Healthy Housing Learning Lab:

Messages to Move Housing and Health in Your Community
AGENDA

• Welcome and Introductions
• Presentation of Message Guide
• Speaker Q&A
• City Panel
• Group Conversation
• Closing
Welcome and Introductions
METHODOLOGY

• Literature review, including news articles, case studies, research from other key organizations working on healthy housing to understand:
  • How is the issue being framed?
  • How is healthy housing connected to other issues?
  • What values can be tied to healthy housing?

• Focus groups with city leaders and partners working to advance healthy housing

• One-on-one interviews with select city leaders
SHARED VALUES

City Decision-Makers:
• Children and education
• Human potential and self determination
• Housing affordability, quality, access and safety
• Property values, the appearance and safety of a city, the quality of life for residents
• Effectiveness and efficiency in government
• Thriving, prospering communities and people
• Support of small businesses, including landlords
• Livable cities, including stable and affordable housing supply

Landlords and Property Owners:
• Protection of their investment
• Ease of management and property uptake
• Positive image and perception
• Ability to retain tenants
To read the full message guide, visit: https://www.nlc.org/resource/message-guide-advancing-health-and-equity-through-housing/
KEY MESSAGE 1:

Every person, and especially children, needs access to healthy and hazard-free housing in order to thrive and reach their full potential.
KEY MESSAGE 2: Not everyone can count on healthy housing right now, specially communities living with lower incomes as well as communities of color.
KEY MESSAGE 3:

This is a solvable problem that aligns with city priorities. It creates opportunities for housing staff, landlords and others to be champions for people’s health, readiness to work and learn, and financial security.
KEY MESSAGE 4:

Changes in city policies, programs and practices are urgently needed to ensure that all children and families live in a healthy and hazard-free home. We are asking you to (insert specific policy ask).
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ADDITIONAL COMPONENTS OF THE MESSAGE GUIDE

• Facts for specific healthy housing issues and policy solutions
• Common questions and concerns
• Stories from cities working on healthy housing strategies
Speaker Q&A
City Panel
City Panel Speakers

Chris Hatcher, Interim Director
Community Development Department
City of Birmingham

Michael Collins, Commissioner
Neighborhood & Business Development
City of Syracuse
Group Conversation
Closing

Anthony Santiago
Director of Program and Partnership Development, IYEF
NLC