

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





# Project Context

## 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





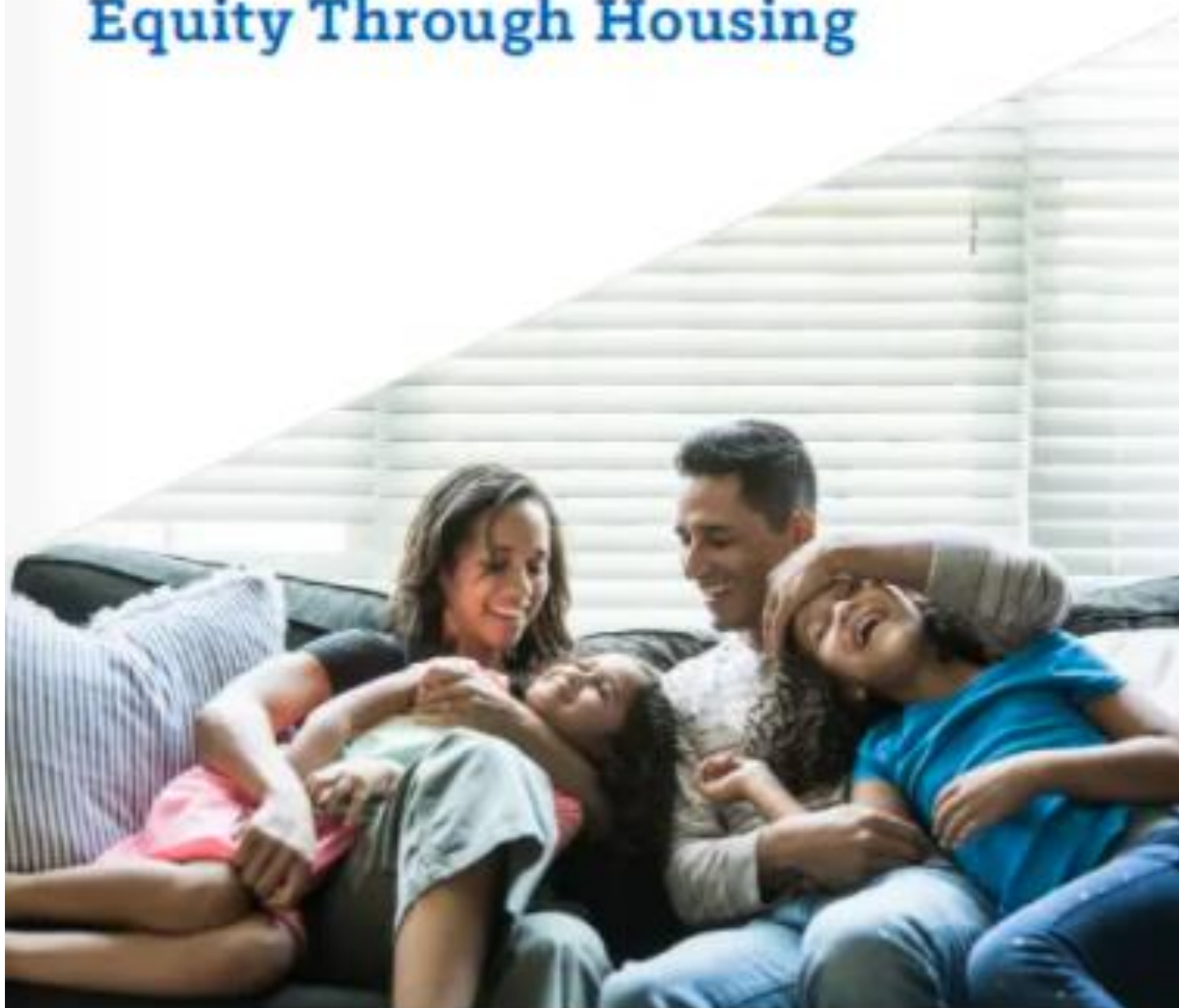
# Message Guide





MESSAGE GUIDE:

## Advancing Health and Equity Through Housing



**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.<sup>24</sup> We are asking you to (insert specific policy ask).



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## **ADDITIONAL COMPONENTS OF THE MESSAGE GUIDE**

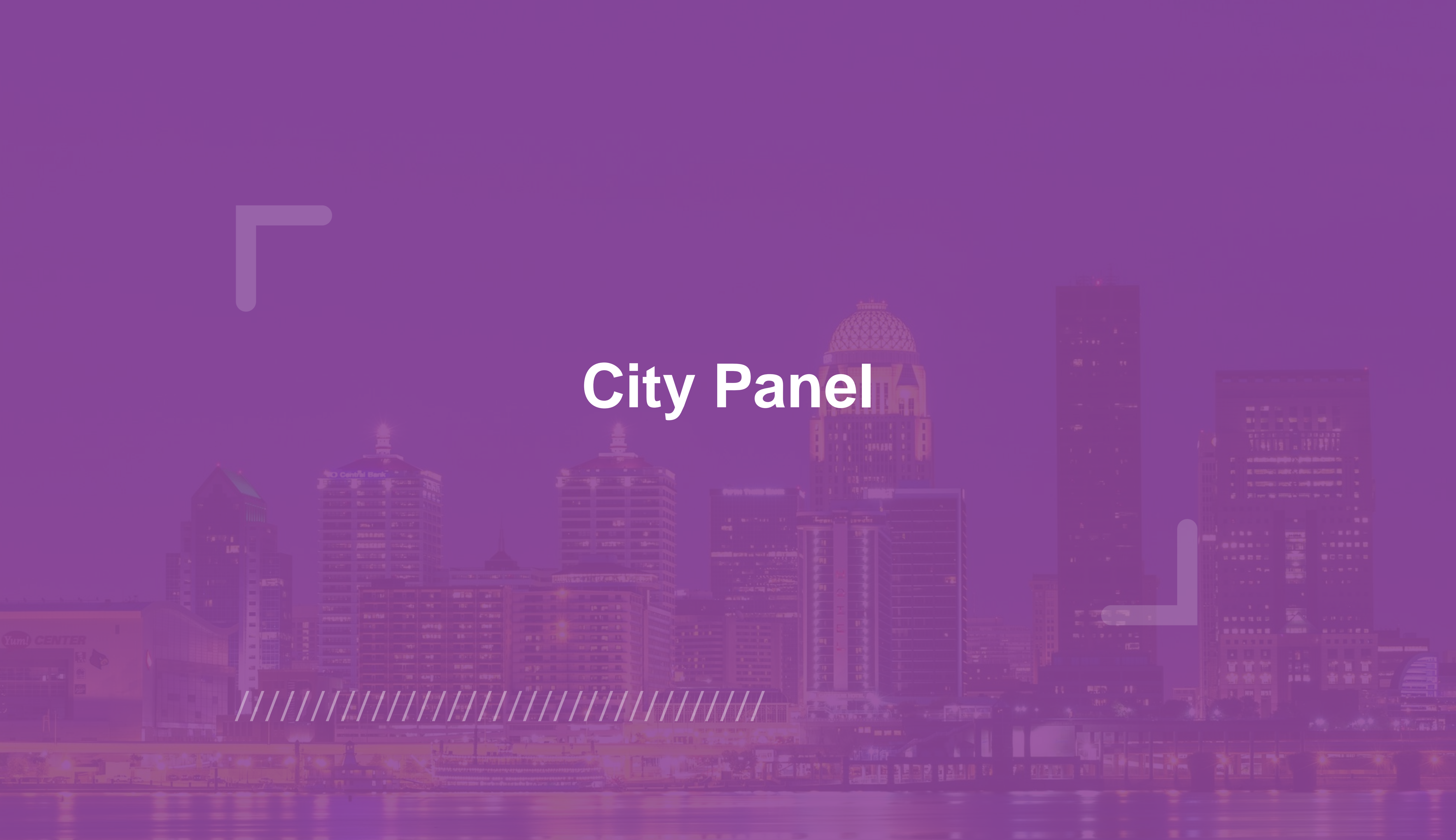
- Facts for specific healthy housing issues and policy solutions
- Common questions and concerns
- Stories from cities working on healthy housing strategies





# 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**





@LEAGUEOFCITIES

