

Leading the Conversation

Using research to tell the real human services story

FRONT ELEVATION
1/4" Scale

RIGHT SIDE ELEVATION
1/4" Scale

NAWRS 2017
Pittsburgh, PA
1 August 2017

ONTARIO
Revised Aug. 20, 1936

JOB# 834 SHEET# 2

ALL SHINGLES TO WEIGH NOT LESS THAN 240 LBS. PER SQUARE

APPROVED GAL METAL TIES EVERY THIRD COURSE

9'-0"
10'-9"
4'-0"

G.I. = Galvanized Iron

STEEL LINTELS SEE PLAN

Floor

STEEL LINTELS SEE PLAN

STEEL LINTELS SEE PLAN

ACB

FEB

ONTARIO

Revised Aug. 20, 1936

JOB# 834 SHEET# 2



National Human Services Assembly

Our members reach and support nearly every household in America



Creating a New Narrative



- Spark a new dialogue
- Increase public support and investment

What are Human Services?

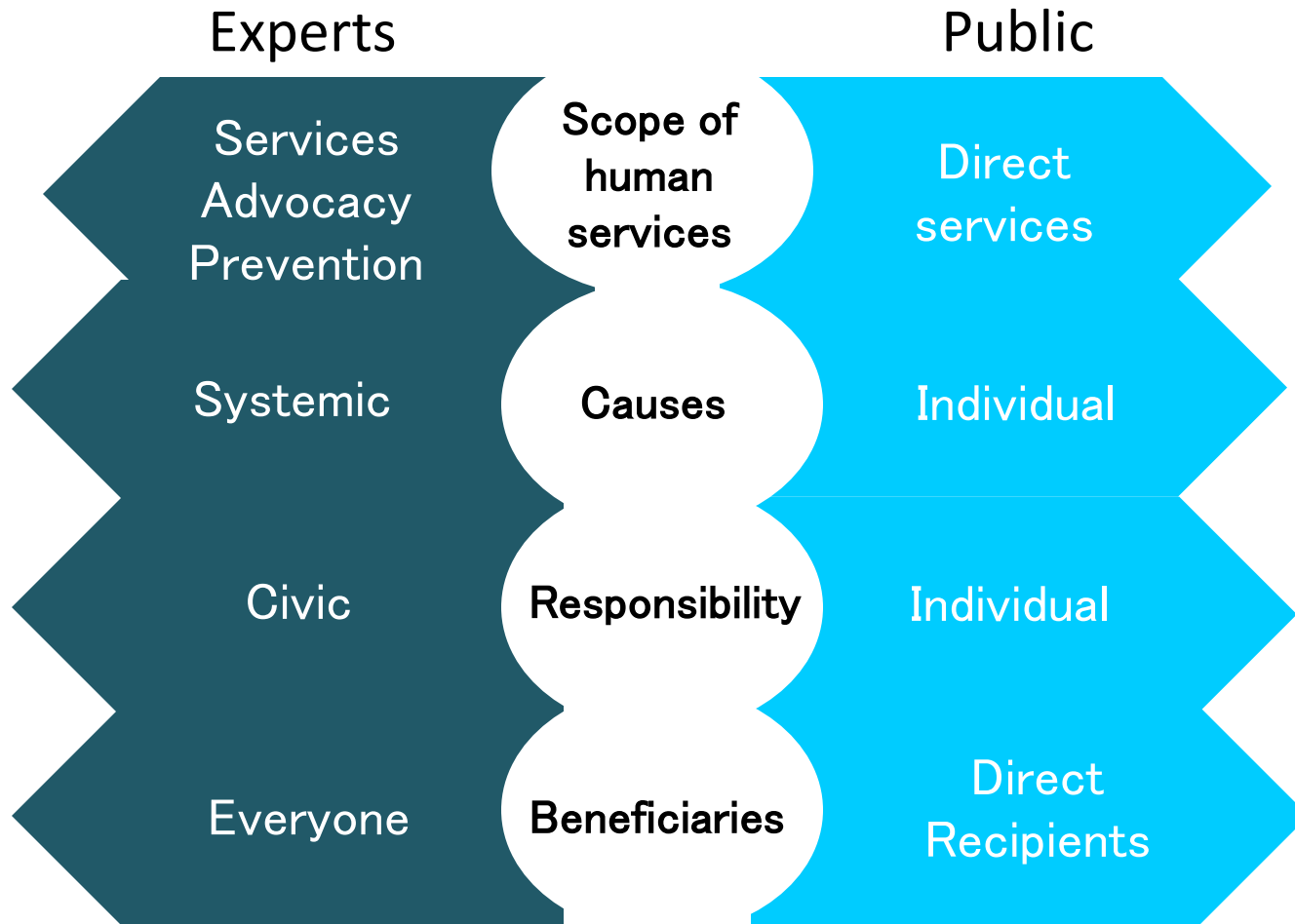


What Are Human Services?

PLAY VIDEO:

<https://vimeo.com/129701529>

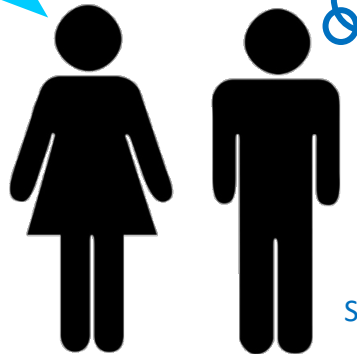
Mapping the Gaps



You Say...They Think

In these tough times people need more support, not less! This is no time to cut funding to human service issues.

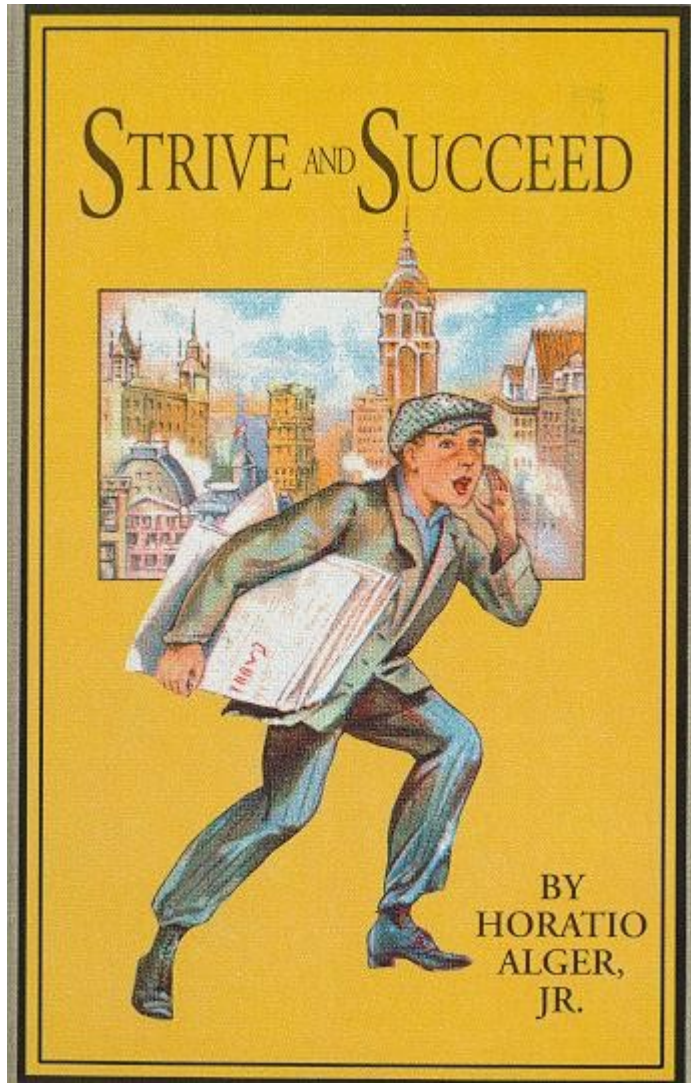
In tough economic times, people who get those programs have a better quality of life than the rest of us! Must be nice to have someone else pick up the tab...



Unfortunately, this is how the Brain works:



Cultural Models



FIRST. LIVE. LOCAL
WEATHER

7 DAY FORECAST

SUN

MON

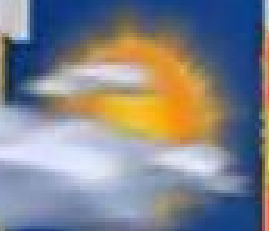
TUE

WED

THU

FRI

SAT



STORMY

42°

45°

45°

40°

45°

1250°

38°

40°

35°

30°

1147°

What is well-being?

- Financial Self-Sufficiency
- Physical Health



Human Services SWAMP

What threatens well-being?

- Lack of Willpower
- Bad Parents
- Dangerous Communities

How do we improve well-being?

- Individuals are Responsible
- Government is Inept and Corrupt
- Informal Networks



What are human services and how do they work?

- Cognitive Hole
- Direct Services
- Kindness and Charity
- Only the Basics and Temporary



The Solution: Framing



Why does framing matter?

People will respond differently to the same core idea depending on how the idea is described

Shift the Conversation

SMOKING DOESN'T PAY!

Franklin

5 CIGARETTES
A DAY
COST \$32 OR
MORE A
YEAR!

•

10 CIGARETTES
A DAY
COST \$64 OR
MORE A
YEAR!

•

20 CIGARETTES
A DAY
COST \$128 OR
MORE A
YEAR!

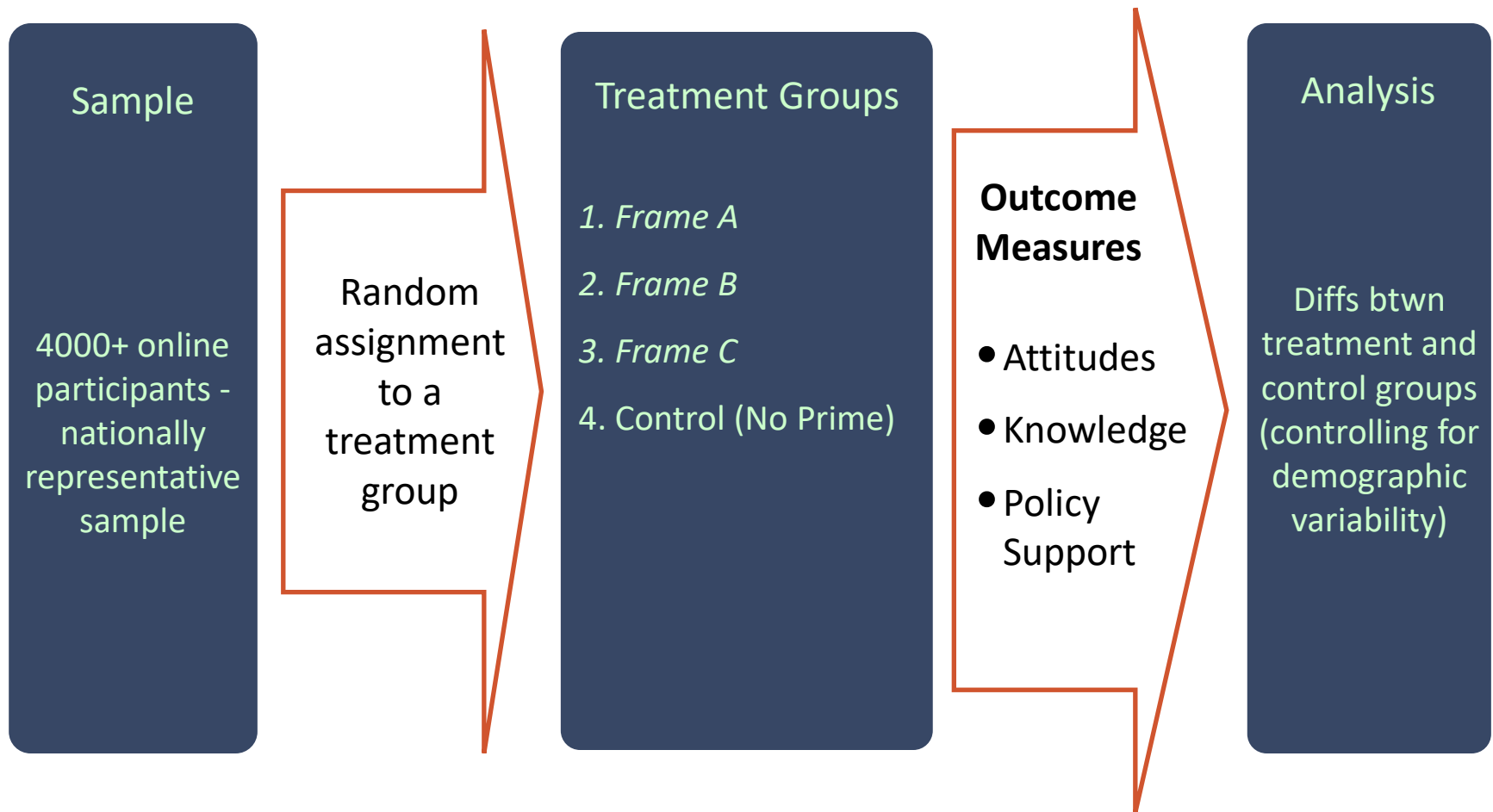
WHY RISK YOUR HEALTH FOR CIGARETTES?

The poster features a black and white illustration of two men, shirtless and wearing shorts, running through shallow water. They are carrying long, heavy wooden beams on their backs, which appear to be crushing them. The man in the foreground is leaning forward, struggling under the weight. The background shows waves and a dark sky. The text is arranged in a clear, bold, sans-serif font, with the title at the top and the cost breakdown on the right. The bottom of the poster has a dark banner with the question 'WHY RISK YOUR HEALTH FOR CIGARETTES?' in white capital letters.

Shift the Conversation

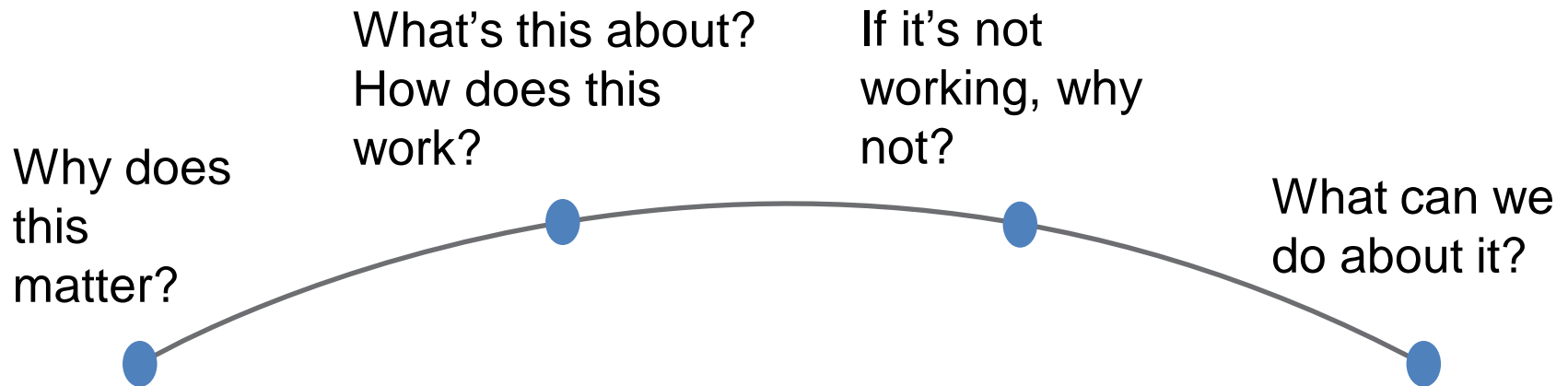


Research-based Communications



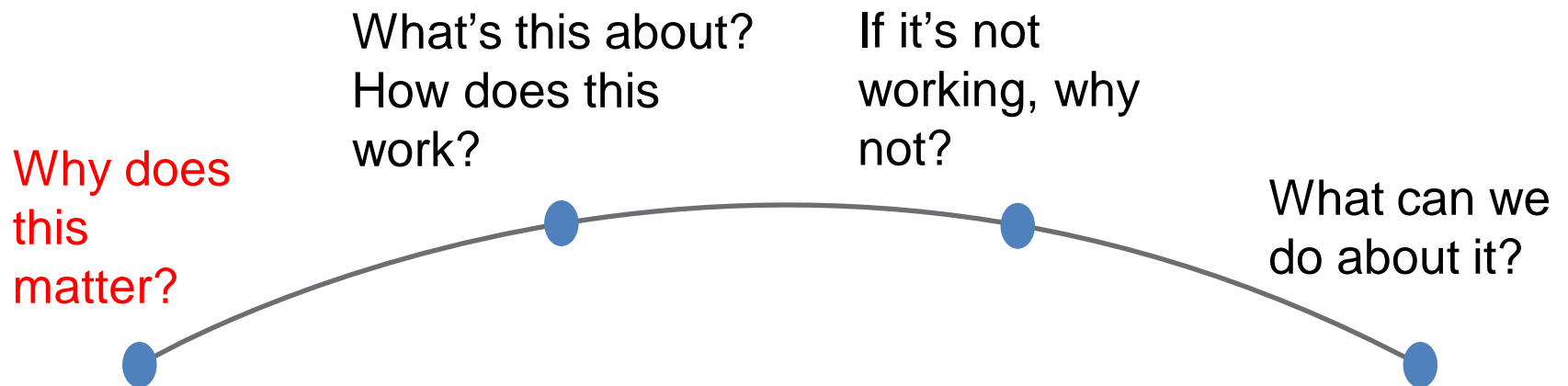
A Well-Framed Story Arc:

Answering the public's big questions about social issues



A Well-Framed Story Arc:

Answering the public's big questions about social issues



Human Potential:

Human services help everyone to reach our potential, so we can all contribute fully to our communities

Human Potential



Your issue matters because...

“When we support well-being, we make sure that everyone can reach their potential and fully contribute to our communities.”

Redirect public perceptions from:

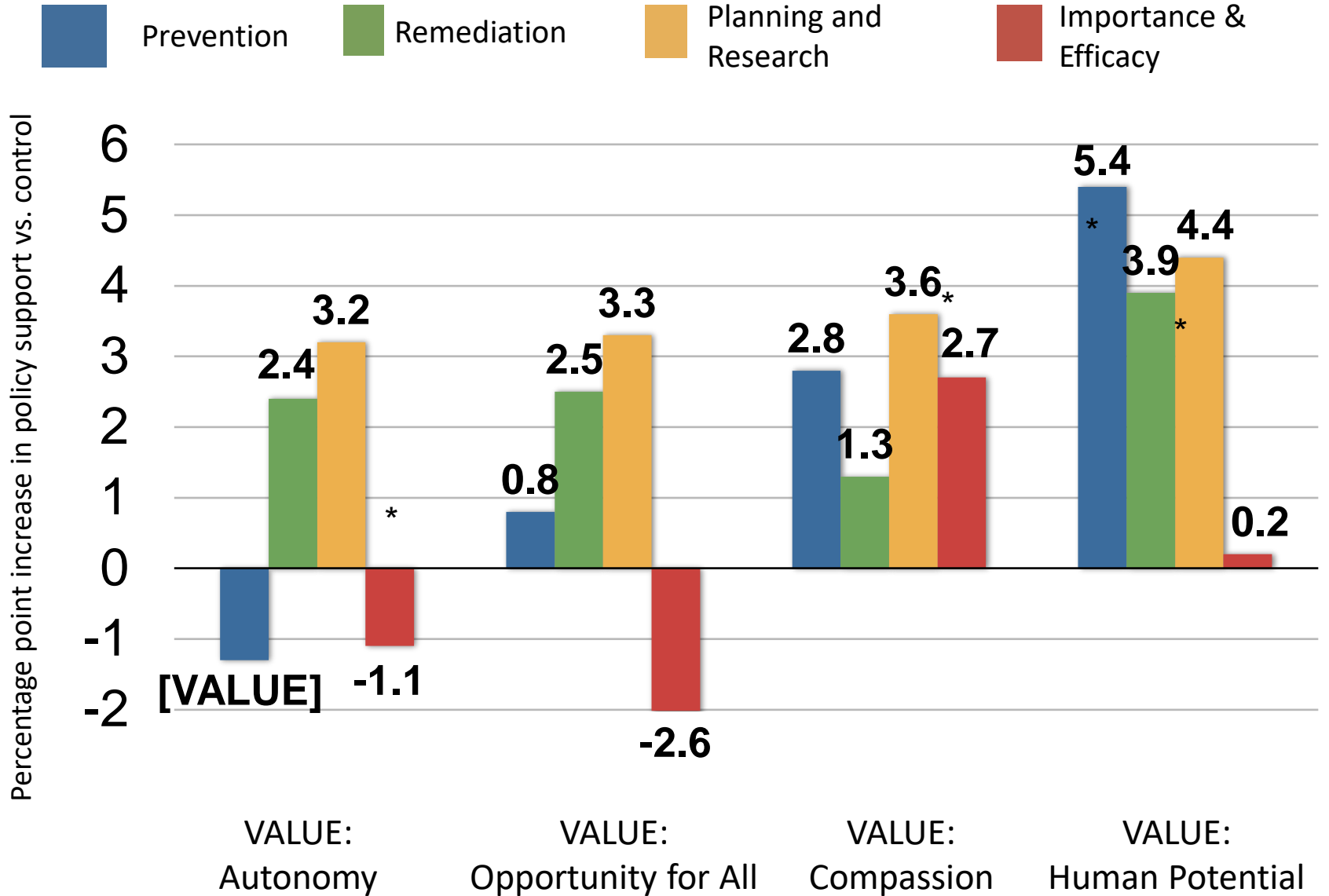
- Individuals are Responsible
- Well-Being = Financial Self-Sufficiency
- Well-Being = Physical Health

Conveys human services as:

- *Applicable to everyone*
- When people reach their full potential, everyone benefits



Which Value works? That's an empirical question.



* = Statistically Significant
p ≤ .10

Messages

Human Services Council

Framed with Vulnerable

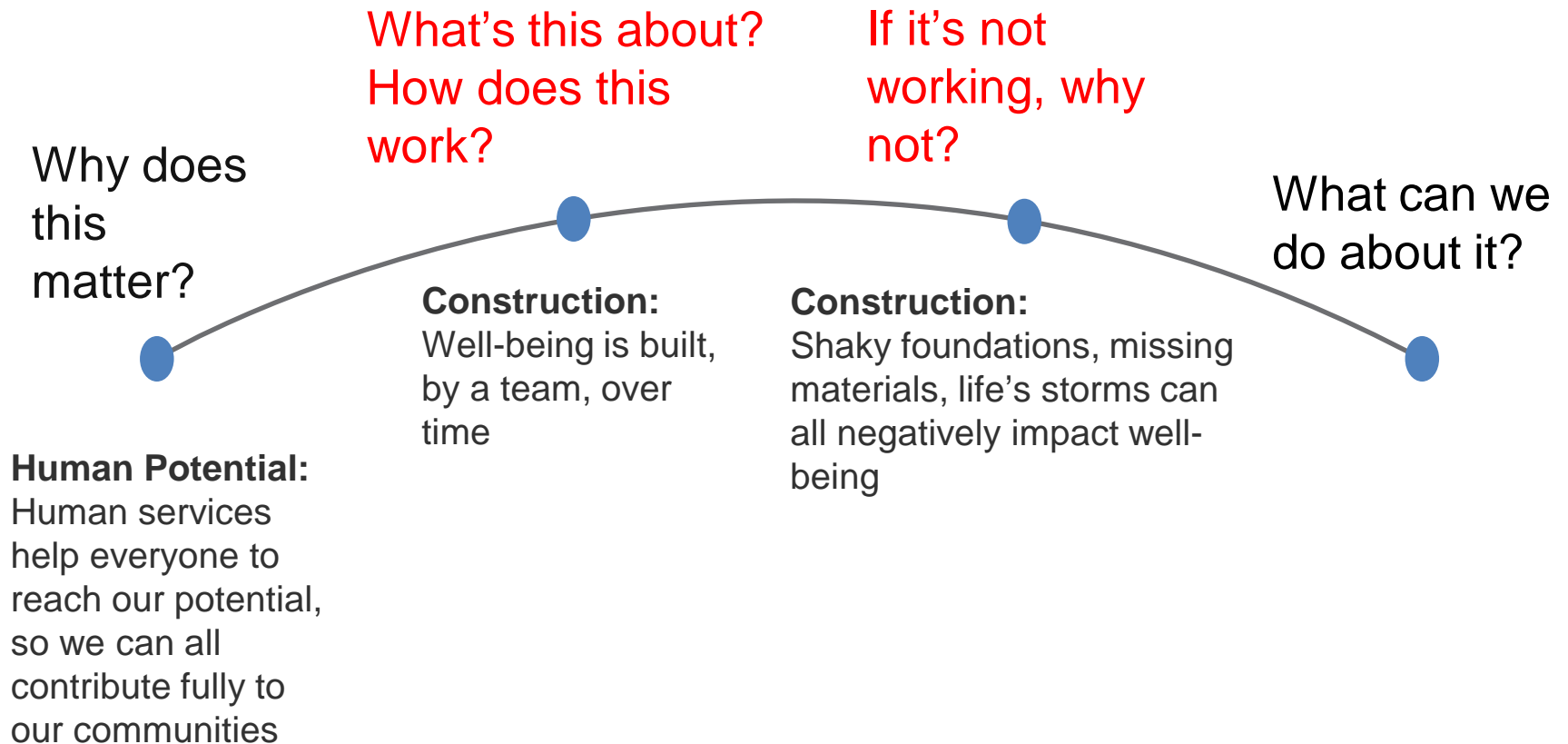
HSC strengthens the not-for-profit human services sector's ability to improve the lives of New Yorkers in need.

Reframed with Potential

HSC strengthens New York's nonprofit human services sector, ensuring all New Yorkers, across diverse neighborhoods, cultures, and generations reach their full potential.

A Well-Framed Story Arc:

Answering the public's big questions about social issues



Building Well-Being

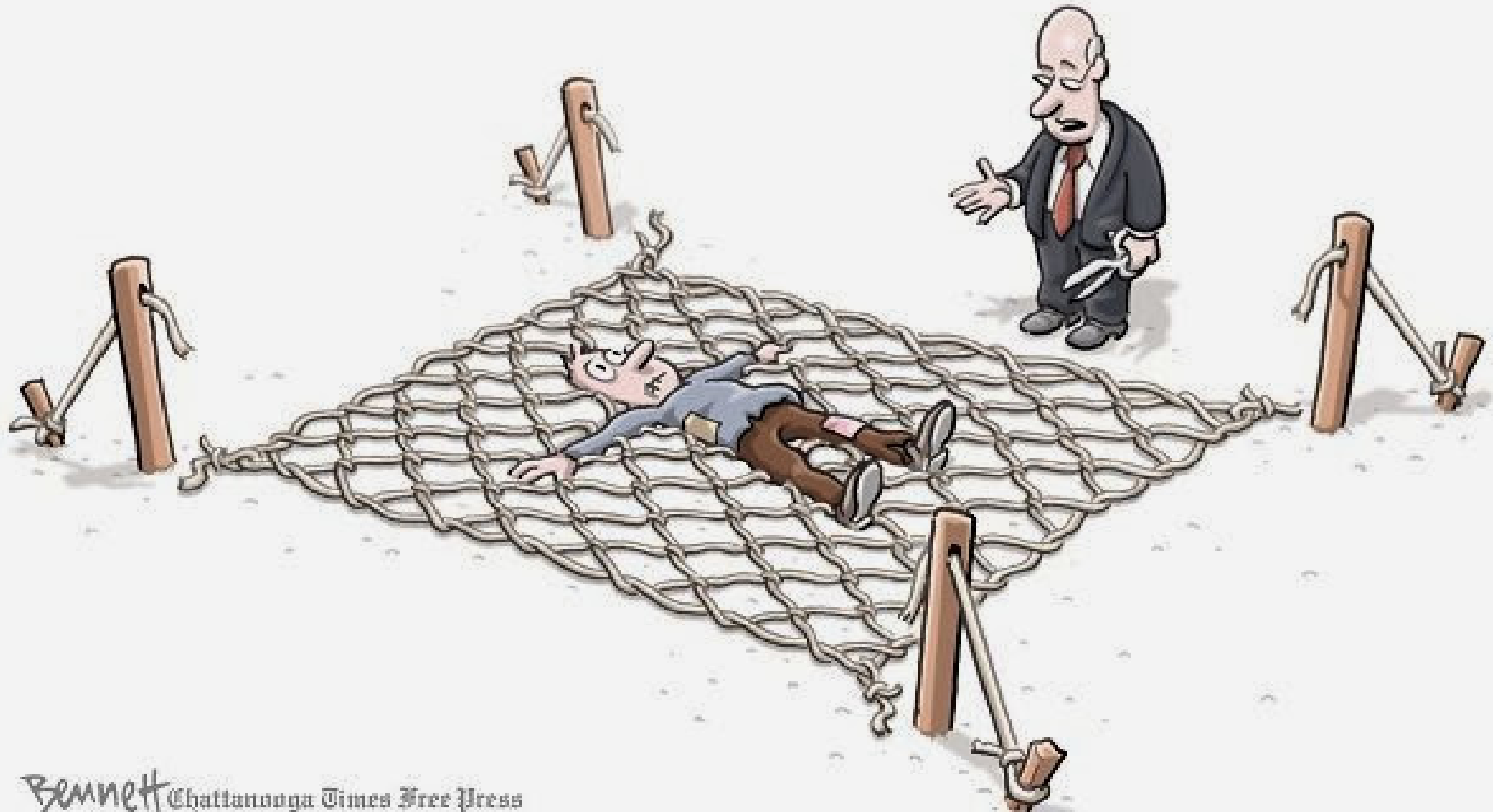
Emphasizes *the need for support and reinforcement* throughout a lifetime

Describes well-being as something much *more than meeting basic needs*

Implies a sense of *communal responsibility* (can't build a house by yourself!)



'We can't let the social safety net become a hammock.'



Bennett Chattanooga Times Free Press



Human Services Collaborative of Greater Peoria



Building A Greater Community

Community well-being is the set of values, principles, policies and programs which enable *everyone* to reach their potential and fully contribute to a community.

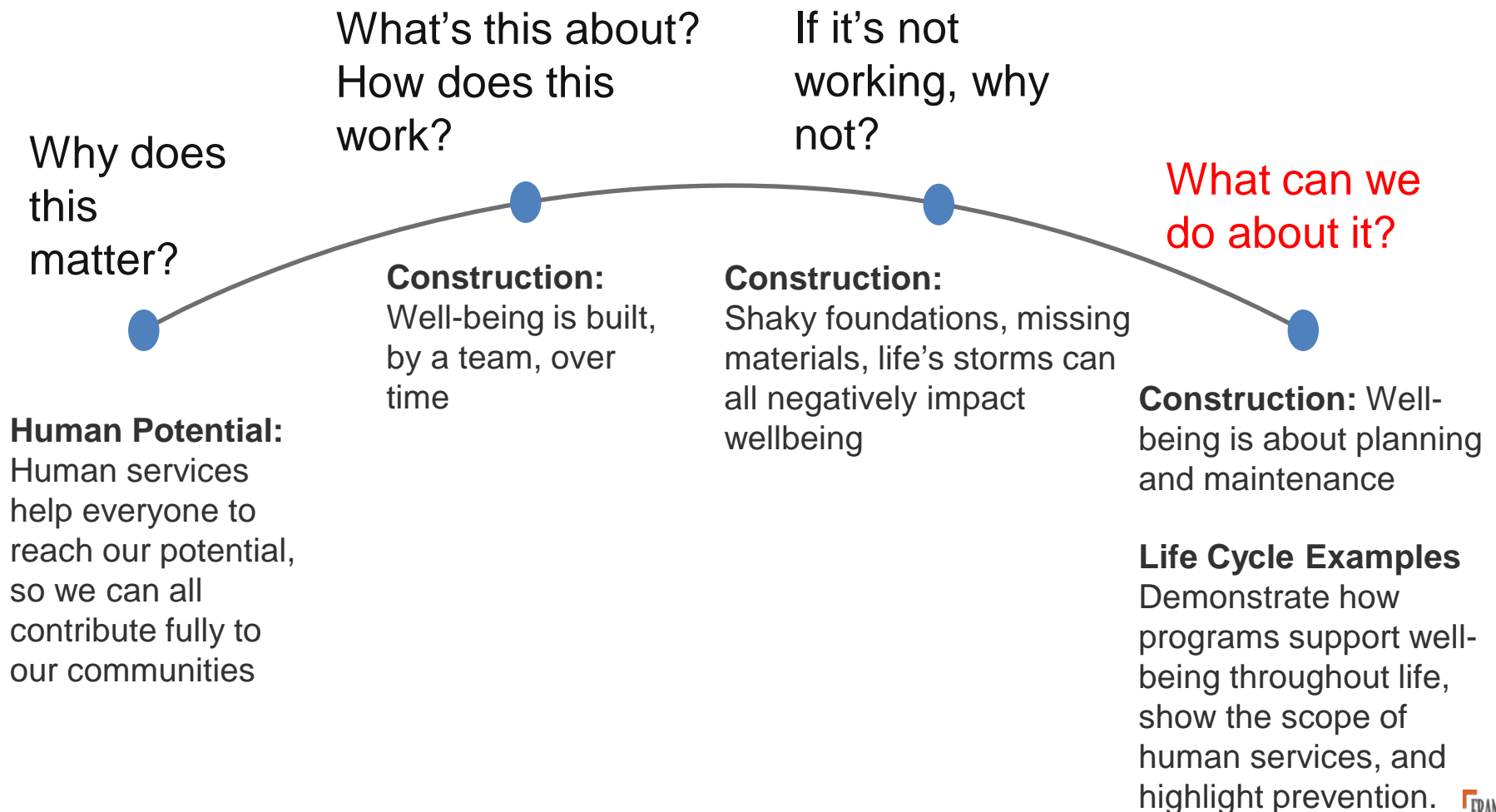
The mission of the Human Services Collaborative is to build a greater Peoria area by recognizing the impact of—and leveraging support for—*everyone's well-being*.

Well-being is built just like a home is built.

A home is not a collection of boards and nails and shingles. It contains all those pieces and more, but it doesn't become a great place to live until everything is correctly fastened together. Similarly, a community provides well-being when *everyone* can access economic stability as well as educational, cultural and social opportunities; everyone has medical care; and everyone feels cared for and safe. Only then can individuals reach their full potential.

A Well-Framed Story Arc:

Answering the public's big questions about social issues



Life Cycle Examples

- ***Be specific.*** Concrete examples. Drop jargon.
- ***Provide examples of planning, prevention, and remediation.*** Reinforce a broader understanding of the functions of human services.
- ***Emphasize a diverse array of recipients.*** Broadening understanding of recipients is critical to cultivate support for human services.

Which of these *Life Cycle* Examples is framed most strategically?



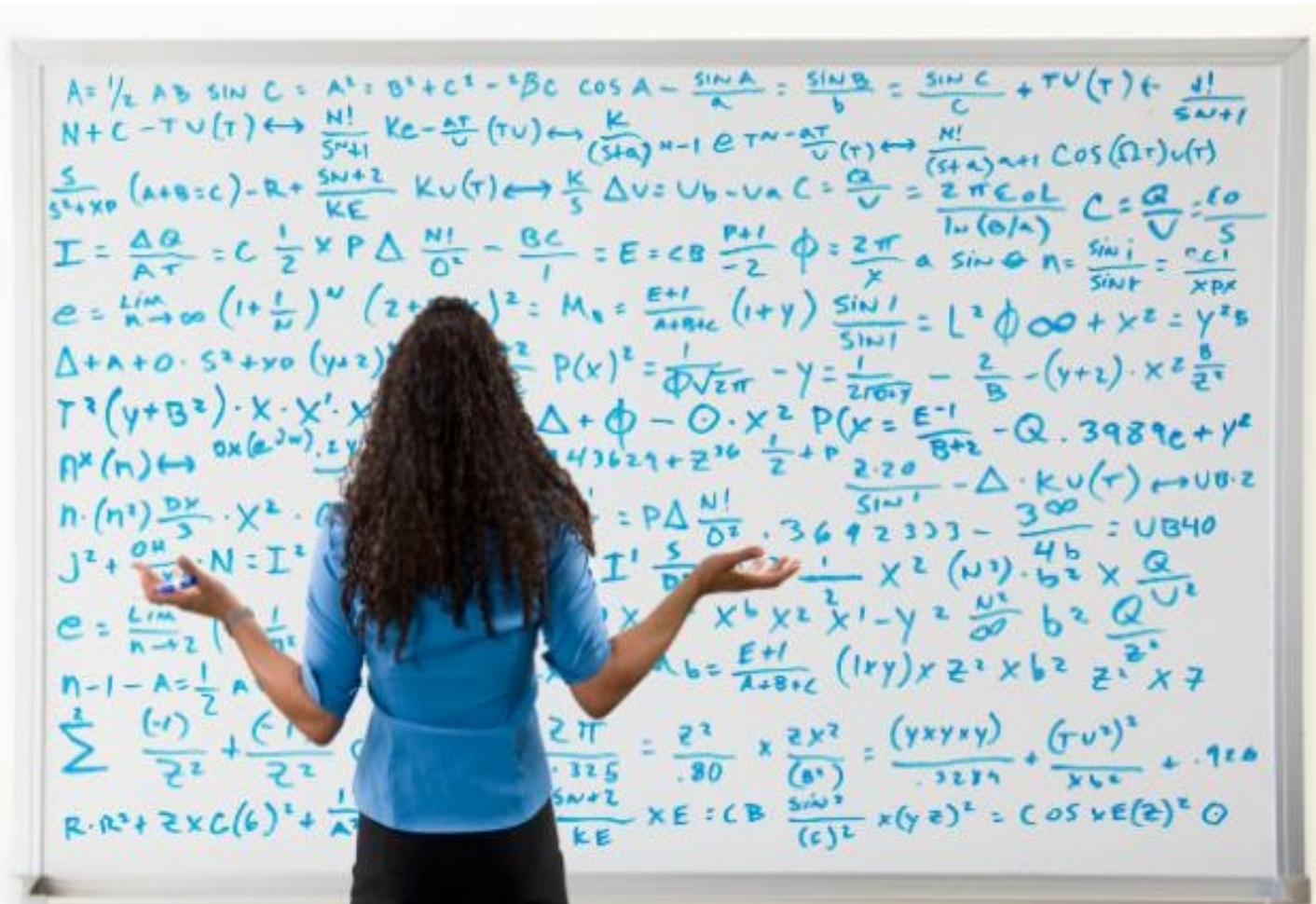
- a) Violence threatens Americans in every stage of life: infant neglect, childhood sexual trauma, and elder abuse are all occurring at epidemic proportions in our society.
- b) When we establish a strong foundation for well-being through early learning programs, build on it through advocacy for youth development, and shore it up through opportunities to stay engaged throughout adulthood and later life, we make sure that our communities remain safe and vibrant.
- c) Children who participate in Head Start have benefits throughout their lifespan, from academic gains in elementary school, to decreased absences from school as adolescents, to reduced involvement in crime as adults.

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Where does data fit?



Social Math Example



8 oz Tropicana 100% Orange Juice

= 22 grams
of Sugar

Social Math Example



8 oz Tropicana 100% Orange Juice

=



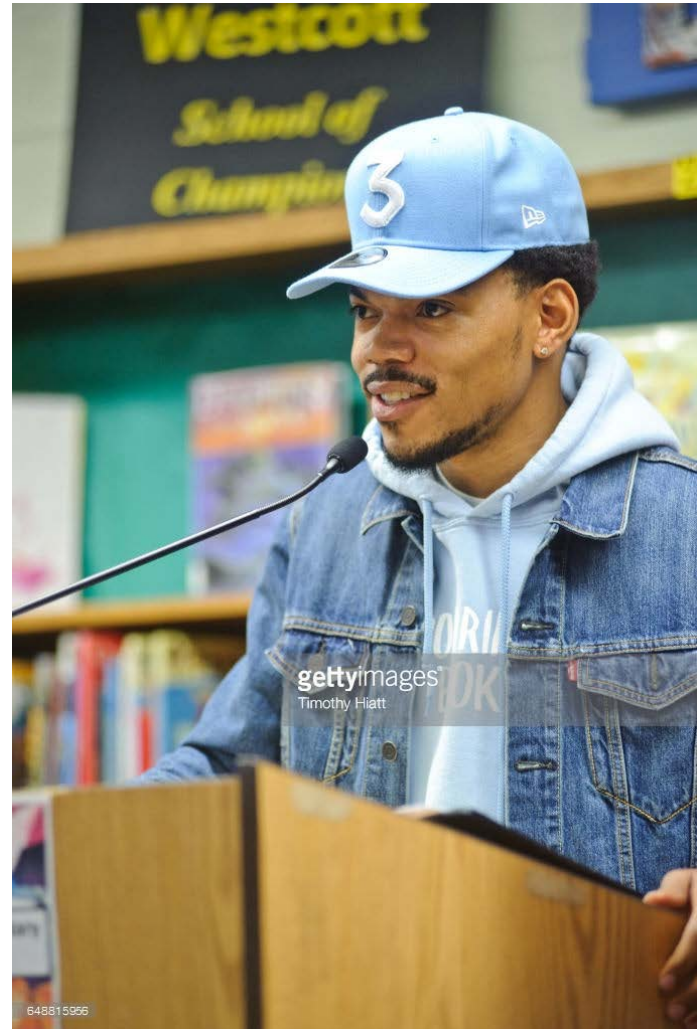
2.2 Krispy Kreme Doughnuts

Source: 9 Surprising foods with more sugar than a Krispy Kreme donut, Dana Liebelson, Mother Jones, September 9, 2013.

Causal Stories

"If the governor does not act, CPS will be forced to end school 13 days early, which means over 380,000 kids will not have adult supervised activities in June and could possibly be put in harm's way."

–Chance the Rapper at a press conference in Chicago, March 6, 2017.



Do No Harm

- When we focus on the characters, we see less of the setting
- Vulnerable, Needy, Charity, Safety Net
- Thousands, Millions, **BILLIONS!**
- False/True



Remember These 3 Things

- Start any communication with the shared value of HUMAN POTENTIAL
- Talk about the importance of Building Well-Being, like you build a house
- Emphasize SOLUTIONS not Problems



Get Started on Reframing



Talking Points



FAQs



Message Cards

<http://frameworksinstitute.org/toolkits/humanservices>



REFRAMING HUMAN SERVICES NETWORK

*Bringing new clarity to human needs
and human services.*

- Join the Reframing Network Newsletter
- Request a Workshop or Presentation
- Explore Additional Tools and Resources



http://www.nassembly.org/get_involved

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