Where We Thrive:
Communicating about Resident-Centered Neighborhood Revitalization

A *Strategic Framing Brief* produced in partnership with Purpose Built Communities

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Executive Summary

Neighborhood revitalization is community building work that cultivates fellowship, mobilizes resources, and addresses social challenges like structural racism and poverty. It is essential to ensuring families of all backgrounds and zip codes can thrive. Too often, however, this work is invisible, devalued, or just misunderstood. The following brief offers guidance—in the form of a comprehensive framing strategy—that community builders can use to share their successes, communicate the challenges they face, and highlight the work that lies ahead. At the heart of this framing strategy are the following five practical communications recommendations:

1. Lead with the idea that we have a shared responsibility to ensure fairness across all neighborhoods.

2. Feature prosperity as the goal rather than poverty as the predicament to avoid racialized stereotypes.

3. Illustrate the impact of disinvestment on places to link harmful policies—past and present—to negative modern-day outcomes.

4. Demonstrate how residents and community organizations work together by highlighting the knowledge and resources they each bring.

5. Share stories of successful neighborhood revitalization to inspire collective action and galvanize support for place-based programs.

Introduction

When neighborhoods are thoughtfully planned out, amply resourced, and carefully maintained over time, they support healthy, thriving communities. Such neighborhoods contain high-quality schools that nurture children's curiosity and offer road maps toward future ambitions. They provide safe, stable, and affordable homes with easy access to well-stocked grocery stores, medical facilities, parks, and robust commerce like restaurants and retailers. Importantly, these neighborhoods are also designed holistically, so their various features complement one another and operate in coordination to the benefit of a cohesive whole.

Beyond schools, houses, roads, and businesses, neighborhoods are also about people, community, culture, history, and legacy. For any neighborhood to be a place of flourishing, now and in the future, local residents must play a central role in its planning and long-term visioning. These two components, infrastructure and people, are at the core of place-based initiatives.

Like the name suggests, place-based initiatives aim to improve the social and economic wellbeing of a particular place, be it a city, state, or neighborhood. They involve a mix of strategies, partnerships, and engagement efforts that serve the broader mission of resident-centered neighborhood revitalization. Place-based initiatives are imperative because, while some neighborhoods in the United States fit the above description and support healthy, prosperous communities, many others currently do not.

In 2019, Purpose Built Communities partnered with the FrameWorks Institute to build public understanding about the many place-based initiatives being carried out in cities across the United States and to elevate this invaluable work on a national stage. From the outset of the project, entitled *Where We Thrive*, we were mindful of certain obstacles. Conversations about neighborhood revitalization—and especially about the social and historical problems it aims to address, like concentrated poverty, structural racism, and government-imposed segregation—are often contentious, politically partisan, and rife with harmful associations, including ugly stereotypes about Black people and other people of color. As such, our aim for the project was much more ambitious in scope than simply to raise awareness about the value of place-based work; we set out to move mindsets, shift attitudes, and reshape the cultural narrative.

Over the course of a rigorous three-year research process, working in close collaboration with Purpose Built Communities, FrameWorks identified key problematic patterns in public thinking and associated communications challenges, designed and empirically tested a range of communications tools for addressing them, and then developed a cohesive framing strategy for driving a new, more productive narrative. The results are presented below in the form of clear guidance and shared language that place-based community builders around the country can use to communicate effectively about the essential work they do.

Countering the Narrative That
Poverty Is a Choice

Poverty in the United States is commonly associated with Black people and other people of color concentrated in the neighborhoods of major metropolitan areas. This association is, in part, a function of public perception and closely tied to geographical, class-based, and especially racialized stereotypes. At the same time, given our country's long history of discriminatory practices and policies, the association between concentrated poverty and people of color, most of all Black people, reflects past and present material conditions. Over the course of many decades, government agencies working alongside private industry have implemented an urban planning agenda that amounts to segregation by design. Through a myriad of policy decisions—from where highways are built to how mortgages are dispensed—they have steadily funneled resources to predominantly White neighborhoods, simultaneously siphoning resources away from neighborhoods whose residents are predominantly Black or Brown.

Unfortunately, many of the same practices that have long fueled racial segregation and economic inequality persist today. While no longer justified on overtly racist grounds, at least not within the cultural mainstream, discriminatory economic policies are now largely endorsed and sustained by a harmful but less conspicuous narrative: the myth that poverty is a choice.

Countless stories, relayed through television shows, novels, movies, news, and social media, tell us that poverty is merely an obstacle to be overcome. They paint wealth as the eventual reward for hard work and determination, regardless of race or any other circumstance. Together, these many stories, and the overarching *Poverty Is a Choice* narrative to which they belong, reflect and reinforce the mindset that each person's life experiences and outcomes are direct products of their own actions. This notion of individualism is deeply resonant and widely shared across mainstream American culture. It's also extremely problematic because it obscures the structural advantages afforded to some groups and the structural barriers faced by others.

In fact, disparate outcomes between groups are easily mistaken as indicators of inherent inferiority or superiority. This harmful tendency derives from a second, even more dehumanizing pattern in public thinking that is related to but distinct from individualism: the pathologizing of non-White cultures. Black and Brown communities are routinely blamed for racial disparities in income and wealth, and accused of squandering available opportunities. Black people in particular are tacitly assumed to share a homogenous culture that is defined by poverty, dysfunction, and crime—as reflected in and reinforced over and over again through stories and imagery.[1]

Americans' coinciding propensities for individualizing outcomes and pathologizing Blackness converge in the *Poverty Is a Choice* narrative. This dominant narrative is toxic because it reasons that communities experiencing hardship are themselves to blame, which undermines collective action and stymies social change. The "real" problem for society to address, according to this narrative, is the "special treatment" received by people of color and other "undeserving" groups in the form of social services and public

programs. Such "handouts," it claims, enable laziness and dependency by removing individuals' incentives to choose prosperity over poverty.

Glaringly absent from the *Poverty Is a Choice* narrative is an explanation of the structural causes of poverty, and likewise a recognition that achieving social prosperity requires coordination and collaboration beyond individual decision-making. The reality is that neighborhoods can provide healthy environments, support thriving families, and help sustain prosperous communities—but they must be intentionally designed, purposefully built, and consistently maintained over time to function in these ways.

> The **Toxic** Narrative We're Up Against: *Poverty Is a Choice**
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> In the United States, poverty can be overcome with enough determination and hard work. Black and Brown communities have failed to make the most of available opportunities. As a result, those communities experience disproportionately higher rates of illness, crime, and poverty. Social services and public assistance programs contribute to the problem by offering special treatment and handouts—all of which fuel complacency and discourage the required behavior change. We should eliminate the various forms of public support that enable laziness and dependency. Instead, we should let people learn for themselves that success has to be earned and prosperity takes grit.
>
> A More **Productive** Counter-Narrative: *Prosperity Starts with Place*
>
> We have a responsibility to ensure that all communities are treated fairly, no matter where they're located. Public policies have long prioritized the needs of White neighborhoods, devoting much less attention and far fewer resources to neighborhoods of color. As a result, some neighborhoods have what they need to thrive—like quality schools, homes, parks, transportation, and medical care—while others lack basic services and critical infrastructure. To remedy this, place-based initiatives harness lessons from history and draw on the knowledge of residents themselves to revitalize neighborhoods and support flourishing communities everywhere.

* The *Poverty is a Choice* narrative, which is currently dominant within public discourse in the United States, both reflects and reinforces a corresponding set of deeply troubling patterns in thinking. These mindsets were identified through empirical research by the FrameWorks Institute, and are described in detail in our report on Communicating about Intergenerational Urban Poverty and Race in America: Challenges, Opportunities, and Emerging Recommendations.

Promoting the Narrative That
Prosperity Starts with Place

To counter the dominant, toxic narrative that *Poverty Is a Choice*, we need to replace it with a more humanizing narrative: one that works to dislodge debasing stereotypes and disrupt harmful patterns in current public thinking by activating alternative mindsets instead. A more productive narrative will build understanding about the structural barriers to economic justice and racial equity, and shed light on needed system-level remedies. It will champion place-based initiatives that aim to rectify disinvestment policies of the past by pouring energy, resources, and collective problem-solving power into the geographical areas that have been most harmed. Most of all, the narrative we need will strengthen neighborhood revitalization efforts and support thriving communities everywhere by affirming that prosperity starts with place.

The most fundamental shift in thinking prompted by the narrative that *Prosperity Starts with Place* involves a heightened focus on the ways that neighborhoods can be leveraged to augment community health and wellbeing and, likewise, a diminished focus on the challenges associated with poverty. This move is key because, in addition to fostering a sense of hope and possibility, it reduces the likelihood of triggering harmful assumptions or activating racialized stereotypes. Given the deeply entrenched perception that poverty is a defining characteristic of Black culture, communications that focus squarely on poverty can easily reinforce this noxious association, however implicitly or inadvertently. The *Prosperity Starts with Place* narrative avoids this hazard by recasting poverty in a supporting role and instead making prosperity the star of the show.

Another component of this new narrative is the idea that we all have a shared responsibility to ensure fairness across neighborhoods. FrameWorks' research shows that this principle, though not as top-of-mind as the notion that hard work guarantees success, is also widely resonant. Activating a fairness mindset also productively opens up thinking to instances of unfairness and can prompt greater awareness

The ways we talk are influenced by the ways we think, and vice versa.

Narratives play important roles in the establishment of social norms, the creation of public policies, and the shaping of civic life. For example, existing *dominant narratives* reflect and reinforce the status quo, while alternative *counternarratives* challenge it. To understand how a particular narrative works, it's important to identify the underlying cultural assumptions and associations— the mindsets—it activates, as well as the mindsets it neglects. Afterall, people are capable of thinking about a single topic in lots of different ways. Mindsets that are not frequently activated point to the possibilities for narrative change.

of the wildly varying levels of public and private investment that have been made in different U.S. neighborhoods. **Rather than allowing Black and Brown communities to be blamed for the negative outcomes they experience, the *Prosperity Starts with Place* narrative draws attention to the differential treatment that Black and Brown neighborhoods have long received. It identifies underinvestment and disinvestment in certain targeted neighborhoods—past and present—as the problem to be solved. Likewise, it points to reinvestment in these same neighborhoods as the logical solution.**

Most people understand, on some level, that the amount of care, attention, and resources we invest in a neighborhood affects how safe, comfortable, and nurturing it is for residents.[2] This mindset is not the most dominant or default pattern in our shared thinking as Americans, but it does carry cultural resonance—and with the right framing choices it can be reinforced. We need to tell more stories—lots of them—about how coming together as a society to reinvest our time, energy, money, and knowledge in historically disenfranchised neighborhoods is needed to strengthen all communities everywhere. In doing so, we can build a new narrative around the vision and wisdom that *Prosperity Starts with Place.*

Five practical recommendations for bringing this new narrative to life are outlined in the next section. The social significance and cultural resonance of the narrative, however, will require real-world context. Many different stories—all pointing to a shared future vision but each with its own hyperlocal, neighborhood-based setting and real residents—must be told in many different voices across many different platforms over time in order for this new, more effective and more honest narrative to take hold.

Five Framing Recommendations

Ushering in a new narrative is a significant undertaking. It requires the coordinated efforts of many, many dedicated communicators committed to learning and implementing a shared framing strategy, and the creation of many thousands of messages. The process might feel daunting at times, but it's helpful to keep a few things in mind. First, we don't have to rely on guesswork or gutwork alone to guide our way. The framing strategy presented here is informed by empirical evidence. Second, the way to create the change we need is one step—or rather, one communication—at a time. What follows are five practical but powerful steps that communicators can take, starting right away, to advance and spread the narrative that *Prosperity Starts with Place*.

1. Lead with the idea that we have a shared responsibility to ensure fairness across all neighborhoods.

Despite vast differences in background, lifestyle, and political affiliation across the United States, there is broad agreement about the importance of fairness. In particular, the need to ensure fairness across different regions and neighborhoods is an idea that, when people are prompted to think about it, carries broad appeal and common sense. It inspires a *common* good mentality and strengthens our collective sense of social responsibility. Bringing this shared value to the forefront of people's minds is an effective way to begin stories about neighborhood revitalization.

Fairness helps get to equity.

Unlike fairness, the term *equity* does not carry broad cultural resonance or positive association for most Americans, or even hold a common meaning. In fact, many people are unfamiliar with the term itself and unclear about its definition. (FrameWorks research found that most people's initial association with the word is financial in nature, as in home equity or equity in a business.)

Beginning stories with an appeal to fairness across places is an effective strategy for inviting lots of different kinds of people into the conversation and for setting up a conversation about equity. In other words, leading with fairness productively lays the groundwork for more involved discussions about the various circumstances that different communities face and the need for tailored responses to social inequities.

Appeals to fairness can be as straightforward and literal as "Geography should not determine destiny" or "All families should have access to green parks and good schools—not just the ones with the right zip codes." They can also be more subtle, as in "Ensuring strong arts and music programs exist in every neighborhood means all kids, everywhere, can find their creative outlets and pursue their dreams." The important thing is to tap into our collective sense of duty to make sure communities everywhere have the necessary resources to thrive. Use this value early and often, and return back to it at the end of the story to offer a compelling takeaway.

Here's an example of this recommendation in use ...

⊗ **Instead of...**	✓ **Try...**
Neighborhoods of concentrated poverty are those in which 40 percent or more of residents live below the federal poverty line.	We need to make sure all neighborhoods, in all regions of the city/state/country, are thoughtfully designed to meet the needs of the people who call them home.
(Starting with a definition or statistic puts people in an analytical mindset and therefore misses the opportunity to foster emotional buy-in.)	*(Whether or not the word itself is used to conjure it, the concept of fairness primes a civic mindset. Appealing to this widely shared value productively orients public thinking to our collective responsibilities and common goals.)*
OR	
Every family deserves to live in a neighborhood that provides access to essential resources and opportunities to thrive.	
(Invoking the notion of deservingness can inadvertently encourage heightened scrutiny of individual decision-making and even stoke blame.)	

2. Feature prosperity as the goal rather than poverty as the predicament to avoid racialized stereotypes.

Anytime we talk about class and race together, we run into fraught terrain. Audiences who care deeply about poverty and racial injustice can fall easily into a sense of despair about the scope and scale of the problem, as well as our meager prospects for solving it. Worse, harmful associations and negative stereotypes about people of color abound, and they can be easily activated. For both of these reasons, centering communications on the topic of poverty, or poverty alleviation, is a perilous strategy.

An especially pernicious but prevailing mindset involves the latent assumption that Black people (unless otherwise specified) are poor, and that poor people (unless otherwise specified) are Black. Because this conflation is so strong, communications that focus on poverty—regardless of whether or not they explicitly mention race—easily evoke racialized associations and, specifically, anti-Black sentiments. Fortunately, the right framing tool can help communicators better navigate this terrain. In this case, the trick is not to directly refute negative associations or stereotypes, which can inadvertently provide them more oxygen in the process, but to steer clear of them altogether and reinforce positive associations instead.

Set your story in a vibrant neighborhood with a dynamic and closely connected community. Describe its unique history, culture, knowledge, values, social ties, and customs—as well as the future aspirations of its residents. The more we fill in the colorful details of these settings and the multidimensional people who call them home, the more derogatory images and shallow associations fade into the background. It's important to talk about present challenges of course, as described under recommendation 3, but much more effective to do so after having foregrounded community assets and the possibility of prosperity.

❌ Instead of...	✅ Try...
Alleviating homelessness and housing insecurity within Black and brown communities is our number one goal.	→ Increasing access to healthy housing within Black and brown communities is our number one goal.
We need to disrupt the cycle of poverty that is holding so many families back.	→ We need to ensure that shared assets can be passed from one generation to the next.
Let's prioritize the needs of communities with low wages and poor graduation rates.	→ Let's prioritize wage increases and strategic investments in public education.

3. Illustrate the impact of disinvestment on places to link harmful policies—past and present—to negative modern-day outcomes.

The concept of structural racism is a fairly elusive and abstract one, even for people who fully accept that it plays out in our social institutions and shapes our daily lives. Simply using the term *structural racism*, or related terms like *institutional and systemic racism*, does little to explain how this pervasive form of discrimination works—and it does nothing to convince skeptics and nonbelievers of its existence.

The word racist has a polarizing effect.

There are countless examples of policies over time that have had a direct and negative impact specifically on communities and people of color. This fact needs to be contextualized. Simply labeling policies or practices *racist* has a politically polarizing effect. Democrats are inclined to respond with superficial knee-jerk agreement, while Republicans tend to express knee-jerk opposition or even hostility. When used on its own, the term *racist* can impede productive communications among ideologically diverse groups by sending everyone running to their respective corners instead of encouraging them to engage meaningfully with the subject matter, much less seek common ground.

To explain structural racism, and in particular to build people's understanding of how a long history of neighborhood disinvestment has led to concentrated poverty in communities of color today, we need to illustrate the process at play. This involves naming both the underlying cause of the problem, which is disinvestment in some form, as well as its various symptoms, such as declines in community health, housing, education, or other outcomes. Even more importantly though, we need to tell the middle part of the story—about how places themselves are altered and environments are shaped—to connect the dots between the two.

Take, for example, "urban renewal" policies passed in the 1960s (cause), which led to increased poverty, crime, and other challenges in many cities (symptoms). As the following sample text demonstrates, the middle part of this story must be told in vivid terms to reveal the importance of place:

> "
>
> ## We need to tell the middle part of the story—about how places themselves are altered and environments are shaped—to connect the dots between causes and symptoms of the problem.

"Urban renewal" involved highway construction projects that **bulldozed hundreds of homes,** sometimes **clearing out more than 50 percent of local businesses** and leaving behind **dozens of vacant storefronts**. Neighborhoods chosen for such projects were often well-established Black communities. Residents were left with **half as many job opportunities**. Without the means to work and thrive, community wellbeing declined.

"

Data are effective for highlighting the impacts of policies on the physical layout and identifying features of a place—which in turn helps demystify the concept of structural racism.

Linking policies to places and places to people paints a clear picture of disinvestment, making it easier to see. Additionally, as the above passage demonstrates, supportive data can sharpen the focus. Numbers bring clarity and concrete relevance to the issue of neighborhood disinvestment, and the concept of structural racism more broadly. They help people grasp the scope and scale of the problem, and at the same time make it feel tangible and real. As such, data are extremely effective tools for highlighting the impacts of policies on the physical layout and identifying features of a place—which in turn helps demystify the concept of structural racism.

Here's how it might look to put this recommendation to use ...

Harmful policy or practice	Impact on place	Impact on people
When schools were told to integrate in the late 1950s, enrollments in some public schools in majority-Black neighborhoods dropped so low that they were forced to close. These closures deprived families of places that could serve as community centers and deprived children of opportunities to make friends with other children who lived nearby.	School closures in Parramore, a predominantly Black neighborhood in Orlando, resulted in the busing of almost 900 students to eight different schools in other towns. The neighborhood's historic high school, which had served as a community hub since the 1880s, was also threatened with closure, and more than a quarter of its teachers were sent to work in other schools. *(Fill in the middle part of the story about **how places are altered** by harmful policies, which in turn affects community wellbeing.)*	Ruptures in Parramore's public facilities and social fabric led to a decrease in school attendance, drop in reading levels, and decline in graduation rates. In the five decades since, despite continued enrollment challenges and public funding cuts, Parramore residents have worked to restore community ties and rebuild a strong education system.

Disinvestment and reinvestment are not magic words.

Historical *neighborhood disinvestment* has taken many forms—from the decision to close down a public pool following integration to the practice of tying property values to demographics (known as redlining) and the associated targeting of Black and Brown borrowers for subprime loans. While these words are used generically in this brief to encompass all forms of disinvestment that may need to be communicated, it's much better, whenever possible, to name specific decisions made or measures taken that limited a neighborhood's ability to thrive. To the extent possible, offer detailed descriptions of the particular ways that a policy or accepted practice has shaped a particular place. (Don't rely on the catch-all term *disinvestment* itself to do the explaining if you don't have to!) Similarly, reinvestment in affected neighborhoods is about much more than money. Whenever possible, scrap the term itself in favor of a more precise example.

4. Demonstrate how residents and community organizations work together by highlighting the knowledge and resources they each bring.

We know that the best antidote to historical disinvestment is sweeping reinvestments in affected neighborhoods—not just in a monetary sense, but in terms of time, attention, energy, expertise, and our collective ingenuity. Show how residents and place-based community organizations can combine their respective strengths to supply these essential resources, and get specific about what each party brings to the table. Beyond portraying the power of community partnerships, this helps accomplish two critical tasks: First, it counters dehumanizing but all-too-prevalent stereotypes of residents as lazy and dependent. Second, it alleviates fears, mostly held by Democrats,[3] that neighborhood revitalization efforts could lead to displacement and gentrification.

Depict residents as knowledgeable and active participants in neighborhood revitalization, rather than as passive beneficiaries. They should be main characters in the story, who clearly drive the action. Community organizations can be main characters too, but be sure to emphasize their roles as collaborators and listeners, rather than as do-gooders or the folks in charge. The real heroes of these stories are the partnerships between residents and community organizations.

Here's an example of this recommendation in use ...

> Almost 15 years ago, a group of South Atlanta residents came up with a vision to make Halloween a special time for neighbors to showcase their creativity. Together with the organizing power of the South Atlanta Civic League, they created a carnival, complete with games, music, face painting, and, of course, a costume closet. Ever since, it's been a favorite community event!
>
> The celebrations are run by partners, volunteers, and neighbors who want to spread sweetness and joy. Candy donations and other supplies are solicited from the Civic League. We know that the relationships created and memories made at events like these will last a lifetime, especially for young folks growing up. We want all our neighbors, including future generations, to flourish here.

To ease concerns about gentrification—don't refute, reframe.

Just like cultivating positive perceptions of people of color is more effective than directly refuting negative racial stereotypes, illustrating the supportive role of community organizations in neighborhood revitalization projects is more effective than confronting concerns about gentrification head on. Even raising the specter of "outsiders" coming into the community with their own agenda can ignite skepticism about the legitimacy of place-based programs altogether. A better strategy is to feature residents in an actively engaged and prominent role.

5. Share stories of successful neighborhood revitalization to inspire collective action and galvanize support for place-based programs.

When you want to instill in various audiences a sense of hope and possibility about neighborhood revitalization, nothing is more effective than to actually demonstrate that revitalization is possible. Illustrate positive links between policies, places, and people where they exist, and tell stories of successful transformation. Describe in detail how reinvestment initiatives have reestablished specific neighborhoods as healthy environments and nurturing places, which has in turn improved the lives and wellbeing of residents.

Beyond generating excitement about place-based work and inspiring a can-do spirit, success stories have the potential to cultivate more productive thinking across the board. Use them to celebrate *place* itself, including the special features and unique personalities of different neighborhoods. This can help counter the stigma attached to, for example, cities with negative reputations. Tell stories that celebrate *race*, including the deep pride, sense of connection and culture, and cherished ways of life among various communities of color. Don't let people default to thinking about race through the lens of racism alone. Finally, celebrate *history*, including the customs and traditions that keep us rooted over time, as well as the events, memories, and interwoven trajectories that have taught us all valuable lessons from the past and made us who we are today.[4]

Here's an example of this recommendation in use ...

Columbus, Georgia's Mill District, which includes four historic neighborhoods, has taken on an exciting revitalization project. Once the site of the largest textile mill in the United States, the district is again becoming a hub of productivity—this time for an even more inclusive workforce and resident population.

The Mill District's original public housing units were reserved for mill workers and their families, who were almost exclusively White. In fact, many units were sold off or closed down in the 1960s in opposition to integration pressure by the federal government. This despite African Americans' undeniable role in and contributions to the region's economic success and vitality. One of the mill's oldest and longest standing structures, for example, was built by an African American contractor named Horace King.

Through many changes over the years, a core group of Mill District community members has remained committed to maintaining a vibrant commercial district and place to live. Countless newcomers and regional partners have joined in this mission as well, from church leaders and artists to historians and philanthropists. Today—thanks to multiple community partnerships, lots of listening and learning, and several generous donations—the Mill District is home to brand new affordable housing developments, more than 15 miles of bike paths and pedestrian walkways, a bustling retail industry along historic 2nd street, and most of all, a diverse and thriving residential community.

Conclusion

The recommendations offered in this guide were designed and developed for communicators across the United States, to be adopted in multiple contexts and utilized in formats of all kinds. Taken together, they offer a unified framing strategy around the common mission of neighborhood revitalization while also allowing for creativity, flexibility, and infinite adaptation. Rather than a set of rigid talking points or a defined list of do's and don'ts, this strategy provides a road map for narrative change. It draws on insights gained through empirical research to activate more productive patterns in public thinking around the allocation of resources, the significance of race, and the essential role of strong neighborhoods in supporting healthy communities and thriving people.

Much like the work of revitalizing historically disenfranchised neighborhoods, changing the associated public narrative won't happen overnight. Meaningful change—the kind that can be sustained—takes careful analysis, long-term commitment, and most of all, collaboration. It can only be achieved when many people, aligned by a shared assessment of past and present challenges, and equipped with the necessary tools for confronting them, unite behind a common vision.

Endnotes

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About FrameWorks

The FrameWorks Institute is a nonprofit think tank that advances the mission-driven sector's capacity to frame the public discourse about social and scientific issues. The organization's signature approach, Strategic Frame Analysis®, offers empirical guidance on what to say, how to say it, and what to leave unsaid. FrameWorks designs, conducts, and publishes multi-method, multidisciplinary framing research to prepare experts and advocates to expand their constituencies, to build public will, and to further public understanding. To make sure this research drives social change, FrameWorks supports partners in reframing, through strategic consultation, campaign design, FrameChecks®, toolkits, online courses, and in-depth learning engagements known as FrameLabs. In 2015, FrameWorks was named one of nine organizations worldwide to receive the MacArthur Award for Creative and Effective Institutions.

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About Purpose Built Communities

Purpose Built Communities Foundation (Purpose Built) is a philanthropically funded incubator, convener, and catalyst for social change at the neighborhood level. Purpose Built partners with local leaders to design, direct, and accelerate neighborhood transformation initiatives across the United States so residents can experience greater racial equity, improved health outcomes, and increased upward mobility. Purpose Built provides pro-bono guidance, coaching, and support to these local leaders, their staff, and stakeholders to advance a holistic model of revitalization in their neighborhoods. Purpose Built Communities believes every neighborhood should have affordable, high-quality mixed income housing, excellent schools that keep student success in life and in the classroom central, inclusive spaces that nurture and enrich residents' physical and mental health and foster a sense of belonging; and a thriving commercial core that keeps the neighborhood economically vibrant. The throughline is supporting and uplifting the legacy and vision of the people who have long called that neighborhood home.

Learn more at www.purposebuiltcommunities.org

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