

Action 1: Shift Housing Narratives



**Humane
Housing**

What is the action?

Develop a comprehensive communication strategy to promote positive mindsets and narratives about affordable housing, supportive housing, and the people who need them

Why does it matter?

- Housing instability is often viewed as individual failure rather than a systemic issue.
- Negative narratives can create resistance to housing solutions.
- Positive narratives build support for housing at all income levels and abilities.

What does it take?

Shape Policy and Systems

- Design and deliver optimal messaging strategies for different decision-makers.
- Integrate effective messaging into housing policy efforts.

Resource and Sustain the Work

- Support messaging analysis.
- Fund creation of communications materials.
- Support coordination and dissemination.

Implement, Operate and Build Capacity

- Build a customizable messaging toolkit.
- Share guidance around messaging best practices.
- Align communications initiatives across partners.

Generate and Use Data and Evidence

- Gather information about current best practices.
- Identify effective messaging frames with key Georgia audiences.
- Continually assess communications efforts.

Engage Communities and Build Partnerships

- Engage different audiences to understand their mindsets and values.
- Integrate community voice.
- Collaborate with partners and trusted messengers.

Communicate and Shift Narratives

- Use compelling messages that center basic human needs.
- Reframe housing as a human right.
- Disseminate the messaging toolkit.

How could we measure progress?

- Number of decision-makers supporting humane housing principles.
- Amount of support for humane housing in community planning decisions.
- Change in investments directed to affordable housing.
- Amount of support for legislation that promotes humane housing.

Action 2: Communicate ROI of Humane Housing Investments



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What is the action?

Analyze and communicate the economic return on investment (ROI) of housing affordability and supportive housing.

Why does it matter?

- . Housing investments strengthen economic growth and reduce public costs.
- . Economic impacts of housing policies are rarely measured.
- . Decision-makers often lack evidence to justify housing investments.
- . ROI data strengthens policy and funding decisions.

What does it take?

Shape Policy and Systems

- . Integrate ROI findings into advocacy strategies.
- . Communicate ROI for current investments and underinvested areas.

Resource and Sustain the Work

- . Fund baseline ROI analysis of various housing interventions.
- . Support economic evaluation services for housing investments.

Implement, Operate and Build Capacity

- . Translate ROI findings into marketing materials.
- . Build economic evaluation capacity in the housing sector.
- . Integrate economic evaluation in pilot initiatives.

Generate and Use Data and Evidence

- . Conduct baseline ROI analysis.
- . Build Georgia-specific data and evidence.
- . Analyze costs, benefits, and ROI of various housing investments.

Engage Communities and Build Partnerships

- . Work across sectors to share data and measure impacts.
- . Engage housing partners to integrate economic evaluation.

Communicate and Shift Narratives

- . Disseminate ROI findings to policy makers and impacted sectors.
- . Include health and social spending impacts in housing policy discussions.
- . Position housing as economic investment.

How could we measure progress?

- . Use of ROI in legislative processes and outcomes related to housing.
- . Awareness of housing ROI among decision-makers.
- . Changes in homelessness measures.
- . Changes in health care utilization in relation to policy change.

Action 3: Pilot Housing Coordination Strategies



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Housing**

What is the action?

Identify and pilot promising statewide and local housing coordination strategies.

Why does it matter?

- Promising solutions are not consistently implemented, scaled up, or sustained.
- Potential housing partners need reliable models to secure buy-in.
- Housing advocates could be more effective by aligning their efforts.
- Implementing effective approaches increases impact.

What does it take?

Shape Policy and Systems

- Identify and address policy barriers to pilot initiatives.
- Translate pilot results into policy recommendations.
- Coordinate policy agendas and strategies.

Resource and Sustain the Work

- Fund efforts to identify promising practices.
- Secure funding to implement or scale pilot initiatives.
- Support ongoing evaluation of pilot initiatives.

Implement, Operate and Build Capacity

- Launch and manage pilots.
- Build capacity around best practices.

- Sustain coordination between partners and sectors.

Generate and Use Data and Evidence

- Identify most relevant promising practices and scalable models.
- Develop implementation measures.
- Evaluate pilot outcomes.

Engage Communities and Build Partnerships

- Engage potential partners across sectors.
- Tailor solutions locally including community and resident engagement.

Communicate and Shift Narratives

- Share results and lessons learned.
- Integrate storytelling and success measures to show impact.
- Cultivate statewide alignment.

How could we measure progress?

- Strength of collaboration locally, regionally, and statewide among housing partners as well as other sectors.
- Number of pilot housing initiatives moving from concept to implementation.
- Percent of pilot housing initiative performance measures achieved.
- Improvements in health and economic measures in pilot initiative communities.