

RESOURCE CHEAT SHEET

Housing Narrative Research Projects

Chan Zuckerberg Initiative

[CZI Housing Narrative Research One Pager](#)

(2019 - 2020)

Ruby Bolaria-Shifrin (Director, Housing Affordability)
Graeme Joeck (Advocacy Strategist)
Rob Avruch (Advocacy Associate)
Kyle Block (Gradient Metrics)
Dr. Tiffany Manuel (Senior Advisor)

Center for Media & Social Impact

[Homelessness & Housing Security in U.S. Culture: How Popular Culture & News Depict an American Challenge](#)

(2018)

Caty Borum Chattoo (Executive Director)

UC Davis Center for Regional Change

[Changing the Narrative of Affordable Housing](#)

(2016)

Michael Rios (Vice Provost, Public Scholarship and Engagement)

Urban Displacement Project at UC Berkeley

[Climate Change and Displacement in the US: A Review of the Literature](#)

(April 2020)

[*Anna Driscoll \(Graduate Student Researcher\)*](#)

[forthcoming] National anti-displacement narratives (SPARCC)

FrameWorks Institute

[Mixing It Up: Reframing Neighborhood Socioeconomic Diversity](#)

(2016)

Andrew Volmert, Ph.D. (Vice President of Research)

[Piecing It Together: A Framing Playbook for Affordable Housing Advocates](#)

(2018)

[Finding a Frame for Affordable Housing: Findings from Reframing Research on Affordable Housing and Community Development](#)

(October 2018)

[“A House, a Tent, a Box”: Mapping the Gaps Between Expert and Public Understanding of Healthy Housing](#)

(2016)

[Not Telling the Whole Story: Media and Organizational Discourse about Affordable Housing](#)

(2016)

Berkeley Media Studies Group

[Talking about health, housing, and COVID-19](#) (March 2020):

Keeping equity at the forefront we developed this working document to support public health practitioners, community organizers, and others who are striving, amid COVID-19, to elevate equity-focused solutions in housing and health news and before policymakers. The guide is focused on shifting the narrative from safety during the pandemic to the importance of treating housing as essential to public health.

Lori Dorfman, DrPH (Director)

Katherine Schaff (Health Equity Coordinator)

[How can we connect racial and health equity with housing in news coverage?](#) (May 2019): BMSG’s [news analysis](#) offers

insights into how Bay Area housing justice and public health organizations are leveraging the media to support their policy agendas and elevate the connection to health. Based on those insights, this blog offers seven recommendations for practitioners and advocates working to make safe, affordable homes a reality in their communities.

[Equity and health in housing coverage: A preliminary news analysis from Northern California](#) (May 2019): Housing

impacts health in widespread, well-documented ways. But does media coverage reflect this? To find out, BMSG analyzed news

from the San Francisco Bay Area — the epicenter of the crisis — and paid special attention to how equity and health appear in coverage. While the analysis focused on local news, our report provides insights for housing advocates across the country.

[Local health departments addressing the social determinants of health: A national survey on the foreclosure crisis](#)

(February 2019): The foreclosure crisis has had more than just financial consequences for families throughout the United States; it has also been linked to negative mental and physical health outcomes and has disproportionately harmed communities of color. What role, then, should local health departments (LHDs) play in addressing social determinants of health, such as housing? In [this article](#) for the journal Health Equity, BMSG's Katherine Schaff and Lori Dorfman report that more than a quarter of LHDs engaged in work related to the foreclosure crisis, and 30% of those surveyed said that LHDs should work on this issue.

[Case study of Alameda County Public Health Department's housing and health equity initiative](#)

(August 2015): This case study, part of a [series](#) developed by the Berkeley Media Studies Group and supported by The California Endowment (TCE), highlights the innovative work that the Alameda County Public Health Department is doing to advance health equity. Alameda was one of four health departments in California honored by TCE for its equity-oriented efforts in December 2014. To learn more, view the [case study](#), [full report](#), or [companion videos](#).

[Reframing housing as a health issue in Napa County, California](#)

(June 2018): Together with community residents, elected officials, industry leaders, and community-based organizations, the Public Health Division of Napa County's Health and Human Services Agency is working to make housing more affordable for everyone in the county and to reframe housing as a health issue — not just for individuals, but for the entire community. This case study explores how they are using a combination of community engagement, policy change, and strategic communication to push forward innovative solutions to the area's housing crisis.

[Shifting the media conversation on affordable housing](#)

(January 2017): In this Q&A, the Alameda County Public Health Department's Tram Nguyen discusses how the department has used media advocacy to illuminate the link between housing and health. Nguyen also offers insights for advocates and reporters looking to improve coverage.

[Issue 16: Moving from head to heart: Using media advocacy to talk about affordable housing](#)

(October 2006): This is the story of how a group of dedicated but frustrated affordable housing advocates learned to tell their story so it reflected their values and the values that resonated with policy makers. What they thought would be a simple refresher course in working with the media transformed their own understanding of affordable housing, how to talk about it, and, ultimately, what was done about it.

[Giving effective public testimony to support health equity: 9 tips for advocates](#)

(September 2019): When advocates reach out to BMSG for help shaping the public narrative and advancing policy change on a particular public health or social justice issue, they often are eager to improve their ability to write op-eds or speak with reporters. But public testimony is another powerful way to deliver compelling messages that reach decision-makers. In this blog, our health equity coordinator offers tips for doing so, based on her recent experience providing public comment on conservatorship, an issue that disproportionately affects people who are unhoused, at San Francisco City Hall.

Othering & Belonging Institute, UC Berkeley

[Roots, Race, & Place: A History of Racially Exclusionary Housing in the San Francisco Bay Area](#)

(October 2019)

Stephen Menendian (Assistant Director)

[Racial Segregation in the San Francisco Bay Area](#)

(October 2018)

[California Survey on Othering and Belonging: Views on Identity, Race and Politics](#)

(April 2018)

Lake Research Partners

[Findings from Focus Groups and a Dial Survey on Housing in the United States](#) (May 2020)

*Celinda Lake (President)
David Mermin (Partner)*

Topos

[Rights for Renters Message brief](#)

*Remy Trupin
Axel Aubrun
Meg Bostrom*

[Sample Talking Points](#)

[Social Media Posts](#)

[Engaging Marginalized Communities](#)

[Best Practices for Communiations](#)

Grassroots Strategy Group

Changing the Narrative On Homelessness

Jeff Robinson

The Case Made

[Who Gets to Live Where, and Why? The Answer May Be Settled By Our Narratives](#)

Dr. Tiffany Manuel

[Dismantling the Narratives That Constrain Public Support for Fair Housing: the Urgent Need to Reframe the Public Conversation to Build Public Will](#)

[How Do Fish See Water? Building Public Will to Advance Inclusive Communities](#)

[You Don't Have to Live Here: Why Housing Messages Are Backfiring and 10 Things We Can Do About It](#)

[Making the Case for Systems Change Tackling the Issues of Gentrification & Displacement](#)

Center for American Progress

Forthcoming

Taryn Williams

EMC Research

Forthcoming

Ruth Bernstein
Emily Kirby Goodman