



**Tell powerful stories.
Build public support.**
Move people to action

HOUSING
NARRATIVE
LAB 



HOUSING IS HEALTH

NEW YORK TIMES BESTSELLER

"More than any book in recent memory, Leland Wells' *Good Trouble* is a hard work that comes with being poor, the exhausting misstep or twist of fate will push you to the edge."
—Boston Globe

HARD WORK
AND A MOTHER'S

m



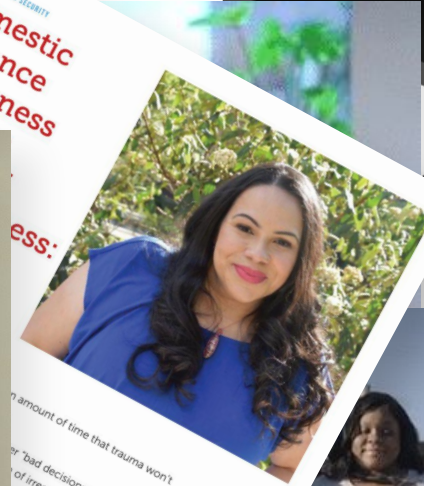
We have a real problem with people living in tents in this city.

GOOD TROUBLE



FREEFORM

FAMILY ECONOMIC SECURITY
Domestic Violence Awareness
Includ



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of irresponsibility. But, life
this memory

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ers to neighbors they may not talk to otherwise and, improving the way the city cares for these vulnerable people. The conversations are edited for brevity and clarity.

years ago, Leland Wells didn't have any reason to worry about housing. He held a job with the Department of Veterans Affairs that paid him \$200,000 a year. In 2020, a "goof" cost him his job. He was laid off from his backpa-



h an apartment, he
ct his life
melessness, Leland

WHAT IS THE HOUSING NARRATIVE LAB



*When we move people,
we move policies.*

The Housing Narrative Lab builds public support for housing solutions that ensure everyone has a safe place to live. When everyone has a home, our communities are healthier, vibrant and thriving.

Research

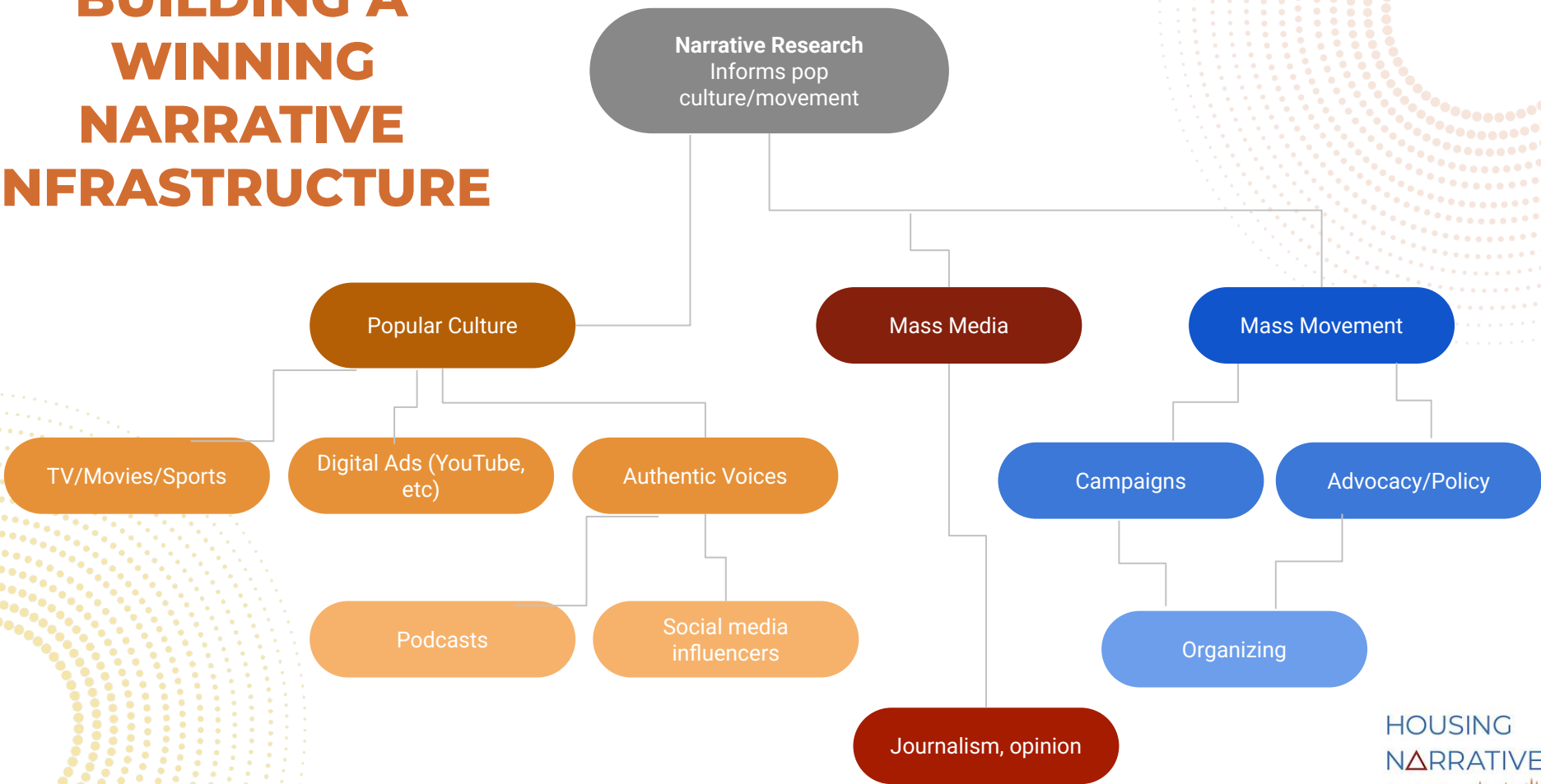
Training/Education

Storytelling

Collaboration/Coalition



BUILDING A WINNING NARRATIVE INFRASTRUCTURE



A hand holding a key with a decorative dotted pattern overlay. The background is a soft-focus image of a hand holding a key, with a decorative dotted pattern in shades of orange and yellow overlaid on the right side. The text is in a bold, blue, sans-serif font.

**JOIN US TO SHARE THE
STORY OF WHY
EVERYONE NEEDS A
HOME.**

For more information, contact
Marisol Bello,
mbello@housingnarrativelab.org.
Find narrative resources at
housingnarrativelab.org.