

TAKING BACK THE NARRATIVE

HOW TO TALK ABOUT IMMIGRANTS

AND IMMIGRATION

WEBINAR SUMMARY

February 2017

TO TAKE BACK THE NARRATIVE:

- **Don't repeat myths** when you're refuting them. Instead of saying, "Immigrants are not taking our jobs," say, "Immigrants create jobs." Always start with the facts.
- **Be solution-oriented.** The immigration system is difficult to understand, so make sure you propose solutions to show policy changes are possible.
- **Focus on the whole rather than the individual.** People don't necessarily extrapolate one person's story to an entire group. Balance individual stories with system-wide solutions.
- **Emphasize the positive.** We all want to live in safe and connected communities. Rather than focusing on immigration status, focus on the importance of coming together as a community.



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America's Voice



Hannah Carswell

Welcoming
America



Julie Fisher-Rowe

The Opportunity
Agenda

USE THESE FRAMES:

- **Shared values:** Emphasize the need to treat others with compassion and respect
- **Pragmatism:** Appeal to common sense and practical solutions
- **Shared prosperity:** Highlight immigrant contributions that benefit all Americans
- **Messaging game plan:** 1) American value, 2) immigration problem, 3) solution and 4) action

FYI: Don't expect to change someone's mind with one conversation. Use a sustained approach over time.

TERMS TO AVOID

- Coming out of the shadows ➡ **An outdated immigration system**
- Immigrant community ➡ **Neighbors, friends, coworkers, parents**
- Broken immigration system ➡ **Change is possible, feasible, practical**
- This is about immigrants' rights ➡ **This is about shared humanity/American values**
- Immigration reform ➡ **Immigration policy reform**

For more resources and recordings, go to bit.ly/ILCnarrative

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