

## Housing Messages that Work

About to talk about affordable housing? Here are four messages that you can use that generate support from the general public.

Background: As part of the Regional Blue Ribbon Committee on Housing Resources, consultant Patricia McCaig was hired to test the resonance of housing messages to the general public in the counties of Multnomah, Washington and Clackamas. These four messages were the most effective with over 75% of the participants stating that they "strongly agree" with the statement.

Hardworking people should be able to afford housing and still have enough money for groceries and other basic necessities

Children deserve an opportunity to succeed in school and life, which is tied to having a stable home

Housing gives people an opportunity to build better lives. To succeed you need a place to call home

Its only fair that everyone has a safe, decent place to live

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

**Let's use these messages early and often!**