

GROWING YOUR NARRATIVE GARDEN

MHP
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HOUSING NARRATIVE LAB

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MHP 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
- Training
- Message guide
- Usage plan and sample digital assets



OUR GOALS

- Seed our narrative garden.
- Learn how narrative research is a guide.
- Learn how asset framing puts us in the right frame of mind.
- Learn how stories and messages - words, sounds, visuals - seep into the everyday life of Minnesotans.







INTRODUCTIONS

- Name/Organization
- Where do you live
- What do you love about your neighborhood/community.

POLL:

Which statement do you **most agree with**:

1. Having a decent place to live is a basic human need

2. Americans should be able to achieve financial security without owning a home

3. Government should intervene to provide affordable and safe housing for everyone

4. Rather than restricting home ownership to the wealthy, we should be creating more opportunities for everyone to own a home

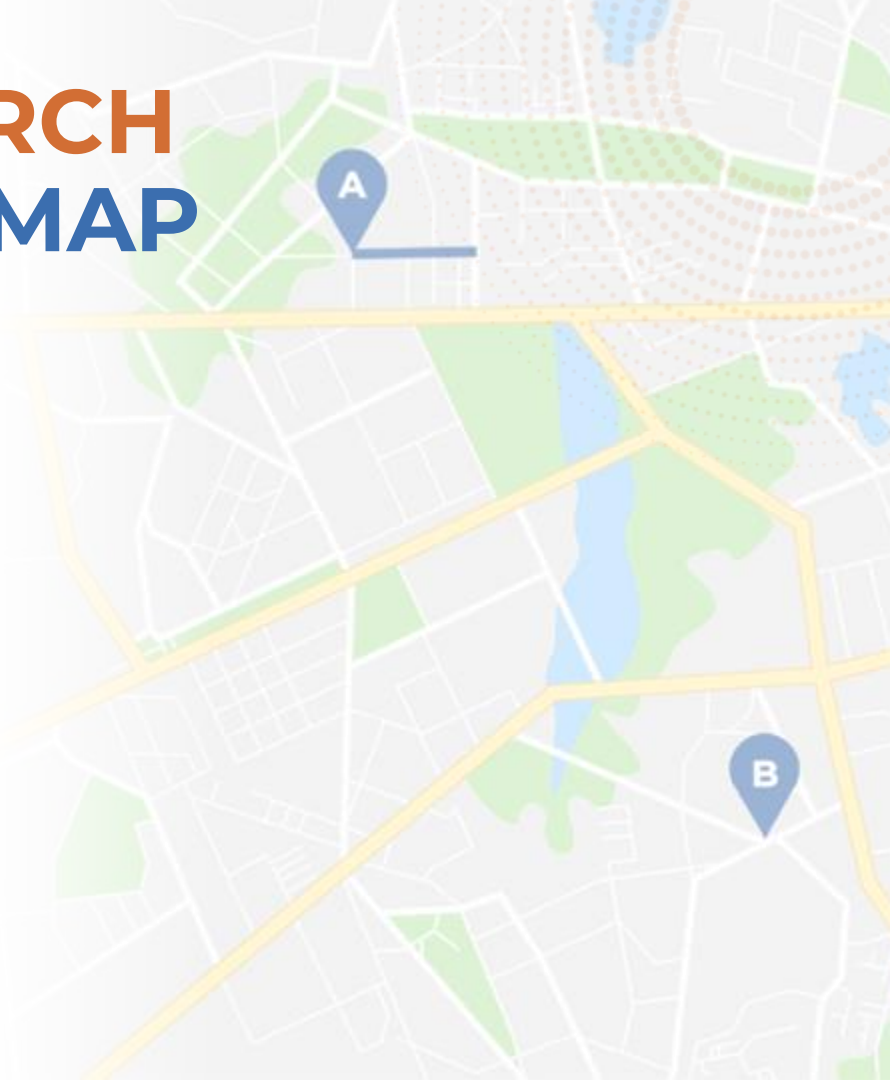

Audience &
context matter.

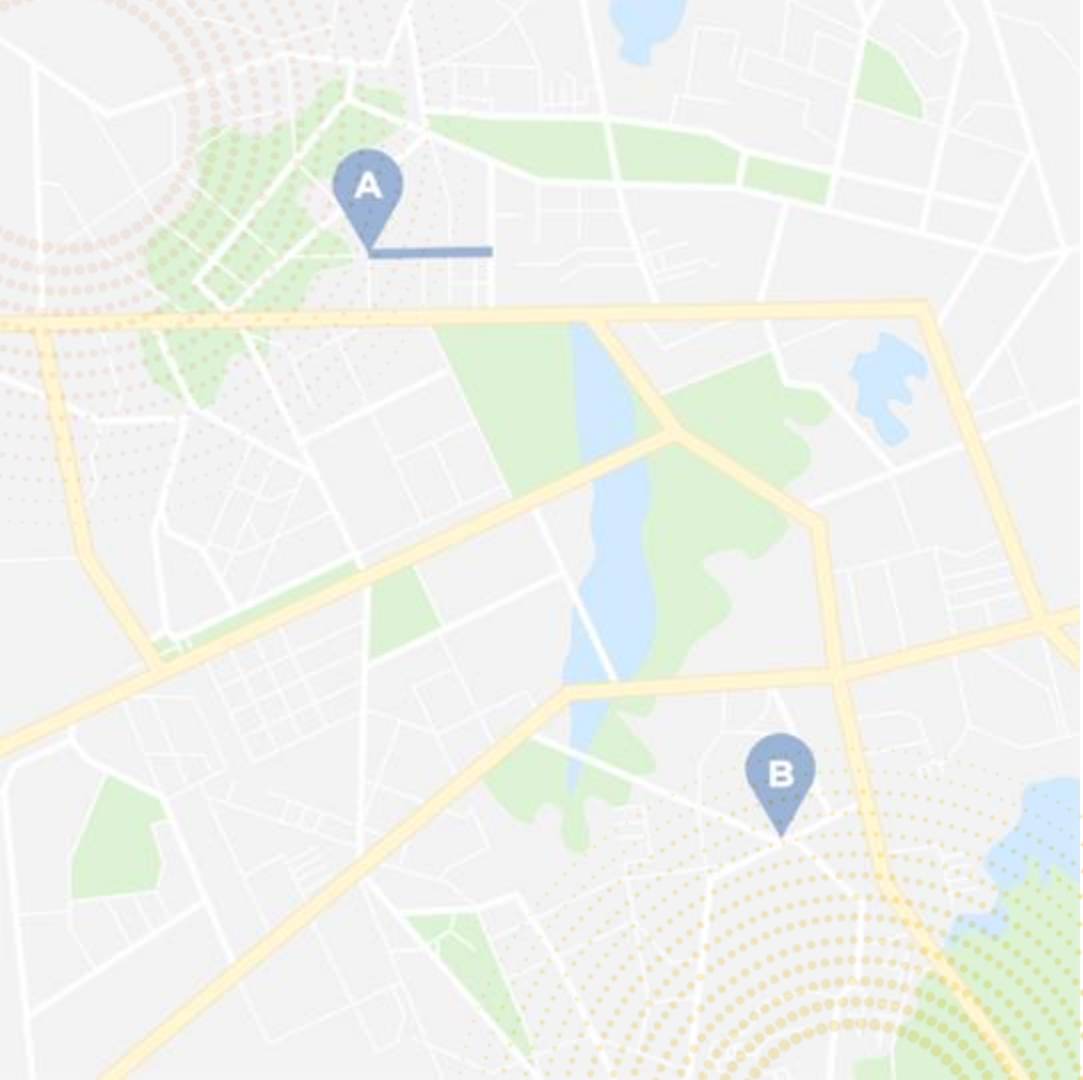
NARRATIVE ECOSYSTEM



NARRATIVE RESEARCH PROVIDES A ROADMAP

- Determine destination and paths to get there
- Understand existing narrative landscape
- Clue in on what messages resonate with which audiences
- Understand which messages advance the narrative most persuasively





NARRATIVE RESEARCH ROADMAP

> Points about that topic


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



FRAMING

How information is presented

- 80% lean beef vs. 20 % fat
- People influenced by HOW information presented



FRAMING

How information is presented

What we emphasize

> The budget vs. the aspiration
> Scarcity vs. abundance



FRAMING

How information is presented

What we emphasize

How and what we explain

- Connect dots
- Show why systems force people into homelessness
- What we leave unsaid



FRAMING

How information is presented

What we emphasize

How and what we explain

Asset Framing

> State their best before the rest.
> Define people by aspirations.
> Lead with a North Star.

Trabian Shorters Discusses Asset Framing



Asset Framing Embrace and Replace

EMBRACE Asset Framing	REPLACE Deficit Framing
Define people by their aspirations and contributions before noting their challenges. Present people with dignity.	Introduce a person or community as "underprivileged," "disadvantaged," or "vulnerable." Intentionally or not, this can stigmatize the people you are trying to help.
Lead with an aspiration statement instead of a problem statement	Name a disparity without attributing some responsibility to the source of the problem.
Use "people first" language. (person with extremely low income)	Identify a person with a deficit word (low-income person, homeless person)
Emphasize assets, aspirations, contributions, solutions.	Over-focus on deficits and problems.
Name the root causes of societal problems	Skip important context, allowing listener to fill in the gap with stigmatized stereotypes or assumptions

JAMBOARD

How do you practice asset framing OR fall into into deficit framing in your work?


The words, images and sounds we use to tell stories that advance narratives.
MESSAGING
FRAMING
RESEARCH
+
COMMUNITY
VALUES

NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE

"no matter what we look like or where we come from, most of us want to provide for our families and know that hardship won't mean homelessness."



NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

Name race

"Whether we're Black or white, Latino or Asian, Native or newcomer"

"Whatever our color, background or zip code"



NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

Describe people working together

"we can make the better world we imagine our reality by joining together"



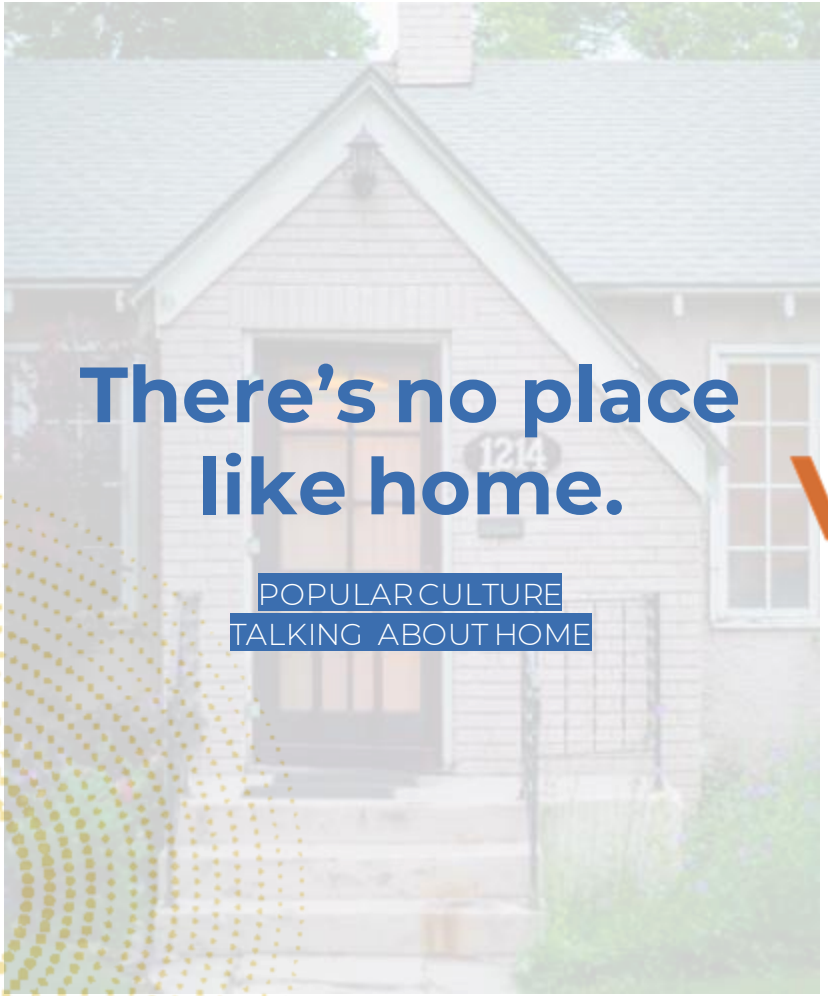
NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO ON OFFENSE
Most people experiencing homelessness in a given area are either		✓ **Reframe** - don't repeat opposition ✓ Avoid wonk, numbers, program



There’s no place like home.

HOW POPULAR CULTURE TALKS ABOUT HOME



There’s no place like home.

POPULAR CULTURE
TALKING ABOUT HOME

VS

Individuals who have experienced homelessness and are placed in permanent supportive housing are found to have generally positive effects on health and wellbeing as a result of their stable environment.

HOW NONPROFITS
TALK ABOUT HOME

NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY



GO ON OFFENSE

- ✓ **Reframe** - don't repeat opposition
- ✓ Avoid wonk, numbers, program

SHOW LIVED EXPERIENCE

Show connection between housing insecurity and:

- ✓ jobs
- ✓ health and wellbeing
- ✓ education
- ✓ public safety

NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO ON OFFENSE	SHOW LIVED EXPERIENCE

NAME ROOT CAUSES

- ✓Show the why.
- ✓A history of racist and exclusionary housing policies. Connect racial justice to housing justice.
- ✓Jobs that don't pay enough to meet our basic



NARRATIVE FRAMEWORK

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FOCUS ON SOLUTIONS

Show what you are for. Give people an attainable North Star.

- ✓Safe and quality housing everyone can afford.
- ✓Safe and clean temporary shelter.
- ✓Access to health care.



NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO ON OFFENSE	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	

Show what you are for. Give people an attainable North Star.

- ✓ Safe and quality housing everyone can afford.
- ✓ Safe and clean temporary shelter.
- ✓ Access to health care.

Give your audience something to do, so they can be a hero in the story too.

"together, we can demand proven solutions"

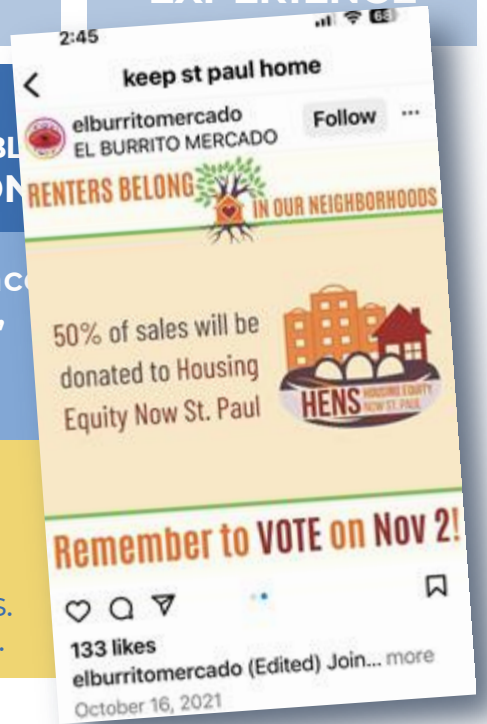


NARRATIVE FRAMEWORK

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Give your audienc something to do, so they can be a hero in the story too.

join. learn. vote.
call legislators.
sign petitions.
share social posts.
follow us. donate.



NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFFE	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**
		Give your audience something to do, so they can be a hero in the story too.	YOUR GOAL(S)
		join. learn. vote. call legislators. sign petitions. share social posts. follow us. donate.	

#1 Takeaway

NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFFE	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**

#1 Takeaway

- YOUR GOAL(S)
- TARGET AUDIENCE(S)

NARRATIVE FRAMEWORK

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFFE	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**

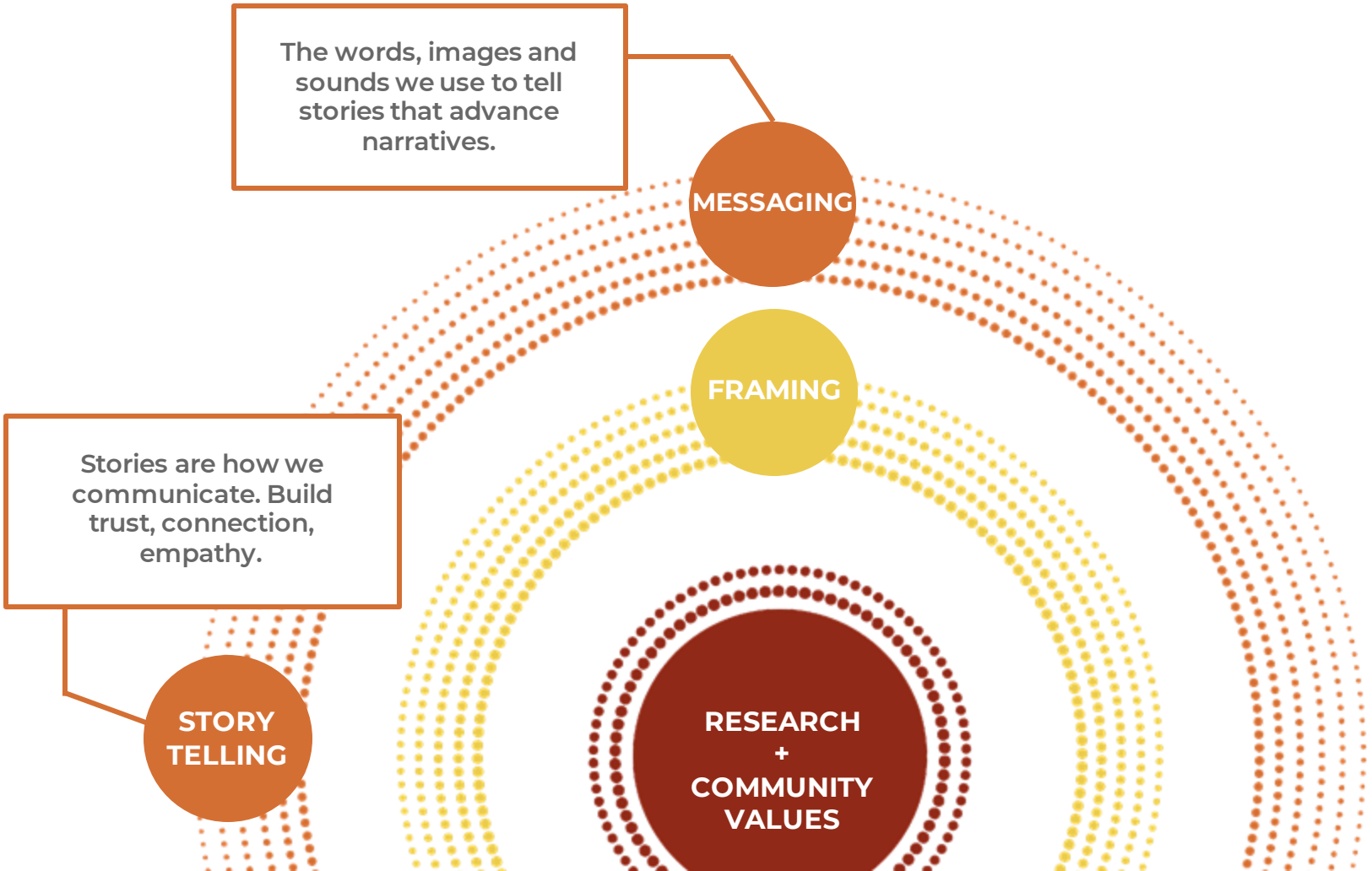
#1 Takeaway

- YOUR GOAL(S)
- TARGET AUDIENCE(S)
- DIFFERENT MESSAGES MOVE DIFFERENT GROUPS

JAMBOARD

Which framework essential do you want to implement or are already implementing?

Which have you found most effective?


The words, images and sounds we use to tell stories that advance narratives.
MESSAGING
FRAMING
Stories are how we communicate. Build trust, connection, empathy.
STORY TELLING
RESEARCH + COMMUNITY VALUES

STORIES ARE OUR SINGLE MOST POWERFUL TOOL





WHY?

It is human: Stories are the way humans communicate



WHY?

It is human: Stories are the way humans communicate

Create connection and brings people into your journey



WHY?

It is human: Stories are the way humans communicate

Create connection and brings people into your journey

It is a way to build trust and relationship with your audience



WHY?

It is human: Stories are the way humans communicate

Create connection and brings people into your journey

It is a way to build trust and relationship with your audience

People take action based on how they feel
(The Heart part of Hearts and Minds)

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU





FROM FEELING TO ACTION:
PEOPLE ACT BASED ON HOW THEY FEEL

Emotions that can move people to action:

Pride	(Paternal) Love
Hope	Awe
Humor	Empowerment



FROM FEELING TO ACTION:
PEOPLE ACT BASED ON HOW THEY FEEL

Emotions that can move people to action:

Pride	(Paternal) Love
Hope	Awe
Humor	Empowerment

Emotions to use sparingly:

Anger	Fear
Sadness	

POLL

What emotion(s) are most used in stories connected to your work?

DISCUSSION

Which have you found most effective and why?



STORIES

BEGINNING, MIDDLE, END



STORIES

BEGINNING, MIDDLE, END

HEROES/CHALLENGES



STORIES

- BEGINNING, MIDDLE, END
- HEROES/CHALLENGES
- SOLUTION



STORIES

- BEGINNING, MIDDLE, END
- HEROES/CHALLENGES
- SOLUTION
- CALL TO ACTION



STORIES

- BEGINNING, MIDDLE, END
- HEROES/CHALLENGES
- SOLUTION
- CALL TO ACTION
- AUTHENTIC

QUESTIONS?