

# Public Charge and Housing Talking Points

Effective messaging often follows a VPSA model:  
*Value, Problem, Solution, Action*



## 01. LEAD WITH A SHARED VALUE:

- We all share the concern that millions of U.S. households struggle to find affordable housing in the ongoing nationwide housing crisis.



## 02. DESCRIBE THE PROBLEM:

- Blaming struggling families will not fix this problem. The real issue is the lack of sufficient funding to ensure that every family, regardless of immigration status, has access to one of the most basic of human rights—a safe place to call home.
- The Department of Homeland Security recently finalized a rule that will penalize and exclude low and moderate-income immigrant families based on a prediction that they may use these benefits in the future. The rule will directly impact thousands of immigrant families' access to housing and other subsistence benefits and it will have a chilling effect that puts millions of immigrants at risk of homelessness.
- The National Housing Law Project stands united with our partners against the public charge rule that will force immigrants and their families to forego critical assistance. This means family budgets will be tightened, directly impacting the amount of money a family has for housing.
- Human needs do not change based on immigration status. It is simply impractical, dangerous, and un-American to only allow citizens to access critical, lifesaving benefits, such as housing assistance.
- Federal housing assistance allows families to access and maintain safe, affordable, and stable housing that helps them thrive.
- Millions of families in the U.S. have at least one household member who is not a U.S. citizen. Therefore, U.S. citizens who live with non-citizen family members or friends will have to choose between either accessing life-saving benefits or protecting loved ones' chances at future citizenship.



## 03. FRAME THE SOLUTION:

- Ensuring access to adequate housing and other basic subsistence benefits is not a drain on our coffers, but an investment in ensuring all people have an opportunity to contribute to our society that returns dividends to everyone.



## 04. SHARE THE ACTION:

- “As you may know, several lawsuits have been filed seeking to prevent the implementation of the final rule, including your own Attorney General(s) \_\_\_\_.”
- We need elected officials of all levels, organizations, and individuals to publicly call on the Administration to rescind the public charge rule.