

Neighborhood
Partnerships



ADVOCATES COLLEGE



May 24, 2018

**Alison McIntosh, Deputy Director, Policy
and Communications**



Please share:

- **Your name and the state where you work**
- **Your biggest communications challenge**



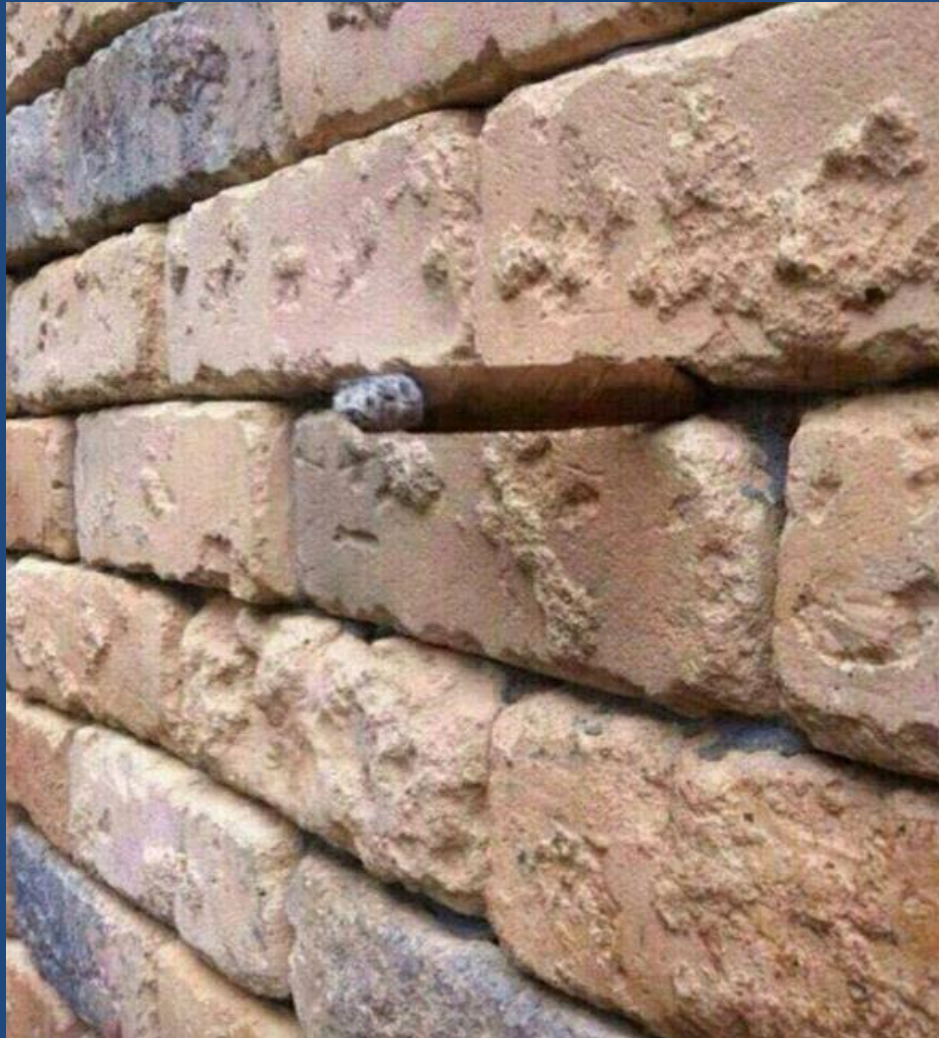
**We need to change the terrain on which
discussions about our issues occur**



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In 2013, the
average American
consumed more
than 230
newspapers worth
of information
EVERY DAY.

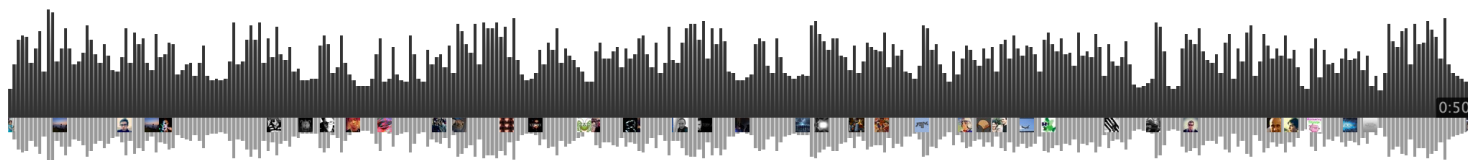




WHYY The Pulse

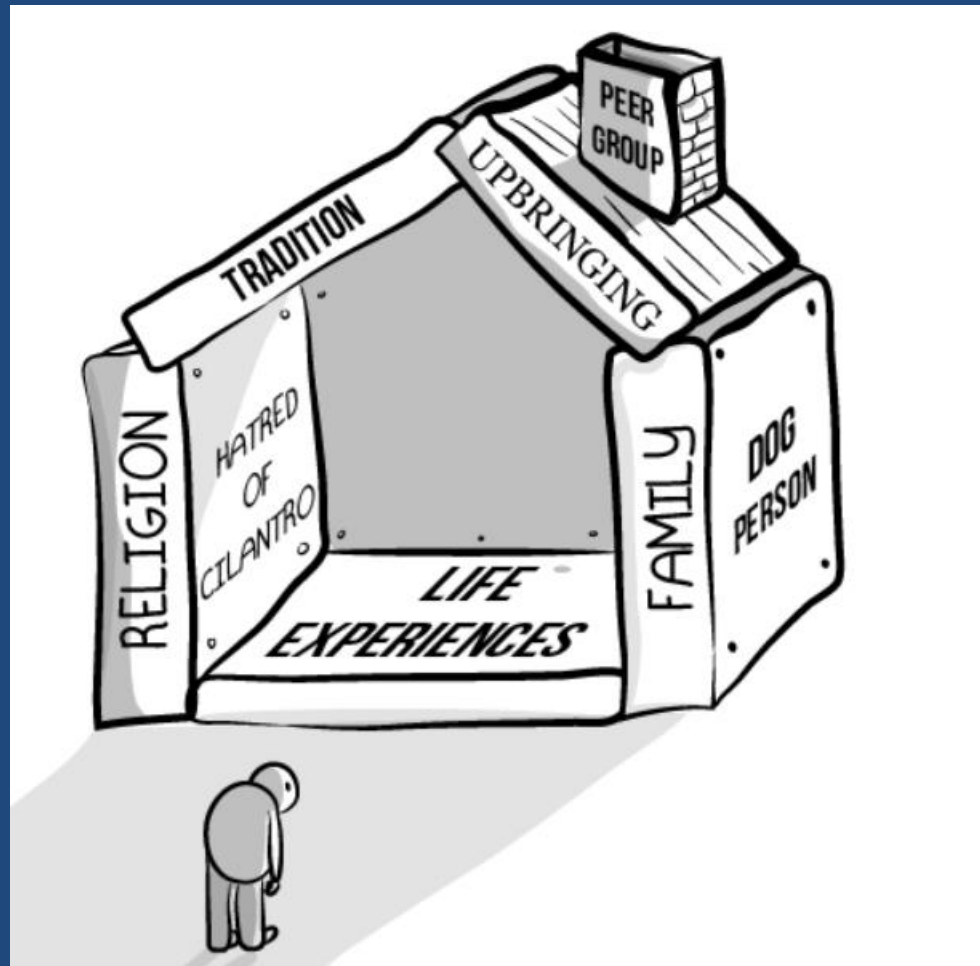
2 months

An audio illusion

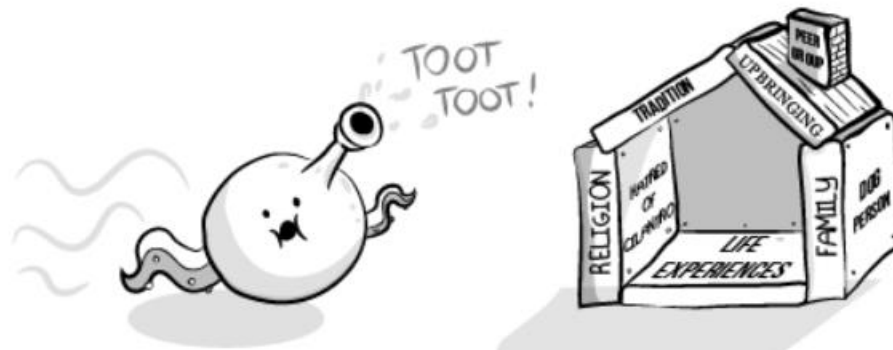


DOVEDTV



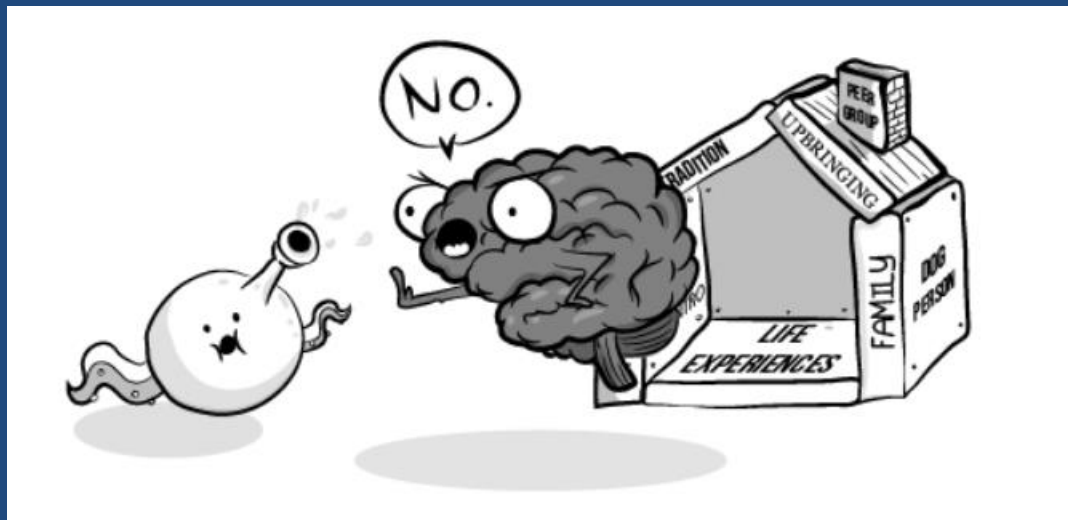


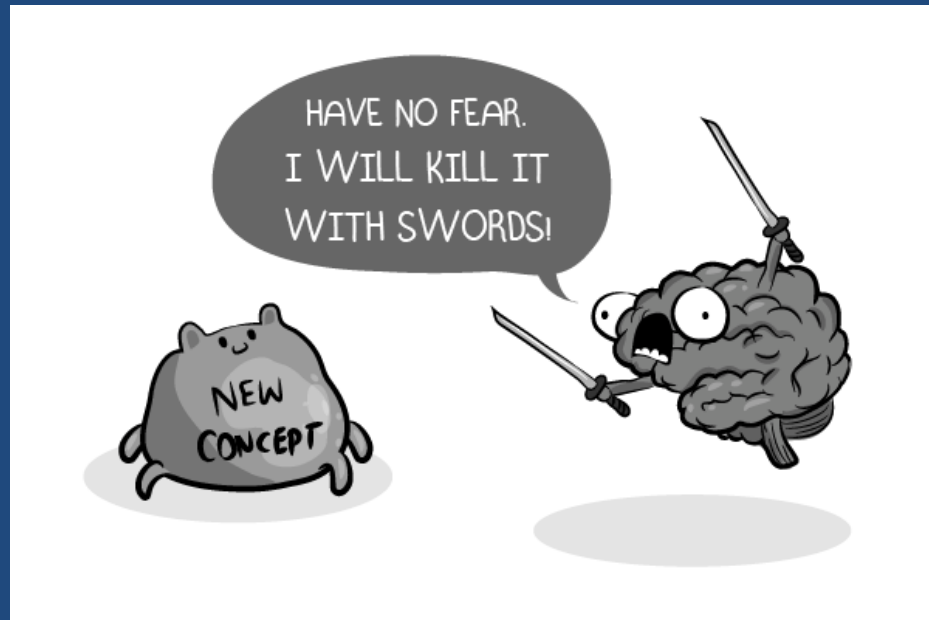
If new piece is introduced and it doesn't fit,

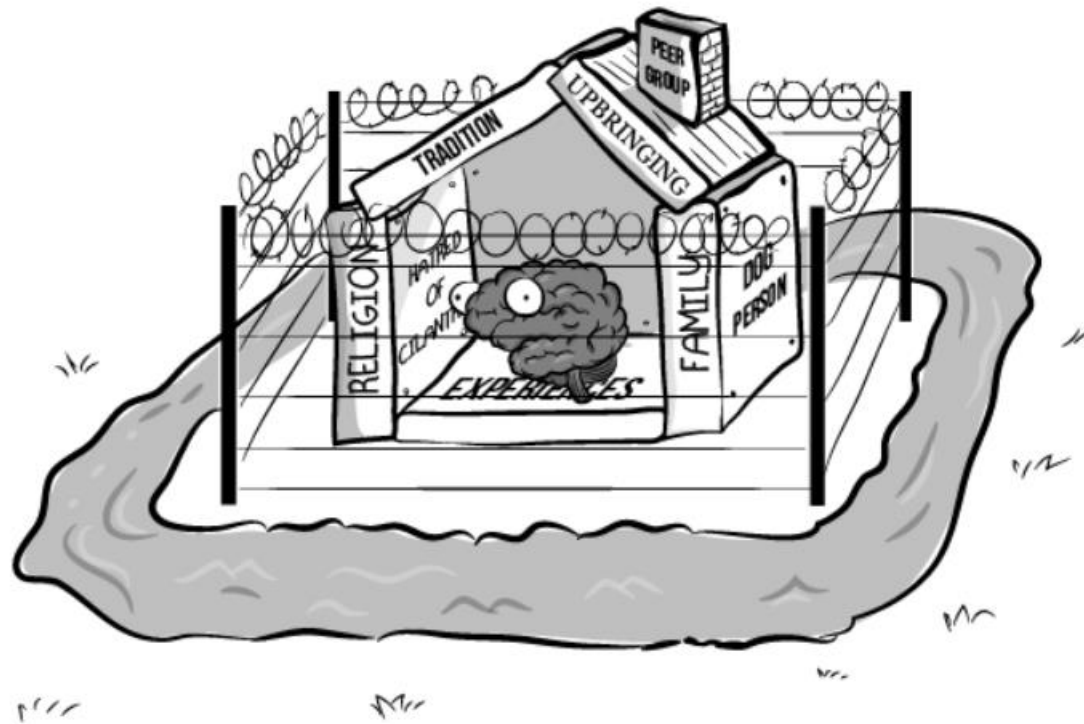


the whole house falls apart.









Controlling Our Frames

- Frames organize ideas
- Frames help shape terms of the conversation
- Frames help create possible solutions





Our brains are rapidly seeking to connect new information to existing stories we already know.

Please keep
our streets
clean, over
818 people
have to sleep
on them.



Coin LAUNDRY

[r]evo
A COLLECTION
OF THE ONLY 1000

23

CAFE

Frames Create Reality

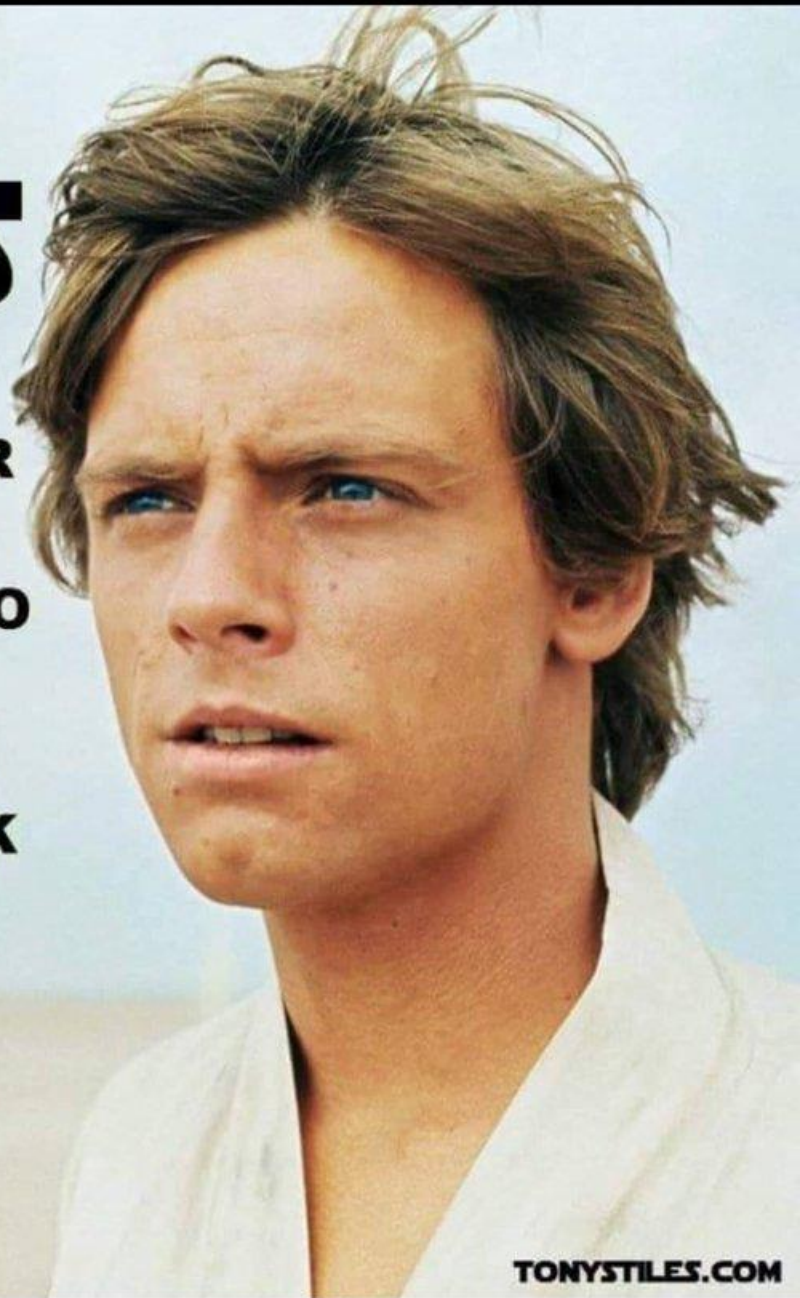
“The way in which the world is imagined determines at any particular time what men will do.”

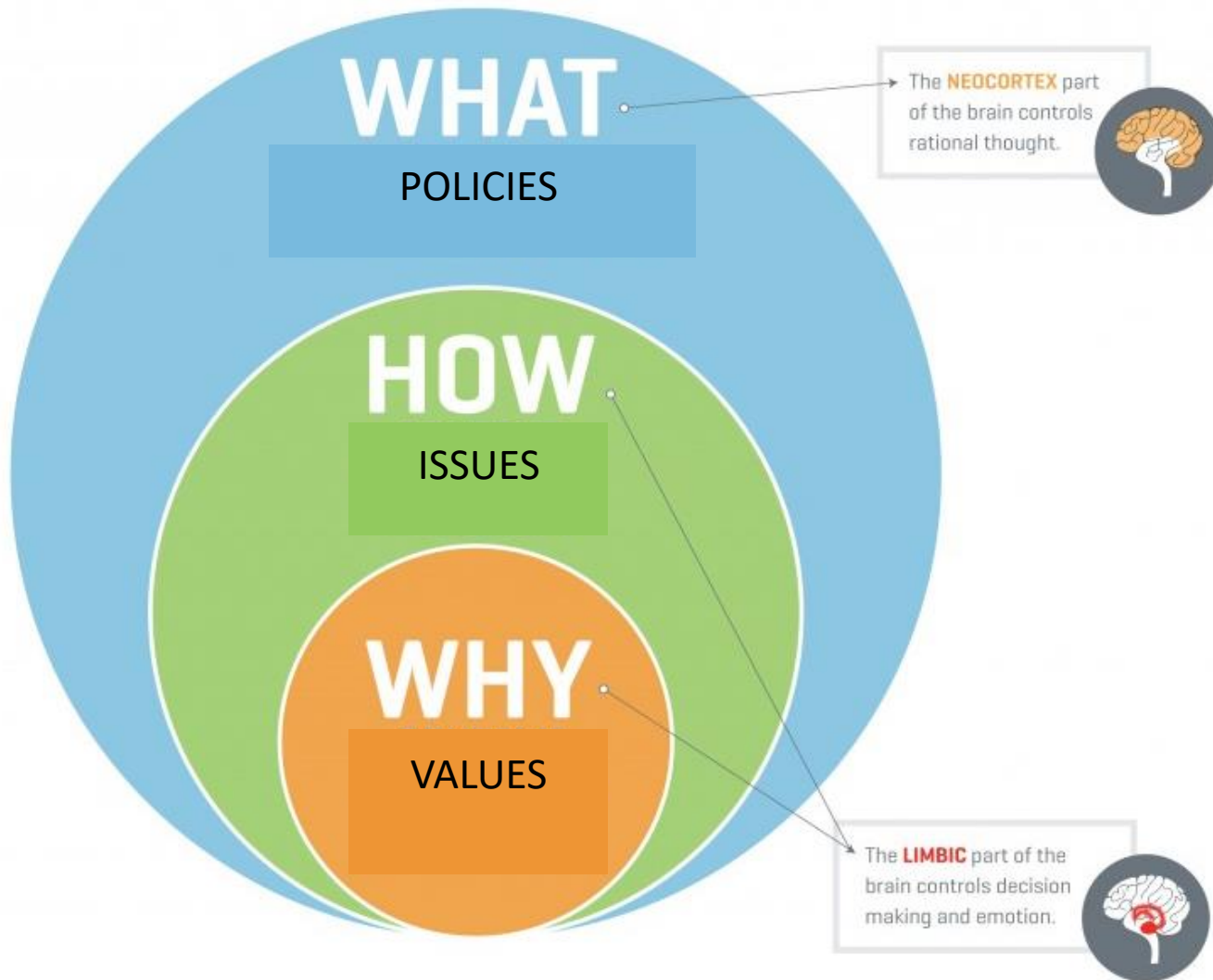
-Walter Lippman, 1921

An orphaned boy becomes
radicalized after a military strike
kills his family...He is indoctrinated
into an ancient religion, joins a
band of rebel insurgents, and
carries out a terrorist attack killing
300,000 people...

STAR WARS

THE STORY OF AN ORPHANED BOY WHO BECOMES RADICALIZED AFTER A MILITARY STRIKE KILLS HIS FAMILY. HE IS INDOCTRINATED INTO AN ANCIENT RELIGION, JOINS A BAND OF REBEL INSURGENTS, AND CARRIES OUT A TERRORIST ATTACK KILLING 300,000 PEOPLE.





Levels of Thinking

- **Level One – Big ideas:**
protection, justice, family well-being, equality,
opportunity, prosperity
- **Level Two – Issues:**
housing, the environment, children's safety,
workforce development
- **Level Three – Policies:**
pay equity, asset limits, zoning, EITC

A photograph of a concrete wall with graffiti. Three blue hearts are painted in a row, followed by a question mark and four dots. The text 'Lead with values' is overlaid in white. There are also some orange and red markings on the wall.

Lead with values

Why does this matter?

“Over the last month we have witnessed a divisive, angry debate over the Deferred Action for Childhood Arrivals program. DACA has become increasingly tied to proposals for radical immigration reforms, but it should not be. DACA is not really about immigration or immigration reform; it’s not even really about immigrants. The “Dreamers” are already Americans in every way but legal status. They have lived here, grown up here, gone to school here, and served in the military here. English is their “native” language. At [its] heart DACA is about equality, opportunity and respect.”

All young people deserve access to opportunity and the chance to pursue their dreams. DACA is about opportunity and respect. Dreamers are active members of our communities – these young people have grown up in our communities, these young people attend our schools, participate on sports teams, play music with their friends, and work summer jobs. These young people want an opportunity to go to college and access the opportunity our communities can provide. We need policy solutions that honor the deep connections Dreamers have within our communities and provide them with a clear path to citizenship.

Turn to the person next to you. Share one or two deeply held values that you bring to your work.

“...you don’t lead with the facts in order to convince. You lead with the values—so as to give the facts a fighting chance.”

Source: <https://medium.com/mother-jones/the-science-of-why-we-dont-believe-science-adfa0d026a7e>

“Since the founding of our country, “home” has been the center of the American dream. Stable housing is the foundation upon which everything else in a family’s or individual’s life is built—without a safe, affordable place to live, it is much tougher to maintain good health, get a good education or reach your full potential.”

President Obama

Opening Doors: Federal Strategic Plan to Prevent and End Homelessness, 2010

“Housing is the hub of opportunity in America. A home is more than a roof over one's head or a place to live; it is an access point into a school system, a neighborhood, parks and recreational facilities, safe environments, jobs, and grocery stores.”

- john a. powell, “**Moving (Both People and Housing) to Opportunity**”
<http://furmancenter.org/research/iri/essay/moving-both-people-and-housing-to-opportunity>

Master Narratives

Whenever we engage in public debates we may think of ourselves as conduits of information. However, our audiences think about those same policies, issues, and programs in terms of the background story— **the master narrative** —that lies beneath our bullet-points, facts, statistics, and legal citations.

The Triumphant Individual



"Self-Made Man" – Irene Ritter

Independence

The Benevolent Community



Dave Kolpack / AP

Interdependence

WITTs versus YOYOs

“The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little.”

- President Franklin D. Roosevelt

The central challenge for
modern, diversifying societies
is to create a new, broader
sense of “**we.**”

- *Robert Putnam*

A close-up, high-contrast photograph of an elephant's head, focusing on its eye and the intricate, wrinkled texture of its skin. The lighting is dramatic, highlighting the ridges and folds of the skin. The text "Remember – Order Matters!" is overlaid in the top left corner.

Remember – Order Matters!

Once a frame is triggered it
crowds out all other frames

“There is a mind-set in suburbia that we just don’t want that type of housing on our lots, affordable housing,” said California state Sen. Bob Wieckowski, who represents part of the Bay Area. “And we don’t want that because it’s going to be *those people* — which is ridiculous, because the cost of housing in California is so high that it’s really *us*. It’s teachers and the people that work on my staff.”

**“THERE IS SUCH A THING AS
BEING TOO LATE WHEN IT
COMES TO CLIMATE CHANGE.**

Now, that shouldn't make us hopeless.
It's not as if there's nothing
we can do about it.

We can take action.”

PRESIDENT OBAMA

Source: <http://usa.gov/1MIHRO6>

© 2013 Barack Obama / Flickr / CC BY-NC-SA 2.0

Retweet if you're ready to
#ACTONCLIMATE.

 @KNOWTOMORROW1  FACEBOOK.COM/KNOWTOMORROW.ORG

**KNOW
TOMORROW**

 **The Climate
Reality Project**

“There are people who believe that this is a giveaway for lazy people who don't want to work. But the truth of the matter is, is that this Affordable Care Act is saving lives.”

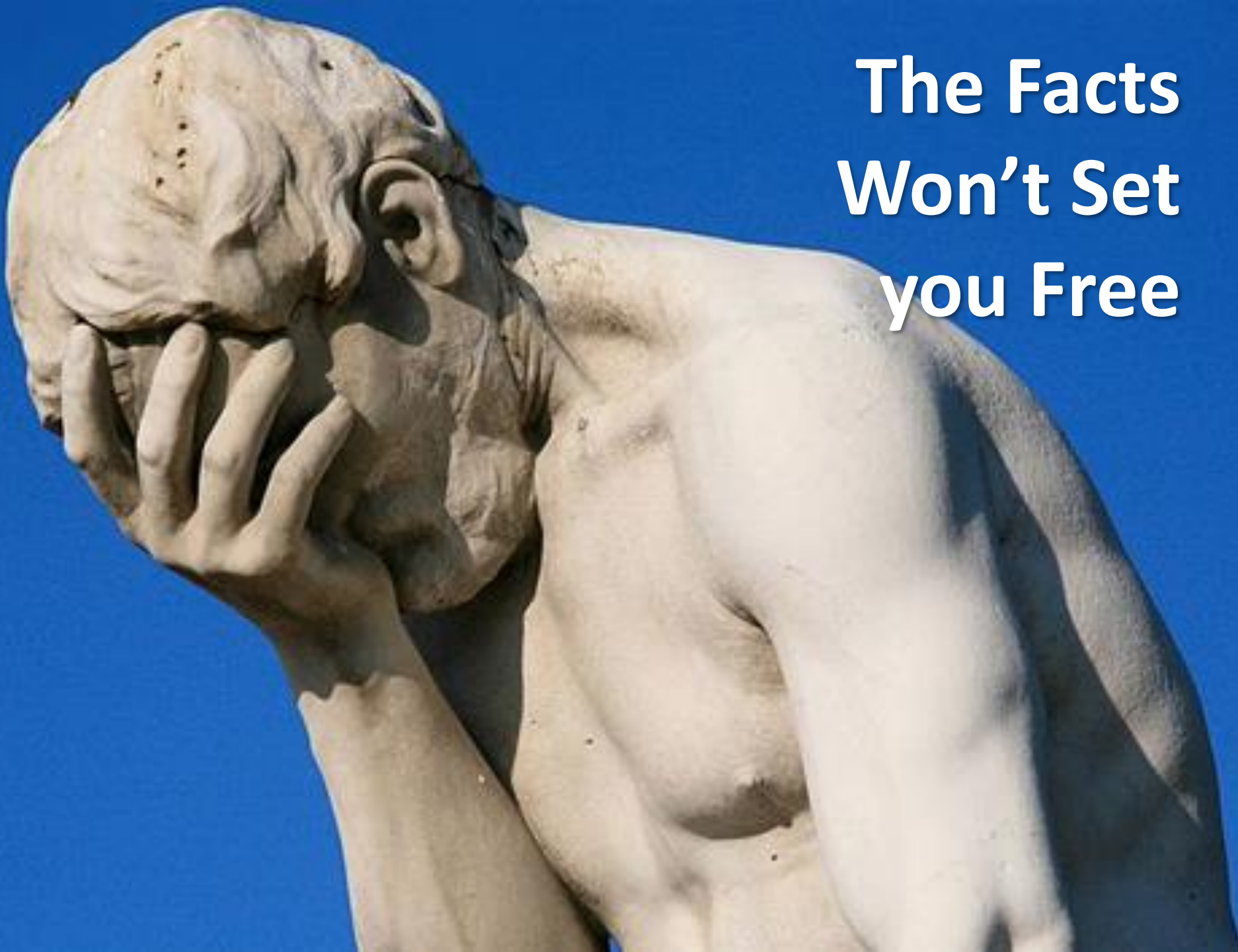
- Pastor John Allen Newman

“Despite Big Market In Florida, Obamacare Is A Hard Sell”

<http://www.npr.org/blogs/health/2013/12/11/248156142/hard-sell-for-obamacare-in-florida-despite-big-market>

The Affordable Care Act is
saving lives. For instance....

**The Facts
Won't Set
you Free**





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Unfortunately, this is how the brain works:



A person is holding a white rectangular sign with both hands. The sign has the text "Don't Otherize" written on it in a large, bold, black sans-serif font. The person's hands are visible at the top and bottom edges of the sign. The background is slightly out of focus, showing what appears to be a person's torso in a light-colored top.

Don't Otherize

An aerial photograph showing a group of approximately ten people sitting in a loose circle on a large, green grassy field. The people are dressed in casual clothing, and their shadows are cast on the grass. The text "The Circle of Concern" is overlaid in the center of the image.

The Circle of Concern

An aerial photograph showing a group of people sitting in a circle on a grassy field. The people are seen from above, and their shadows are cast on the grass. The text of the presentation is overlaid on this image.

Expanding the Circle of Concern

- Don't "otherize"
 - *Use language that calls out commonality and humanity*
- Make the case for "targeted universalism"
 - *A focus on universal benefit with targeted efforts that recognize and remedy inequities may require different strategies in different communities/audiences*

An aerial photograph showing a group of people sitting in a circle on a grassy field. The people are scattered around the perimeter of the frame, with some visible in the top, bottom, and side edges. The grass is green and textured. The overall scene suggests a community gathering or a workshop session.

Expanding the Circle of Concern

- Using your subject, practice “targeted universalism”
 - *State a universal benefit.*
 - *Where do disparities exist?*
 - *How will success require different strategies in different communities/audiences?*

“Winning in the **long term**, though, requires getting people to **think of the "other" as being inside their circles**. That is entirely possible to do, as the abolition, civil rights, feminist, sexual liberation and many other movements have proven. But it takes a complement of cultural interventions alongside the political ones, advanced over five, 10, even 30 years. The cultural project has to **establish the stories, images, and archetypes that prime a person to expand rather than shrink the circle of concern**. That project requires us to deal with how race is lived in America, not just how it is legislated. **How do we widen the circle of concern? Foster interdependence – a shared fate?**”

- Rinku Sen, Applied Research Center

Inequality is a Barrier

-- Anat Shenker-Osorio



Inequality is a Barrier, not a Gap



- Implies all people are equally capable and deserving.
- Barriers are “man-made” – suggests structural, deliberate causes
- You can break down barriers -- suggests role for audience
- Tangible and part of lived experience.

ROGUE NATIONS ARE
BUILDING NUCLEAR
WEAPONS. THE POLAR
ICE CAPS ARE MELTING.
UNEMPLOYMENT IS
HIGH.



Dilbert.com DilbertCartoonist@gmail.com

ENTIRE NATIONS ARE
ON THE BRINK OF
DEFAULT. YOU AREN'T
SAVING ENOUGH FOR
RETIREMENT.



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WHAT
DO YOU
HAVE
GOING
HERE?

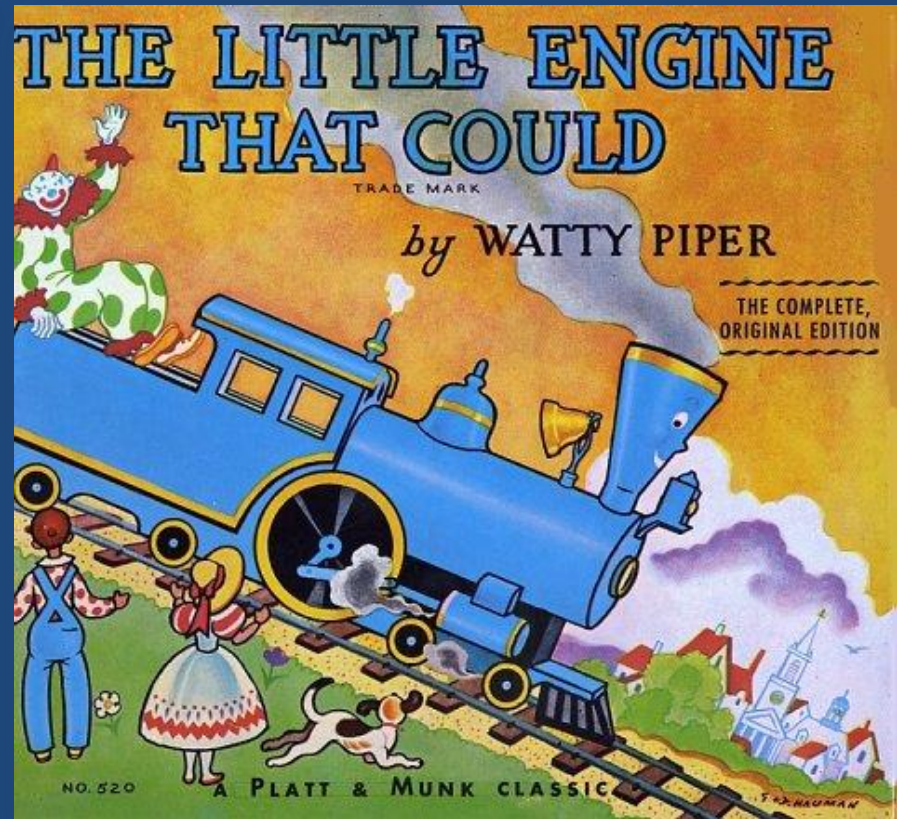
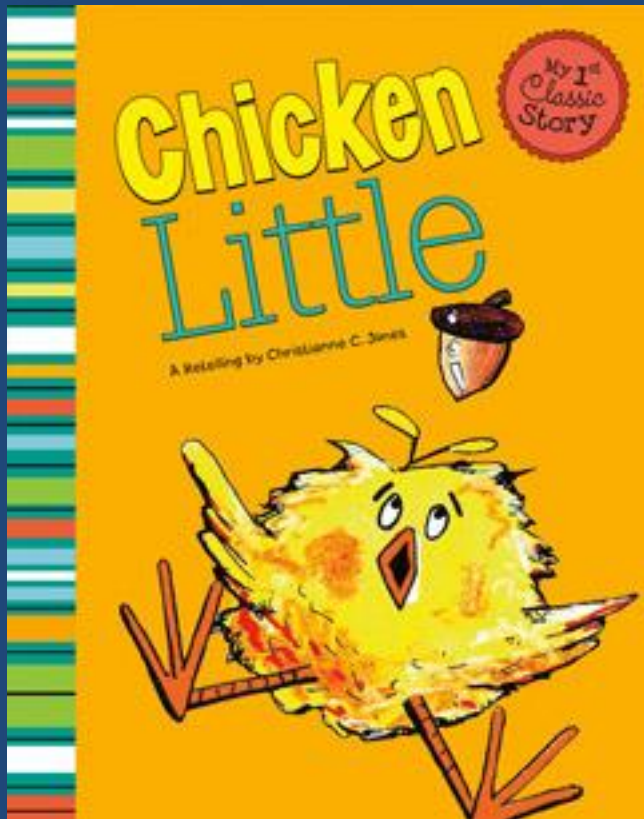


HE SAID HE
DOESN'T PAY
ATTENTION
TO NEWS. I
WONDERED
WHY.



Narratives need . . .
aspiration, not desperation

What's the difference between these two stories?



Oregon military veterans are much more likely to be homeless than other Americans. VA reports indicate that on any a single night nearly 58,000 veterans are homeless; 57% were staying in an emergency shelter or transitional housing program; and the remaining 43% were living on the street, in an abandoned building, or unsheltered someplace. Additionally veterans are nearly twice as likely as non-veterans to commit suicide. This is a travesty. We need a comprehensive legislative plan to address the needs of our nation's heroes.



What Can be Done

Why it Matters

Why **What's**
Wrong **Matters**

What Can be Done

Oregon's Veterans deserve opportunity, safety, and stability. Oregon Veterans should have access to services to address their basic needs—from supportive housing for people returning with disabilities or injuries, to rent assistance to help prevent or end homelessness to assistance in buying their first home. Smart investments by the State can help our veterans return with dignity and leverage the federal resources they are entitled to.

One Challenge for Homeownership Advocates

”Homeowners are much more likely than renters to know their neighbors, call the police if there is crime reported in their neighborhood, and to know who their elected officials are. Plus, their kids graduate on time and are more successful than families that rent their homes.”

Affordable homeownership provides safety, stability, and opportunity for families. Affordable homeownership is an important part of the housing continuum, and can help families build wealth over time. Access to an affordable place to call home can help provide stability so that kids graduate from high school on time, and families can plan for their future.

“You can’t control what you are asked; you can control only how you answer.”

- *News for a Change*

The Message Box

The Message Box

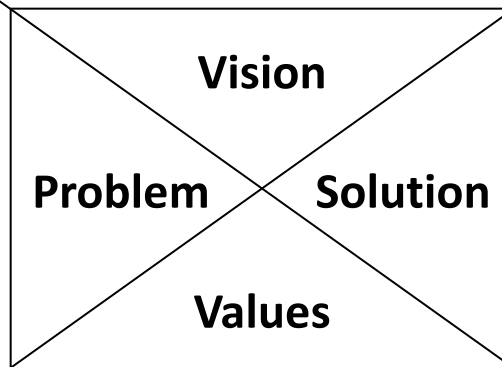
- A tool to keep you “on message”
- Helps distill your key arguments to the ones you need to repeat over and over.
- Keeps you focused on Level One Values and Solutions
- Gives you the “cheat sheet” for interviews and debates.
- The place you bridge and pivot back to from hard questions and damaging frames.

Your vision for the community, state, society. A sense of the purpose and goal that drives you to seek the change you are working for. Your aspiration and inspiration.

A clear statement of the problem you are trying to address in a way that everyone can see their stake in addressing the issue.

The solution you are proposing and the principles or outcomes it is designed to achieve.

The Level One Values that underpin the challenge and your proposed solution. The answer to the “why does it matter” question.



Opportunity Agenda Message Box

- Value:** Our nation is strongest when every one of us can contribute and share ideas, and when everyone's basic rights and dignity are respected. The DACA program does just that, enabling young Dreamers to fully participate in their education, work, and family life, and to contribute to our nation's social fabric and economic engine.
- Problem:** President Trump's wrongheaded decision to terminate DACA violates our country's core values, and harms our national interest. It represents a doubling down on the divisive bigotry we heard from him after the white supremacist killing of Heather Heyer in Charlottesville.
- Solution:** Congress must immediately move forward with practical solutions like the proposed bipartisan DREAM Act and American Hope Act that uphold our nation's values while moving us forward together. Those steps should go hand in hand with the commonsense policies that many cities and states are adopting to ensure that all young people can learn, work, and live their dreams.
- Action:** Tell your member of Congress to protect the Dreamers and our nation's future.

Our communities are stronger and more vibrant when we meet our neighbors' basic needs for a stable, affordable place to call home. Homeownership is a powerful tool to help families achieve lasting stability in housing and remain in their communities. Homeownership provides an opportunity for families and individuals to build assets, and it can help address racial disparities in wealth, creating more equitable communities and preventing displacement.

Many Oregonians dream of the benefits of homeownership—today, this dream is increasingly out of reach due to record-high home prices. Even potential homebuyers with moderate incomes who are ready to purchase a home are priced out of many markets: there simply are not enough homes for sale that they can afford. Meanwhile, our already overtaxed rental market is even more burdened as qualified homebuyers must continue to rent.

We can take action to bring this dream within reach for more Oregonians by investing in new affordable homeownership units. Increasing the supply of affordable homes is a cornerstone of the solution to our state's housing needs, and homeownership is a critical part of the housing continuum.

HB 2570A creates a \$25 million revolving loan fund to serve Oregonians with low incomes by developing new affordable homes for sale. The resources would be directed to Oregon Housing and Community Services, who would then offer grants to non-profit organizations across Oregon.

Homework! Fun!

- Read “You Don’t Have to Live Here: Why Housing Messages are Backfiring, and 10 Things We Can Do About It.”
- <https://www.enterprisecommunity.org/resources/you-dont-have-to-live-here>

