

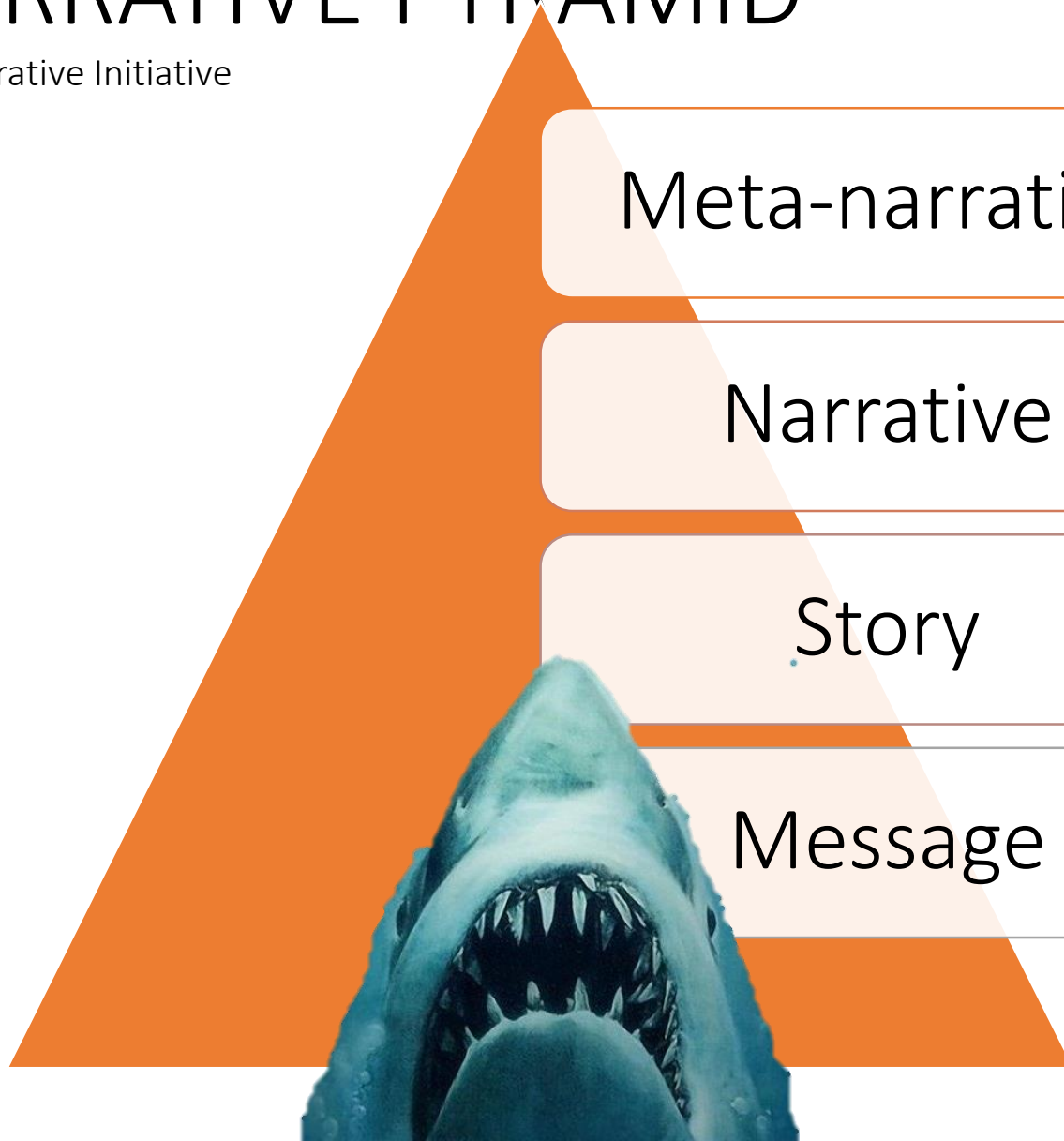
Changing the narrative on housing

Wednesday August 9, 2023



NARRATIVE PYRAMID

The Narrative Initiative



Meta-narrative

Human relationship to nature
Fear of the unknown

Narrative

Sharks are dangerous and
predatory creatures

Story

Story of an insatiable man-
eating shark

Message

You'll never go in the water again!



● NARRATIVE CHANGE IS ABOUT....

...**shifting definitional power** in order to advance broader social change

“...it is about reworking the stories that come to mind after we hear the news. It’s about **re-routing the path** between what we hear and how we make meaning of it”

Change p.6

US Partnership on Mobility from Poverty in Measuring Narrative

....changing **hearts and minds**



What is the narrative change that would make the policy solutions we are working towards the most humane, the easiest and the obvious solutions?

Rather than pushing rocks up a hill, what would it look like to reshape the terrain itself?

It is not just about finding the right words to spread particular messages, but the ability to activate the underlying values and beliefs behind those messages.

It's about normalizing justice, inclusivity and equity

Sources

Narrative Initiative 2017 [Toward new gravity – Charting a course for the Narrative Initiative](#)

ORS Impact [Measuring narrative change: Understanding progress and navigating complexity](#)

Rashad Robinson. [Changing our narrative about narrative. The infrastructure required for building narrative power](#) Nonprofit Quarterly, Jan 30, 2019