



Why Should You Be Thinking
About Framing?



How Can We Use Frames to
Move Our Issues?



We **All** Have **Multiple** Ways of
Thinking about Social Issues



Young Children



Taxes



Housing





Young Children



Taxes



Housing



Some Ways of Thinking **Block** Issue/Solutions Engagement

It's not fair that there are groups of people in this country who simply cannot afford quality housing. It's important that we make policies and design programs that make quality housing affordable for these people.

Us
Them

Separate Fates

People in my community have housing. They work hard and it may be difficult, but everyone I know has four walls and roof over their head. Why should another person's inability to pay their rent be my concern?

Some Ways of Thinking **Facilitate** Issue/Solutions Engagement

A **zip code** shouldn't limit people's opportunity to reach their potential and be contributing members of their communities. We need to create a society where **everyone – regardless of where they live** – has access to healthy and affordable housing.



Fairness Across Place

It shouldn't matter if someone lives in a lower income neighborhood--they should have the same opportunities as the next person. You shouldn't be limited because you're not rich or because you live in a certain neighborhood or part of the country.

These Ways of Thinking are **Activated** by Frames and **Shape** Opinions

Given the **importance of free speech**, would you favor allowing a hate group to hold a political rally?

Importance of Free Speech

85% in Favor

Given the **risk of violence**, would you favor allowing a hate group to hold a political rally?

Danger/risk/
others

40% in Favor



Why Should You Be Thinking
About Framing?



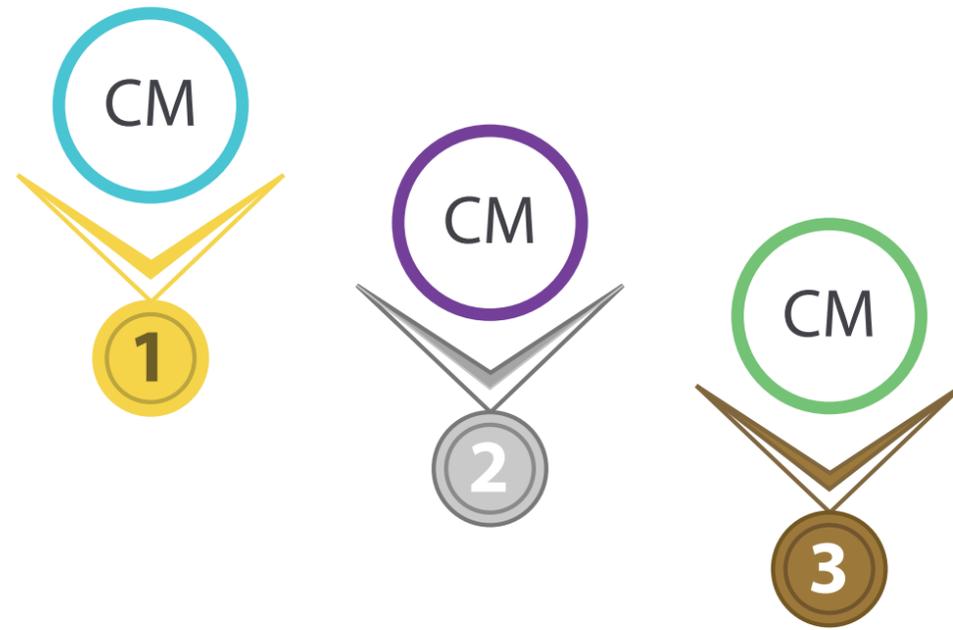
How Can We Use Frames to
Move Our Issues?



#1 Be A Strategic Communicator by Understanding Culture



Become An Expert
On The Multiple
Models Available



Understand Which
Are More Productive
than Others



Choose Cues to
Advance and
Avoid...and Repeat



#2 Test Frames to Find Productive Messages

TONE establishes the issue as explanatory and reasonable and for “everyone,” not just those who already agree with the point of view being expressed.

VALUES remind people of what’s at stake, helping them connect their existing ideals and principles to an issue.

EXPLANATORY METAPHORS recruit people’s everyday knowledge to help them understand how social issues work and reason more effectively about public solutions.

EXPLANATORY CHAINS illuminate how a problem works and can be addressed in order to deepen understanding, motivate engagement, and drive policy support.

NARRATIVE uses familiar cognitive paths to lead people to a new, but satisfying, understanding.

Housing Affordability Explanation

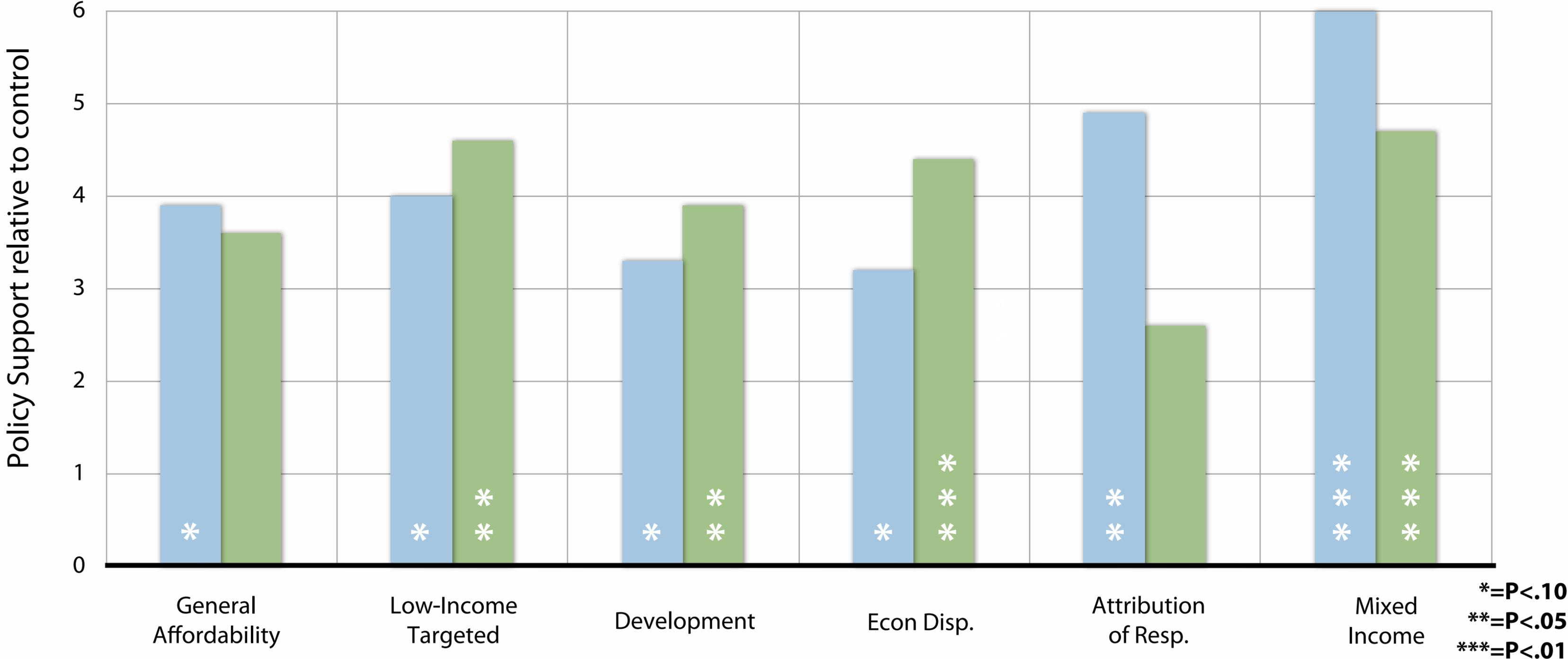
The current lack of affordable rental housing is the result of problems with the housing market.

In recent years, tight standards for mortgage loans and high home prices have made it impossible for many people to buy homes, causing more people to become renters. Large numbers of renters and a scarce supply of rental housing have driven up rents. As rents have increased, wages for low- and middle-income households have not, which forces more families to spend larger portions of their incomes on housing, leaving less money for other needs, like nutritious food, good healthcare, and quality childcare. To make sure people can get decent housing at reasonable costs, we need to take steps to fix these problems with the housing market.

Explanation and Support for Affordable Housing Issues

Explanations

- Housing Insecurity
- Affordability & Community Health



Frame On!

<http://www.frameworksinstitute.org/housing.html>



www.frameworksinstitute.org



@FrameWorksInst



FrameWorks Institute

© 2016 FrameWorks Institute.

Slides in this presentation were developed by the FrameWorks Institute for individual use and cannot be represented, adapted or distributed without the express written permission of FrameWorks. All images in this presentation are licensed for the purpose of this presentation only and may not be reproduced elsewhere.