

EVERYONE. EVERYWHERE. ALL THE TIME.

A 360 degree view of narrative change

HOUSING NARRATIVE LAB

WHAT IS THE HOUSING NARRATIVE LAB

When we move people, we move policies.

The Housing Narrative Lab shifts the public's understanding of housing instability and homelessness, so they support the policies that ensure everyone has a home.

- **Research**
- **Training/Education**
- **Coalition /Collaboration**
- **Communications Support**



HOUSING NARRATIVE LAB



Marisol Bello
Executive Director



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Project Coordinator



Grover Wehman-Brown
Narrative Specialist

OUR GOALS

- Learn about MHP's narrative project with the Housing Narrative Lab.
- Understand how the elements of the narrative ecosystem fit together.
- Understand how narratives embed themselves in how we see the world.



MINNESOTA RESEARCH

- Interviews and focus groups
- Survey and dial testing
- Message development and testing
- Implementation and distribution

SUPPORTING YOUR WORK

- Learn what moves Minnesotans to action around housing
- Training
- Tool Kit: Message/field guides; sample content



NARRATIVE RESEARCH LEARNING SERIES

EVERYONE. EVERYWHERE. ALL THE TIME
A dive into what is narrative, how it works and why it is so important to our work.

GROWING YOUR NARRATIVE GARDEN
The elements of the narrative ecosystem - values, research, framing, story, messages and strategic communications

WHY MINNESOTANS THINK THE WAY THEY DO ABOUT HOUSING
The research results

RESEARCH ACTION: YOUR NARRATIVE ECOSYSTEM AT WORK
Putting your research into practice with message guides and sample content



HOW WOULD YOU LIKE THIS PROJECT TO ADVANCE YOUR WORK?

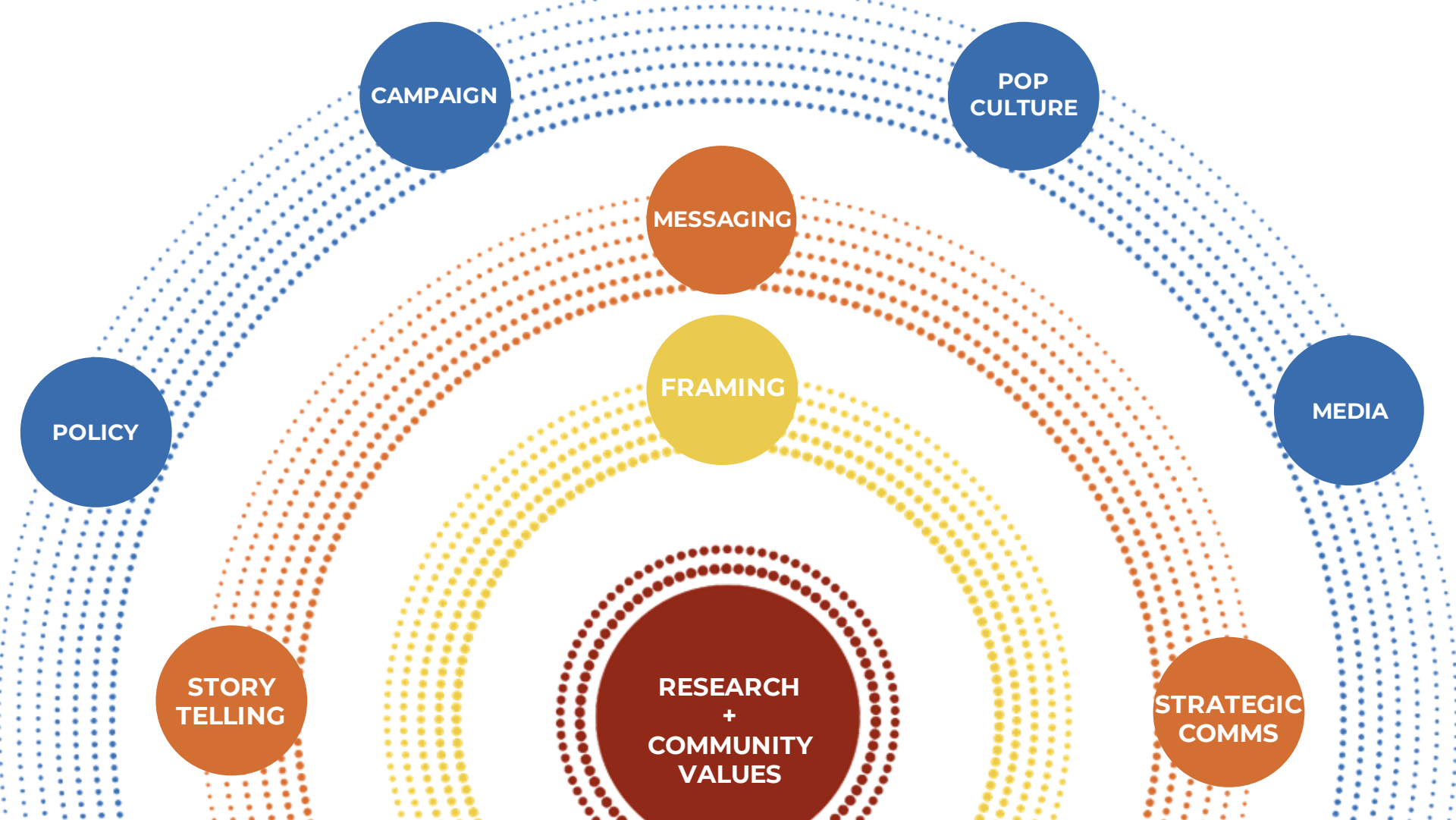


NARRATIVE ECOSYSTEM




The way you present those community values to shape how an audience receives the information.
FRAMING
RESEARCH
+
COMMUNITY
VALUES


The words, images and sounds we use to tell stories that advance narratives.
MESSAGING
FRAMING
Stories are how we communicate. Build trust, connection, empathy.
The act of communicating the best messages through the best channels based on your goals.
STORY TELLING
RESEARCH + COMMUNITY VALUES
STRATEGIC COMMS


CAMPAIGN
POP CULTURE
MESSAGING
POLICY
FRAMING
MEDIA
STORY TELLING
RESEARCH + COMMUNITY VALUES
STRATEGIC COMMS

The **Big Story**.
The collection of stories that shape how we think feel and act about an issue and shape our world view.
Conveyed in politics, policy, news media, pop culture, social media, the bbq and dinner table.

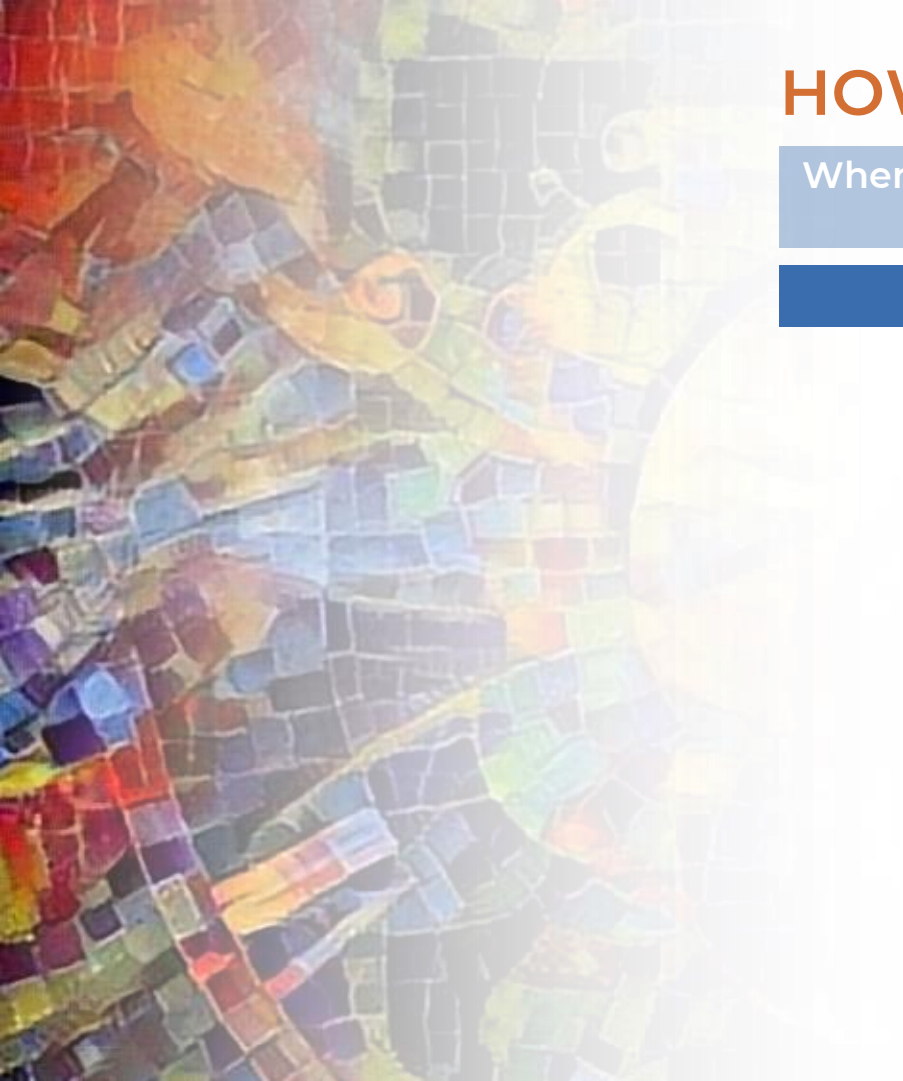
NARRATIVE


PUBLIC MINDSET
SOCIAL NORMS
PUBLIC DISCUSSION
NARRATIVE



HOW NARRATIVES FORM

When you hear the word “narrative,” what comes up?



HOW NARRATIVES FORM

When you hear the word “narrative,” what comes up?

No set structure.



HOW NARRATIVES FORM

When you hear the word “narrative,” what comes up?

No set structure.

They permeate through:

- Scale
- Consistency
- Repetition



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Until

Stories become part of our everyday lives. We share them, hear them.

They develop the power to cement a group’s ideas and perceptions. Then they become public attitude.

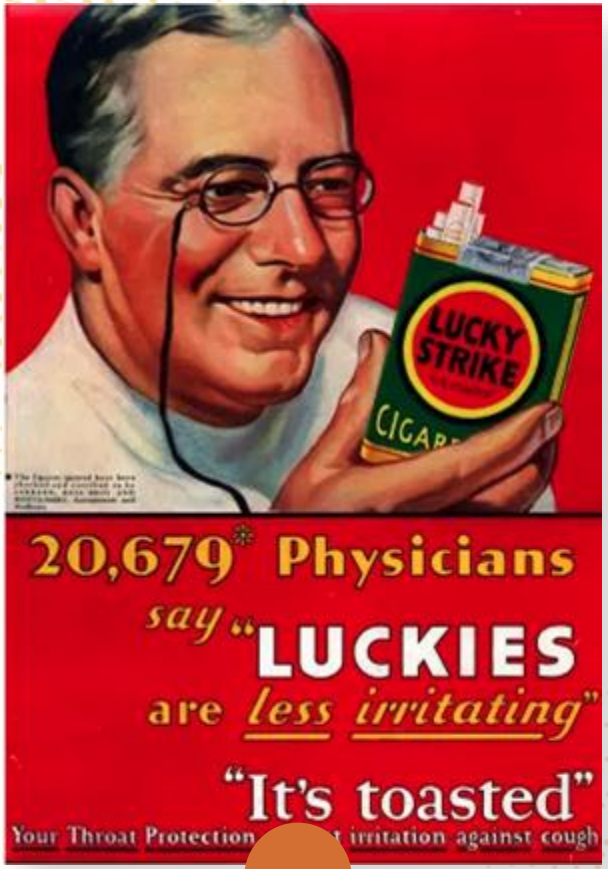
We are all influenced by narratives.

Narrative of Smoking








LUCKY STRIKE
20,679* Physicians
say "LUCKIES
are less irritating"
"It's toasted"
Your Throat Protection
irritation against cough

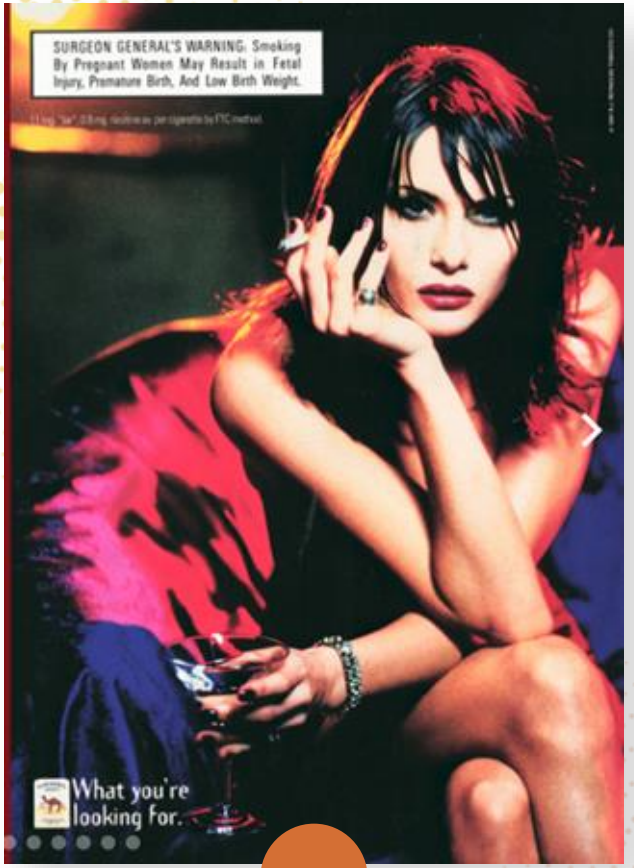

Take a Puff...
It is Springtime
Salem


Take a Puff...
It is Springtime
You can take
Salem out of the
country but...
Salem


20,679 Physicians
say "LUCKIES
are less irritating"
"It's toasted"




Take a Puff...
It is Springtime
Salem


SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.
What you're looking for.

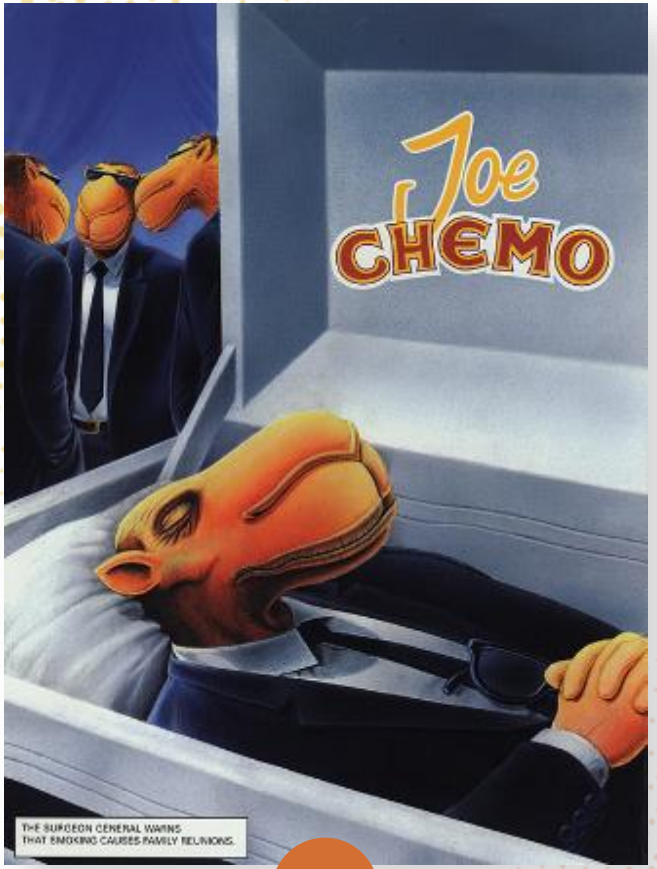

Why start life under a cloud?

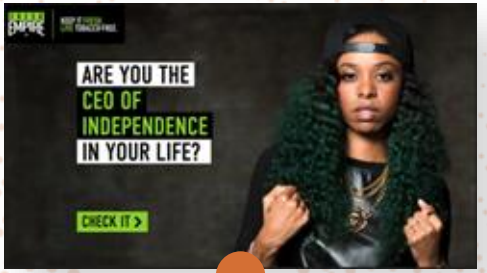


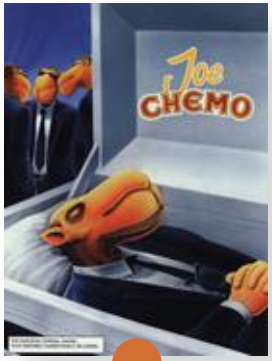

AMERICAN CANCER SOCIETY
Why start life under a cloud?

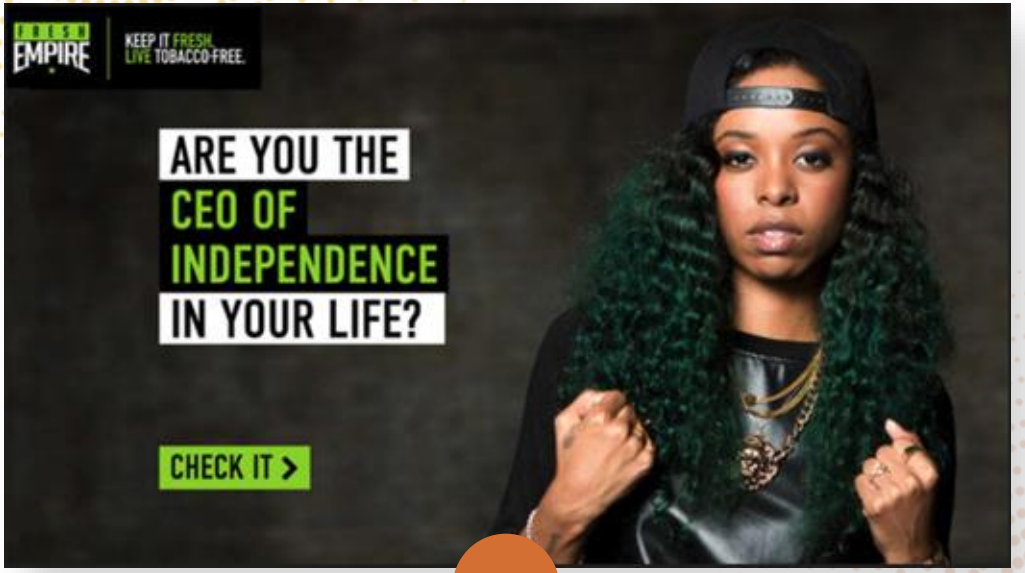

CHEMO


Why start life
under a cloud?


Joe
CHEMO
THE SURGEON GENERAL WARNS
THAT SMOKING CAUSES FAMILY REUNIONS.


EMPIRE
ARE YOU THE
CEO OF
INDEPENDENCE
IN YOUR LIFE?
CHECK IT >


Joe
CHEMO


FRESH EMPIRE
KEEP IT FRESH.
LIVE TOBACCO-FREE.
ARE YOU THE
CEO OF
INDEPENDENCE
IN YOUR LIFE?
CHECK IT >


VAPING + TOBACCO IS A
SOCIAL JUSTICE ISSUE

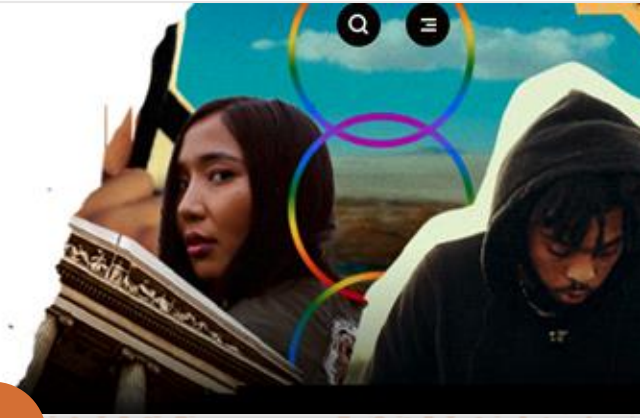


truth

HOME / TAKE ACTION / CAMPAIGN

VAPING + TOBACCO IS A SOCIAL JUSTICE ISSUE

Big Tobacco and Vape have a history of lying, profiling, and targeting vulnerable groups.





WHY IT MATTERS

People act based on their beliefs and feelings.



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They support solutions based on what they believe is the problem.



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People act based on their beliefs and feelings.

They support solutions based on what they believe is the problem.

If they understand broken systems force people into homelessness/housing insecurity, solutions to fix those systems make sense.

“Narratives are about invisible power. How perceptions, belief systems, and ideology shape the way people define what is ‘right’ and what is ‘wrong’.”

PHUMI MTETWA,
South African Black Queer Feminist and Social Justice Advocate



THE BAD NEWS

THE HOUSING JUSTICE NARRATIVE



We’re in a deep battle.

THE HOUSING JUSTICE NARRATIVE



We're in a deep battle.

Dominant narrative is one of personal failing, criminalization, scarcity and commodity.

THE HOUSING JUSTICE NARRATIVE



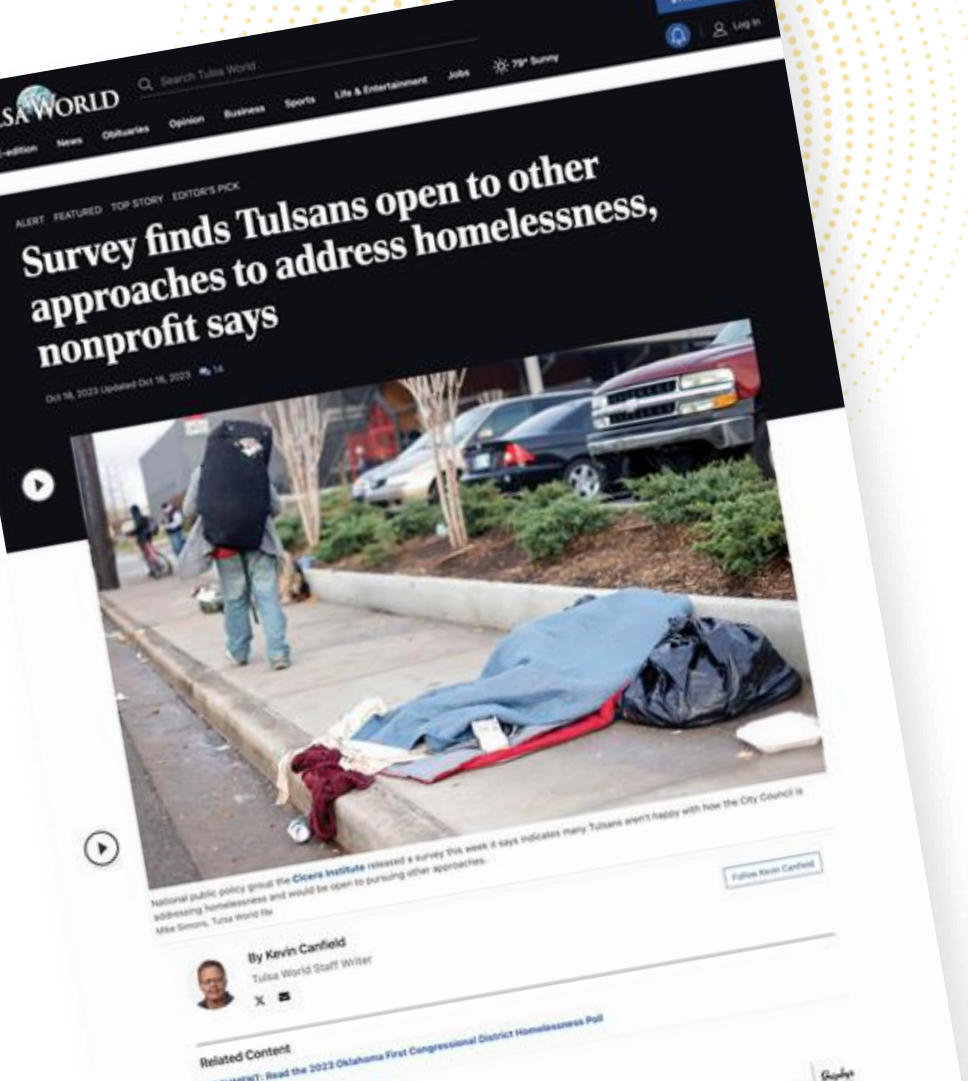
We're in a deep battle.

Dominant narrative is one of personal failing, criminalization and scarcity.

The public believes everyone should have a home but believes housing = commodity and that housing insecurity/homelessness can't be solved.


Prager


ARLSON TONIGHT
FOX NEWS
PUBLIC SPACES ARE NOW HOMELESS ENCAMPMENTS
TUCKER CARLSON TONIGHT

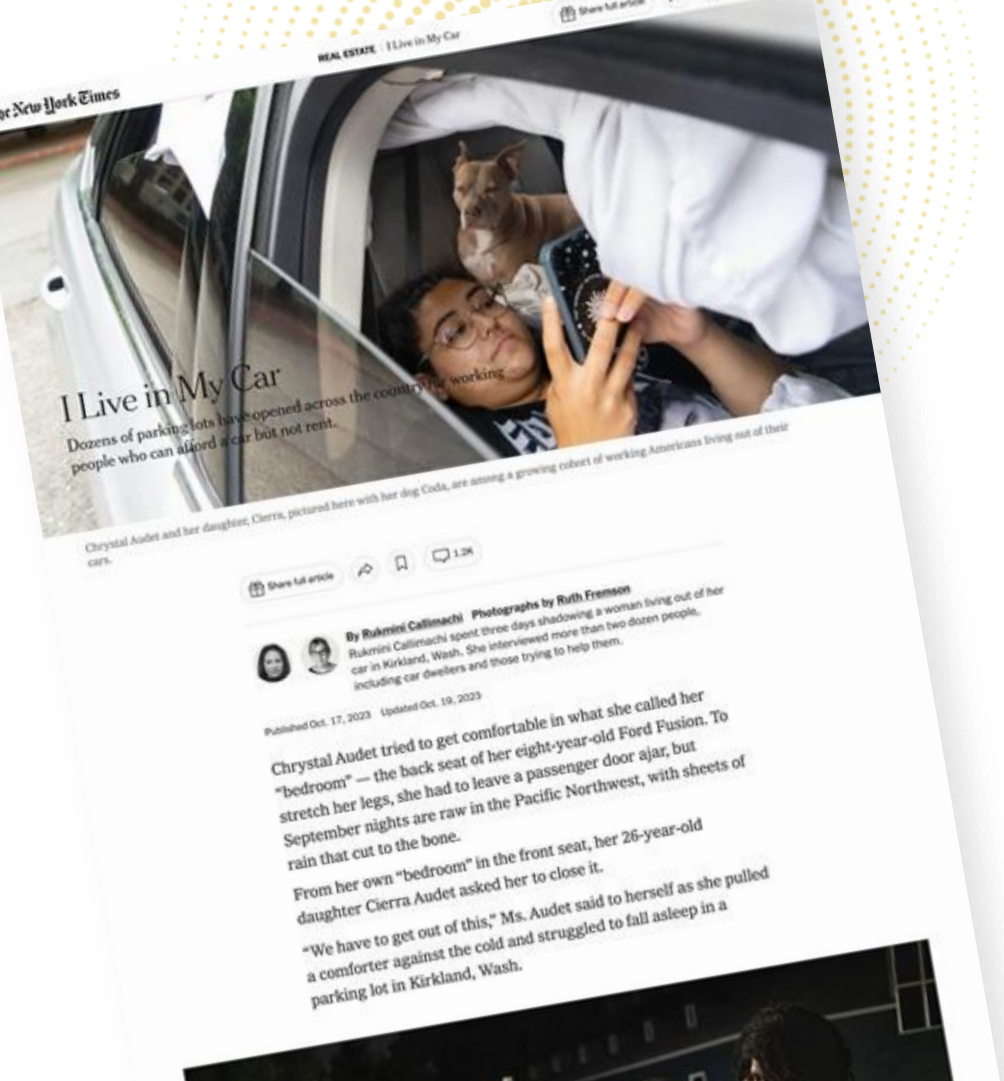


"For decades, we, as a country, have used the housing-first model. And, frankly, while a lot of people are stranded on the streets waiting for permanent supportive housing to be built, to be offered to them, we see a lot of problems and a lot of people not getting the help they need, and we see massive increases of homelessness, associated crime and things like that."

THE GOOD NEWS

WE CAN CHANGE THE NARRATIVE


that it was just for us



"It's the irony of working and making a nice income and still not being able to afford housing. I make $32 and some change per hour, but even still, I find myself struggling."


LIFT
OFFICIAL TRAILER



“Q&A: A Minnesota Housing Justice Group Puts a New Spin on ‘A Prairie Home Companion’

zAmya Theater Project uses theater to change the narrative of homelessness. Their latest project, “A Prairie Homeless Companion,” puts a new spin on the decades-long radio show that satirized rural Minnesota.”

- The Daily Yonder


FRIDAYS
PRESENTED BY
KULTURE KLUB COLLABORATIVE
CLEAN WATER LAND & LEGACY AMENDMENT
MINNESOTA
4THEKULTURE
PODCAST
SEASON 2
4THEKULTUREKKC.BUZZSPROUT.COM
FOR THE YOUTH / FOR THE ARTS/
4THEKULTURE
***This activity is made possible by the voters of Minnesota through a grant from the Minnesota State Arts Board, thanks to a legislative appropriation from the arts and cultural heritage fund.

NARRATIVE IN 360:
WE ALL HAVE A ROLE

Advocacy

- ✓ Advocates
- ✓ Organizers
- ✓ Service providers
- ✓ Communications
- ✓ Philanthropy



WE ALL HAVE A ROLE

Advocacy

Policy/Business

- ✓ Government
- ✓ Elected officials
- ✓ Business leaders
- ✓ Housing Industry



WE ALL HAVE A ROLE

Advocacy

Policy/Business

Mass Culture

- ✓ Business leaders
- ✓ Journalists
- ✓ Social media / celebrity influencers
- ✓ Neighbors, friends, the people we know
- ✓ Community members



QUESTIONS?

SMALL GROUP EXERCISE

Craft a narrative about the current state of housing in Minnesota.

- What shaped the narrative?
- Identify the root/s of the narrative.
- What does it say about societal norms and how Minnesotans feel/think about housing?
- Does it advance stereotypes/tropes?

JOIN US TO SHARE THE STORY OF WHY EVERYONE NEEDS A HOME.

For more information,
contact Housing Narrative Lab
Executive Director Marisol Bello at
mbello@housingnarrativelab.org

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