: Ty P. Shaffer

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and the JPB Foundation



Designed by Provoc



housingnarrative.org
narrative@raceforward.org