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Representing voices through  
film: *Homelessness and bad  
housing*

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Shelter

# Introductions

# Context of the research

# The film

# Language to use in future campaigns

## Preferred language

Reflects the specific and **personal circumstances, transitional journeys or narratives of individuals** as this:

- = Does not attribute blame onto a person and **reflects the situation** they have found themselves in
- = Reinforces the message that **'it can happen to anyone'**

## Language to avoid

- = **'Blames'** individuals (or links housing need to something about the person)
- = **Simplifies** the complexity of their experiences (generalising terms) or
- = Permanently **fixes them in a category** that denies their agency to improve their situation – where many have taken a positive action in becoming homeless (passive labels)

# Methodology discussion

# Impact of the research



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# Conclusions

# Thank you

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