

Reframing the Public Conversation: Affordable Housing, Opportunity and Community Development

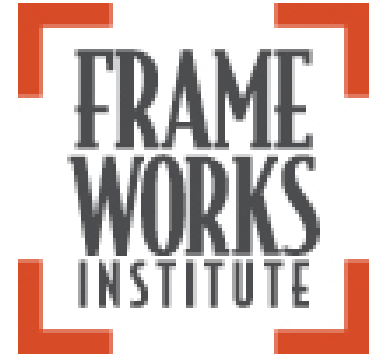


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Reframing the Public Conversation:

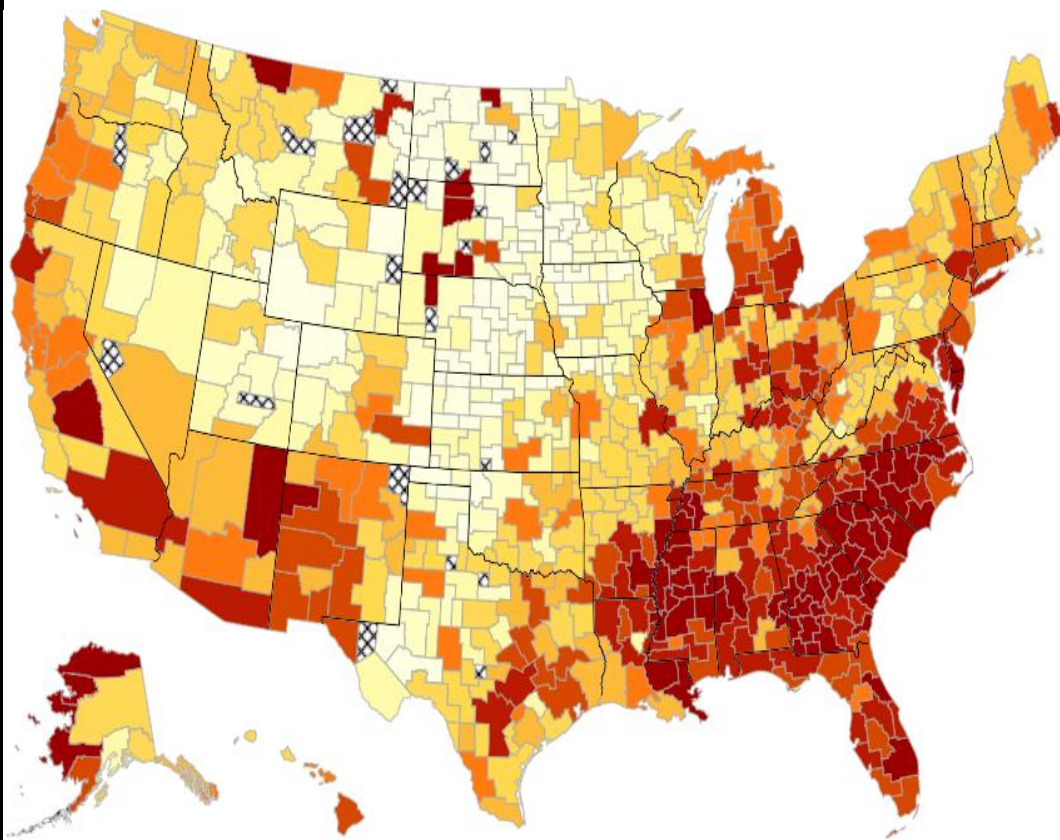
Affordable Housing, Opportunity and Community Development



**National Center for
Healthy Housing**

THE PROBLEM

Too many people don't have a fair shot at success in life because of where they live ...and it's hard to build the public will to do something about it.



Public Will is Tougher to Build Than Many Realize...





THE BACKFIRE EFFECT!



**Housing and
Community
Development
Experts**

**Public and
Policymakers**

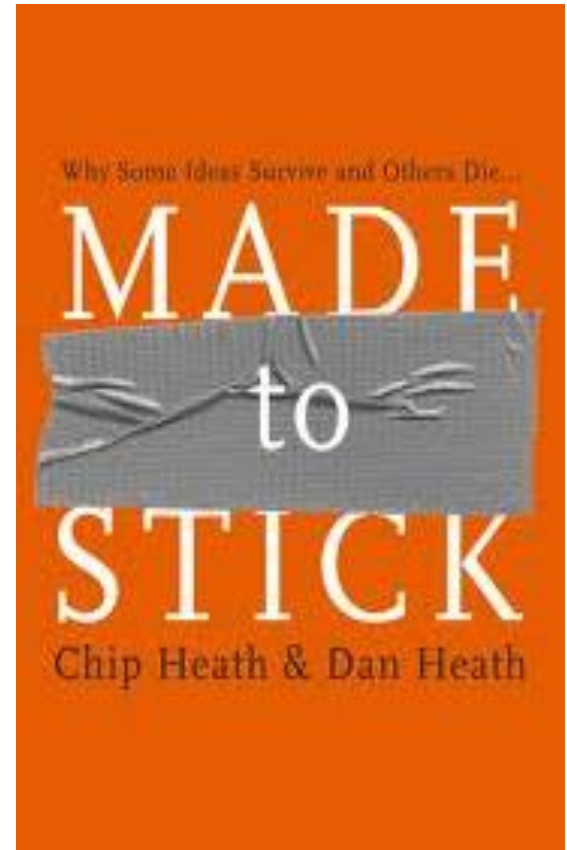


The **backfire effect** occurs when, in the face of contradictory evidence, established beliefs do not change but actually *get stronger*. The **backfire effect** has been demonstrated empirically in a multitude of studies conducted over more than a decade, where people are given data that either reinforces or goes against their existing biases – their confidence in their prior position *increases regardless* of the evidence they were faced with.

Surviving the Backfire:

Use of Good Social Science

1. Identify the central message – what's our evidence-base and what's the core story we have to tell;
2. Figure out what is counter-intuitive about the message -- why is it backfiring?
3. Communicate your message in a way that breaks your audience's guessing machines (fast associations);
4. Once their guessing machines have failed, help them refine their machines.



Surviving the Backfire:

Understanding What's Backfiring and Why

“You Don't Have to Live Here”

Why Housing Messages Are Backfiring and 10 Things We Can Do About It



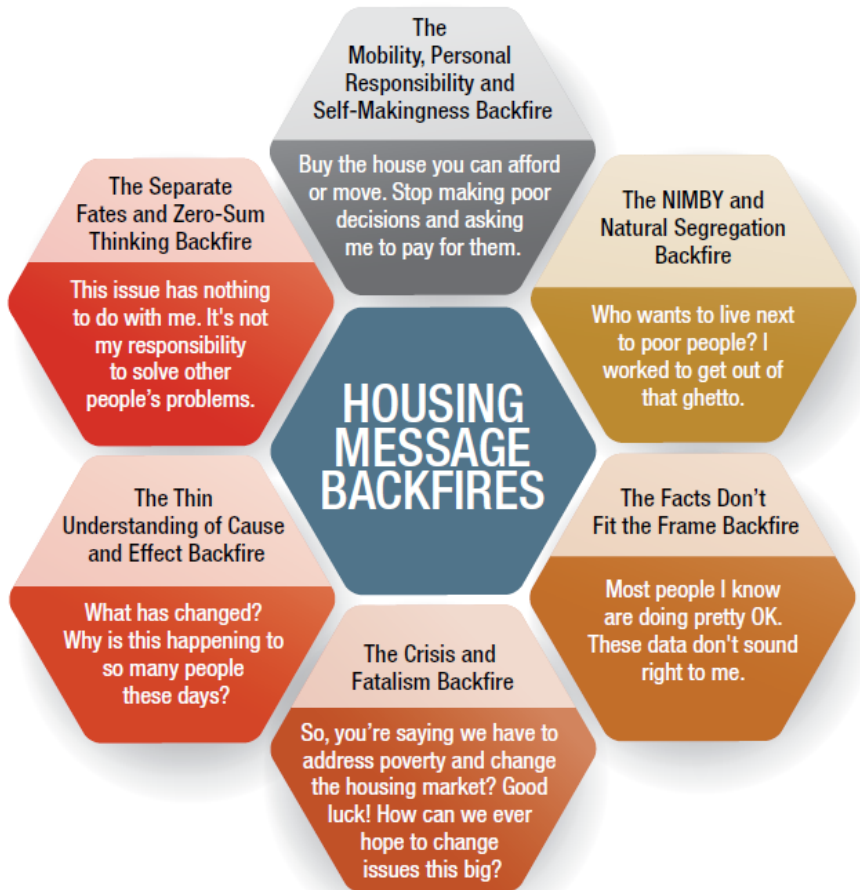
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10 Redirections To Reframe the Conversation



“You Don’t Have to Live Here”

Why Housing Messages Are Backfiring and 10 Things We Can Do About It



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