

# myth BUSTING

Debunking common misconceptions and reveal how affordable housing strengthens communities and boosts local economies

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Myth

Affordable Housing reduces property  
values

Myth

Affordable Housing increases crime

# Myth

Affordable Housing leads to  
overcrowding and infrastructure  
strain

# Myth

**Affordable Housing is only for the  
very poor**

# Myth

**Affordable Housing looks bad**

# Myth

**Affordable Housing means  
government handouts**

# Myth

**Affordable Housing isn't needed in  
my community**



# Overarching Narrative

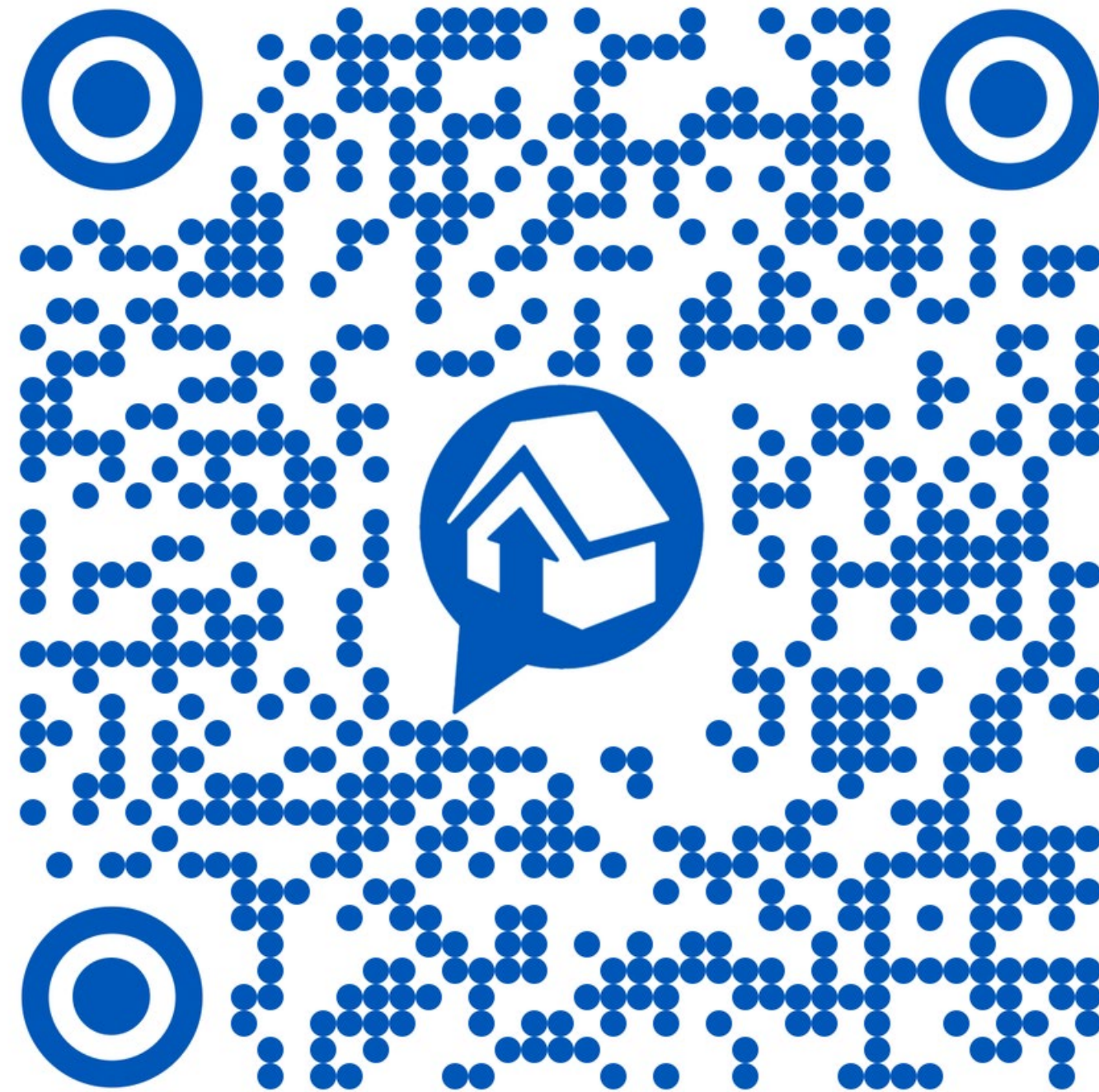
Affordable housing is a critical component of healthy, thriving communities.

It provides stability for working families and enhances economic resilience.

By investing in affordable housing, we promote growth, reduce poverty, and ensure that essential workers can live in the communities they serve.

It's about creating opportunities for all residents to thrive, fostering social cohesion, and building a stronger community.

# Simplify Our Message



Simplifying our message empowers those outside the affordable housing sector to comprehend and address the issue effectively.

# Share the Realities

Advocacy can manifest in various forms. You have the freedom to debunk myths in a manner that suits you best!



## Educate

Talk to your friends, neighbors, and dispel myths through conversation and reframing



## Write

Email your legislator or city council member to express your support of more affordable housing initiatives



## Speak

Attend and speak at a city council or legislative committee meeting