

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. Through shared messaging and coordinated communication efforts across sectors and communities, partners can build a common understanding of humane housing and strengthen support for housing solutions throughout Georgia.

Why does this matter?

- Housing is a basic human need that supports health, safety, opportunity, and community participation, yet many Georgians across income levels and life circumstances continue to face housing affordability and stability challenges.
- Housing instability is often viewed as an individual problem rather than the result of housing market conditions, policies, and systems that shape access to affordable and supportive housing.
- Negative perceptions of affordable housing, supportive housing, and the people who need them can create resistance to solutions and limit support for action.
- Clear, consistent messaging can help build broader understanding of housing challenges and strengthen support for policies, investments, and community solutions that benefit households across Georgia.

What does success look like?

- **Shifting Housing Narratives:** Community leaders, organizations, and residents increasingly recognize housing as a basic human need and support approaches that address housing challenges as a systems issue rather than an individual responsibility issue.
- **Stronger Decision-Maker Engagement:** Local and state leaders increasingly support humane housing principles and incorporate them into planning, decision-making, and public discourse.
- **Increased Investment in Housing Solutions:** Public, private, and philanthropic investments are directed toward affordable housing, supportive housing, and related housing strategies.
- **Supportive Policies and Systems:** Housing affordability, accessibility, and stability are reflected in community planning efforts, policy priorities, and legislative action.

What things should be considered?

Implementation Considerations

- Build a shared understanding of housing as a basic human need, recognizing that long-standing beliefs about housing instability can make narrative change difficult and often frame housing challenges as an individual rather than a systems issue.
- Sustain coordination across sectors and communities to ensure messaging remains consistent, credible, and aligned around a shared vision for humane housing.
- Ground messaging in the experiences and values of households across Georgia so communications resonate with diverse communities and reflect local housing realities.
- Pair communication efforts with policy, investment, and systems-change strategies that address the underlying causes of housing instability and affordability barriers.

Key Stakeholders

- Residents and community members
- Housing organizations and advocates
- Policymakers and public agencies
- Trusted messengers and communications partners
- Cross-sector leaders in health care, education, and business

Geographic and Population Considerations

- Housing challenges affect every part of Georgia, but messaging may need to be adapted to reflect differences in housing supply, affordability, economic development, and population trends across rural, suburban, and urban communities.
- Communications efforts should recognize that housing affordability and stability affect people across income levels and life circumstances, while accounting for the unique needs of populations that face additional housing barriers or rely on supportive services.

In what ways can this action be moved forward?

- Listen to residents and community partners to better understand how housing challenges are experienced and discussed across different communities.
- Develop and share messages that resonate with diverse audiences and help build understanding of housing as a basic human need, using language that reflects local values, priorities, and housing realities.
- Partner with trusted messengers and organizations to amplify consistent, community-informed housing narratives.
- Use and promote communication tools and resources that help explain housing challenges, solutions, and opportunities for action.
- Align communication efforts across sectors to build broader understanding of humane housing and strengthen support for housing solutions throughout Georgia.

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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 affordable housing, supportive housing, homelessness prevention, and related housing strategies. Through Georgia-specific data and evidence, housing investments can be evaluated more consistently and used to inform policy, funding, and investment decisions across Georgia.

Why does this matter?

- Housing investments can generate benefits that extend beyond housing, including improved health, economic stability, educational outcomes, and community well-being.
- Policymakers and community leaders are often asked to support housing initiatives without clear information about their financial and economic impacts.
- The full economic impacts of housing policies and investments are rarely measured, limiting opportunities to demonstrate cost savings and benefits across health care, emergency response, criminal justice, and other public systems.
- Demonstrating the return on investment of housing strategies can strengthen support for policies, programs, and funding that improve housing affordability, stability, and access across Georgia.

What does success look like?

- **Stronger Decision-Making:** Decision-makers increasingly request, reference, and apply ROI data to inform housing investments, planning efforts, and funding decisions.
- **Increased Investment in Effective Housing Strategies:** Public, private, and philanthropic resources are directed toward housing approaches with demonstrated economic and community benefits.
- **Greater Use of ROI Data:** Decision-makers increasingly request, reference, and apply ROI data when evaluating housing policies and investments.
- **Measurable Community Benefits:** Housing investments are associated with reductions in homelessness, avoidable health care and public-system costs, and other outcomes that demonstrate measurable return on investment.

What things should be considered?

Implementation Considerations

- Build a strong Georgia-specific evidence base so ROI findings are relevant, credible, and useful to policymakers, funders, and community leaders.
- Measure impacts across systems, including health care, housing, public safety, education, and economic development, to capture the full value of housing investments.
- Tailor ROI information to different audiences, recognizing that decision-makers may prioritize different types of costs, savings, and economic impacts.
- Pair ROI evidence with policy, funding, and implementation opportunities so data can inform action and investment decisions while helping stakeholders identify opportunities to capture and reinvest savings into long-term housing solutions.

Geographic and Population Considerations

- Housing challenges differ across Georgia, and ROI analyses should account for varying conditions in rural, suburban, and urban communities.
- Different populations and systems experience housing impacts differently, including households facing homelessness, aging residents, workers seeking affordable housing, and people with significant health care or supportive service needs.

In what ways can this action be moved forward?

- Collect and contribute data that helps measure the costs, benefits, and impacts of housing investments across communities and systems.
- Analyze and share ROI findings to demonstrate how housing investments affect health, economic development, public systems, and quality of life.
- Partner across sectors to evaluate outcomes, combining housing, health care, education, public safety, and economic data to better understand return on investment.
- Use ROI evidence to inform funding, planning, and policy decisions, helping decision-makers prioritize effective housing strategies.
- Advocate for housing investments using Georgia-specific data and evidence, highlighting both economic returns and community benefits.

Key Stakeholders

- Policymakers and legislators
- Housing organizations and advocates
- Healthcare providers and payers
- Economic development leaders
- Public safety and emergency response partners
- Community-based organizations
- Business and workforce leaders

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Action 3: Pilot Housing Coordination Strategies



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What is the action?

Identify and pilot promising statewide and local housing coordination strategies that can improve housing outcomes across Georgia. Through testing, evaluation, and adaptation of proven approaches, partners can learn what works in different communities and support replication or expansion of successful models statewide.

Why does this matter?

- Promising housing strategies exist in Georgia and across the country, but many are not consistently implemented, adapted, or scaled to reach more communities.
- Communities face different housing challenges and resource constraints, creating a need for approaches that can be tailored to local priorities and conditions.
- Reliable models and demonstrated results can help communities, organizations, and policymakers build confidence and support for implementing new housing strategies.
- Strong coordination across housing, health, economic development, behavioral health, corrections, and community partners can improve outcomes and maximize the impact of limited resources.
- Testing and evaluating promising strategies can help communities invest in approaches that increase housing opportunities, improve health outcomes, and reduce public-system costs.

What does success look like?

- **Proven Strategies Identified and Tested:** Communities successfully pilot promising housing coordination approaches and evaluate their effectiveness in local settings.
- **Stronger Cross-Sector Collaboration:** Housing, health care, behavioral health, economic development, corrections, and community partners align efforts to address housing challenges more effectively.
- **Successful Models Expanded:** Pilot efforts demonstrate positive results and are adapted, replicated, or scaled to reach additional communities.
- **Measurable Community Benefits:** Communities experience increased housing opportunities, improved health outcomes, and reduced public-system costs.

What things should be considered?

Implementation Considerations

- Identify strategies that have demonstrated success elsewhere while recognizing that local adaptation may be necessary to achieve similar results in Georgia communities.
- Engage partners across sectors early in the planning process to support coordination, implementation, and long-term sustainability, recognizing that successful strategies may require a combination of policy change, housing development, property acquisition, and service coordination.
- Build evaluation measures into pilot efforts from the outset so communities can assess outcomes, learn from implementation, and inform future expansion.
- Adapt promising strategies to local conditions while preserving the key elements that contribute to their success.

Geographic and Population Considerations

- Housing coordination strategies may look different across rural, suburban, and urban communities depending on housing needs, zoning considerations, infrastructure, and available resources.
- Pilot efforts should reflect the needs of local populations and may require coordination across multiple systems, particularly for people facing housing instability or needing supportive services.

Key Stakeholders

- Georgia Department of Community Affairs
- Public housing authorities
- Health care and behavioral health organizations
- Community Service Boards
- Economic development organizations
- Corrections and reentry partners
- Community-based and faith-based organizations
- Housing-focused organizations
- Long-term care agencies and providers

In what ways can this action be moved forward?

- Identify promising housing coordination models that have demonstrated success in Georgia or elsewhere and assess their potential for adaptation or expansion.
- Build partnerships across sectors to support coordinated planning, implementation, and evaluation efforts.
- Launch and evaluate pilot initiatives to test strategies in real-world settings and identify opportunities for improvement.
- Share lessons learned, implementation findings, and promising practices through networks that help communities replicate, adapt, and improve effective approaches.
- Scale successful strategies by securing the resources, partnerships, and support needed for long-term implementation.

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