



Transcript

Foundation video 1 | Our shared understanding

Slide 1

My name's Nicky and I work with Crisis and the homelessness sector to change hearts and minds about homelessness in the UK. Before we dig in, I want to ask you to take a minute to have a think - and to make a couple of notes on your worksheet.

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Firstly, can you think of a time you've had a tricky conversation with someone about homelessness. Someone who themselves has not been directly affected by homelessness. Maybe someone jumped to the wrong conclusion or misunderstood what you were saying?

It might have been in a professional context or maybe a conversation with a friend or family member. Just make a quick note of that conversation. It may be something that happens quite frequently or less often. But consider a particular instance and make a note of it.

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Now I want you to think about how you felt. And write that down. You might have felt frustrated. You might have felt furious. You may have felt disappointed. Or something else entirely.

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Lastly I want you to write down one thing you wish people understood about homelessness. One thing that you think everyone should know about homelessness. This video training series is designed to help on all three counts. We want to help you to be heard and understood when talking about homelessness. Sometimes it can be hard for people to hear us.

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There are good reasons for this. Homelessness is complicated if it's not your area of expertise. It's emotionally hard to engage with it deeply. And there are lots of reasons why people can struggle to hear us.

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So how we talk about homelessness matters. It shapes whether people listen and what people understand. It shapes what people think should be done to tackle homelessness. In later videos we're going to explore how we can talk about homelessness to be heard. But before we do this I'm going to take you through the foundations of this approach. The research and experience this training is based on. And the shared sector understanding of homelessness that underpins everything else that will follow.

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This video training series is based on:

Research within the homelessness sector to establish a shared starting point: what the evidence says about homelessness: how it happens and what's needed to address it.

Research with more than 10,000 members of the UK public. To explore perceptions and attitudes. And to test different ways of talking about homelessness.

The output of all that research: A new story of homelessness that effectively communicates what the sector wants to say.

And two years of experience of using this new story in practice with Crisis.

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But before we get into the communications, we're going to look at the thing we are trying to get across. The sector's shared understanding. The consensus about how you solve homelessness, based on evidence and experience.

At FrameWorks we interviewed and consulted with the sector to assemble this shared starting point. With apologies for the text-heavy slides, I'm going to talk through this shared sector understanding of homelessness now.

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What is homelessness and how should it be measured? The sector defines homelessness as the lack of affordable, stable, and secure accommodation— the lack of a home. It can be visible (like rough sleeping) or hidden (like sofa surfing). It can be short or long term. And official statistics do not show the full picture.

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What causes homelessness? Poverty, which makes circumstances precarious and limits access to assistance. Rising housing costs and loss of social housing. Cuts to social welfare benefits. Violence and trauma, including domestic violence and adverse childhood experiences. Poor mental or physical health, and drug and alcohol addiction. Relationships breaking down.

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And what are the consequences of homelessness? The causes and consequences of homelessness are interconnected and reinforcing. Including:

Poor health: mental health problems, lack of access to nutritious food, drug and alcohol misuse and higher mortality

Poor education and employment outcomes

Stigmatisation and social exclusion

And high economic costs and lack of community cohesion.

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What are the solutions to homelessness? The solutions include:

Regulation of the housing market

We need to build more social housing

We need to strengthen and improve the social support system

We need to provide long-term housing and intensive support for people with mental health and addiction problems

We need to prevent homelessness by addressing immediate causes (like relationships breaking down, domestic violence and mental health problems)
We need to improve coordination across different government agencies.

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That was a lot to run through in a short space of time but the full research reports are available in the links, should you wish to explore the sector's shared understanding. The key points I'd like you to remember as we go through the rest of the series are:

Homelessness can be solved

It can be prevented.

And governments can and must act to solve homelessness.

This shared starting point underpins everything else you're going to hear in this video series. It is the truth you will be exploring how to communicate effectively.

Thank you for joining in so far and now onto module number 2!