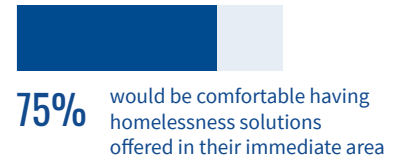
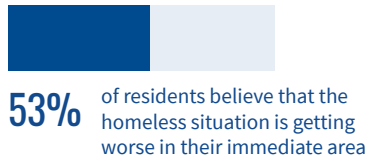
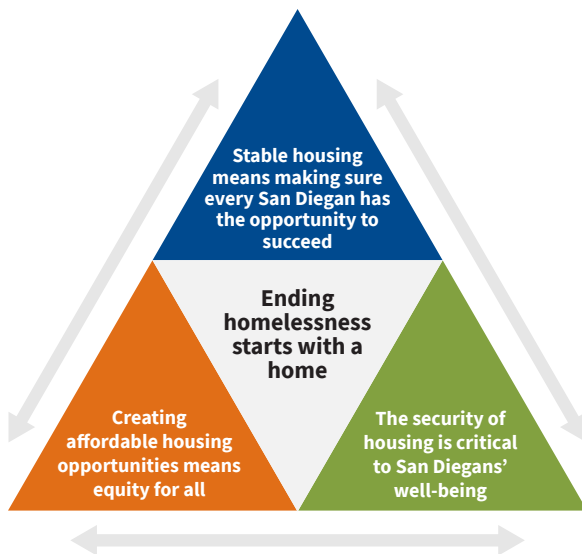


Effective Messaging Strategies for Housing as a Solution to Homelessness

Over the past year, Funders Together to End Homelessness San Diego led a multi-faceted research campaign to determine which messaging is most effective in ensuring that San Diegans consider housing as a solution to homelessness. What did we learn? There is a large variance in how local leaders talk about the issue and in order to bring consensus around the idea that housing is the solution to homelessness, the best messaging has to be consistent and ideally center around the “opportunity” that Housing First presents.



Messaging Triangle: Use this framework to guide the way providers, community leaders and government officials communicate on housing as a solution to homelessness:



Stable housing means making sure every San Diegan has the opportunity to succeed	Creating affordable housing opportunities means equity for all	The security of housing is critical to San Diegans' well-being
<ul style="list-style-type: none"> Everyone deserves to have a job, and to live in high-quality, affordable housing, regardless of their circumstances Programs designed to help people improve their economic well-being are critical to providing the security and accessibility to stable housing required to end homelessness Making sure everyone has access to the support and services they need to afford a home will help us accomplish this goal 	<ul style="list-style-type: none"> Large discrepancies in homelessness based on race, class and age Those with disabilities are overrepresented in San Diego's unsheltered population Homelessness is not a choice nor personal responsibility Housing is a right and a need for all 	<ul style="list-style-type: none"> Housing offers safe and stable environments to help people manage serious, chronic issues We can support people on their path to positive mental health with programs like: social inclusion services, care that addresses trauma and crisis intervention Housing creates a foundation for those to re-enter the workforce

Next Steps: Here is what now needs to be done moving forward:

- Providers get on the same page about messaging
- Local officials and providers agree about housing as the solution to homelessness
- City and county officials properly and realistically plan by considering a timeline for solutions
- Community Leaders build public support for current RTFH, SDHC & City/County priorities
- Involve the City's Office of Race & Equity and County's Office of Equity and Racial Justice moving forward
- Government officials find immediate housing today to support more permanent housing solutions for tomorrow