

ACKNOWLEDGE COMPLEXITIES

1. Understand people's internal conflicts.

Audiences may bring internal conflicts to sensitive topics like housing. Acknowledging the complexities of these issues without judgment can help people sort through and manage their conflicted feelings.

2. Remember that housing is personal.

Everyone has experiences with housing, which shapes our day-to-day lives. If someone has had a negative lived experience with affordable housing, listen to those experiences so they don't feel dismissed or ignored.

3. Acknowledge concerns to help build trust.

The most successful messages recognize common concerns about affordable housing—such as appearance, maintenance, and public safety—and address them directly. Acknowledging concerns, without necessarily agreeing with them, helps audiences feel seen and can help build trust.

4. Express interest and understanding in face-to-face meetings.

Before you make your case, acknowledge the other person's concerns and then address some of the complexities they see. When you hear where they're coming from, you're better able to overcome barriers to their support.



This Good Neighbor Toolkit Helps Build Support for Housing

This is part of a series of six one-page guides to build public support for inclusive housing policies in Colorado. It is grounded in research with Coloradans and the evidence-based Heartwired framework.

For the full Good Neighbor Toolkit, go to bit.ly/goodneighbor toolkit

