

Framing poverty

Being heard and understood

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I'll tell you what's the greatest power under heaven, and that is public opinion - the ruling belief in society about what is right and what is wrong, what is honourable and what is shameful. That's the steam that is to work the engines.

George Eliot



“Where is the fairness, we ask, for the shift-worker, leaving home in the dark hours of the early morning, who looks up at the closed blinds of their next door neighbour sleeping off a life on benefits?”

George Osborne, 2012 Conservative Party Conference





Framing is....

...making choices about how we present information:

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

#1

Understand what we're up against





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.

#2

Use values as powerful, unarguable truths



Compassion and 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.

This frame helps people to:

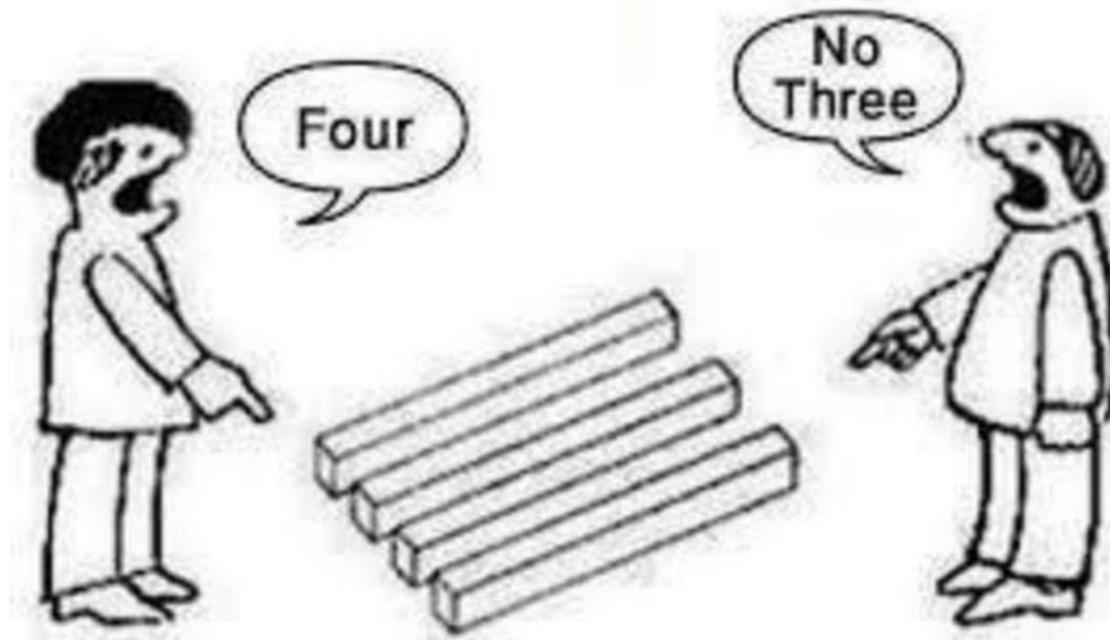
- See that poverty exists
- Believe it matters
- Support solutions

Use this frame by:

- Activating **shared** values and morals
- Bringing these ideas to life
- Avoiding talking about fairness

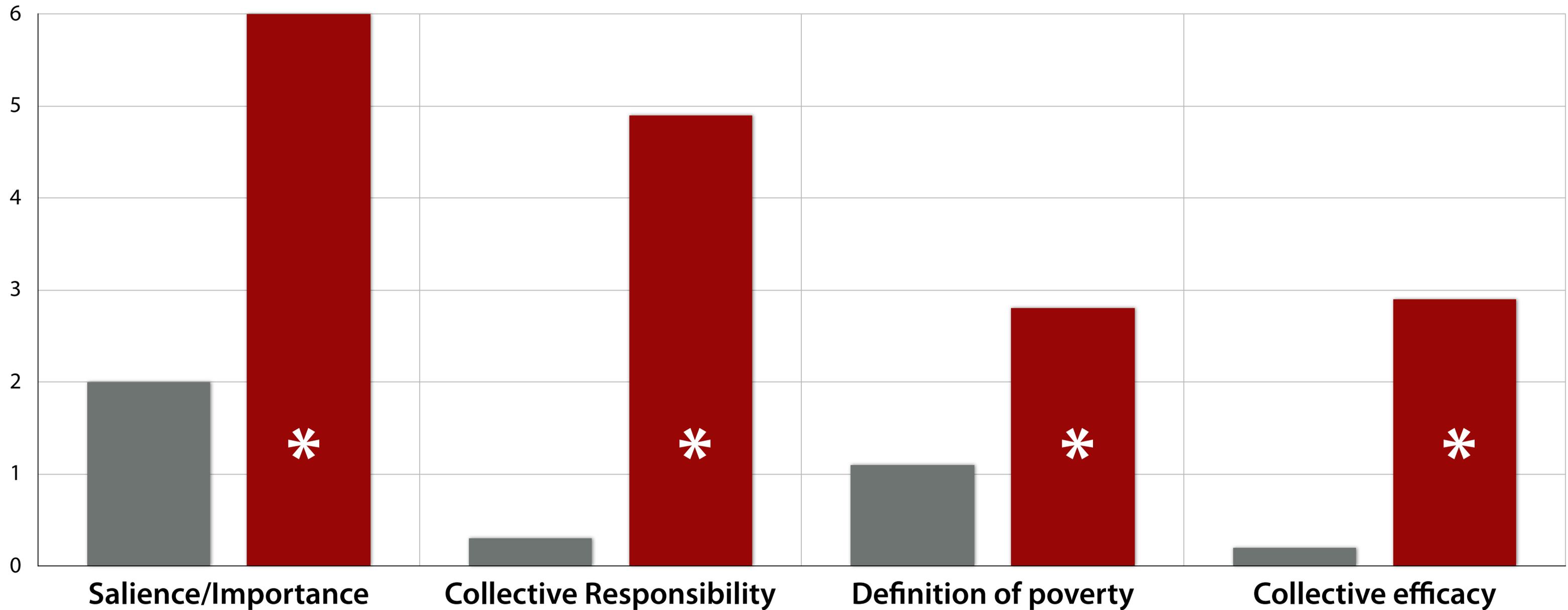
#3

No naked numbers



Just the facts..?

■ Poverty data
■ Compassion

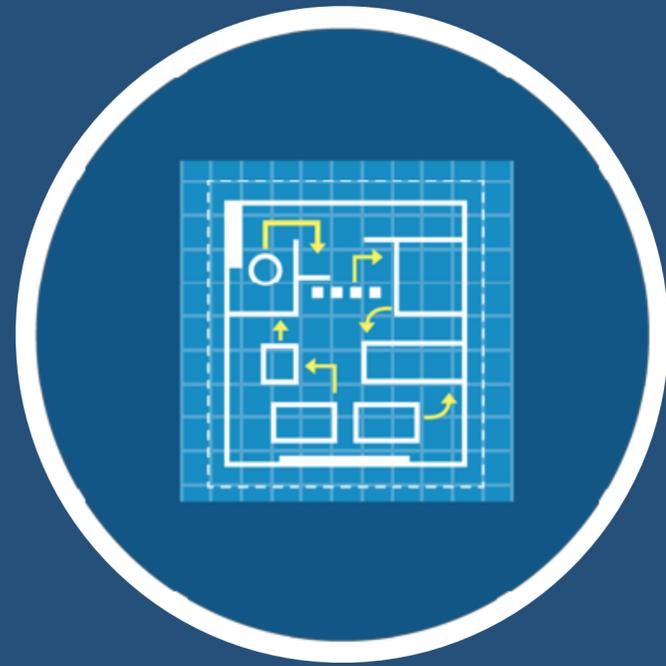


#4

Use metaphors to shift thinking
in lasting ways



Redesign



The systems we have today were designed—they are the result of a set of decisions that were made about our society's priorities and resources. Just as they were designed, we can redesign them so that they work for everyone.

People default to thinking:

- Things just are the way they are and nothing can really change them.

The ideas we need to convey

- Systems exist as a result of decisions
- Systems can be changed
- They can and should be made to meet people's needs

Restricts & Restrains



Low paid, unstable jobs and rising living costs are locking people in poverty.

Currents



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.

Reframing in action

Mirror

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

The Daily Telegraph NATIONAL NEWSPAPER OF THE YEAR



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".

ITV REPORT 7 March 2018 at 11:53am

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

The intervention comes as new research by the Joseph Rowntree Foundation found that 1.6 million children are trapped in poverty in UK despite their parents working the hours required of them by the benefits system.

REPORT EXPOSES SCANDAL

250,000 children 'locked in poverty'

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

FREE METRO
TUESDAY 13 DECEMBER 2016
THE WORLD'S MOST POPULAR FREE NEWSPAPER
'I STILL FEEL LIKE AN IMPOSTER'
Michelle Obama's words of wisdom for British schoolgirls. Pages 30-31
INSIDE TWO GREAT SECTIONS: PROPERTY + HOME OUR FANTASTIC GUIDE FOR HOUSE BUYERS AND OWNERS
PLUS
CONFRONT OVER BAKERY! LITIGIOUSLY GENERALIST LITIGANT. PAGES 2-3
60 SECONDS WITH... PAGES 16-17
REVEALED: VIP PAEDOPHILE RING ACCUSER
CHARITY SAYS MORE WORKING PARENTS IN UK ARE UNABLE TO MAKE ENDS MEET
A charity of children in a typical child of 10 is now living in poverty as their parents' income is cut. What's the reason? A charity says that...
SCOTTISH KIDS DRINKING 4.6M SUGARY DRINKS A WEEK. PAGES 4-5
ATTENTION! BOULGIF'S CLIMATE CHANGE WARNING. PAGES 6-7

Read more



Life expectancy gap between rich and poor widens

Responding to the figures, Campbell Robb, chief executive at the independent Joseph Rowntree Foundation (JRF), said: "In our society, we believe in justice and compassion, helping and protecting each other from harm.

"And yet, life expectancy for women in poverty is considerably lower than those from wealthier backgrounds. This is simply unacceptable.

Everyone should have the same opportunity to

enjoy a healthy and secure life – regardless of their income or where they're from.

"These figures should act as wake-up call: we need action to loosen poverty's grip on the health of our nation."



HOUSING CRISIS

Generation Rent locked into lives of insecurity



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.



Amber Rudd MP  @AmberRuddHR · Jan 11

I believe in fairness and compassion, standing beside people when times get tough and helping everyone reach their full potential.

These are the values at the heart of UC, and I am determined to deliver them.

Read my full [#UniversalCredit](#) speech here:

[gov.uk/government/spe...](https://www.gov.uk/government/spe...)



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“ The changes I am making ensure that behind our supportive staff, is a fairer and more compassionate system. ”

“ From scrapping any extension to the 2 child policy limit to stopping unnecessary reassessments for disabled pensioners, we are re-designing the welfare system so that it supports people who want to work and protects the vulnerable from poverty. ”

The visit is part of Amber Rudd’s fact finding tour about how Universal Credit is working for people across the country.

As a system that has to work for everyone, the Secretary of State’s tour is taking in the experiences of people living across the UK, from coastal communities like Hastings to rural towns and cities, including Taunton and Stoke-on-Trent.

Thanks for listening...



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