

ALIGN MESSAGES

- Activate hope by sharing **how similar policies or practices have had a positive impact** in similar communities.
- Be **realistic and honest** about the potential benefits of proposed policies, acknowledging the complexities of the issue. Avoid making solutions sound too good to be true.
- When possible, **highlight private/public or nonprofit partner efforts** rather than referencing only government solutions.
- Calm concerns by sharing both **personal stories and a few powerful statistics** to show the evidence and give your issue a face.
- Speak in **plain, accessible language** that anyone in your family would be able to understand. Avoid jargon and acronyms.
- Build trust by identifying and equipping **messengers who share values, identities, or lived experiences** with your audiences.
- Spotlight the **stories of those who would benefit from policies and programs** and highlight the values, motivations, and aspirations they likely share with your audiences.
- Frame your message around a **shared goal that benefits all Coloradans**, while demonstrating how targeted policies can ensure everyone, including the person you're speaking with, has a fair chance to reach it.



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/goodneighbortoolkit