



Talking About Housing: Effective Advocacy Messages

Message Components

An effective message has three components:

- *What is the **problem**?* – Give a specific example/proof of the need for affordable housing. Use the county profile sheets.
- *Why should I care?* – Use a **value** statement (see below) and describe your **vision**.
- *What is the solution?* – Define a **specific needed policy** step and **action** that the listener can take. Our example = the Housing Opportunity Agenda!

Effective Values Statements on Affordable Housing

1. Hardworking people should be able to afford housing and still have enough money for groceries and other basic necessities.
2. Children deserve an opportunity to succeed in school and life, which is tied to having a stable home.
3. Housing gives people an opportunity to build better lives. To succeed you need a place to call home.
4. It's only fair that everyone has a safe, decent place to live.
5. We need to remove the barriers that Oregonians with low incomes face in finding housing they can afford, close to work and schools.
6. Every community in our state is being impacted by our housing crisis, and residents are struggling to make ends meet. They are often forced to choose between paying rent and putting food on the table. We need to help make sure that everyone has a safe, stable, affordable place to call home.
7. We can live in a state where everyone has access to opportunity and a decent, stable, affordable place to call home. By investing in housing opportunities, we can create an Oregon with a better future for all of us.