



How to talk about supported housing

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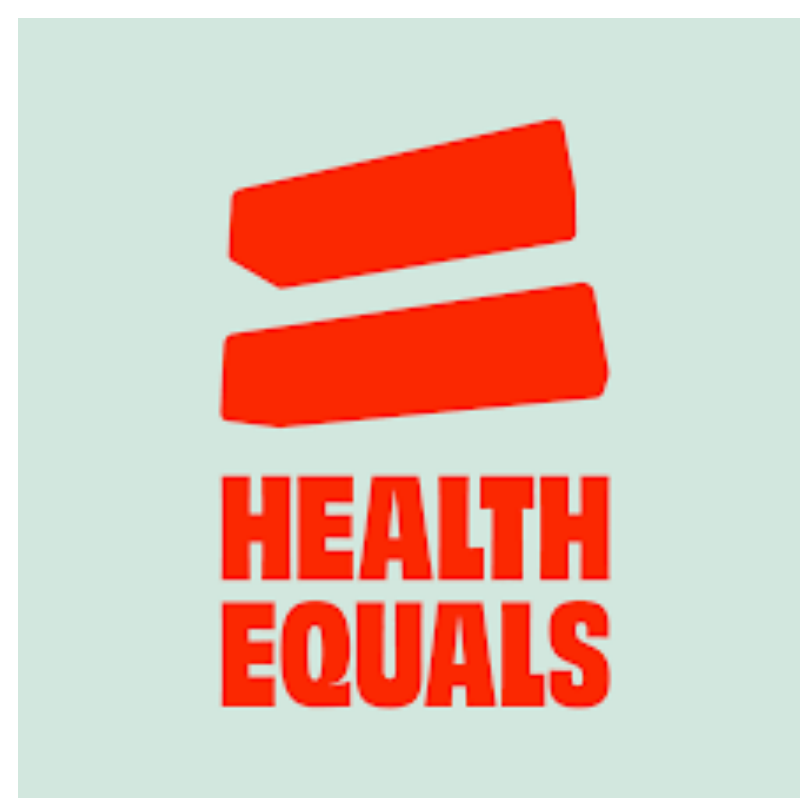
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Change the story, change the world.



Impact
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GIG
CYMRU
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Iechyd Cyhoeddus
Cymru
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The Law Society

Research base

Talking about homes: the foundation for a decent life, 2022

Moving from concern to concrete change: how to build support for more social housing, 2021

Communicating about housing in the UK: obstacles, openings and emerging recommendations, 2021

A matter of life and death: explaining the wider determinants of health, 2022

How to talk about poverty in the United Kingdom, 2018

Reframing homelessness, 2018

How to create more effective messages on homelessness, 2017

Agenda

What is framing and why does it matter?

How people think about homes

How to talk about supported housing

Q&A

**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.

There's a 90% chance of survival
following surgery



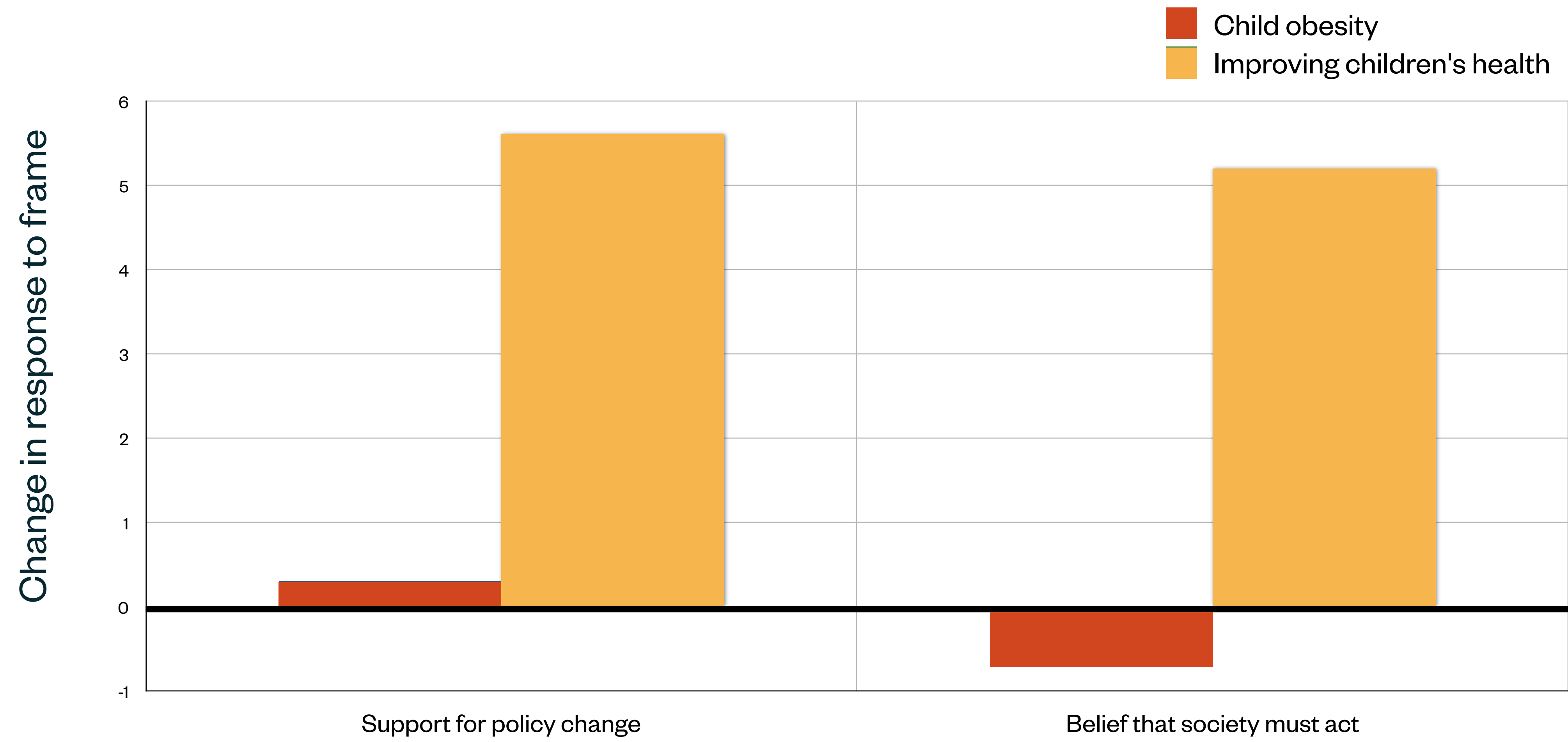
42% preference for surgery

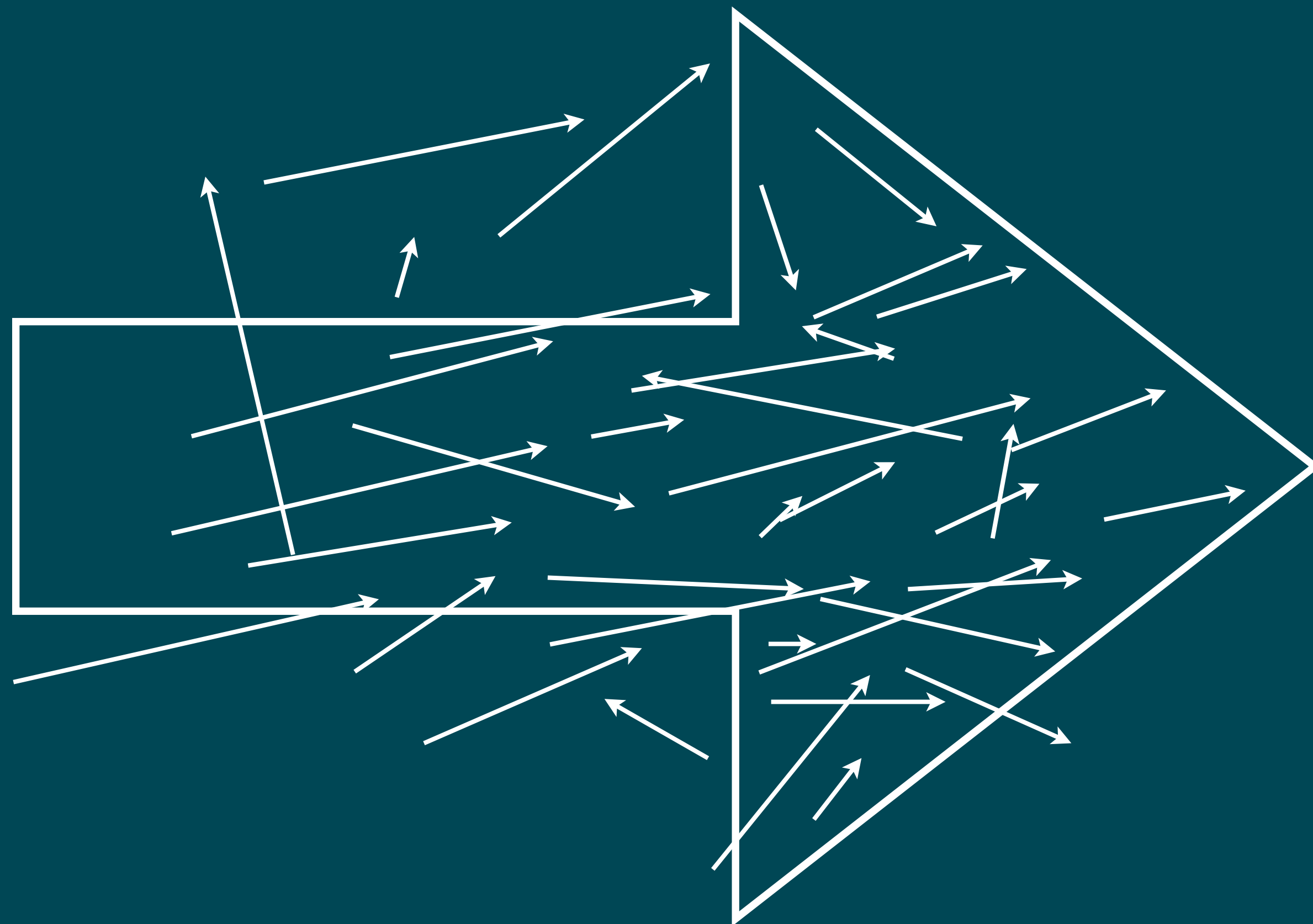
There's a 10% chance of mortality
following surgery



25% preference for surgery

Framing changes support





Mindsets guide our thinking

- Deep patterns of thinking 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

Owning property is top of mind and seen as the ideal. This obscures the need to improve other forms of housing.

People are less clear about the positive impact of decent homes. A decent home = neutral.

People tend to think individualistically, rather than systemically. This can limit how people think about solutions.

Fatalism: improving housing in the UK feels like a problem that's too big to solve. Which leads to disengagement.

How to talk about supported housing: five recommendations



#1

Build a bigger 'us' to bring more people into the conversation

ME



WE

Talk about home as the foundation for our lives

Home is the **foundation** of people's lives. And just like foundations are **designed to support** a building, our homes need to be designed to meet our needs, so we can build a good life.

Shared needs

- Highlight the link between our homes and our health.
- Human connection is a familiar and helpful idea to tap into.
- Consider other shared needs that help to make the case for supported housing.



What to do

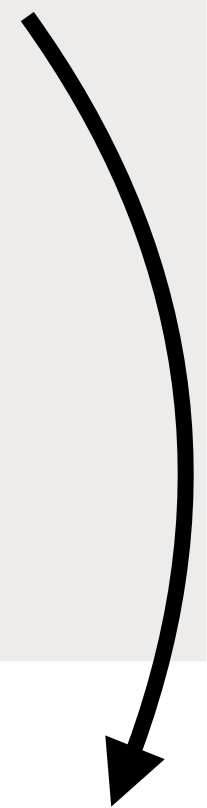
- Talk about home as ‘the foundation’ for our lives – the shared need for a home that allows us to live well.
- Start with what we have in common: talk about things we all need before talking about specific needs.
- Use inclusive language like ‘we’, ‘us’ and ‘our’.

Start with a
shared need



We all need to feel connected to the people and places we love. But without the right home and support, a disability or health condition that makes it harder for us to get out and about can lead to isolation and loneliness. Supported housing isn't just about adapted homes and practical help; it can keep us connected to other people.

Then get
more specific



2

Spell out what supported
housing is and what it enables
people to do

What to do

- Explain what supported housing is and the difference it makes.
- Spell out what we mean by phrases like ‘living independently’.
- Use people-first language to keep people in the picture.
- Give examples to bring it to life.

Supported housing allows people to live independently. It means people can live on their own terms, and access the support and resources that will enable them to participate fully in society.

Supported housing is designed to meet people's needs in different situations and stages of life. **For example**, it can provide the scaffolding to support young people leaving care as they transition to living independently as an adult. Equally, it can offer the support we may need as we get older, like practical hands-on help with day-to-day living.

3

Show how supported housing works, and why it's good for our whole society

Explaining vs asserting

Step-by-step explanation

Supported housing helps to reduce homelessness, **because** it provides more than a place to live. People get help to address the underlying pressures that pushed them into homelessness in the first place. **And since** these pressures differ from person to person, **this means** each person's needs will be different too. **That's why** the tailored assistance that supported housing offers is an essential part of reducing homelessness.

4

Balance urgency with efficacy
so that change feels necessary
and possible

A quick guessing game:

What unites all of these things?

The devastating reality of Yorkshire's cost of living crisis - from cancer-stricken OAP eating one meal a day to widow who cuddles dogs to keep warm

Sriracha hot sauce production suspended due to climate crisis

Lack of NHS dentists leading to 'crisis' in North Yorkshire

East Sussex WRAS warns of gull rescue crisis and asks for help

9 HRS AGO NATURE EAST SUSSEX

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FINANCIAL TIMES Iron ore tumbles 20% in worst week since 2008 financial crisis

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COMMENT

As we lurch from crisis to crisis, the moment of truth will soon be here

NEWS

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Wales Wales Politics Wales Business North West North East Mid South West South East Cymru

Social care crisis: Woman, 92, waited four months to be discharged

What to do

- Move away from crisis messaging.
- Try a 2:1 ration of efficacy to urgency.
- Think about sequencing.



Instead of

Supported housing is in crisis. Schemes are closing their doors across the country while demand gets higher and higher. If decisive action isn't taken soon, this system of support risks collapsing entirely – and the impact on thousands of people's health would be devastating.



Try

Bold action from our government could shore up supported housing in the UK – and improve the health and lives of thousands of people. Demand is rising, but schemes are being forced to close their doors due to a lack of funding. We need our government to act now and reverse this trend.

5

Don't make saving money your
main argument

What to do

- Use economic arguments to support your story, rather than making it the whole story.
- Talk about the problems supported housing solves beyond saving money.
- Sequencing is key. Establish why supported housing matter first: the positive impact it has on people's lives and wider society.

Instead of

Supported housing saves taxpayer money every year. For example, it eases the burden on our criminal justice system by reducing reoffending rates. This reduces the financial strain on law enforcement, courts, and prisons.



Try

Supported housing enables people to live better lives – and it's good for our whole society. For example, when people leaving prison receive the right support in a stable home, they are less likely to be drawn back to crime by pressures like homelessness.

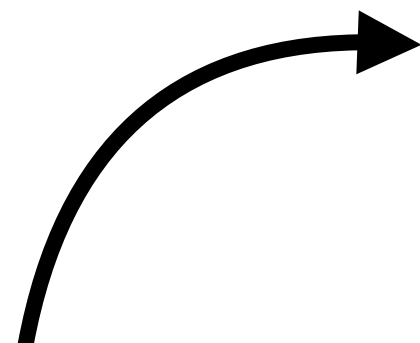
Supported housing enables people to live better lives – and it's good for our whole society. For example, when people leaving prison receive the right support in a stable home, they are less likely to be drawn back to crime by pressures like homelessness.

The right support can reduce reoffending and the costs of repeat law enforcement, courts, and prison sentences.

**You could add this,
to support your point
with an economic
argument.**



New resource



How to talk about supported housing

We all need a decent, affordable home that supports our wellbeing. It's the foundation for our lives. And for those of us who need some assistance in order to live well, supported housing is vital.

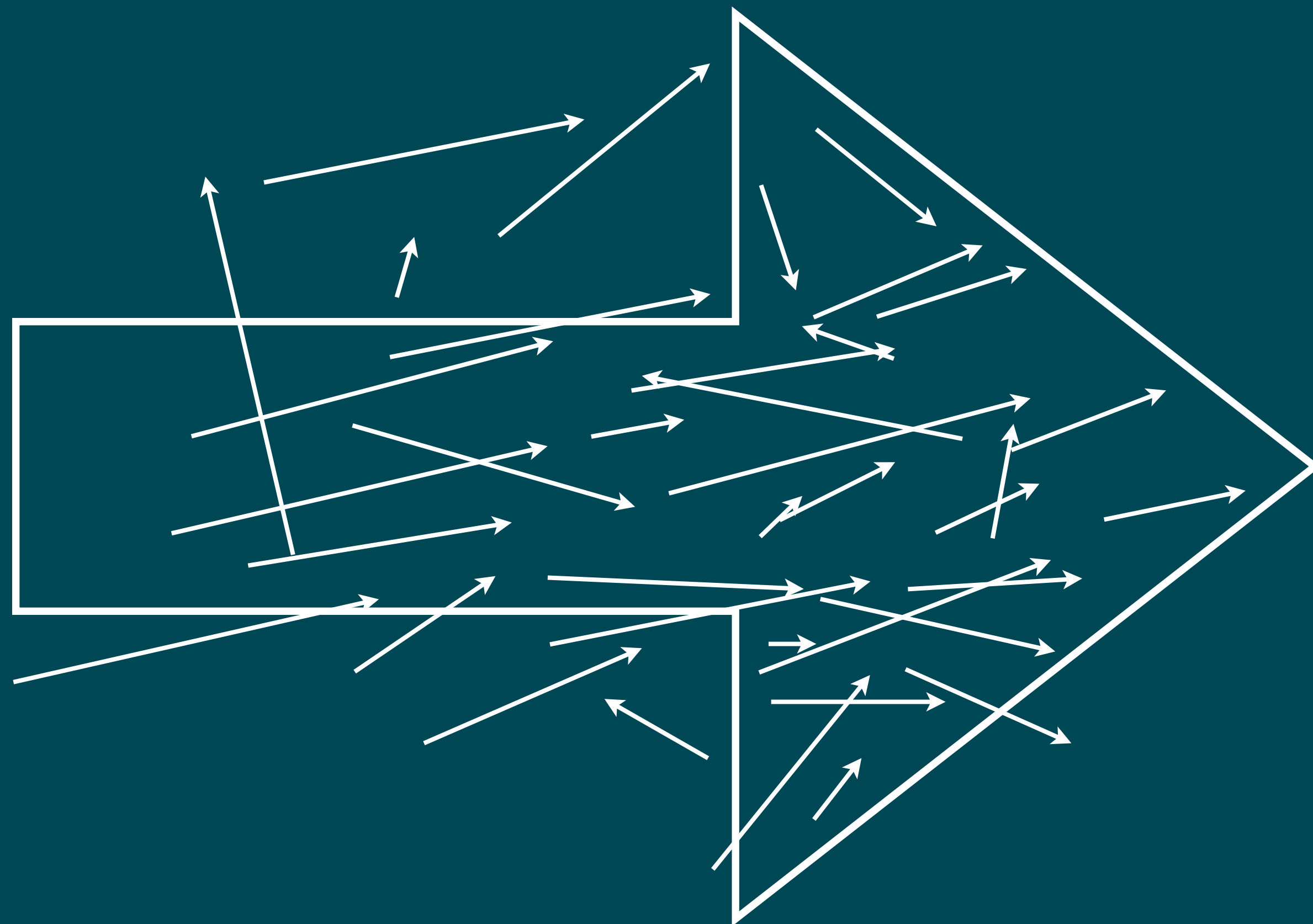
But supported housing is often absent from the conversation about how to improve housing in the UK. People tend to have a limited understanding of what supported housing is, the value it brings to people's lives and to our wider society.

We can frame our communications in ways that will help to build this understanding and make a stronger case for decent, affordable supported housing for all of us who need it.



partnership with







Thank you
Any questions?



Thank you

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