



# GET THE FACTS



[www.homesforallmontco.org](http://www.homesforallmontco.org)

## GET THE FACTS

Homes determine the stability of families and communities. If high-quality affordable homes are more available, more families can fully invest in themselves and their communities.

Homes are the heart of our communities. How healthy someone is, how a child performs in school or how involved they can be with afternoon programs, how long it takes to get to work, how someone is able to connect with their neighbors is all dependent on someone's housing situation. If you care about health outcomes, students being able to go to college and get good jobs, more people investing in your community, it means you care about housing. If you're concerned about homelessness in your neighborhood, it means you care about housing.

- Housing insecurity for children at **age 5** is associated with mothers having increased interaction with the child welfare and criminal justice systems at **age 9**.
- Housing insecurity is directly associated with **adolescent depression at age 15** and indirectly with adolescent behavior problems at age 15 through contact with the child welfare and criminal justice systems.
- Findings suggest housing insecurity has lasting **negative consequences for adolescents**, with negative effects present 10 years following housing insecurity.
- Children in cost-burdened households are held back in school more often and are **more likely to have behavioral problems** than children in households that are not cost-burdened
- An influential study from economists at Zillow found **homelessness tends to rise** in a community once rents exceed 22 percent of residents' income—and climbs at an even faster rate somewhere around the 32 percent threshold.



# HOUSING INEQUALITY

Inequality of any kind hurts communities, and many of our neighborhoods in Montgomery County are not as inclusive as they can and should be. There are still barriers, such as a lack of high-quality affordable homes, that keep low-income families and Black and brown people out of certain areas. That kind of segregation hurts all of us because communities can only reach their full economic potential if all residents have equitable access to essential resources and services.

A wider range of housing price points enables community diversity: socioeconomically, racially, age, etc., which supports a healthy local economy.

- When there's a variety of property values in an area, the tax rates will reflect that and can lower the rates for all residents.
- A diverse population has different needs, which means more opportunity to support the local economy via local businesses and services.

One of the biggest values of affordable housing is that it enables people to get out of “survival mode” and contribute to their communities.

- Once someone has secure housing in place, they're able to dedicate more time to other aspects of their lives their families and children; their education, their work; and their communities.
- When individuals are not burdened by the cost of their housing, they will have more disposable income, which allows them to participate in the local economy. Shoppers are essential to keep downtown areas alive and seen as a vital part of a community.
- There is a connection between homeownership and pride in your community. More opportunities to own a home and repair a home leads to improved neighborhoods.



## HOUSING & BUSINESS

Existing homeowners need to be aware and concerned about what will happen to their quality of life and home investment when there's a lack of high-quality affordable homes for the workforce in their area.

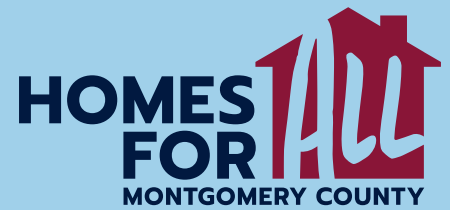
If businesses can't find employees, your communities lose services and amenities. If this continues and people can't afford to live in your neighborhood, houses go vacant longer, which could directly impact your home values. Market-rate development projects might focus more on luxury rentals and condos for a more transient population, rather than homes where families would stay and contribute to the community long-term.

The housing climate is impacting the workforce in the county: their quality of life and employers' ability to recruit employees.

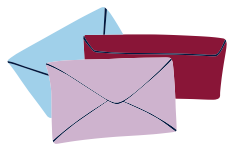
- Community workers have long commutes by car because housing stock is not affordable for families making less than \$150K.
- Positions stay vacant because employers are unable to find talent in the area, and the housing market is believed to be a contributing factor for why it's been difficult to find employees.



# COMBATING MISINFORMATION



Combating misinformation about affordable housing is crucial in ensuring accurate understanding and equitable access to housing opportunities. It's essential to leverage effective communication strategies that convey trustworthy information to the public. By fostering partnerships with reliable sources and community leaders, public health communicators can disseminate accurate and culturally resonant messages. Consider the impact of these collaborations when designing your next campaign to combat misinformation and promote informed decision-making in affordable housing matters.



## INVITE

Join us in the fight against misinformation surrounding housing affordability! Your voice matters in ensuring accurate information reaches our communities.



## PARTNER

Collaborate with local organizations, policymakers, and media outlets to disseminate accurate information. By partnering with trusted entities, we can reach broader audiences and combat misinformation more effectively.



## USE

Utilize credible sources and fact-checking tools to verify information before sharing. By employing accurate data and reliable sources, we can counter misinformation effectively.



## REQUEST

Request transparency and accountability from those sharing information about affordable housing. By holding ourselves and others accountable, we can ensure that accurate information prevails, leading to informed decisions and equitable access to housing.



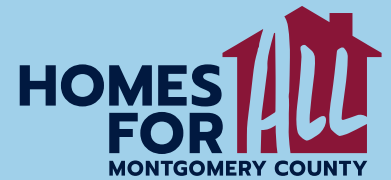
## ENLIST

We call upon community leaders, advocates, and concerned citizens to join forces. Together, we can amplify our message and educate others about the realities of affordable housing.

**FOR ADDITIONAL RESOURCES VISIT:**

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# FORGING CONNECTION STATEMENTS: A PRACTICAL COMMUNICATION TOOL FOR ADDRESSING CHALLENGING HOUSING AFFORDABILITY INQUIRIES AND CULTIVATING TRUST



Housing affordability advocates play a crucial role in ensuring access to adequate housing and promoting economic stability for all. Connection statements serve as an essential communication tool to remain focused on key messages and establish trust through evidence-based information.

## Connection Statements: Refocusing on Essential Messages

Forging connection statements is a technique that aids in addressing inquiries while reinforcing vital fact-based messaging and dispelling misinformation.

What are the long-term effects of housing insecurity on children and adolescents?

Housing insecurity during childhood has significant repercussions, as studies show increased interaction with child welfare and criminal justice systems at age 9, along with heightened risks of adolescent depression and behavior problems at age 15. These effects persist for at least a decade after experiencing housing insecurity.

What factors contribute to rising homelessness in a community?

Research indicates that homelessness tends to increase when rents exceed 22 percent of residents' income, with a sharper rise observed when rents surpass the 32 percent threshold. Understanding these thresholds is crucial for identifying and addressing factors contributing to homelessness within a community.

How does housing affordability impact children's education and behavior?

Children living in cost-burdened households face educational setbacks and are more likely to experience behavioral issues compared to those in households without housing cost burdens. This underscores the importance of addressing housing affordability to support children's well-being and academic success.

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