

# Telling A New Story About Homelessness

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## Overview

Do you ever feel like the grim news you see about homelessness doesn't match the progress you're seeing in your communities? Let's change that. Join Community Solutions' Communications Team for a session on what you can do to prove to your audiences — including stakeholders, decision-makers, and local media — that homelessness is solvable.

## KEY TAKEAWAYS

Narratives beat analytical messaging every time. We must tell stories that evoke emotion because if we rely simply on the power of fact and our audience's ability to process it, we will fail in communicating with the world about the successes of our work. In this session, we will:

- Dive into a better way of telling stories that will change hearts and minds.
- Learn best-in-class methods for capturing stories.
- Discuss the various communications channels available to you and discover when and how you should use them.
- Discover toolkits, resources, and communications support the Community Solutions Comms team offers to simplify and strengthen your efforts to reach key audiences.

How best to frame stories:

- The Problem: Homelessness is widely misunderstood as an issue stemming from individual choices or circumstances, rather than failing systems.
- The Solution: Spread the belief that homelessness is a solvable, systems problem.
- The Strategy: Share proof of communities solving homelessness across the nation.

## Considerations for Equity

- Ensure all voices are represented in stories, including those with lived experience
- Ensure a diversity of voices and perspectives
- Ensure you are conducting trauma-informed interviewing best practices

