

Reframing Poverty

Six Ways to Open Minds

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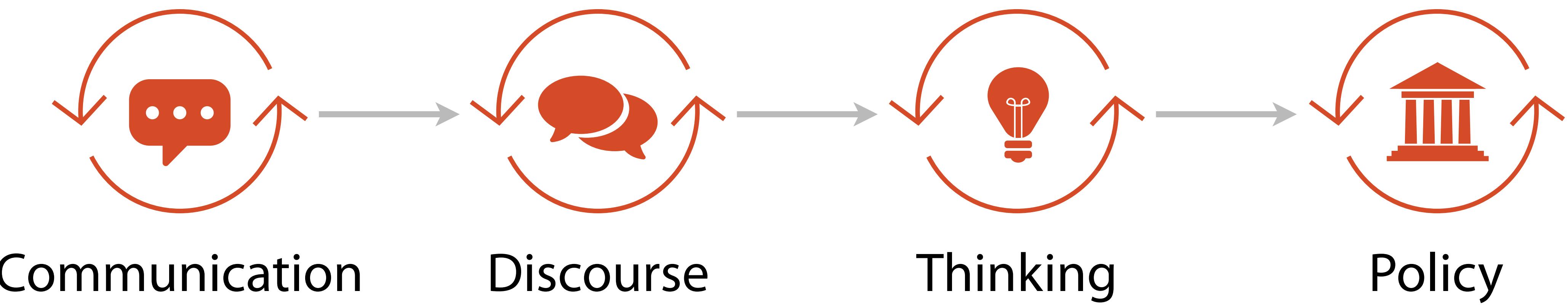
We have a problem.

Talking about social issues.

Persistent stress can derail development and have negative long term effects on health and wellbeing.



**Public opinion drives and
preserves political change.**



Framing for change.

...is making choices about how we present information:

- ▶ What to emphasise
- ▶ How to explain it
- ▶ What to leave unsaid

「 Charity only for
the deserving 」



「 Shared human
experience 」

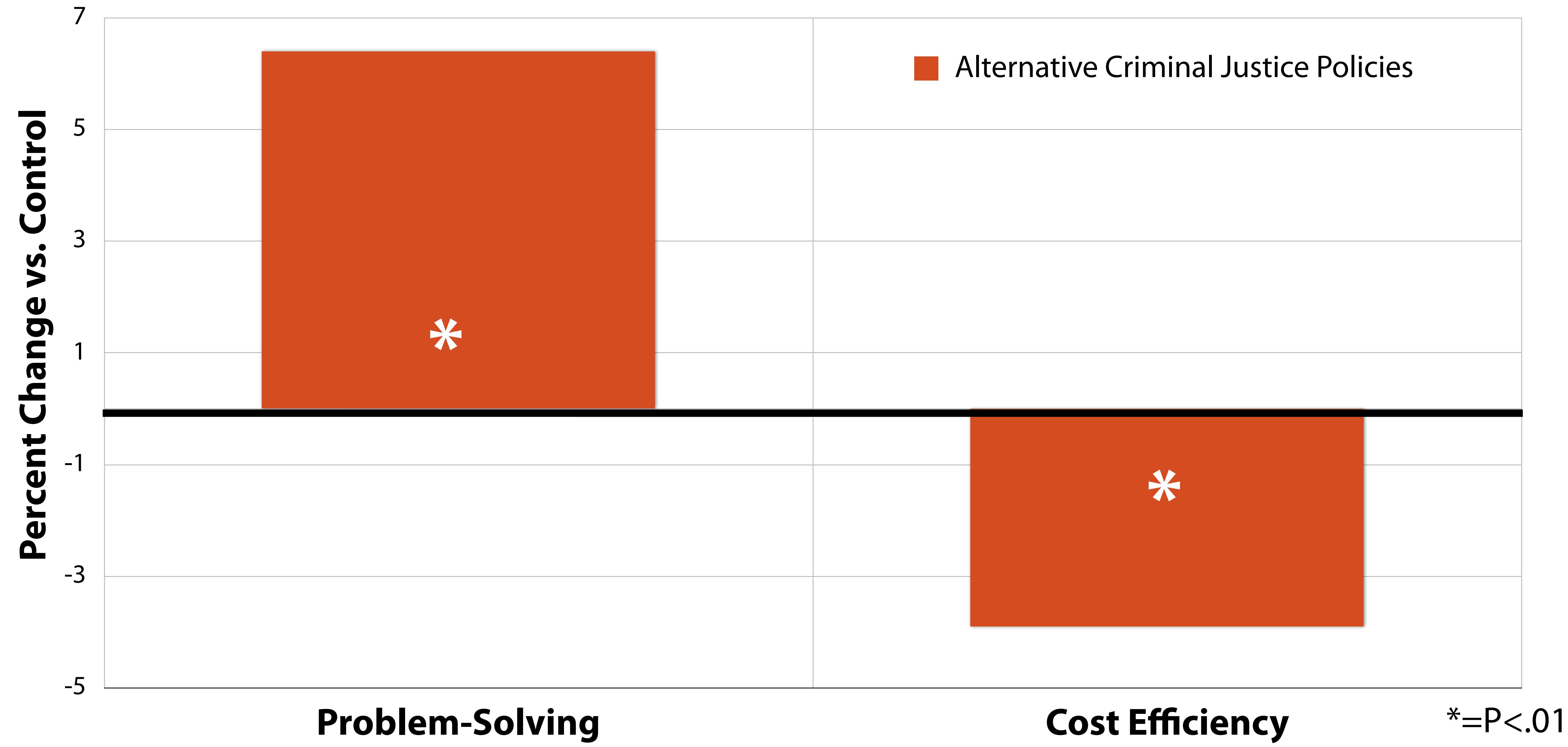


Understanding is frame dependent

Thinking about Addiction: Before

**Not all frames are
created equal.**

Reframing criminal justice.



We have a problem.

We have power as storytellers.

Reframing poverty in the UK.

#1

Understand what you're
up against - and get strategic.



Talking about poverty.

Poverty in the UK is a major problem and urgently needs to be addressed. It exists right here, right now and we desperately need to do something about it.



*How do people think about
poverty in the UK?*

CRITERIA

Non-Negotiable Needs
Post Poverty

SOLUTIONS

Nothing
Tighten Benefits
Provide Core/Basic Support
Education

RESPONSIBILITY

Self-Makingness
Culture of Poverty
Government Responsibility

*How do people think about
poverty in the UK?*

NOSTALGIA

Poverty Romanticism

FATALISM

Economic Naturalism
The Game is Rigged

CONTEXT AND STRUCTURE

Opportunity Structures
Spectrum of Self-Determination



There's no such thing as real poverty in the UK today.



Everyone can succeed if they try hard and make the right choices.



Poverty means going without the bare minimum.



The system is rigged and will never change. It's just how things are.

#2

Cue the right issue.



Dominant issue frames.



Poverty

Poverty is increasing for the first time in two decades. More and more people are struggling to get by.



Economy

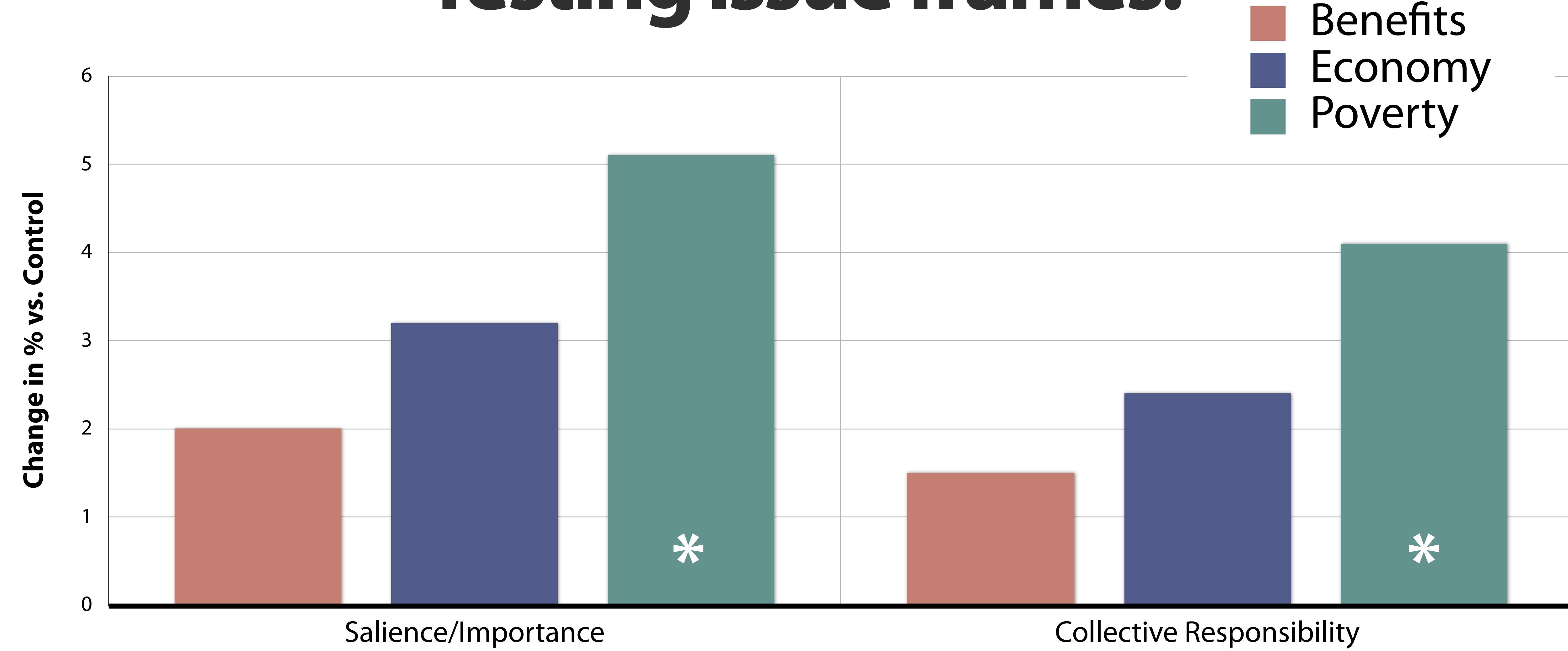
The economy is not working. Zero hours contracts, unstable work, and low wages are creating impossible situations for people.



Benefits

Our benefits system is failing our society's most vulnerable people and many are experiencing extreme hardship as a result.

Testing issue frames.



* $=P < .05$

#3

Connect with values to shift thinking.



Framing with values.

...means tapping into the long-lasting beliefs that guide thinking and behaviour. They:

- ▶ Establish why our issue matters.
- ▶ Guide the thinking that follows.
- ▶ Create our shared ground for action.

SO MANY OF MY ROLE MODELS
HAVE TURNED OUT TO BE
TERRIBLE PEOPLE



BUT AT LEAST I HAVE
YOU, MR. FLOOFLES.



WOMEN AND MINORITIES
MAKE ME UNCOMFORTABLE!



PURR
PURR
PURR
PURR



Compassion/Justice



In our society, we believe in showing compassion towards others, and protecting each other from harm. Yet, right now, many live in poverty. We share a moral and social responsibility to ensure that everyone in our country has a decent standard of living.

Strategic way to redirect:

- *Self Makingness*
- *Culture of Poverty*
- *Poverty Romanticism*

Moves thinking towards:

- *Salience/Importance*
- *Social Responsibility*

Use this by asserting:

- Our **shared values and morals**

Words that Work

"In our society we believe in doing the right thing. We look out for each other. We have decent public services for everyone – especially those who are in greatest need."

"whatever happens, as a society we are in this together"

"it's just not right"

"we need to put this right"

"morally wrong"

"our sense of decency"

"our society's principles"

"simply not acceptable"

"we won't stand by and let this happen in our society/country"

"we won't stand for that"

"not on my watch"

"out of order"

"we're not ok with this"



Mellow

Relaxed

Forceful



Framing with values.

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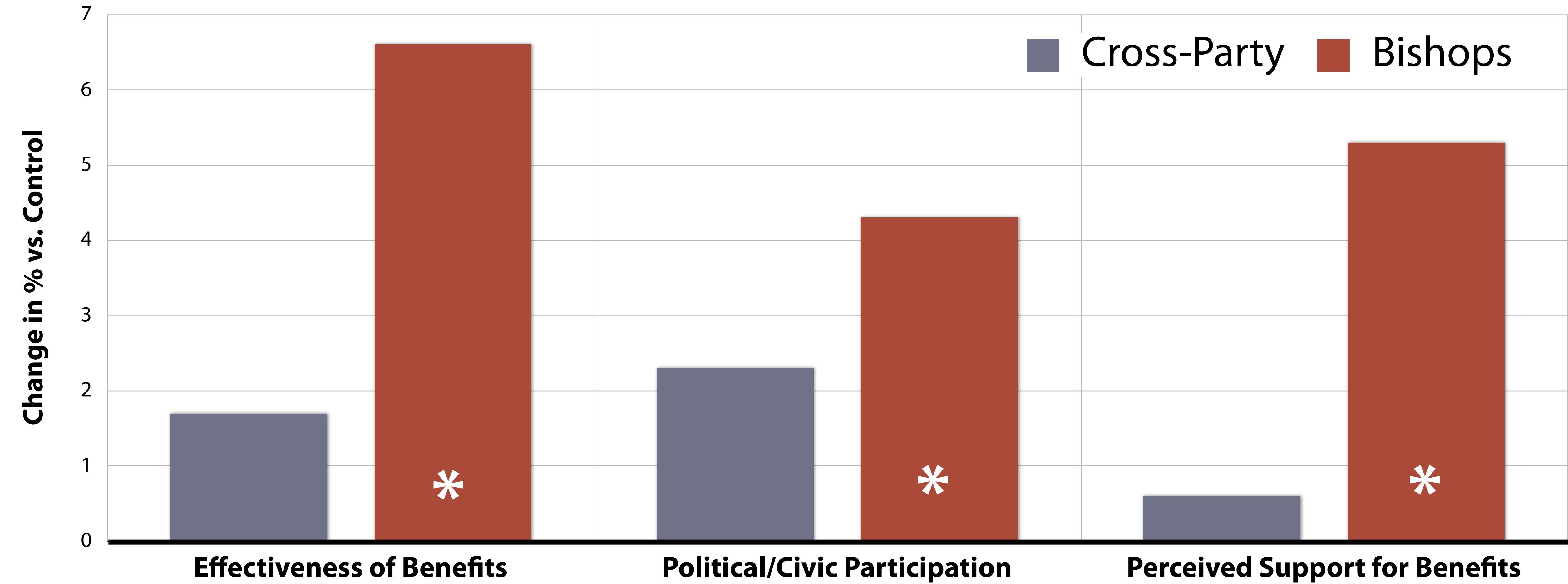
'It's just not right that there are people living in fuel poverty. Because of where you live, you're forced to use a pre pay meter. You don't have options. You're caught in a trap of having to top up over and over again - you put £5 in and you don't get £5 worth of fuel back. In a decent society, this wouldn't happen.'

#4

Messengers matter. Align to amplify.



Testing messengers.



* = $P < .05$

#5

Use metaphor that sticks and shifts.



Restricts & Restraints



Our economy is locking people in poverty. Low paid, unstable jobs mean more and more families can't put food on the table. With the economy driving up the cost of living, many are caught in a daily struggle to make ends meet, unable to think about a different future. It is hard to break free from the constraints our economy places on people.

Currents



Things like low wages and rising living costs create currents that can pull people into poverty. And sometimes things happen that threaten to pull us under, like losing a job, coping with a disability, or leaving our home to get out of an abusive relationship. We need a benefits system that anchors people so they don't get pulled into the current and pushed into poverty.



'It's not right that so many people in the UK live in poverty. We need a benefits system that anchors people to help them weather the storm. It shouldn't be the dead weight that drags you down.'



'Who the F does she think she is?!': Ronan Keating LETS RIP at rude British actress after awkward run-in at the GQ Awards... but is he talking about Kate Beckinsale?

Democrats threaten to leak documents
on Kavanaugh's hidden views

Ofgem price cap 'will cut bills for millions'

Imran Khan torn between east and west to rescue Pakistan's economy

Red Bull insist their clubs
will not carve up results in
Celtic's Europa League group

Celebrity Big Brother viewers in hysterics as psychic Sally Morgan fails another prediction

THEY STOLE MY BABY Mum's heartbreaking tale of how secret courts took her baby away forever

WHEN mum Jill Goss visited a GP for a routine appointment to check a swelling on her baby daughter's arm, she thought she'd be home with her ten-week-old in a few hours. But after an unimaginable sequence of events, her child was taken from her forever and she was thrust into a living nightmare.

NEWS > 

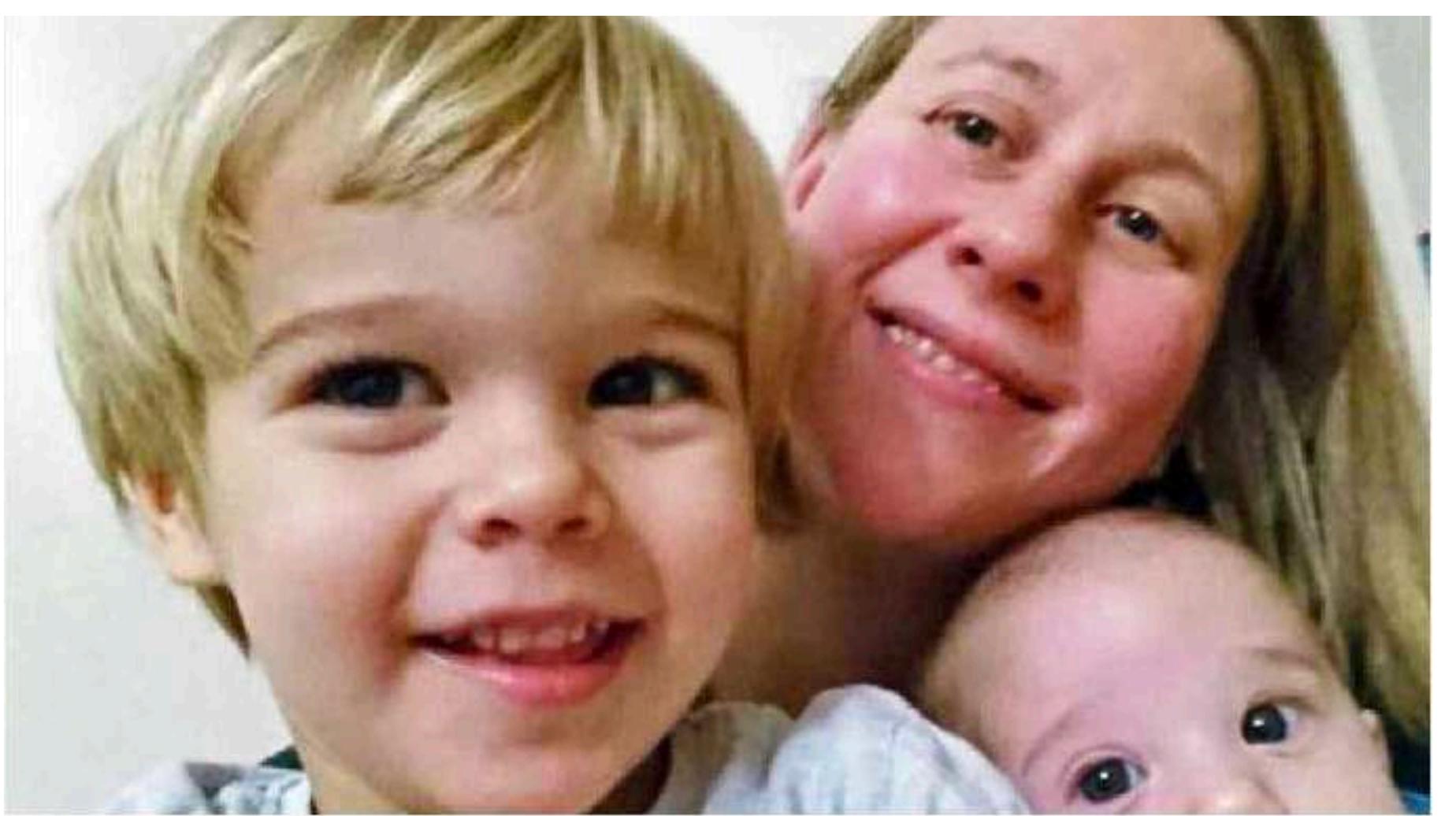
EU banks on last minute Brexit deal this autumn

Dec Donnelly and wife Ali beaming from ear to ear as they bring daughter Isla home for first time

The new Skripal revelations have
made the Kremlin look flat-footed

John Lough

Chrissy Teigen and John Legend prove the spark is still alive after 11 years together with backseat PDA



HOUSING CRISIS

Generation Rent locked into lives of insecurity

Rachel Sylvester, Alice Thomson

12.01am, Wednesday January 31 2018

Save

Share

Attila and Ildiko Wurth have professional jobs, two incomes and a young family, but just before Christmas they were threatened with eviction from their two-bedroom London flat.

according to the housing charity Shelter.
 Save Share

An analysis by the Joseph Rowntree Foundation concluded that rents were unaffordable for low earners in 53 per cent of the country. Campbell Robb, its chief executive, warns that the broken market is “trapping people in poverty and locking families out of the opportunity to build a decent and secure life”.

Almost a third of renting families have moved three times or more in the last five years, with 65,000 pupils changing schools the last time they moved house.

According to the English Housing Survey, 28 per cent of private rental properties do not meet decent homes standards and almost 800,000 have a category one hazard, defined as a “serious and

Almost 1 in 4 people in Wales 'trapped' in poverty



A report warns that poverty is on the rise among pensioners, single people and couples with children.

Credit: PA

More and more families in Wales are at risk of being "trapped" in poverty according to a new report.

It warns that poverty is on the rise among pensioners, single people and couples with children, and that progress on child poverty has stalled.

'Daily struggle'

But Emma Revie, chief executive of the Trussell Trust, said the rising numbers relying on food banks showed that "for too many people staying above water is a daily struggle".



BY PETER KELLY
■ Director of the
Poverty Alliance

BILL CAN HELP RELEASE THE GRIP OF POVERTY

When the Scottish Parliament reconvened in 1999, First Minister Donald Dewar described his vision of a Scotland where the pursuit of social justice was "at the heart of political and civil life". Hopes

were high that the Parliament would provide a new approach to solving some of the entrenched social and economic challenges. Chief among those was the poverty that held so many people in its grip. Almost two

decades on, one million people still live within that grip. On Wednesday, the Scottish Parliament took a step towards loosening that hold with the passing of the Social Security Bill. The Bill enshrines social security

as a human right and commits a new system to reducing poverty. April 25, 2018, was an important day, with all parties coming together to support a more just and compassionate social security system. But it

can also be remembered as a momentous one, if we use new powers to help build a society free from the grip of poverty, and fulfil the promise of a more socially and economically just Scotland.

Manchester Evening News

NEWS

We spent an hour on the street outside a Jobcentre - what we found were people trapped in hardship and wracked with worry about Universal Credit

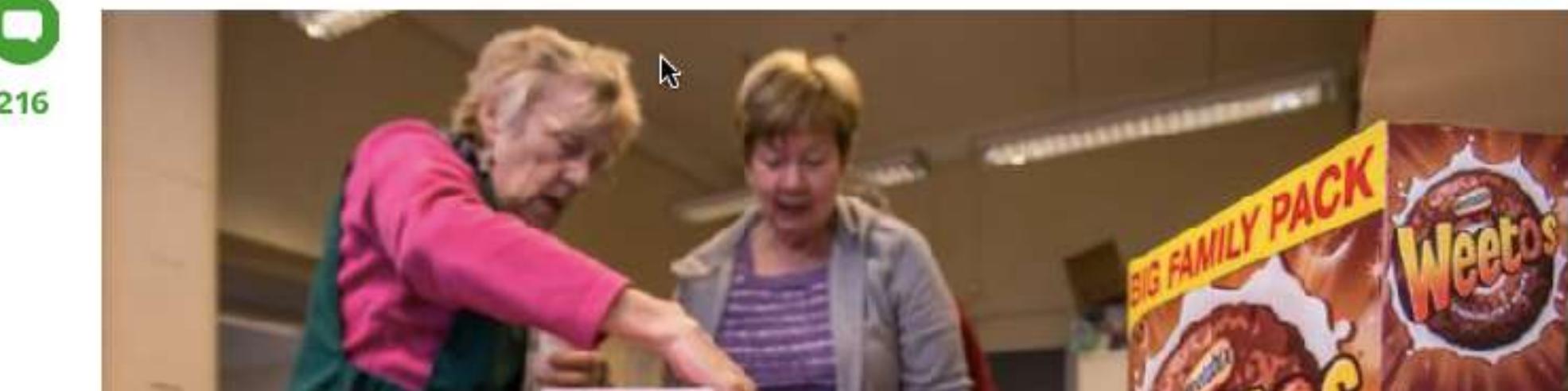
Mirror

NEWS ▾ POLITICS SPORT ▾ FOOTBALL CELEBS TV & FILM WEIRD NEWS TECH

Chief executive Emma Revie said for many UC is simply "not enough to make ends meet" and leaves people "locked into debt, hunger, destitution and misery".

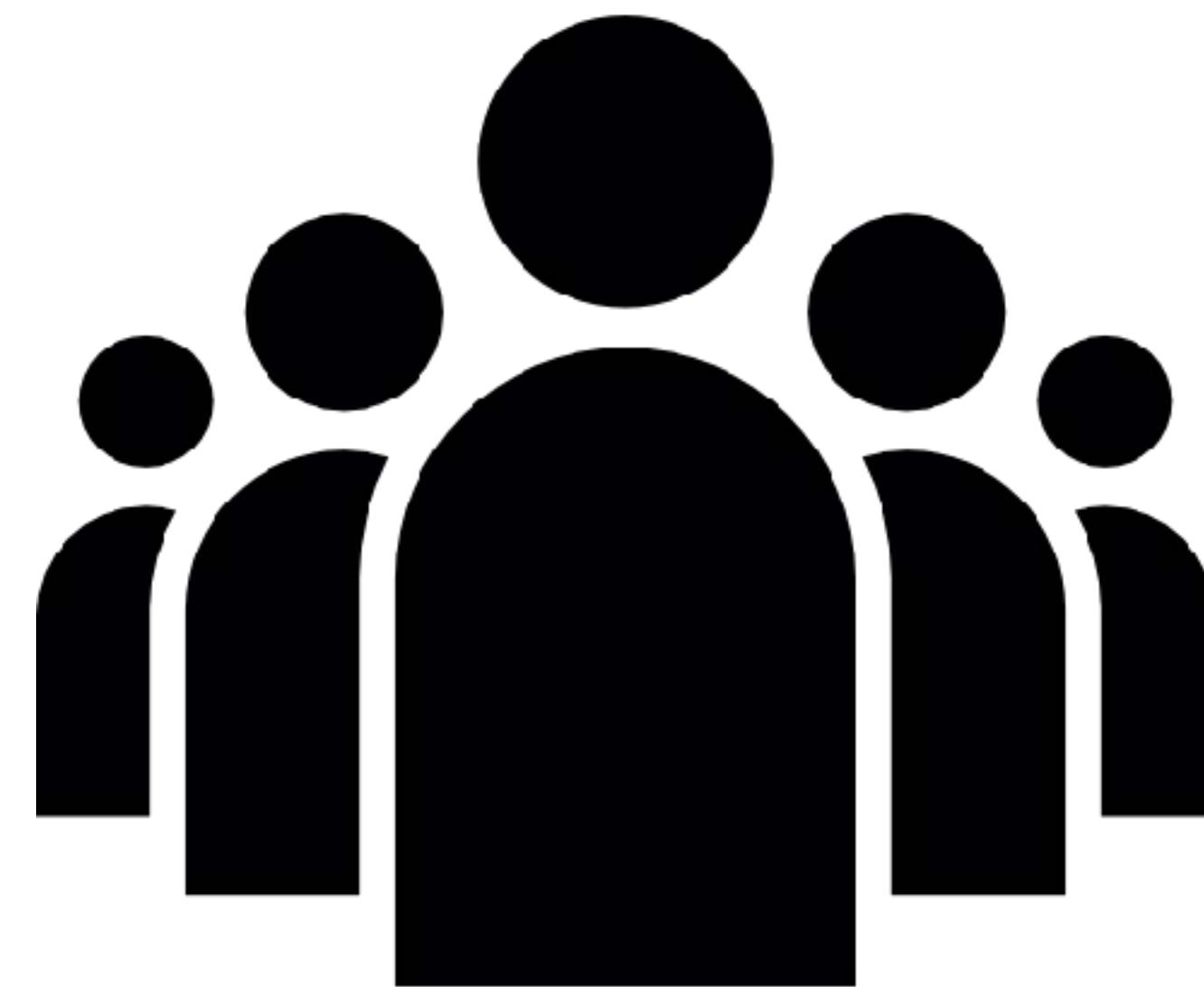
David Finch of the Resolution Foundation think tank said the benefit was "just less generous" than the current system for some groups, like single parents under 25.

He added the rise of food banks showed a "failure of the welfare state".



#6

Position benefits as a solution.



Talking about benefits...

- ▶ Highlight ways that all people rely on public services
- ▶ Show the everyday nature of this use / reliance
- ▶ Provide examples of services, positioning welfare as one of these essential services.

Before:

The benefit system is **broken** and must be **fixed**.

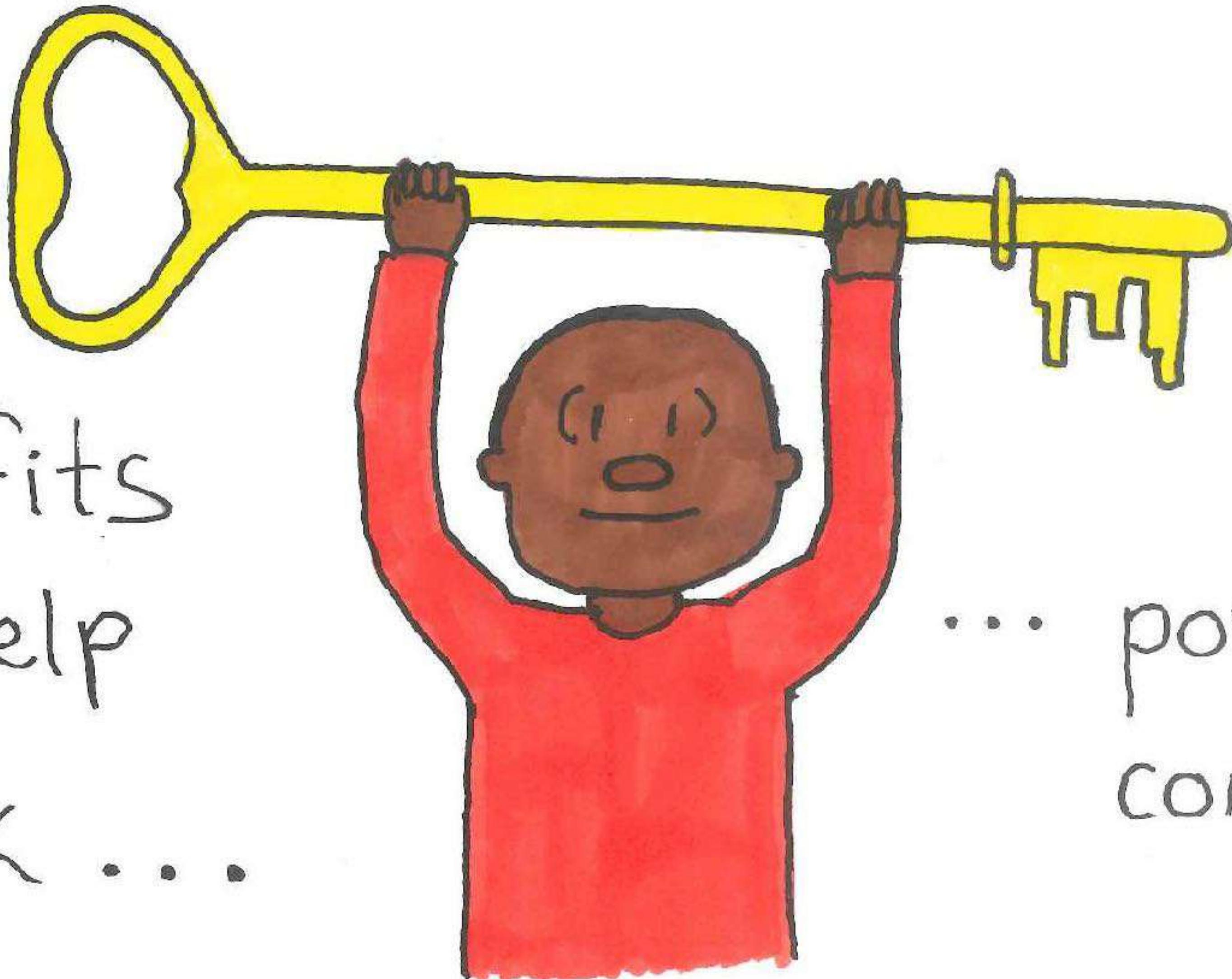
Benefits are vital for people in poverty – including those who work.
We need to stop cutting benefits so the system is fit for purpose.

After:

We can solve poverty by **loosening its grip on people**.

Benefits **help release people from the restrictions** our economy places on them, such as low pay and high housing costs. They are one of many public services we **all** rely on.

Benefits
can help
unlock ...



... poverty's
constraints.

'We all need clothes, food and somewhere warm to live.'

'People on benefits pass their values to their kids.'

'Our economy is shaped by forces outside our control.'

'People in poverty have fewer resources and opportunities. Once you're there it's harder to escape.'

'Our economy is rigged to help the rich.'

'Poverty doesn't exist here anymore.'

'We are a product of our own choices (so people should work harder and make different choices)'

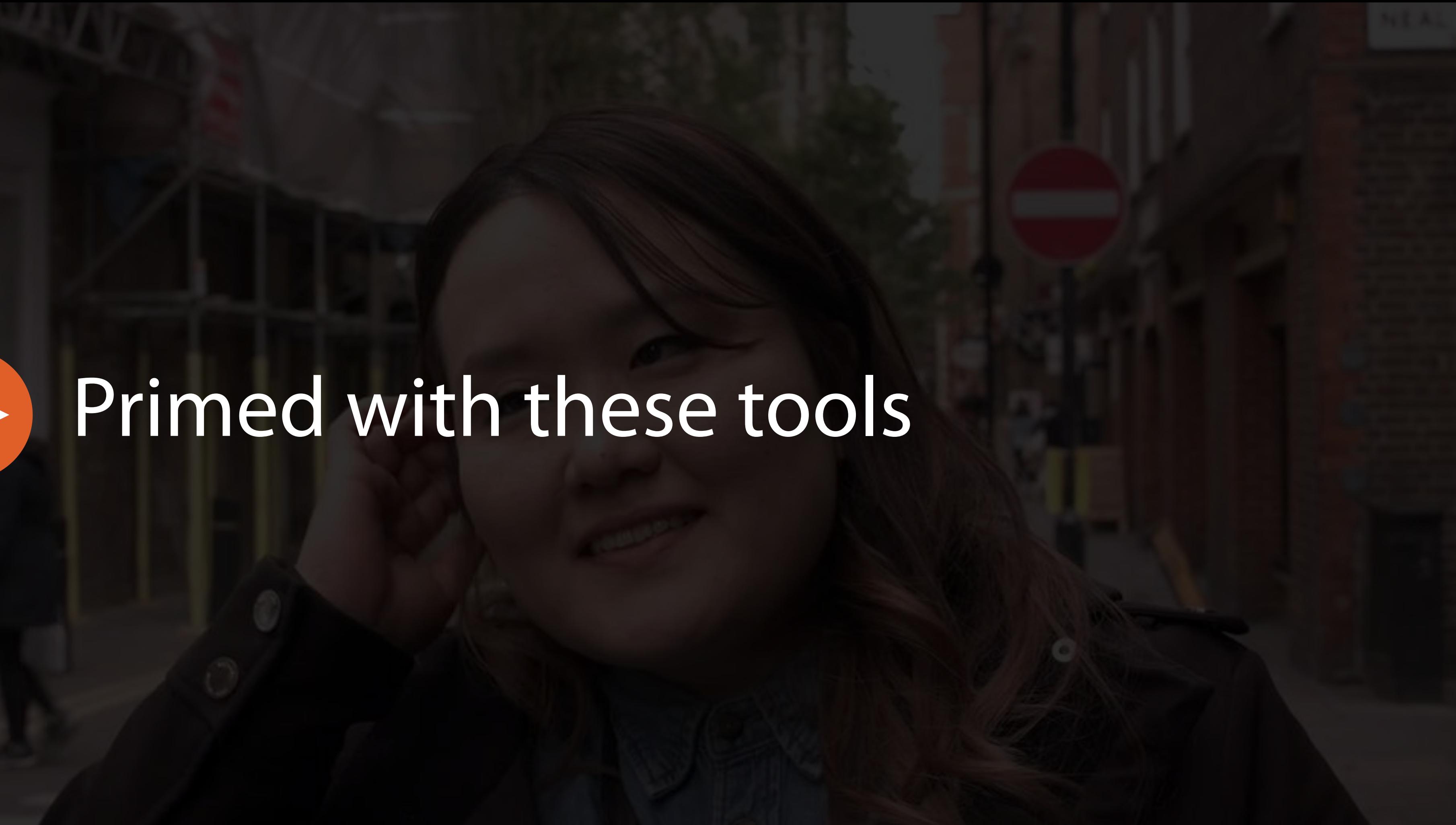
How do people think about poverty in the UK?

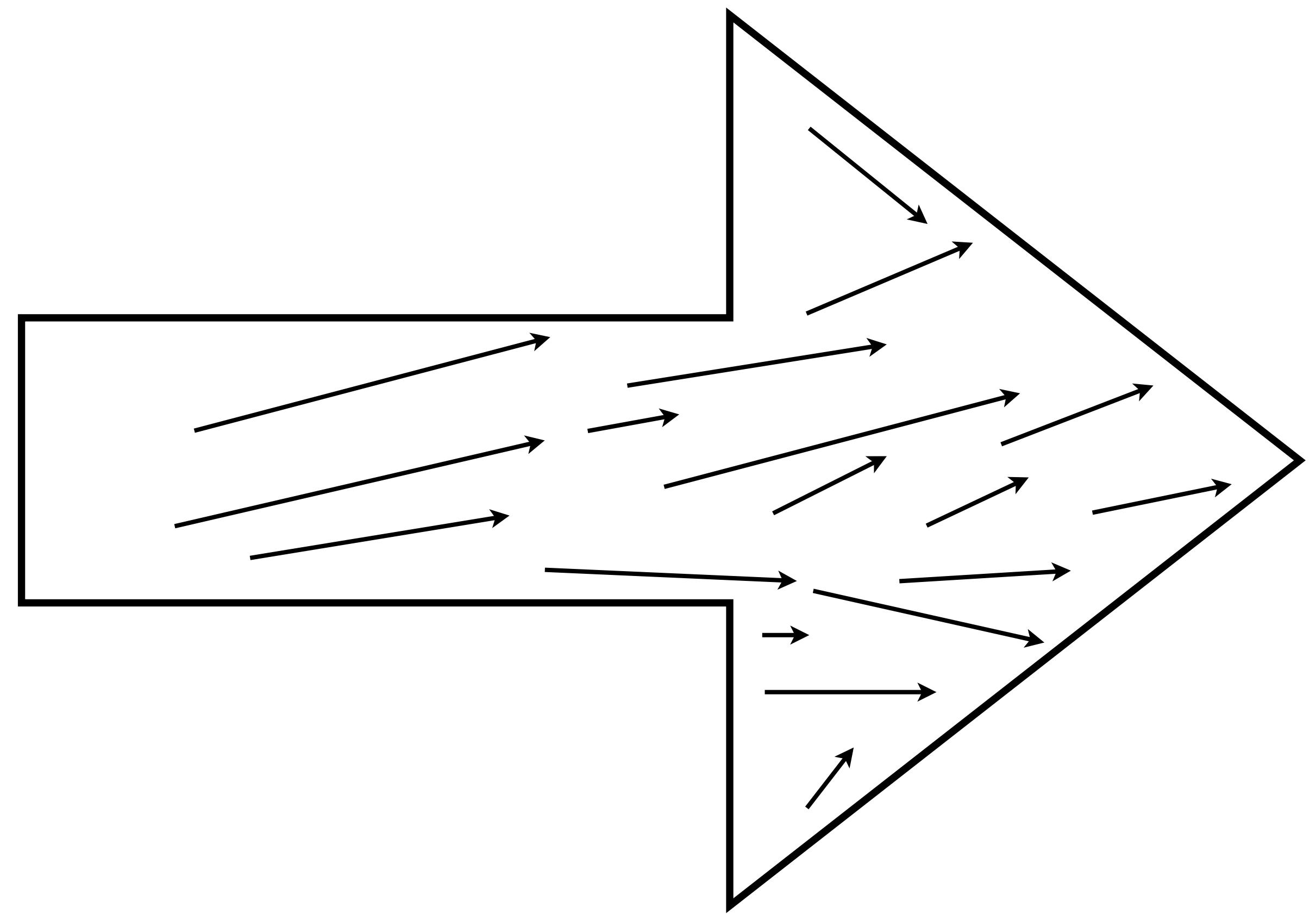
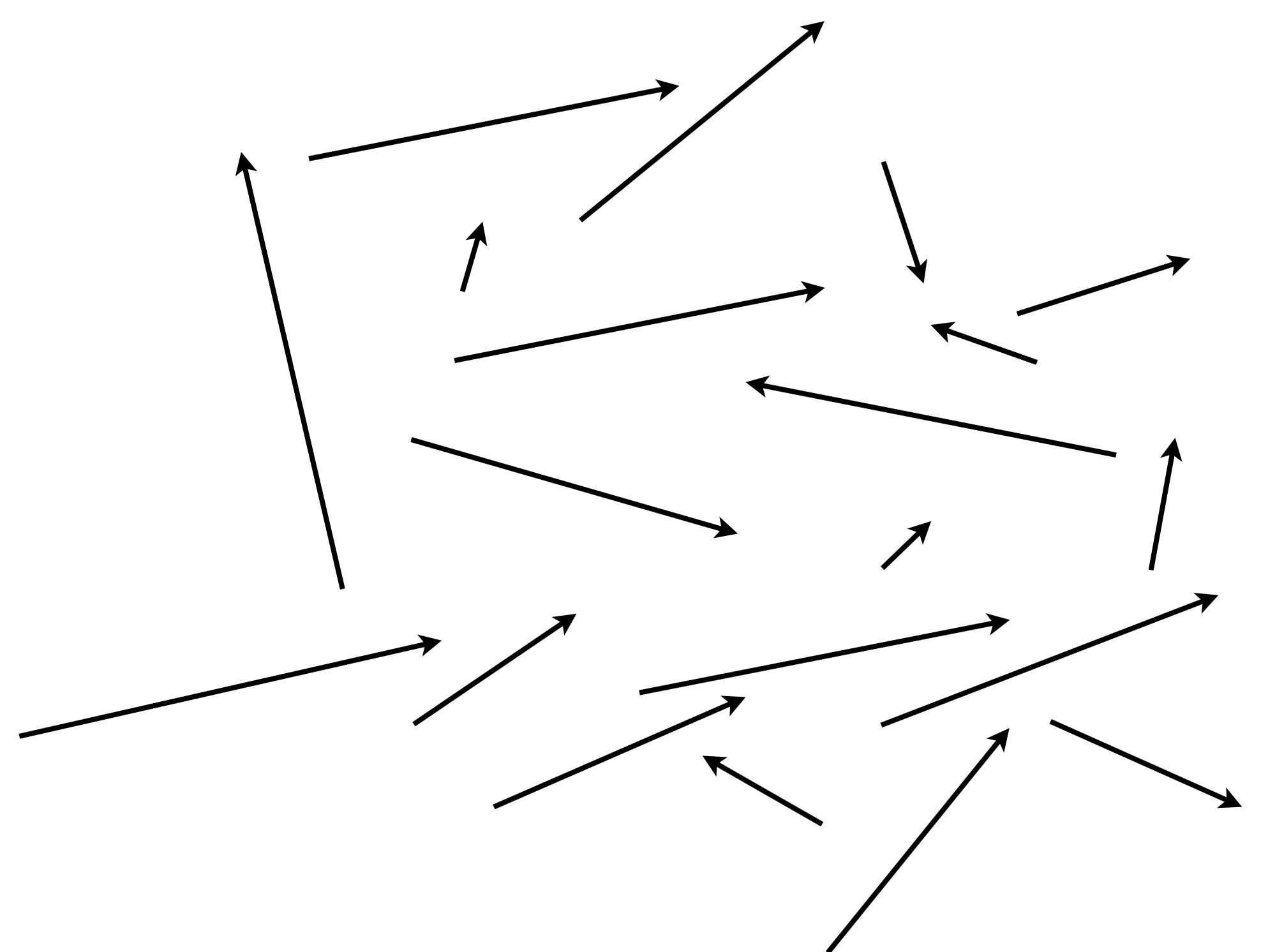
'The Government should take care of our basic needs.'

'Money gives you options and freedom.'



Primed with these tools





Thank you.



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