

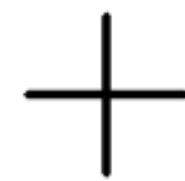
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How to talk about our homes and climate

Sophie Gordon

Principal Communications Strategist

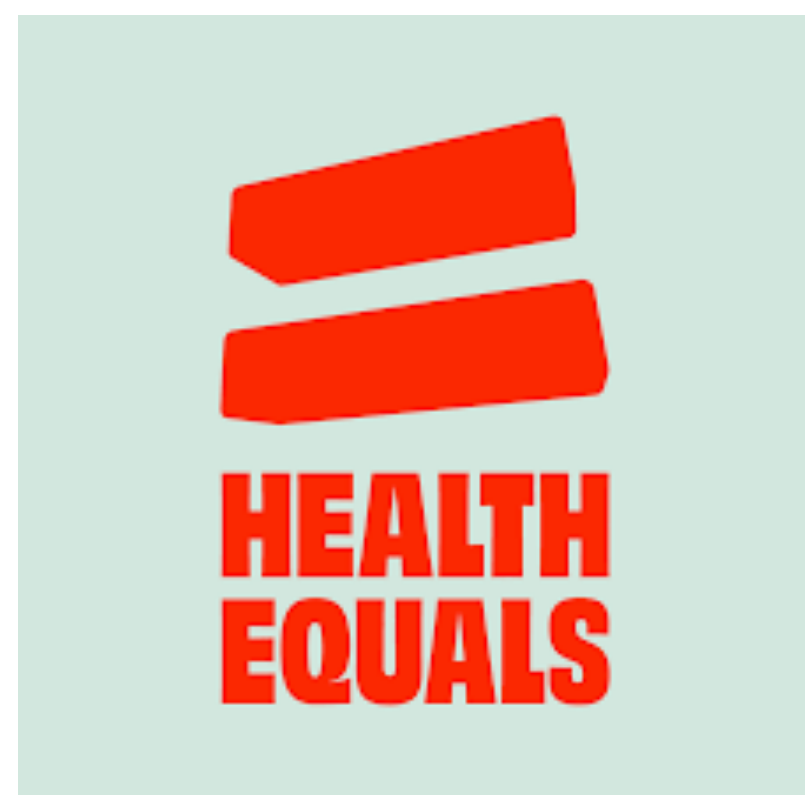


Nationwide
Foundation

Change the story, change
the world.



Impact
on **Urban
Health**



**What is framing
and why does it
matter?**

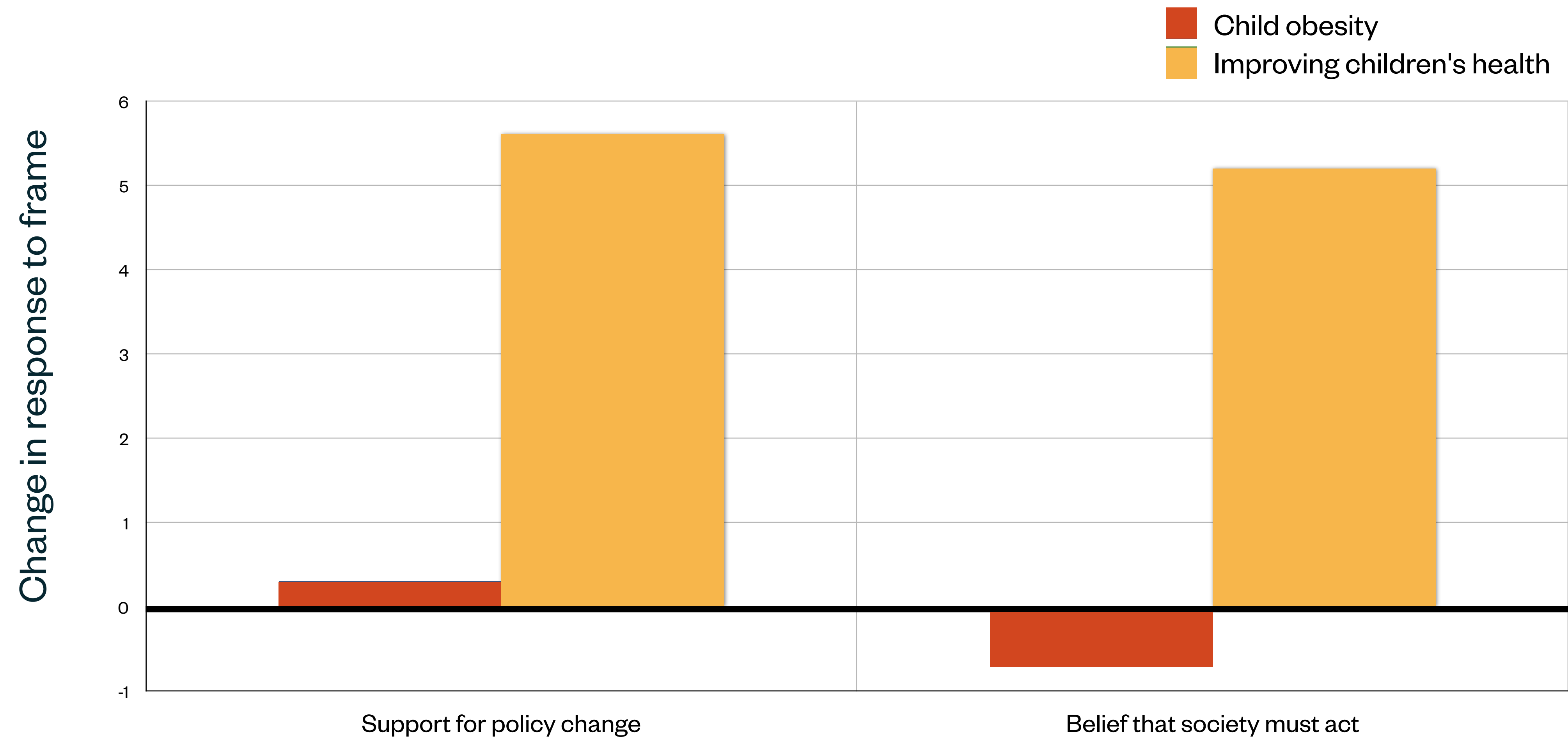


What is framing?

The choices we make about what ideas we share and how we share them.

This includes what we emphasise, how we explain an issue, and what we leave unsaid.

Framing changes support



Framing creates change

**WINNER
WINNER**

Sheffield Council announces policy
on healthier food advertising.



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🚨 BREAKING NEWS 🚨

Sheffield City Council has announced today that they are prioritising child health by launching a policy on healthier food advertising.

What a massive win for child health in Sheffield!

At a time when the future health of nearly 1 in 3 children is at risk from food-related ill health, we can't wait to see other councils taking action this year.

We're sick to our stomachs of junk food ads. Join our fight and help us protecting child he: ...see more

👥 You and 35 others

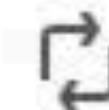
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Mindsets guide our thinking

- Mental shortcuts that shape how we interpret and understand the world.
- Enduring and shared across culture.
- Activated by the things we see and hear.



Obstacles to overcome

Housing = A source of investment and wealth

“The housing market”

“Getting on the property ladder”

Rented and social housing is seen as temporary

“A roof over your head is sufficient...”

People are less clear about the positive impact of decent homes

A decent home = neutral

Inequalities in the system = natural

“That’s just the way it is.”

Individualism

“People just need to work harder”

Fatalism

“The problem is too big to solve.”

When telling any story, we need to answer these questions

**What's this about
and why does it
matter?**

**How does this
work?**

**What can we do
about it?**

How to talk about homes and climate



Inadequate housing threatens health and well-being, says NIGEL CRISP

Compulsory minimum standards needed to address the link between poor housing and poor health in the UK, writes Lord Nigel Crisp.

By **LORD NIGEL CRISP**
22:01, Sat, Jun 10, 2023 | UPDATED: 10:03, Sun, Jun 11, 2023

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10



Call for action (Image: Getty)

It's a constant anxiety. I wake up every morning, and think, 'I need to move. Where on earth am I going to move to?'

Over 125,000 children live in temporary accommodation.

6 in 10 parents say it is harming their children's health.

Millions in poor housing in England suffer ill-health due to legal delays, says Shelter

Exclusive: Campaigners concerned that opposition from Tory MPs is delaying legal protections for renters



'I'm mentally strong but those six months broke me': Dave Lockyer said the stress of looking for a new home after being evicted was 'unbelievable'. Photograph: Teri Pengilley/The Guardian



The problem

But there is a big problem with the way most homes are planned for and built in the UK: we don't spend enough time thinking about the long term health and wellbeing impacts of the homes and neighbourhoods we build.

This has led to too many people having to live in poor quality, unaffordable homes often in disconnected places, with knock-on effects on both their mental and physical health.

#1

Make it about health – again!

Make it about health

- Our health depends on the health of the planet
- Our planet's health has been harmed over time – and in turn, this harms the health of us all
- Strengthens the idea we have a collective responsibility to act to protect people and planet + builds policy support



An example

Building greener, energy efficient homes is a sound investment in **our health – and the health of our planet.**

#2

**Explain, and spell out
technical terms**

Before

Partner with energy companies to identify and support those in need of support to heat their homes through retrofitting to reduce fuel poverty and improve domestic energy efficiency in areas of high deprivation.



After

We are going to partner with companies to support people struggling with cold homes, by providing things like insulation, replacement windows and other home improvements.

By making homes warmer and cheaper to heat, we can reduce the stress of energy bills and improve health.

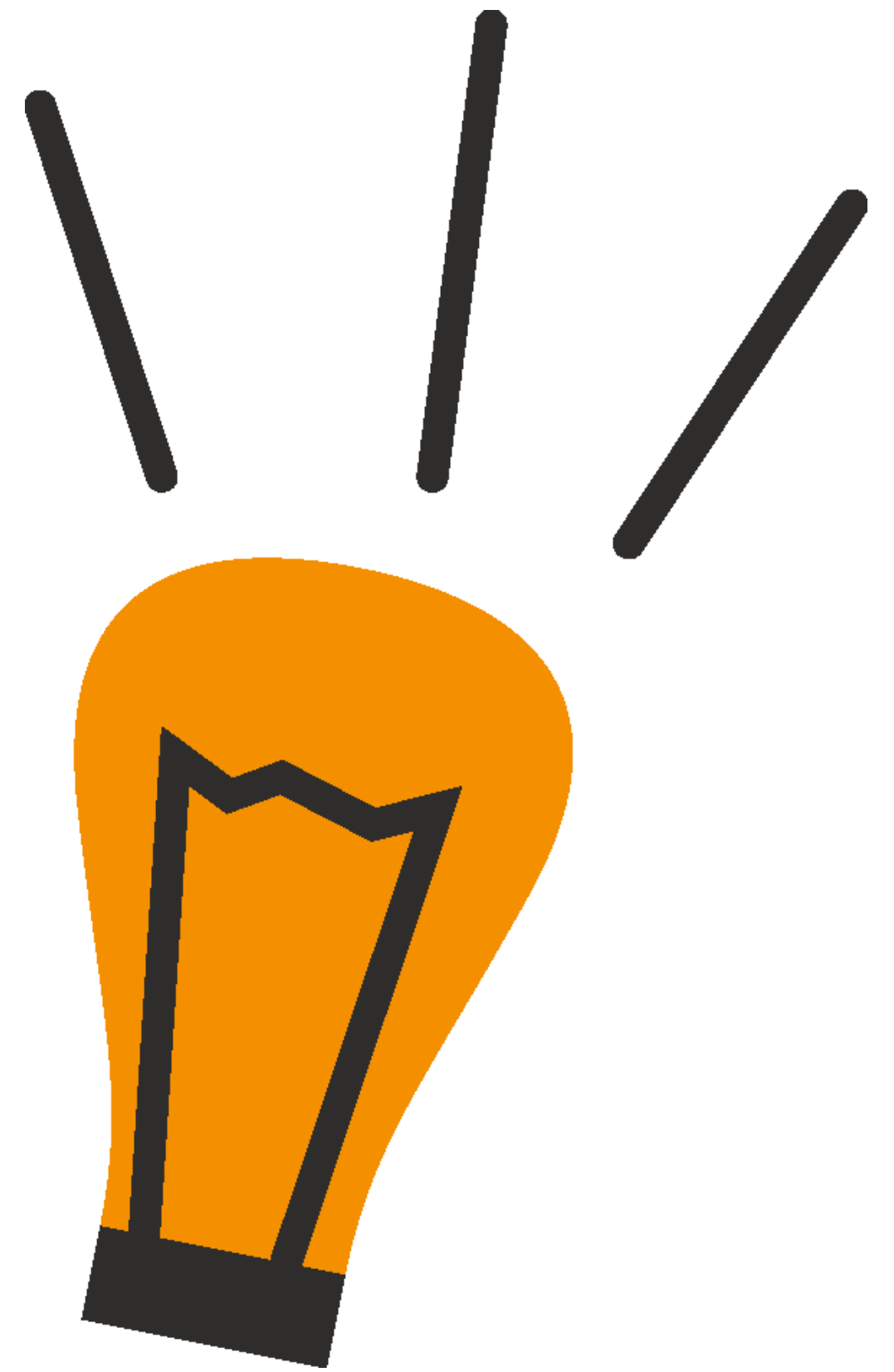
Technical terms and jargon

- Make it harder for people to understand your issues/work
- Create a barrier between you and your audience
- People assume it's not for them



What to do

- Use plain English
- Explain concepts rather than relying on shorthands
- Use the friend test



**Britain ends its
contribution to
climate change**

**Britain balances
the amount of
carbon dioxide we
release with the
amount we remove
from it**

**Britain reaches net
zero**

Before

We need to reach Net Zero in Wales.



After

In Wales, we need to create a balance between the climate pollution we release into the atmosphere, and the pollution we remove from it.

#3

Show change is possible

Nature destruction will cause bigger economic slump in UK than 2008 crisis, experts warn

Green Finance Institute report said further pollution could cut 12% off GDP by 2030s

Every UK political party is failing to tackle crisis facing nature, biggest charities warn

EXCLUSIVE

Four leading nature charities are sounding the alarm as one in six species in the UK face extinction

The climate crisis in charts: how 2024 has set unwanted new records

Dorset Council declares nature emergency

19 July 2024

Climate crisis to blame for dozens of 'impossible' heatwaves, studies reveal

Exclusive: Analyses are stark evidence of how global heating is already supercharging deadly weather beyond anything ever experienced by humanity

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Science & Environment

Nature crisis: One in six species at risk of extinction in Great Britain

Crisis framing isn't enough

**Diagnosis of a problem is not the same as a
communications strategy**

Don't just ring the alarm bell

- Be explicit that change is possible
- Share concrete solutions
- Build solutions into your communications early
- Balance urgency and efficacy 2:1

Efficacy is not the same as positivity or optimism

Positive → Everything is fine

Optimistic → Everything will be fine

Efficacy → We can change this

Before

We cannot afford to solve one crisis at the expense of another. We need to look at how we tackle all of these intersecting crises: climate, nature, health and housing.



After

By looking at the bigger picture – how our homes can best support our health, and the health of our planet – we can find the right solutions to tackle these challenges together.

Design/redesign

- Systems are designed by people
– and can be redesigned by people
- Systems can and should meet our needs
- Strengthens the idea that collective action is possible and will make a difference



Design/redesign positions change as planned, pragmatic and within reach

Sequencing

Before

Many of our biggest challenges, from health inequalities, to poverty, to wildlife extinction, are made more difficult by climate change.

We have the knowledge and the tools to tackle climate change – we just need our politicians to lead the way.

We need the right support and funding to build a greener Britain.

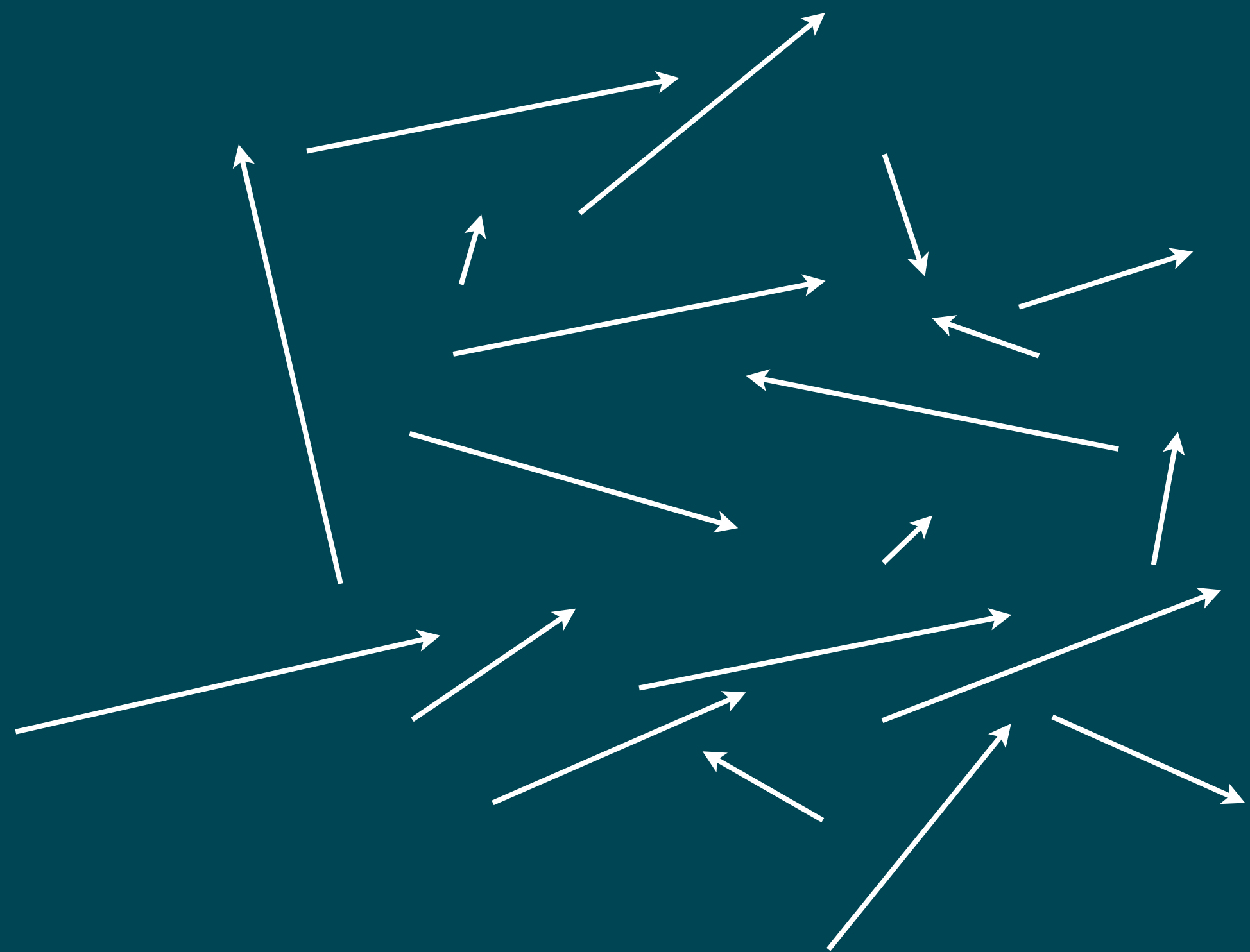
After

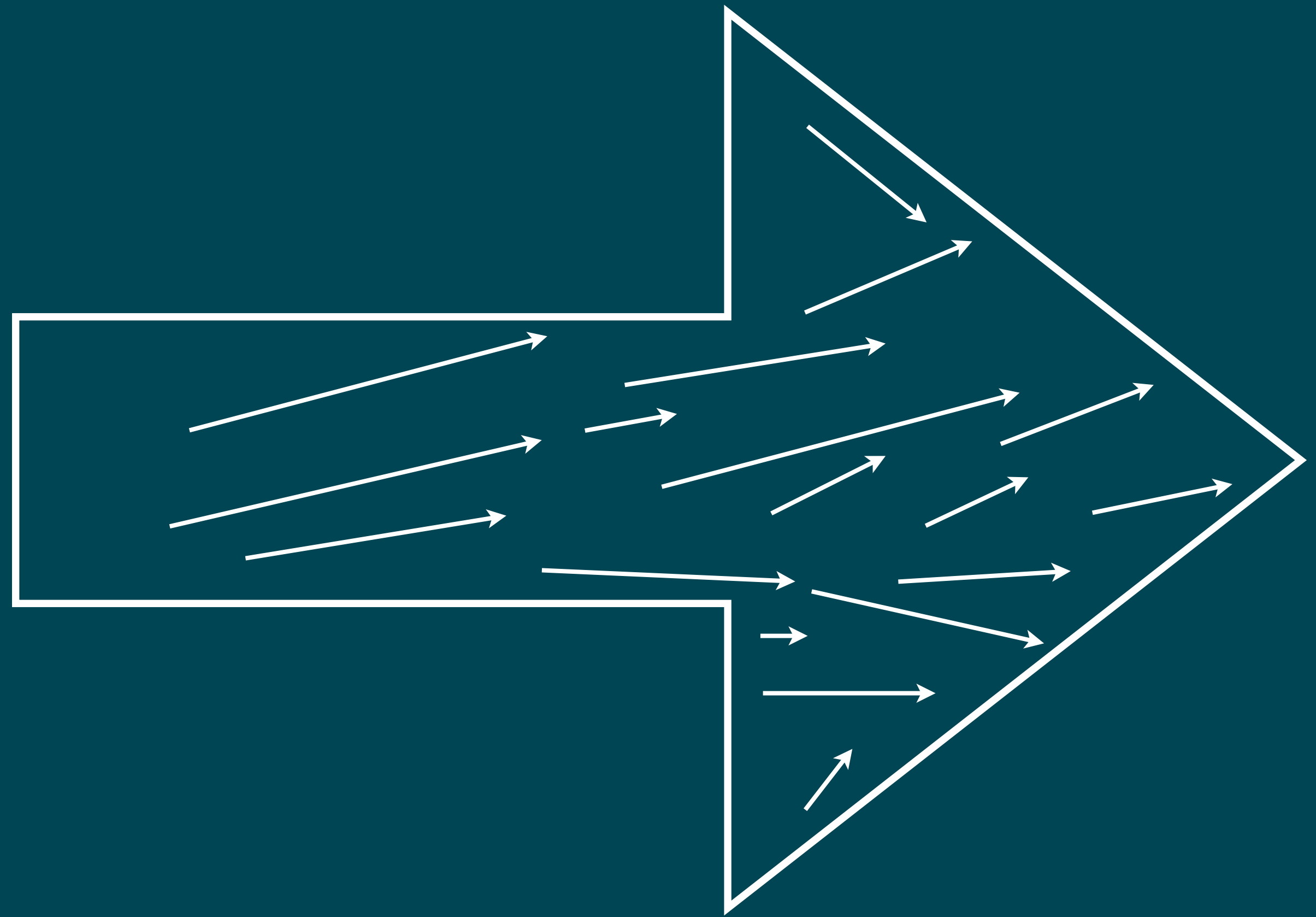
We have the knowledge and the tools to tackle climate change. We just need our politicians to lead the way.

Because many of our biggest challenges, from health inequalities, to poverty, to wildlife extinction, are made more difficult by climate change.

But with the right support and funding, **we can** build a greener Britain.

Normalise action, not inaction







Thank you

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