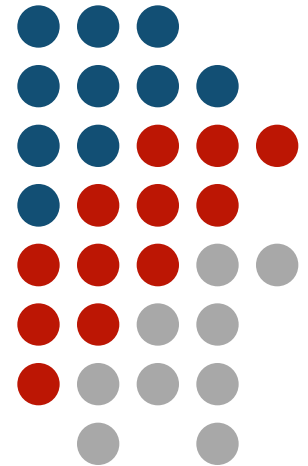


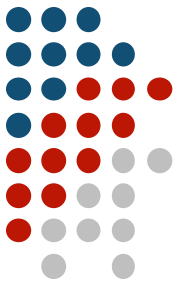
# Veteran Research and Communications Toolkit

Kaitlyn Snyder

Lisa Sturtevant, PhD

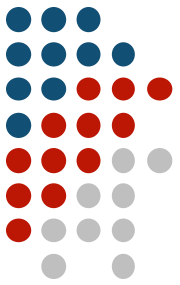
Amy Clark





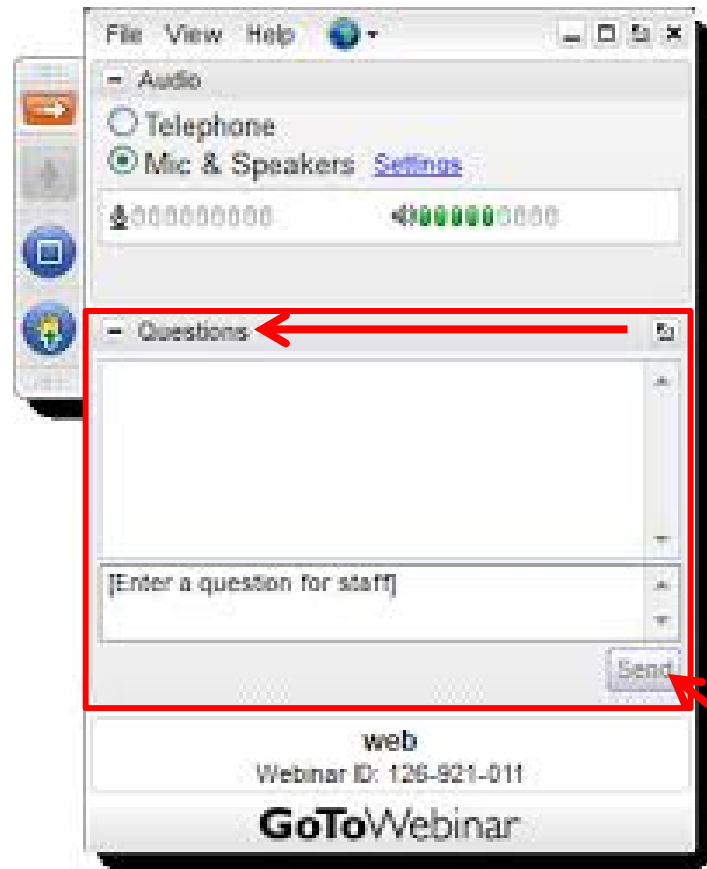
# Agenda

- **Welcome and Introductions**
- **NHC Veteran Research**
  - Dr. Lisa Sturtevant, Vice President of Research at NHC and Director of the Center for Housing Policy
- **NHC Veteran Communication Toolkit**
  - Amy Clark, Director of Marketing and Communications at NHC
- **Q&A**
- **Announcements**
  - HAC Veteran's database



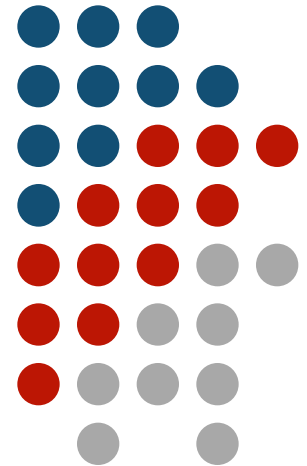
# Questions and technical details

- Ask us questions via the Questions box in your GoToWebinar module throughout the webinar
- Use the Help menu or visit <http://support.citrixonline.com/> for support

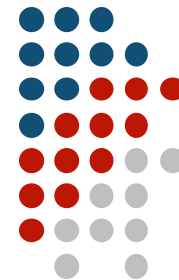


# ***Housing America's Heroes: Housing & Service Needs of a Changing Veteran Population***

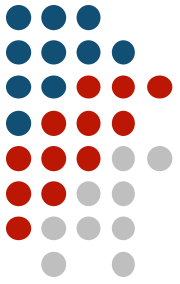
Lisa Sturtevant, PhD  
Vice President of Research, National Housing Conference  
Director, Center for Housing Policy



# Our Changing Veteran Population

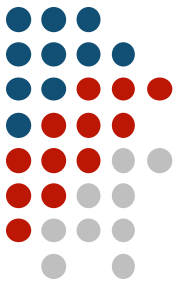


- Female veterans with children
- Post 9/11 veterans
- Older veterans



# **FEMALE VETERANS WITH CHILDREN**

# A relatively small share of veterans are single mothers...



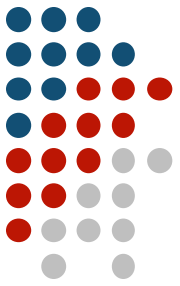
Single  
mothers



Other female veterans



Male  
veterans



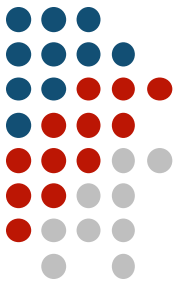
## But they are a growing share...

- In 2012, women made up nearly 15% of active duty forces ,
  - Up from 11% in 1990.
- One in five post-9/11 veterans is a woman.
- The share of female veterans is projected to rise from about 8 percent to nearly 18 percent by 2040.





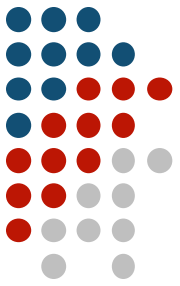
# And they face disproportionate challenges.

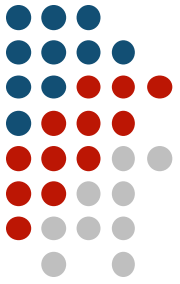


- Nearly one-quarter single veteran mothers live in poverty.
- Women veterans are much more likely than non-veteran women to be homeless.
  - Between 20% and 45% of homeless women veterans have children.

***Many housing programs that serve veterans are not well-equipped to serve women with children.***

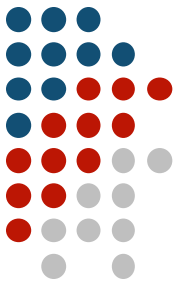
# Solutions for Female Veterans with Children





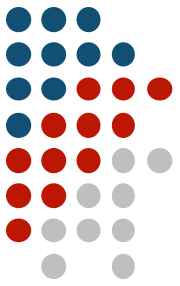
# POST 9/11 VETERANS

# Many men and women joined the military following the attacks of 9/11 and the number of post 9/11 veterans is growing.



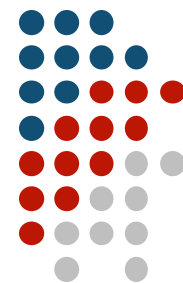
- In 2012, there were 1.8 million post 9/11 veterans.
- By 2022, the number will increase by more than 1.5 million.

# Post 9/11 veterans fare somewhat better in the labor market than their civilian counterparts...



2012 Labor Market Stats	Unemployment Rate (%)	Median Annual Income (\$)
Post 9/11 vets	11.4	29,000
Non-veterans age 18-34 (excluding students)	12.2	18,000
U.S. total	8.1	27,466

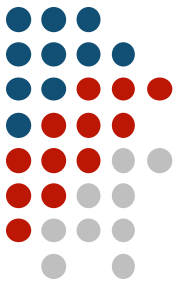
# But many live in high cost areas and have trouble finding affordable housing.



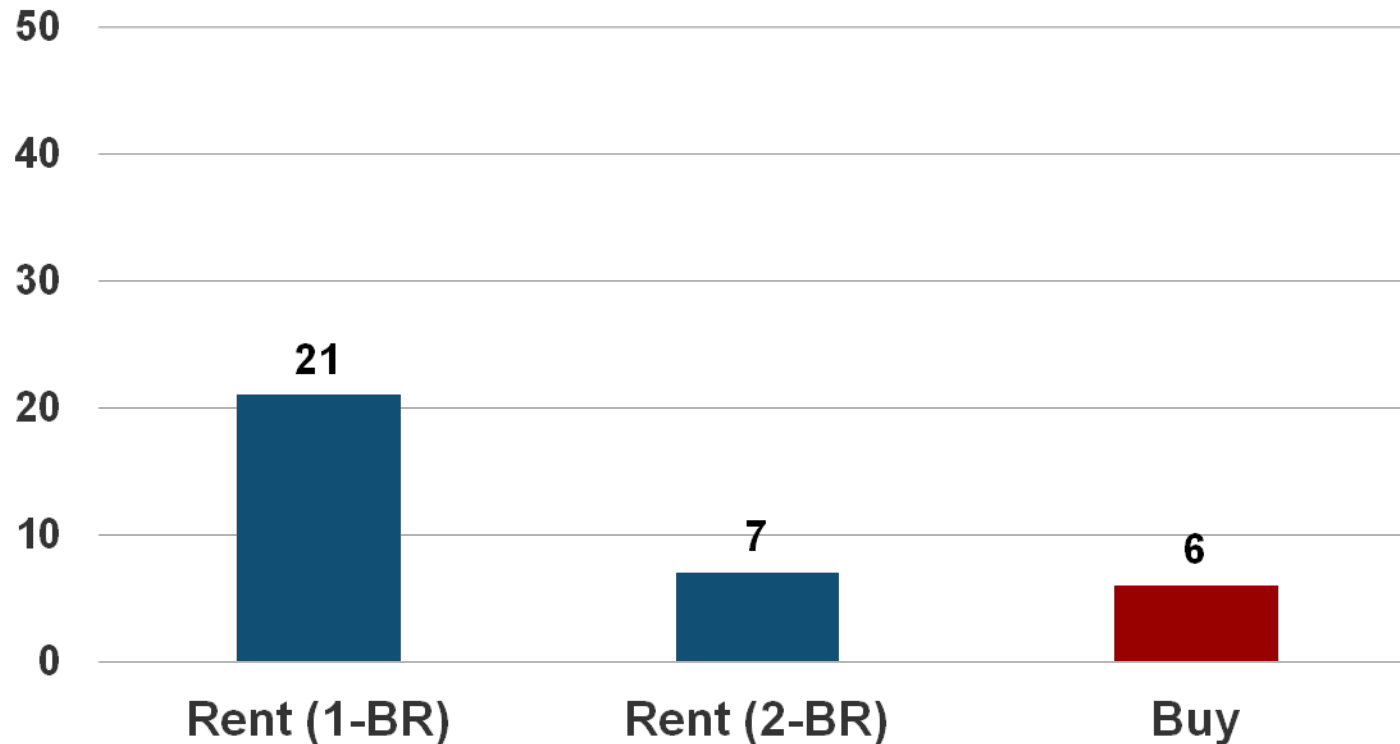
- More than one-third of post 9/11 veteran households are cost burdened.
- There are many metros in which post 9/11 veterans cannot afford to rent a typical apartment,
  - And even fewer where they can afford to buy a home.



# In few large metro areas is housing affordable to post 9/11 veterans.



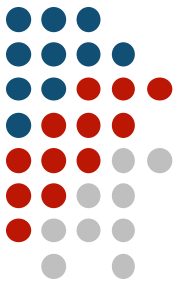
No. of Metro Areas (out of 50 Largest) where the Typical Post 9/11 Veteran can Afford to Rent or Buy



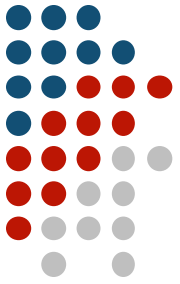
Source: National Housing Conference Paycheck o Paycheck analysis; 2012 American Community Survey PUMS file. Out of 50 largest metro areas.



# Solutions for Post-9/11 Veterans

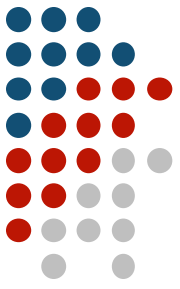






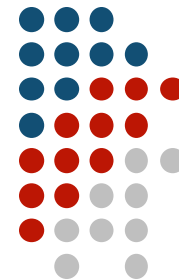
# OLDER VETERANS

# Older veterans are an important segment of the current veteran population.

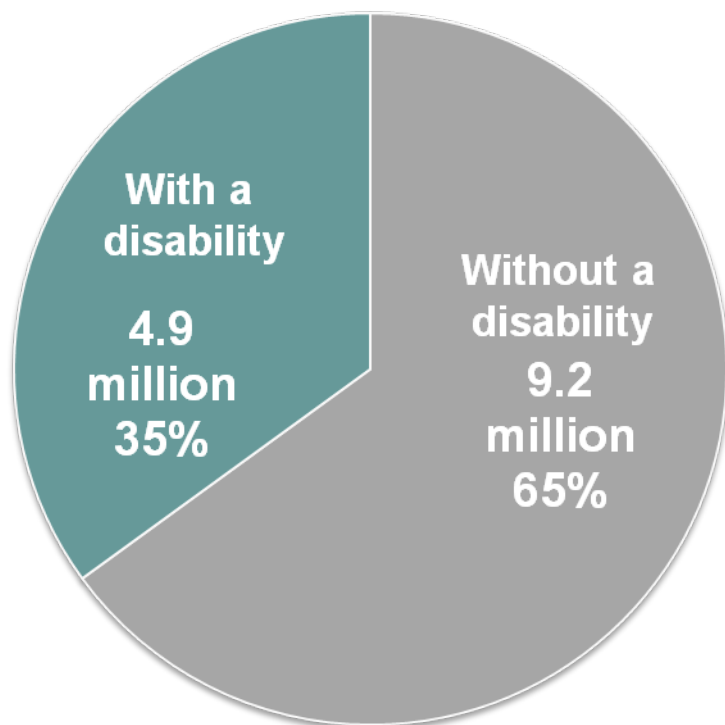


- In 2012, there were 14.1 million veterans age 55 and older
  - Accounting for 64% of all living veterans
- About 17% of the entire population age 55+ are veterans

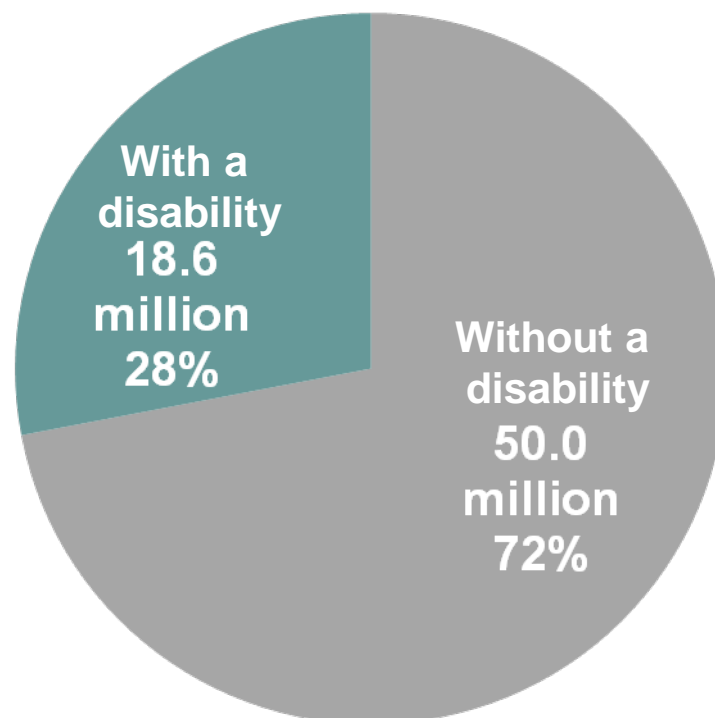
# Many will face physical and mental difficulties...

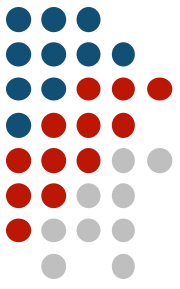


Veterans Age 55+



Non-Veterans Age 55+



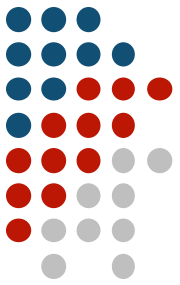


## And many face housing challenges.

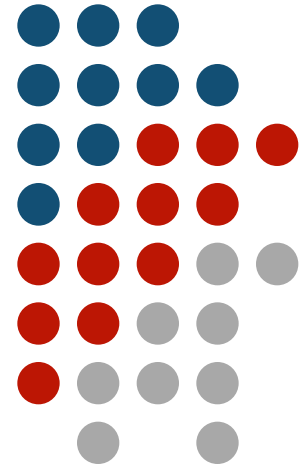
- Nearly 2.5 million households headed by veterans age 55 or older were cost burdened in 2012.
  - Over half of older veterans who rent spend more than half of their income on housing.
- 13,000 homeless veterans were age 62+.



# Solutions for Older Veterans



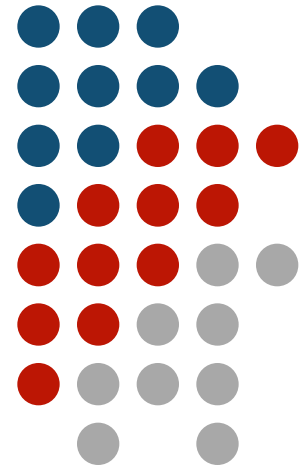
# ***Housing America's Heroes: Housing & Service Needs of a Changing Veteran Population***

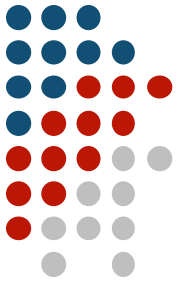


# **Veterans' Housing Communications Toolkit**

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**Amy Clark**  
**Director of Marketing and  
Communications**  
**National Housing Conference**

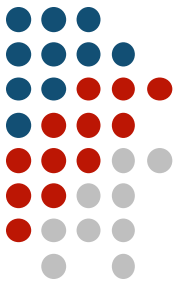




# Three audiences:

- Community members
- Veterans
- Policy Makers



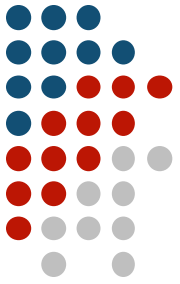


Tool 1:

# TALKING TO COMMUNITY MEMBERS

Talking to community members

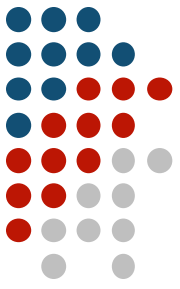
# Common concerns



- Impact of veterans themselves:
  - Drug addiction
  - Mental health problems
  - Potential to bring harm to children

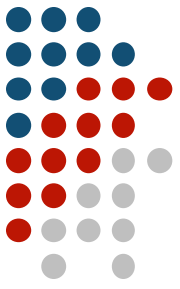
Talking to community members

# Communications challenges



- Facts are not convincing
- Perspectives are shaped by *frames*
- Accidental triggering of negative frames is common... and avoidable

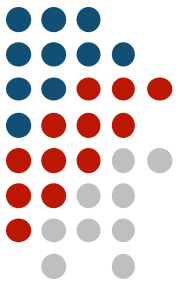
# Reframing the conversation



- Determine the perspective of your audience
- Consider their concerns— and what will appeal to them
- Choose language that avoids triggering negative images

Communications solution

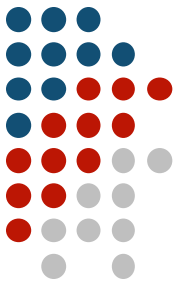
# Reframing the conversation



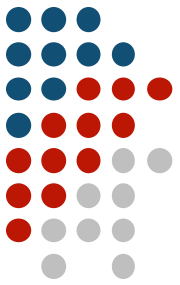
*“You could say ‘homeless former presidents of the United States’ and it wouldn’t matter.”*

-- Nancy Hughes Moyer, Volunteers of America Illinois

# Cultivating allies



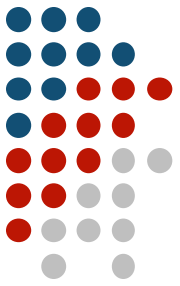
- Do your own research early to identify potential opponents and potential allies
- Cultivate elected officials and ask for vocal, visible support
- Drop the open mic in favor of small group outreach activities



Tool 2:

# TALKING TO VETERANS

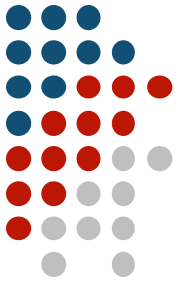
# Common concerns



- See themselves as serving others, not as consumers of services
- Fear of being weak, letting others down or being “othered”
- Don’t realize terms like “veteran” apply to them

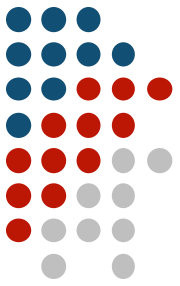


# Reframe the conversation

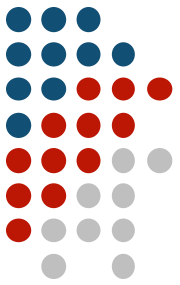


- Incorporate values underlying military service, like honor and courage
- Use terms like “housing for those who served” instead of “housing for veterans.”

# Engage veterans as allies and spokespeople



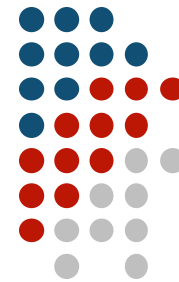
- Engage veterans, particularly potential clients, as advisors from beginning of development process
- Incorporate statements and testimonials from veterans in your marketing if possible
- Find ways for veteran residents to continue to be of service to the community



Tool 3:

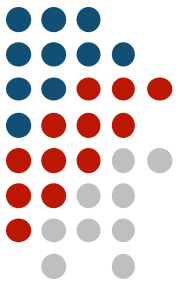
# TALKING TO POLICY MAKERS

# Common concerns



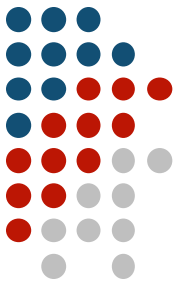
- Often share other community member concerns, like public safety, property values
- Concern with efficacy of program models that could be perceived as lenient
- Interested in good stewardship of public resources

# Leveraging values and data

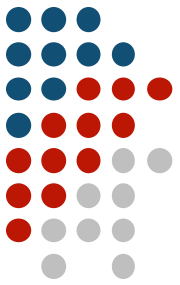


- Appeal to patriotism, honoring our heroes at home, duty to aid those who served
- Remind policy makers of widespread support for armed service members
- Share data on cost-effectiveness of housing and services
- Offer local examples of similar programs succeeding

# Connect policy makers with practice



- Provide tours of veterans' housing for policy makers and their staffs
- Connect impacts of your housing program to other issues your policy maker cares about
- Cultivate messengers who can speak to both housing and non-housing impacts of your work

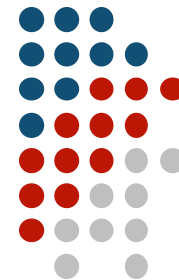


IDENTIFYING MESSENGERS

# EXERCISE: RIPPLE EFFECTS

Exercise

# Ripple effects



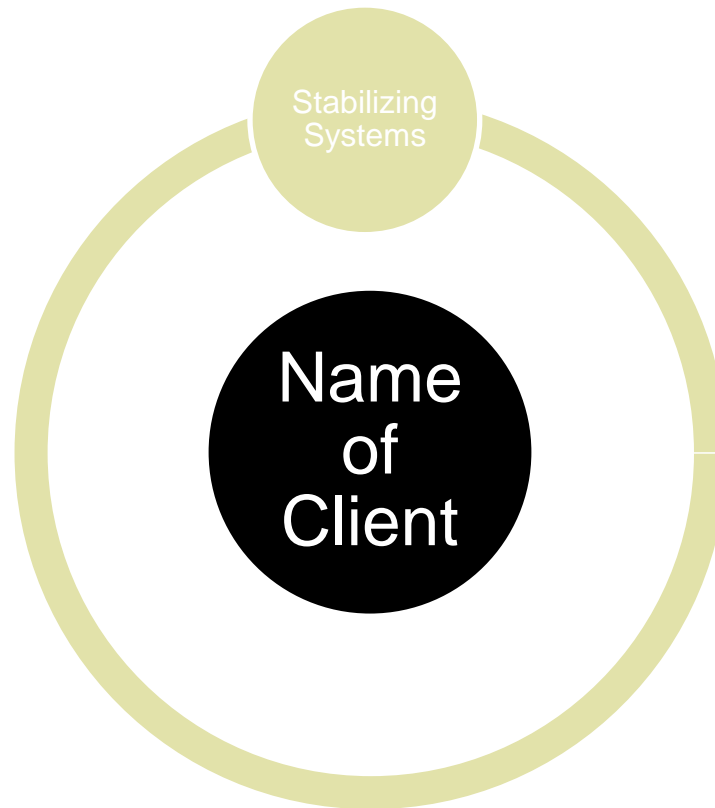
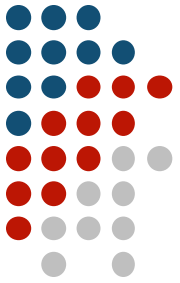
Name  
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Client





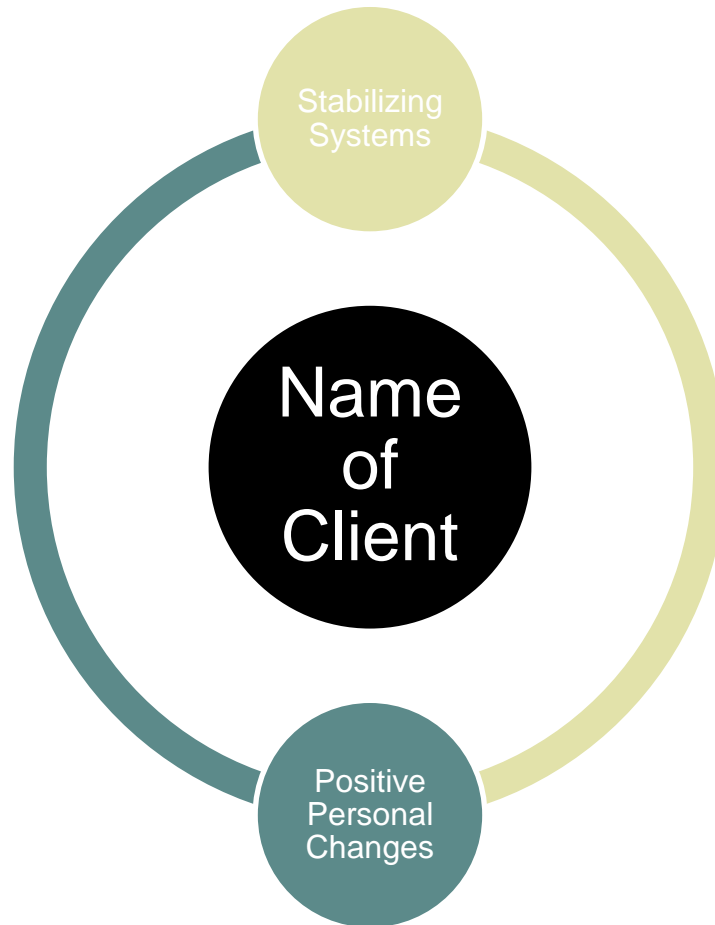
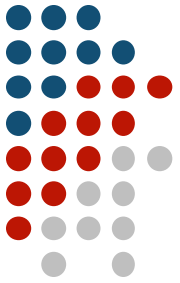
Exercise

# Ripple effects



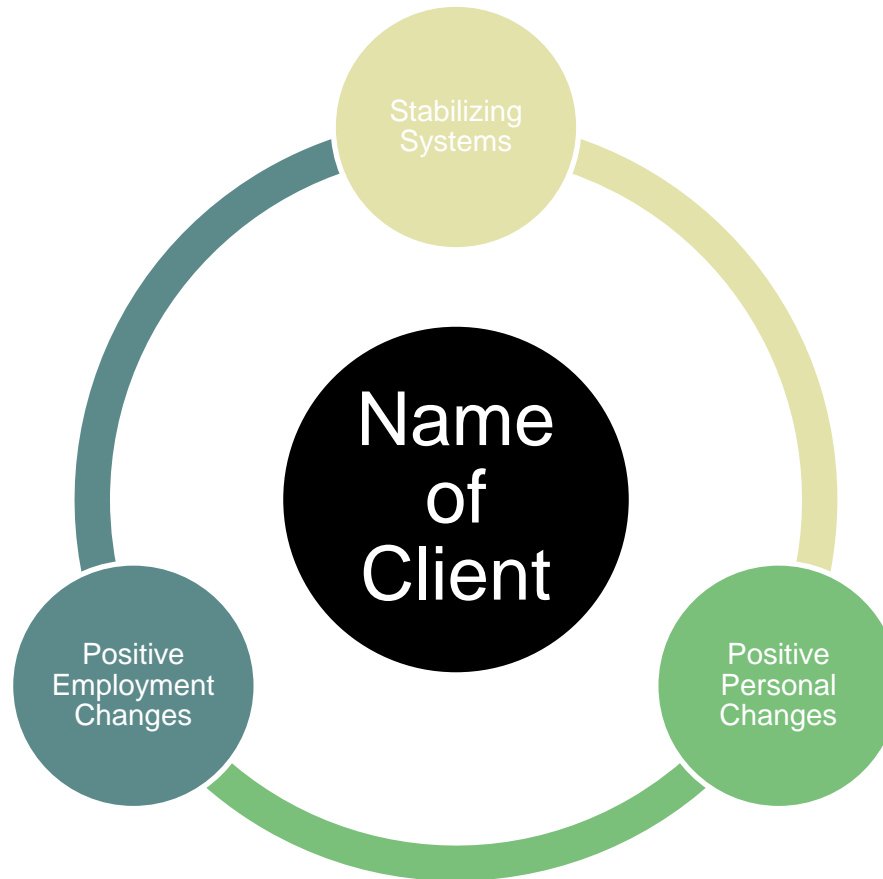
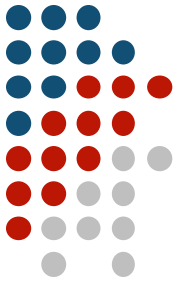
Exercise

# Ripple effects



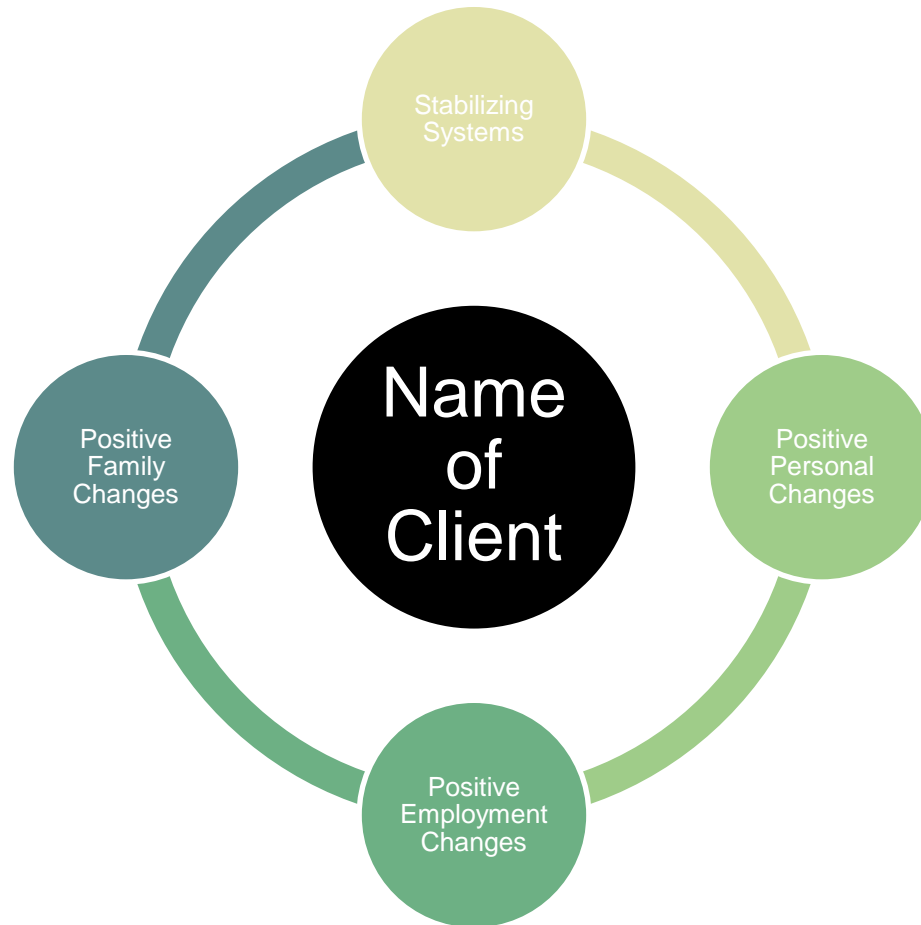
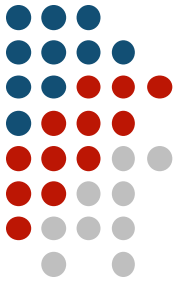
## Exercise

# Ripple effects



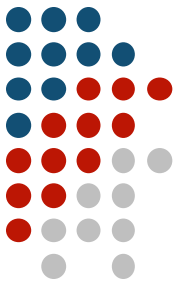
## Exercise

# Ripple effects

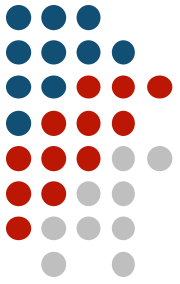


## Exercise

# Ripple effects



- ❖ List your *messengers*: people who can tell the story in each category
- ❖ What would you need to do to cultivate these individuals?



# Contact me

Amy Clark

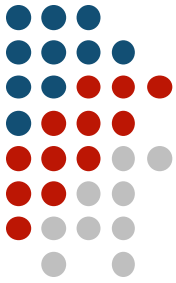
Director of Marketing and Communications

[aclark@nhc.org](mailto:aclark@nhc.org)

@amysee

www.nhc.org

# Find the publication



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## Housing Demand Research

We examine the key economic and demographic trends that will shape the demand for housing generally, and the need for affordable or lower cost, housing specifically. These projects include analyses of the relationship between job growth and affordable housing needs, as well as the impact of demographic change—including the aging of the population and the growth of the non-white population—on the future demand for affordable housing.

## VETERANS PUBLICATIONS



## Housing and Services Needs of our Changing Veteran Population:

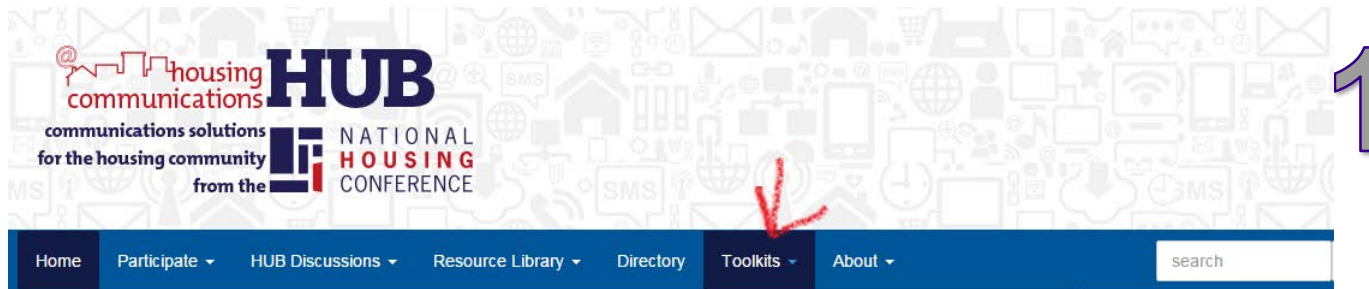
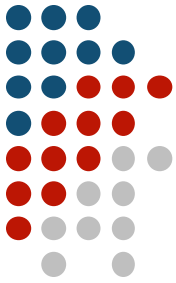
Serving Our Older Veterans, Female Veterans, and Post-9/11 Veterans  
Lisa Sturtevant, Maya Brennan, Janet Viveiros, Ethan Handelman

Jul 14, 2015

Understanding how the veteran population is changing—and will change in the future—is critical to developing policies and programs to meet their housing and service needs.

hub.nhc.org

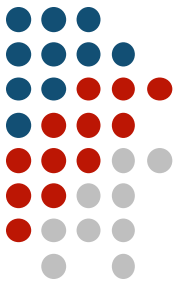
# Find the toolkit



Tools  
Tool 1: Talking  
Neighbors of prop  
objections to dev



# Resources



## Links:

[www.nhc.org/#!2015-veterans/v3r8h](http://www.nhc.org/#!2015-veterans/v3r8h)

<http://nhc.connectedcommunity.org/toolkit/veterans-toolkit>

<http://www.veteransdata.info/>

<http://www.urban.org/research/publication/veterans-homelessness-prevention-demonstration-evaluation>

## Contact information:

Kaitlyn Snyder, NHC at [ksnyder@nhc.org](mailto:ksnyder@nhc.org)

Lisa Sturtevant, NHC at [lsturtevant@nhc.org](mailto:lsturtevant@nhc.org)

Amy Clark, NHC at [aclark@nhc.org](mailto:aclark@nhc.org)

