

REFRAMING HUMAN SERVICES: SERVICES: Creating a New Narrative for the Sector





90 Years of Collective Voice, Action, Impact

By the Numbers

The Assembly's member network collectively represents:



Putting Human Needs on the National Radar Screen

JULY 2011

A BRIEF ON MESSAGING FOR HUMAN SERVICE
AND COMMUNITY DEVELOPMENT ORGANIZATIONS

Why This Report

Human services and community development efforts build or rebuild the fabric of community, especially for individuals and families that are vulnerable and lack the mobility and opportunity of their better-off neighbors. Yet, with states in fiscal crisis and the federal government cutting spending with potentially unprecedented severity, human service and community development programs across the country have been cut dramatically over the past few years and face far deeper, potentially devastating cuts. These programs are little known or understood by the general public and policy makers. They are often perceived as discretionary or as "charity" when, in fact, they are more about providing opportunities for citizens to become fully functioning and contributing members of society. And for our most vulnerable

citizens—young children, the frail elderly, people with disabilities and fragile families—there are programs that provide engagement and protection.

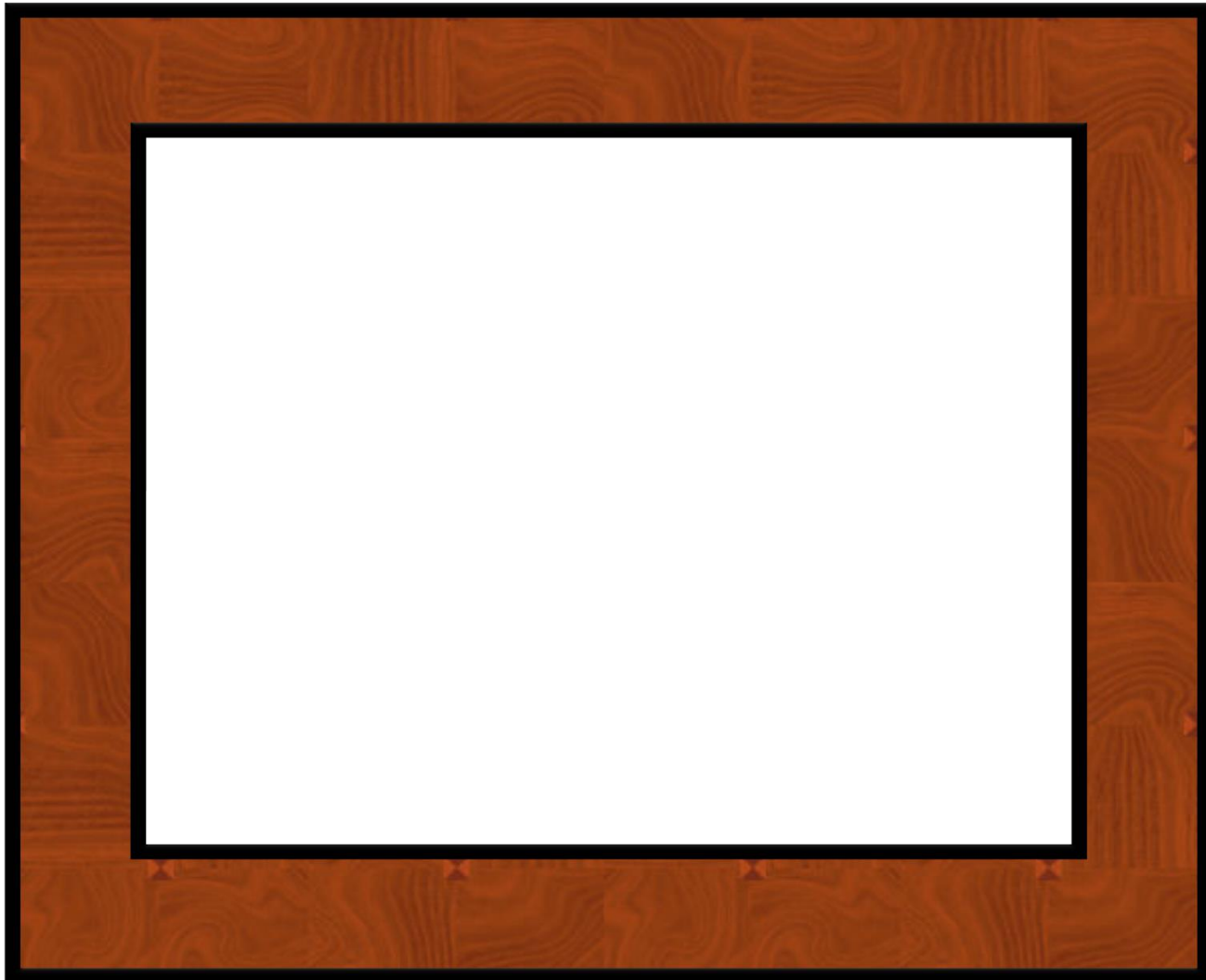
Proposed cuts are so sweeping that they may leave millions in far more desperate conditions than the disadvantages they now experience.

Organizations and subsectors (e.g., youth, aging) are fighting for the programs needed by the people they serve as they always have, but times are different now. Proposed cuts are so sweeping that they threaten the infrastructure of community and may leave millions in far more desperate conditions than the disadvantages they now experience. Even as organizations



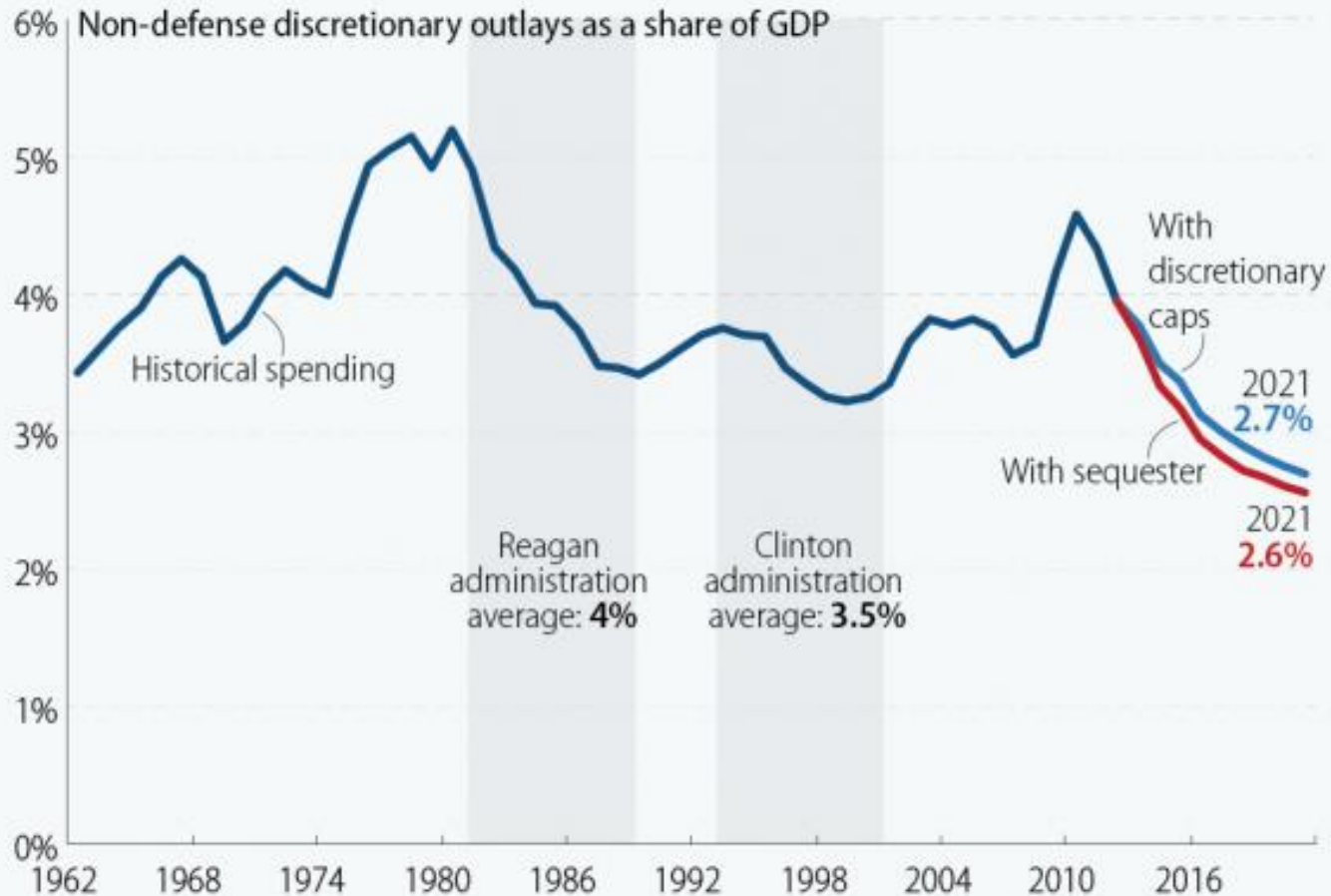
THE KRESGE FOUNDATION







Non-defense spending already headed to historically-low levels, sequester would cut even more

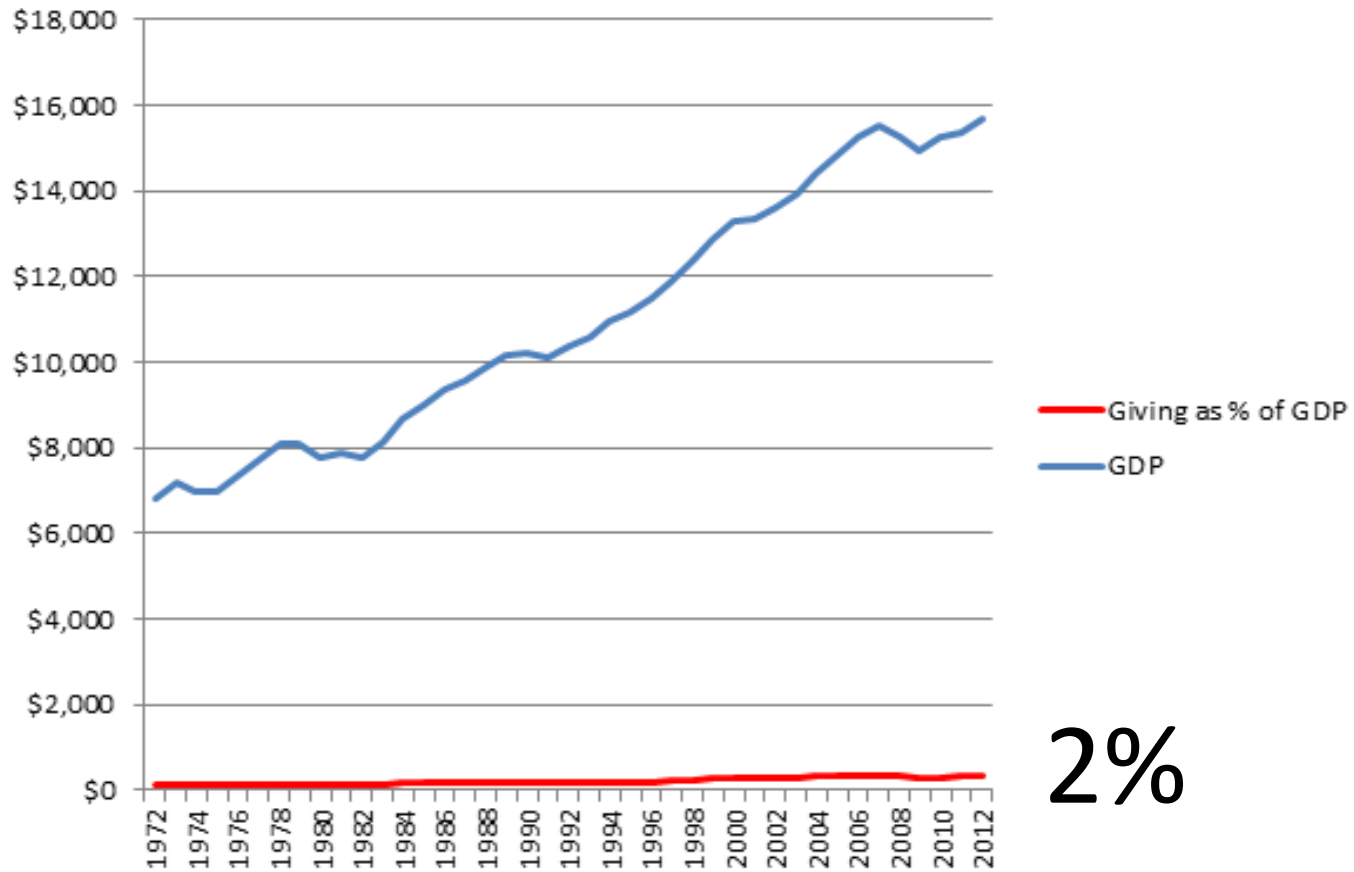


Note: Shaded areas represent Reagan and Clinton administrations, respectively

Source: Office of Management and Budget, Congressional Budget Office

ECONOMIC POLICY INSTITUTE

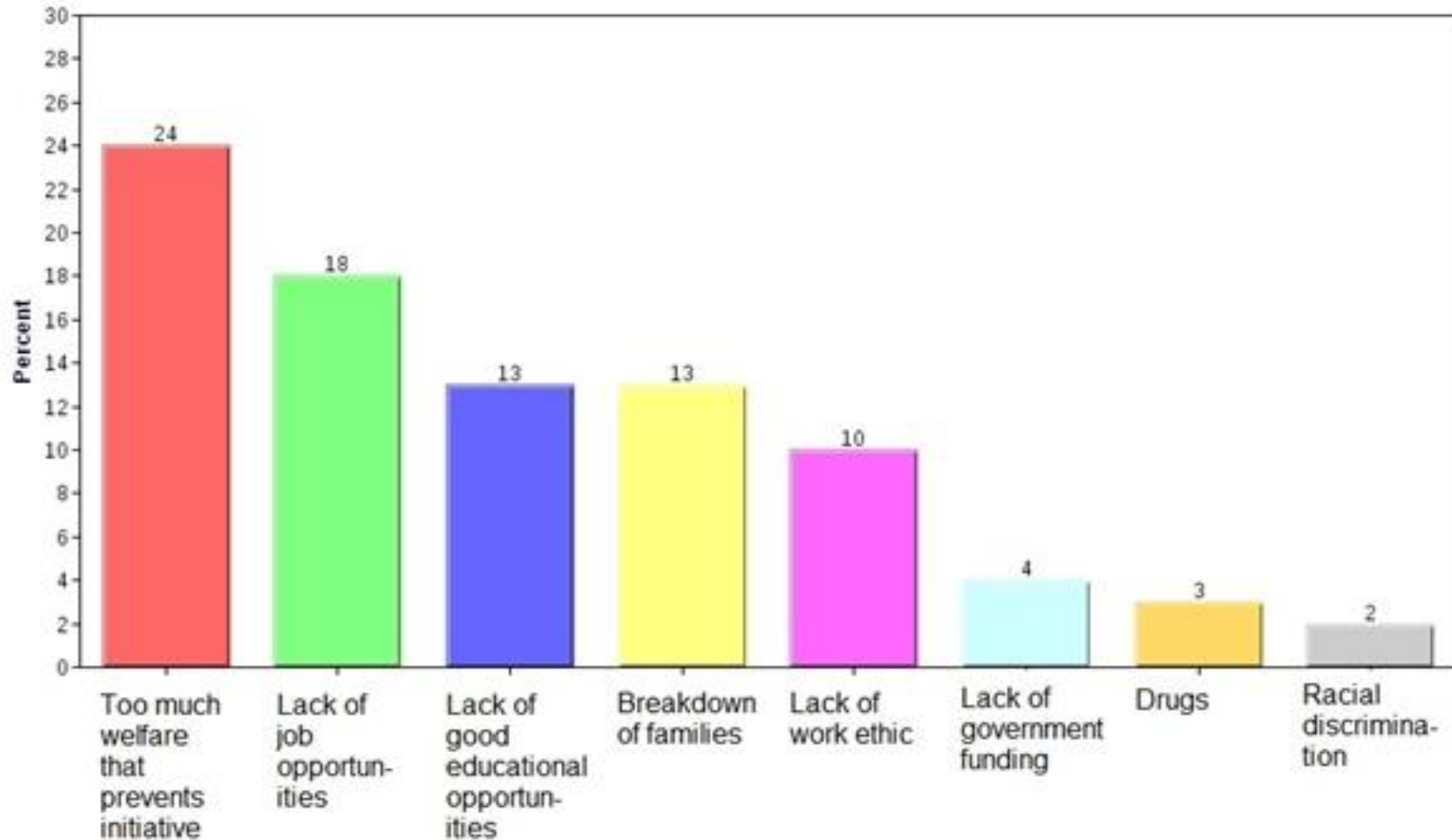
Giving as a percentage of GDP, 1972-2012 (in billions of dollars)



Source: Giving USA 2013 data tables

Poverty in America

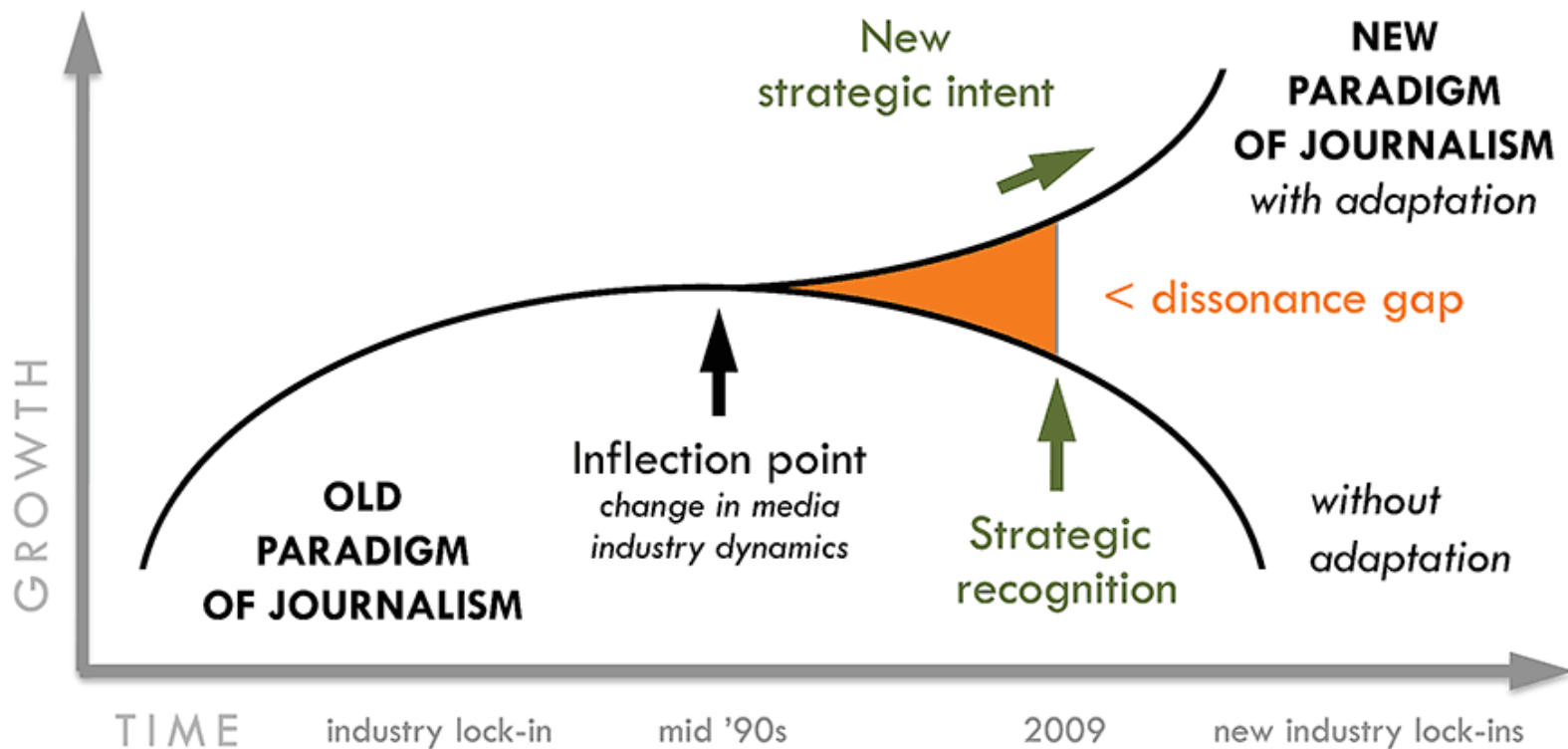
Which of the following reasons do you think is most responsible for the continuing problem of poverty?



Source: NBC News/Wall Street Journal Poll, June 2013

Why Reframe Now?

Strategic Dissonance Model





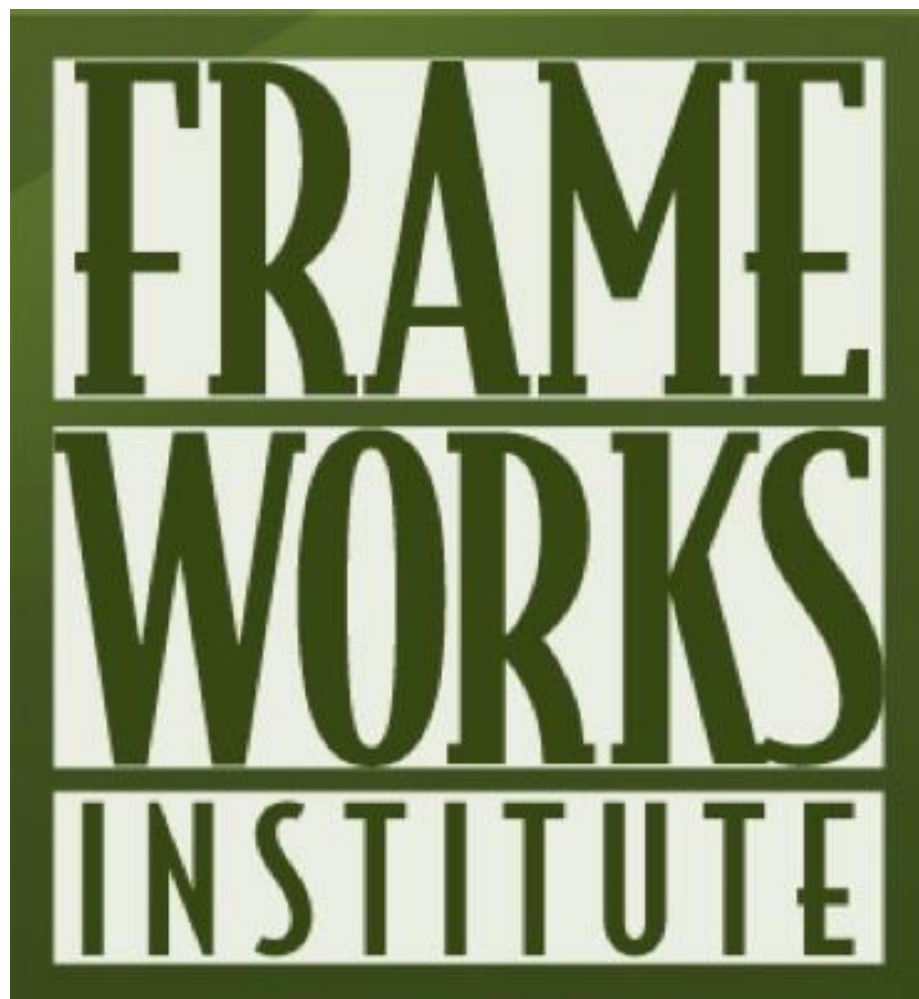
Applying the power of neuroscience to change how we present human needs/services...

***And* how America thinks about them.**

What is Framing?

Frames are just structures of thought that we use every day. All words in all languages are defined in terms of frame-circuits in the brain. **But ultimately, framing is about ideas, about how we see the world, which determines how we act.**

~ George Lakoff, Linguist



<http://www.frameworksinstitute.org/>

Using Framing to Change Minds





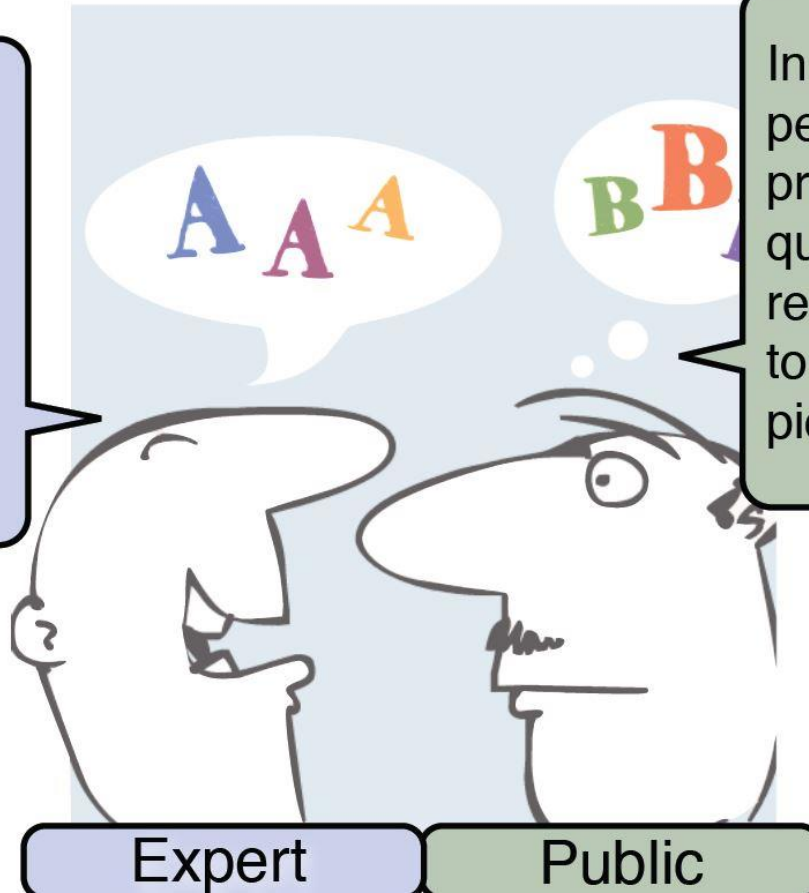
What Can Framing Research Tell Us?

1. What the **EXPERTS** know
2. What the **PUBLIC** *believes*
3. What **FRAMES** Americans use to **THINK ABOUT HS**
4. What erroneous **FRAMES** are at work
5. What **OTHER FRAMES** in American culture could help people think *differently*
6. Which elements of those other frames we can **USE**

Um
I do not know
Job training
Human resources Health
Human relations
Like Red Cross
Social skills

You Say...They Think

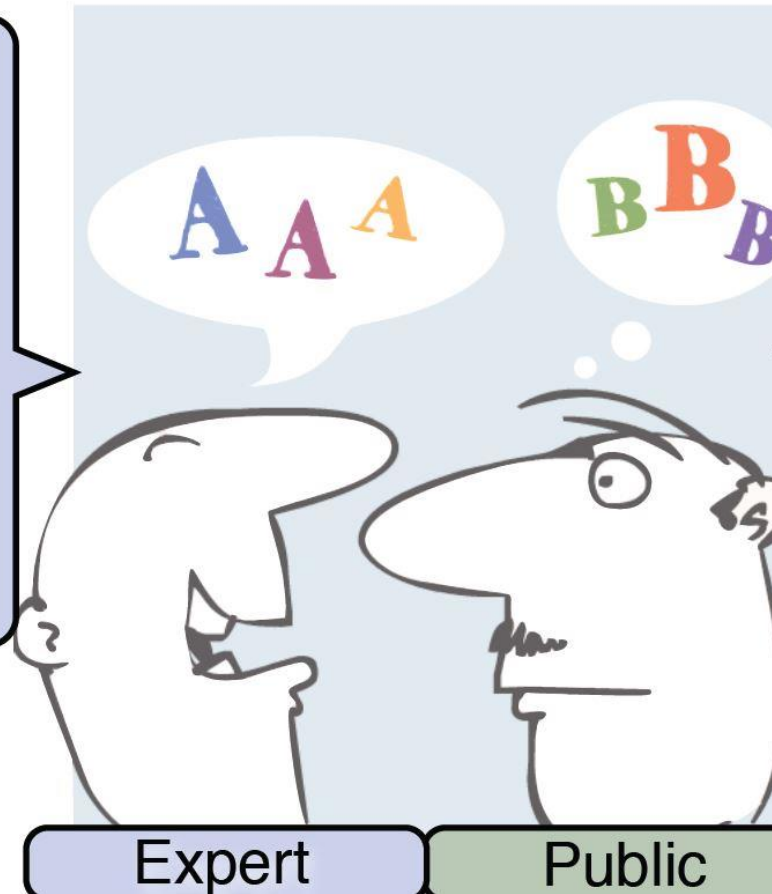
In these tough times, people need more support, not less! This is no time to start cutting holes in the social safety net.



In tough economic times, people who get those programs have a better quality of life than the rest of us! Must be nice to have some program pick up the tab.

You Say...They Think

Human service programs offer critical support for families struggling to make ends meet, and for the most vulnerable in our society - youth, older citizens, and people with disabilities.



Meals-on-wheels for elderly Americans or people with disabilities is one thing. But able-bodied adults should stop relying on handouts, take care of their own kids, and get a job.

Human Services—What Are They?

Organization

- Big Brothers/Big Sisters, Salvation Army, Red Cross...
- Education, after-school activities & mentorship programs
- Counseling & financial support services
- Transportation & job support
- Meals on Wheels

Target Population

- The Poor
- Children
- Families
- People with Disabilities
- Older Adults

Human Services— How Do They Work?

- 1. Direct Services**
- 2. Kindness and Charity**
- 3. Only the Basics**
- 4. Austerity**

Mapping The Gaps



EXPERTS

Quality of Life

An End

Services, Advocacy,
Prevention

Problematic

Necessary

Structural

Structural

Governments

Necessary

Everyone

WELLBEING DEFINITION

SOCIAL CONNECTIONS

SCOPE OF HUMAN SERVICES

CHARITY MODEL

INCREASED FUNDING

CAUSES

SOLUTIONS

RESPONSIBILITY

GOVERNMENT ASSISTANCE

BENEFITS OF HUMAN SERVICES



PUBLIC

Financial Autonomy

Means to End

Direct Services

Status Quo

Problematic

Individual

Individual/Fatalistic

Individual

Problematic

Direct Recipients



Dominant American Frames

Some dominant frames Americans *currently* access:

- ❑ Individualism and ‘self making’
- ❑ Well-being defined as financial autonomy
- ❑ Government as corrupt and ineffective
- ❑ Nonprofits as charities

Recessive American Frames

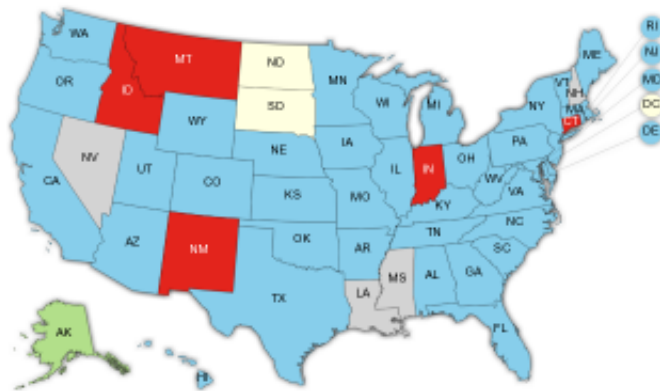
Non-dominant frames Americans *could* access:

- Shared value: equality of opportunity, fairness between places**
- Pragmatism: we can fix problems with common-sense, practical solutions**
- Connectedness: social connections matter**
- The value of prevention**

One Issue -- Two Frames


SHOULD MEALS ON WHEELS FUNDING (CUT IN THE SEQUESTER) BE RESTORED?

 share on facebook  tweet it 



Results



© Sep '13 579 votes  230 comments

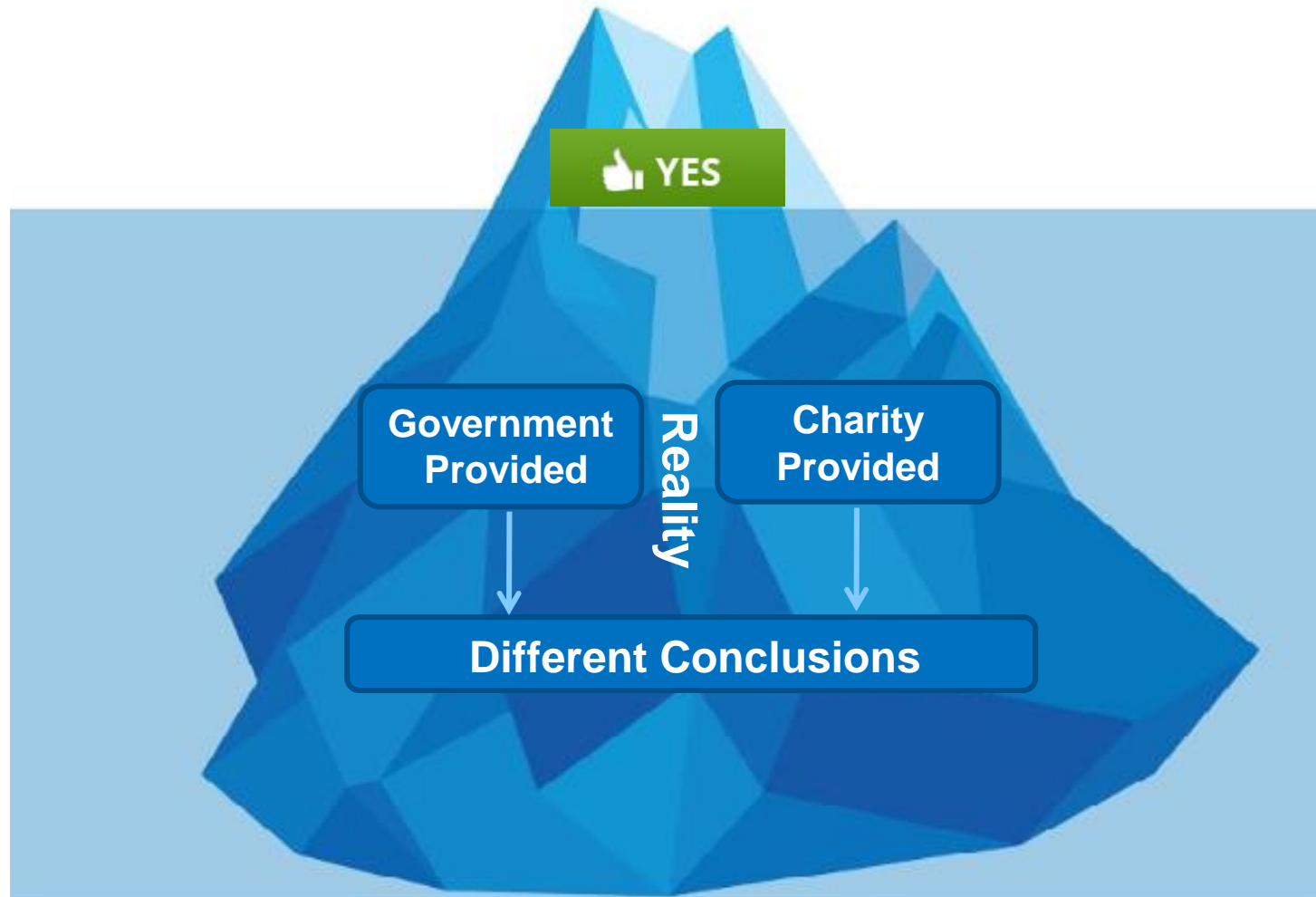
detailed results

vote now

next debate

<http://politix.topix.com/homepage/8069-should-meals-on-wheels-funding-cut-in-the-sequester-be-restored>

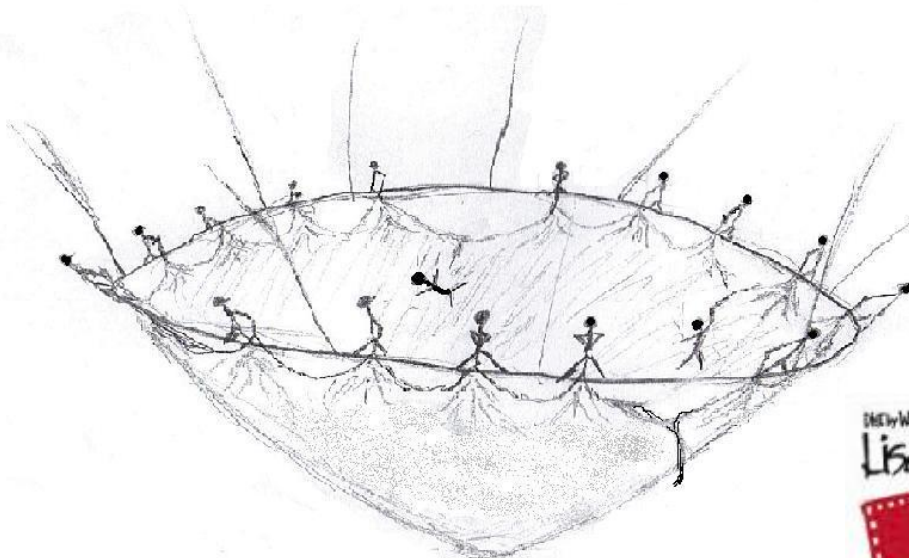
Agreement the tip of the iceberg, but...



Framing vs. Messaging

| Framing-Informed Communications | Messaging |
|---|--|
| Communicating about issues or programs in ways that resonate with deeply held values, using tested elements, including tested metaphors that help listeners think more productively | Communicating what the sender believes or intends to convey in an attempt to persuade and sway opinion |

The safety net:



Social Safety Net

THE WOOD STREET INTERGROUP
L150 2013-1



CAN I HAVE MY ALLOWANCE?



AND SOME LUNCH MONEY?



THE CAR NEEDS GAS TOO.



MY STUDENT LOAN PAYMENT IS DUE.

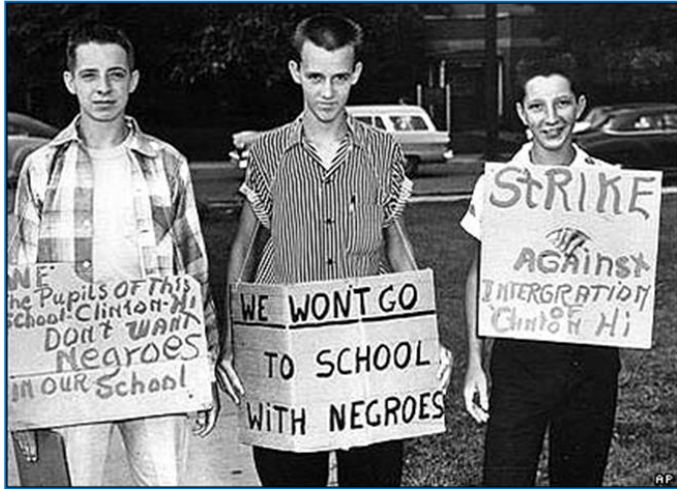


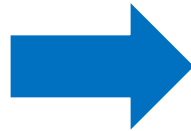
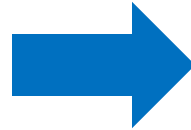
OH, AND I'M A LITTLE BEHIND ON MY MORTGAGE.



Reframed:







Reframing Tobacco



Smoking: Old Frame

- Choice/Freedom
- Individuals
- Drug addiction/personal vice
- Parents' responsibility
- Teens' bad behavior
- Vital industry
- Protection: 'Just say no'

CHANGE BEHAVIOR



Smoking: Reframed

- Defective Product
- Big Tobacco
- Manipulation of addiction
- Government responsibility
- Big \$ in politics/corruption
- Deviant industry
- Protection from advertising

**CHANGE PUBLIC
POLICIES**

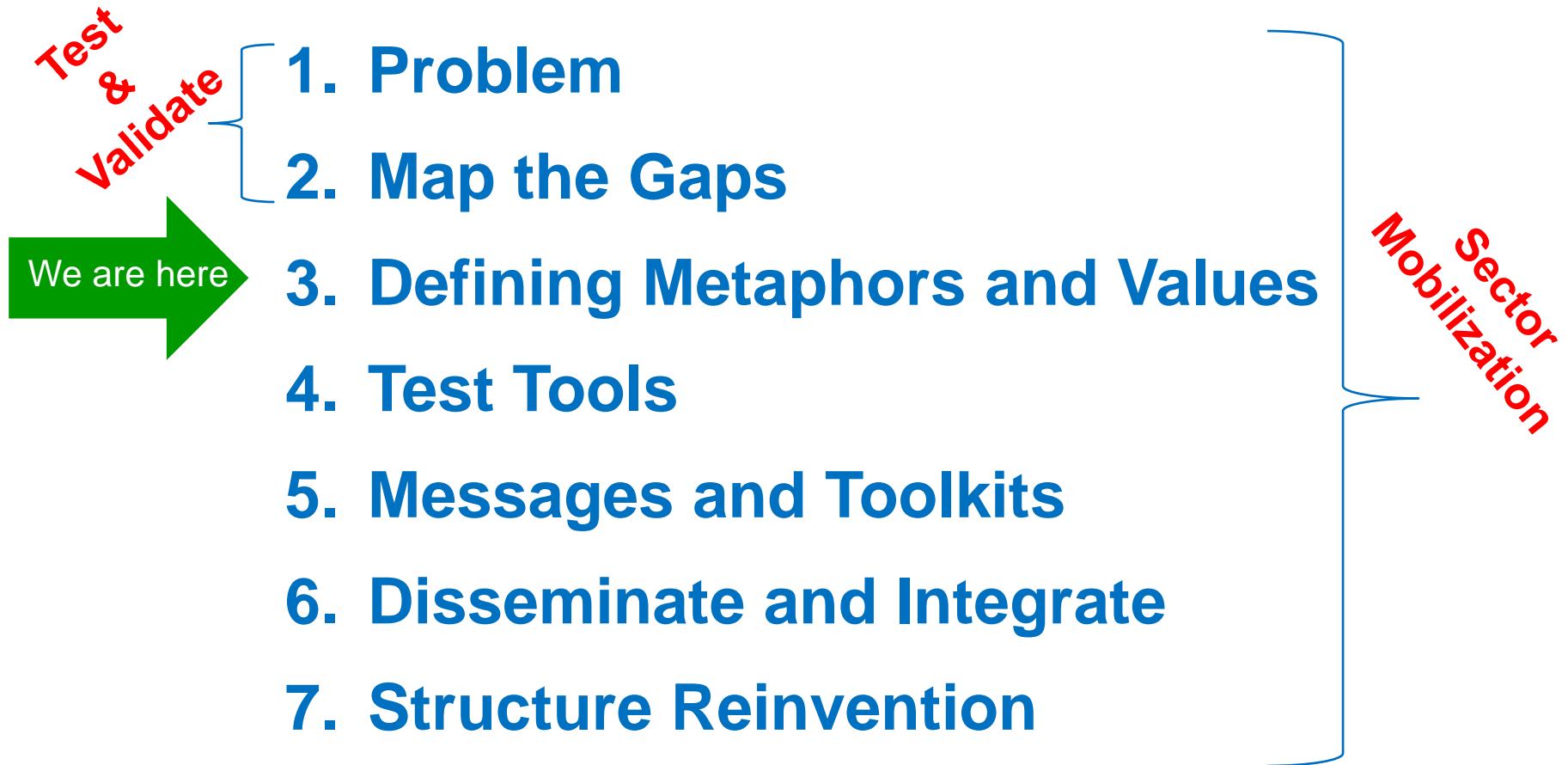
What We Need To Achieve Through Reframing



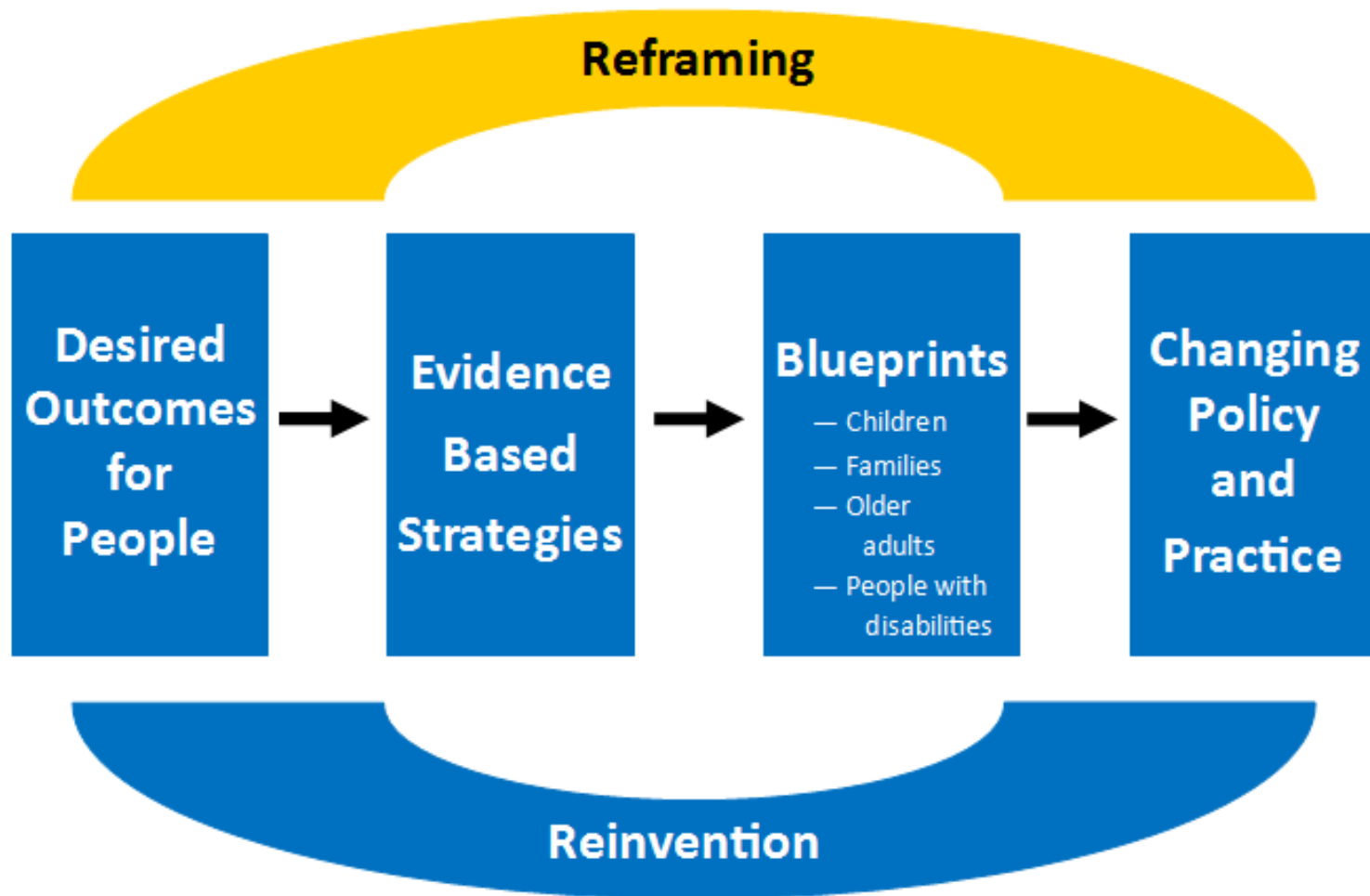
To achieve these results:

- 1. New language, imagery, metaphors---a new lexicon**
- 2. Clear industry identity**
- 3. Framework for advocacy, reforming human services---a new playbook**

Steps to Reframing an Issue



Reframing to Reinvention



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