REFRAMING EXAMPLES

There is an increasing need for affordable housing all across the state of Minnesota. There are many ideas on why housing is so expensive in Minnesota (tough weather, amount of regulations, etc.). There are also many reasons why some residents get anxious about affordable housing being built in their neighborhood while others support the idea.

1. Neutral language eliminating toxic language, blame, and fault
   a. **Statement**: Affordable housing will bring in people who won’t contribute to the tax base and will be a drain on our community.
   b. **Reframe**: You want to build a community in which all members take ownership for where they live.

2. In terms of interest rather than positions
   a. **Statement**: We can’t allow any more subsidized units in this neighborhood because property values will plummet.
   b. **Reframe**: You are seeking a solution which will protect property values.

3. Emphasize commonality of interests
   a. **Reframe**: In spite of our differences, I hear everyone here tonight saying that they are here because they care about their community.

4. Defining the issues jointly, rather than from one participant’s perspective
   a. **Reframe**: Rather than a frame of a new affordable housing units versus no new units, we are seeking ways to make our community affordable to all who live here and to do it in a way that fosters the growth that we have been benefiting from.

5. In terms of a search for a common solution rather than a fight
   a. **Reframe**: Does anyone have ideas about how we could accomplish both?

6. In light of the future, not the past
   a. **Statement**: Before The Landing (a low income development) was closed, shoplifting at the mall was out of control.
   b. **Reframe**: Would providing youth engagement services at the new development help to address your concerns?

7. In behavioral terms, rather than character or personality
   a. **Statement**: Those tenants will be irresponsible and destructive.
   b. **Reframe**: It is important to you that the property is kept in good condition.

8. From non-negotiables such as values, attitude, or feeling to negotiables such as behaviors or systems.
   a. **Statement**: If you won’t agree to add 500 affordable housing units, we will know you are racist.
   b. **Reframe**: It sounds like the change won’t seem like a meaningful commitment unless the number of units is substantial.

9. As an individual component of the problem.
   a. **Statement**: This city is going to go broke.
   b. **Reframe**: Ensuring that the tax base isn’t reduced is key to you.