

Thriving Communities Messaging Guide

Topline Message

People deserve to live in safe and thriving communities.

Washington is a great place to live because of the strong, welcoming communities we build together. But powerful special interests who rig the rules for themselves have undermined our ability to safeguard our neighbors. In recent years, we've faced challenges like rising homelessness due to a lack of affordable housing, the loss of innocent lives from preventable gun violence, and the visible suffering of our neighbors due to a shortage of mental and behavioral health services. Our opponents divide us against one another by pointing the finger at individuals and vilifying our Black, immigrant, and Muslim neighbors, but we know better. Putting people first means investing in our communities so that they are affordable, accessible, safe, and healthy.

Message Triangle

Quest: Every neighborhood in Washington is safe, healthy, and affordable for all. Everyone lives in a home they can afford, near work and school, in a community they feel connected to.

Threat: Powerful special interests have rigged the system to benefit only themselves, undermining our ability to safeguard our families and our neighbors. Too many people can't find an affordable home near work or school, our immigrant neighbors don't feel safe, and too many people are suffering mental health crises in our streets.

Solution: We can ensure that everyone has access to a safe, healthy, affordable home in the community where they work and play. Washington should protect the promise of the American dream by ensuring our immigrant neighbors can work, live, and thrive without fear of discrimination or deportation. We must take care of those experiencing mental illness and substance use disorder by rebuilding our behavioral health system.



When They Say...

We Say...

Gun control	Gun responsibility or Responsible gun ownership or Common sense gun laws
Poor people are bad tenants or Landlords rights	Everyone deserves to live in a safe, healthy, affordable home, regardless of income level. or No one should lose their home for no reason, and with little notice.
Illegals are taking away jobs, resources, etc. or Immigrants don't belong here	It's important to keep our neighbors safe. Access to jobs in our economy is how we ensure the promise of the American Dream is alive and well for everyone.
Drug addicts or Criminals	Substance use disorder is a medical condition and should be treated in our healthcare system, not criminalized via our justice system.