

# 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 proposed a rule that would force non-citizens to choose between accessing benefits and maintaining their immigration status. Even though the number programs punished by this rule decreased from earlier drafts, it will still 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 and National Law Center on Homelessness & Poverty stand united with our partners against the public charge rule—even if the direct housing impact of the rule was reduced to zero—because the public charge rule 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.
- This rule is not about keeping out bad actors or even undocumented immigrants. This is about families who have come legally, pay taxes, and are contributing to our communities who simply need additional help.
- 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.
- 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, the U.S. Conference of Mayors passed a resolution condemning the expansion of the public charge rule, and recently, your own Mayor(s) \_\_\_\_ signed a letter calling for the rescission of the rule.”
- We need elected officials of all levels, organizations, and individuals to publicly call on the Administration to rescind the proposed public charge rule and to submit comments to the Federal Register detailing the harm it would do to our communities.