



# About Me & Illinois Partners

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- Recently joined as Executive Director of Illinois Partners for Human Service
- Background in International Development – reframing an essential component of this work
- Have you ever tried to communicate what your work (what you do) to someone, and you can tell they don't seem to understand?



# National Reframing Initiative and Illinois



Quality Services. Adequate Funding. Measurable Results.

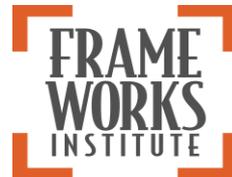


- Workshops Across the State
- Statewide Planning & Implementation
- Illinois Partners' Communications & Templates



# FrameWorks Institute

- Strategic Frame Analysis®
  - Evidence-based, multi-disciplinary communications research.
  - Empirically identify the most effective ways to reframe social issues.
  - Grounded in an understanding of cultural models and neuroscience.



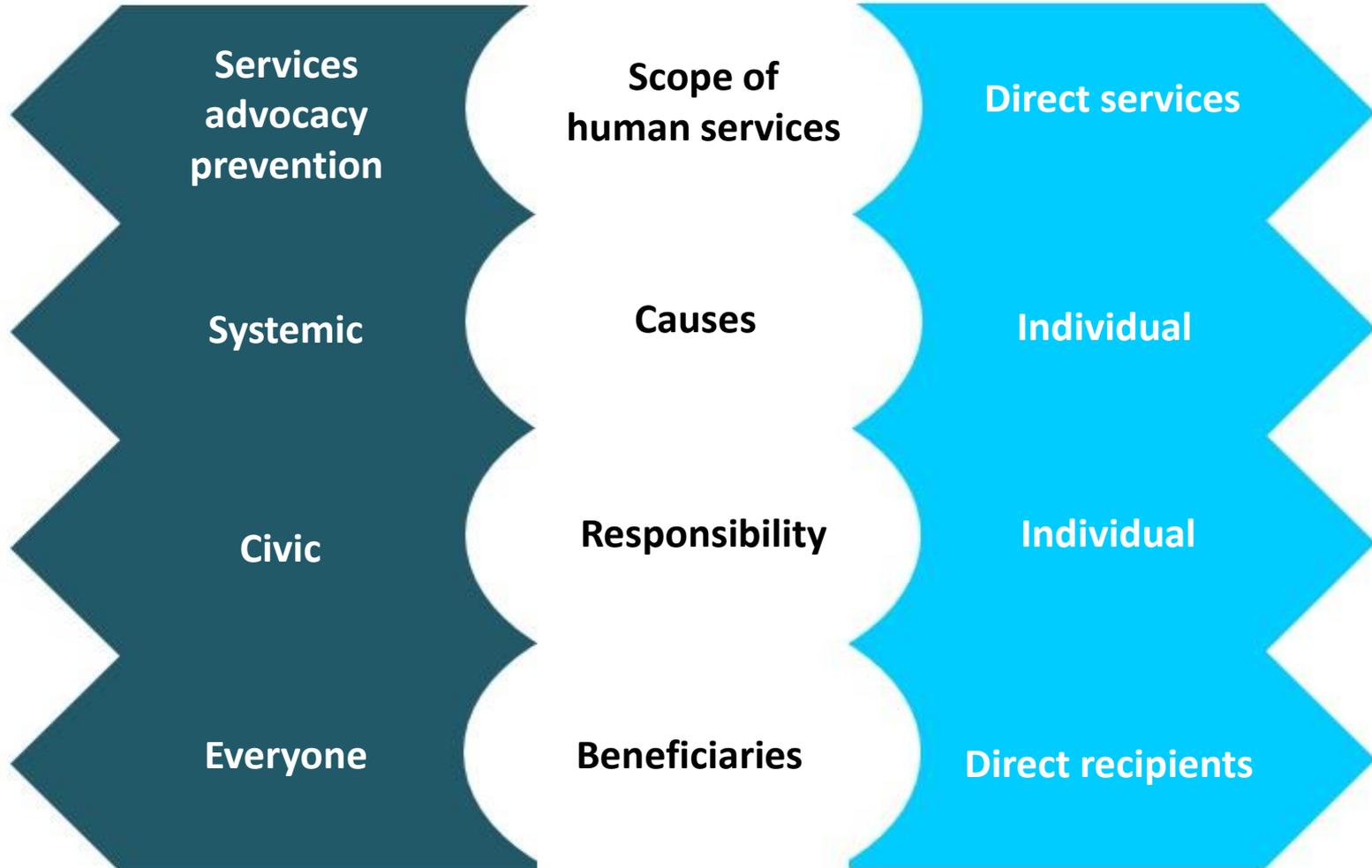
# What are Human Services?



# Mapping the Gaps

Experts

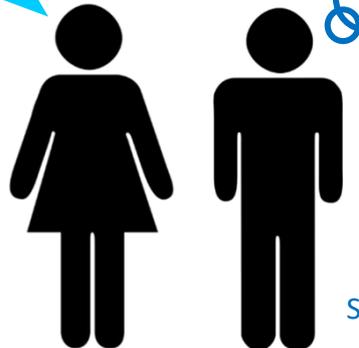
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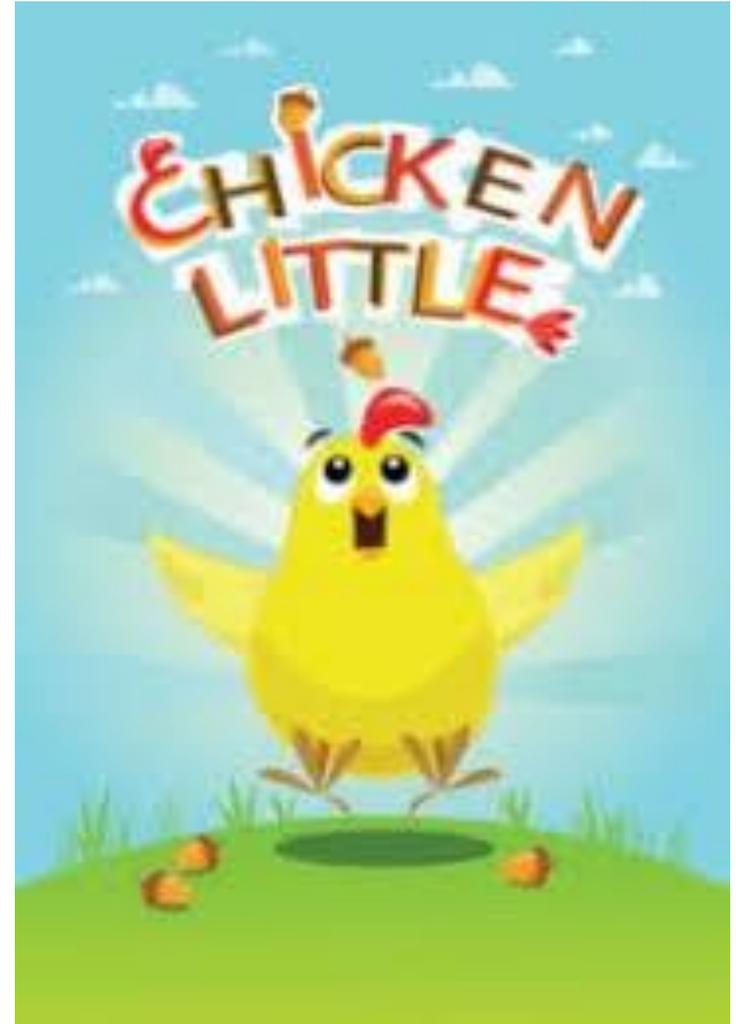
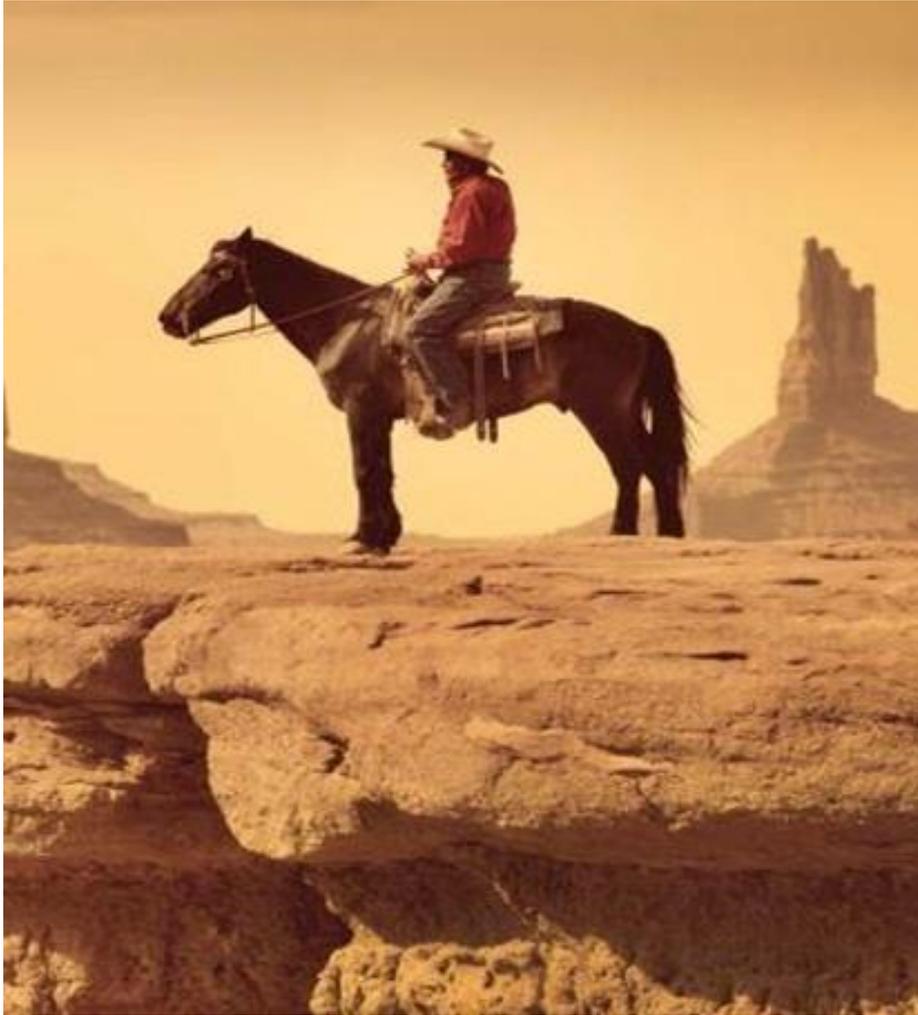
# You Say...They Think

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...



# Cultural Models



# What is well-being?

- Financial Self-Sufficiency
- Physical Health



# What threatens well-being?

- Lack of Willpower
- Bad Parents
- Dangerous Communities



# Human Services SWAMP

# 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



# How We Cue the Swamp

## Individuals/Families vs Conditions

- Vulnerable, At-risk, Needy
- Worthy, All-Star
- Vivid Individual Stories

## Overwhelming

- Cycle of Poverty/Massive Problems

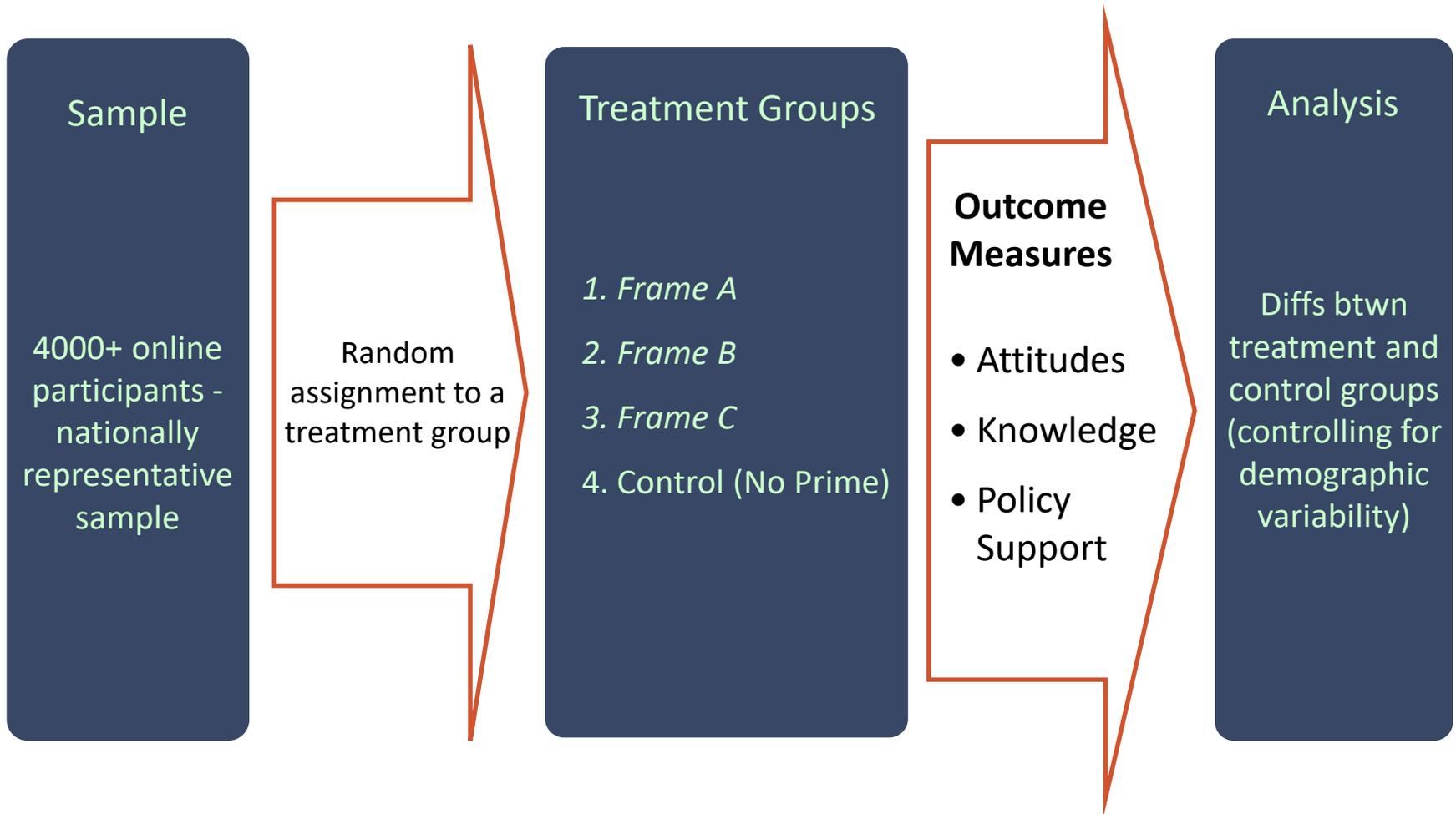
## Unproductive

- Argue, Snark, Shame
- Myth Promotion
- Charity



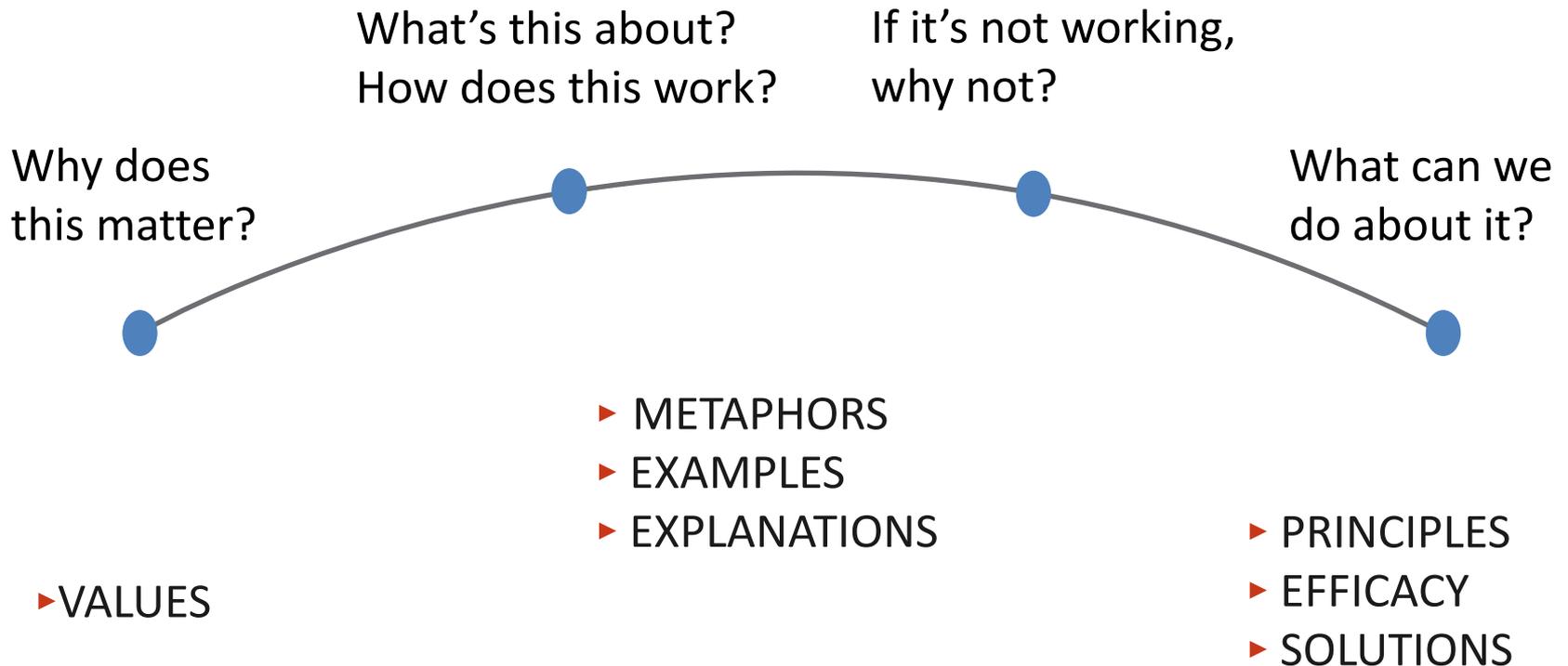


# Research-based Communications



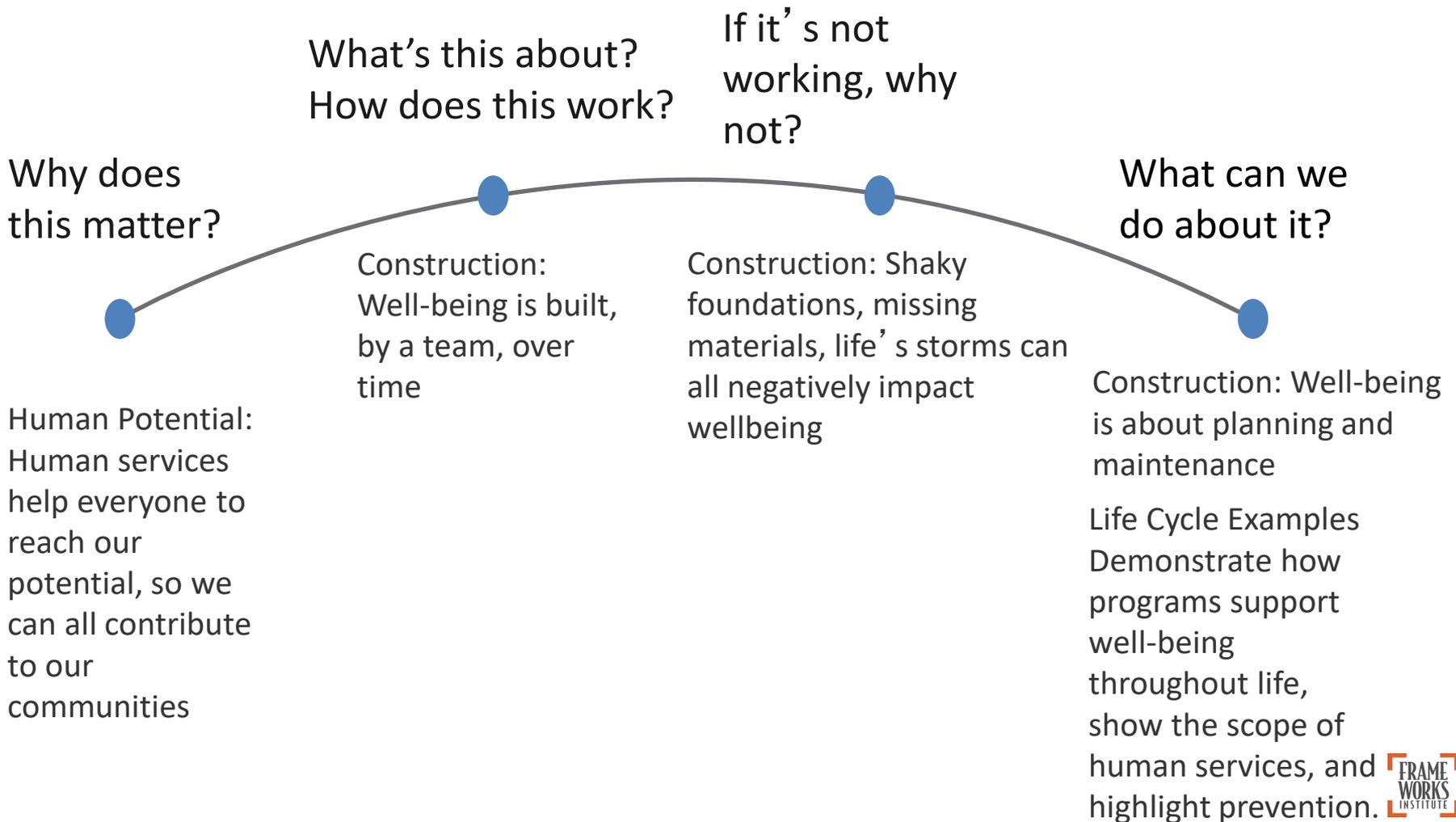
# A Well-Framed Story Arc:

Answering the public's big questions about social issues



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Answering the public's big questions about social issues



# 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.

# Applying the Reframe

*Promote the value of human potential*

**BEFORE**



**AFTER**



# 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!)



# Human Services Collaborative of Greater Peoria



**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.

# Metaphors to Avoid

- Safety Net
- Pathways, Roads
- Ladders
- Fabric



# Putting it all Together

***Human Potential***

***Construction***

***Life Cycle***



Board of Directors Advocacy Day – Talking Points  
February 13, 2018

The following are talking points that will guide your discussion with legislators. As background, below is an explanation of human services set in the reframe. The goal of this narrative is to change the way we talk about the sector in order to change the perception of human services.

#### WHAT IS HUMAN SERVICE?

- Human services play an intrinsic part in fostering the potential that we all have to offer by providing an infrastructure of well-being that supports *all* members of society.
- This includes ensuring that we have the essential elements needed to build and maintain our physical, emotional, and economic well-being at every phase of life.

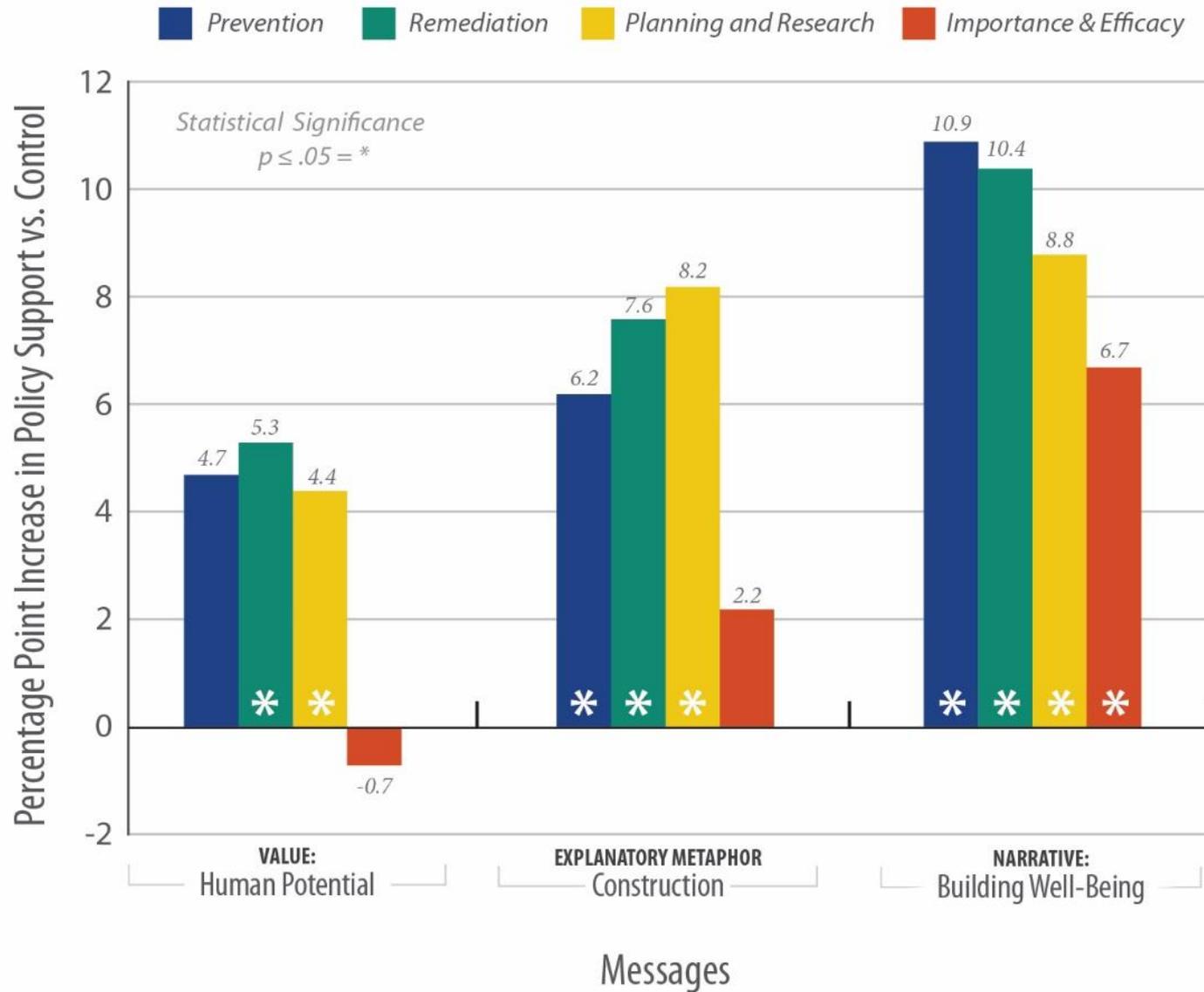
#### HUMAN SERVICE IN ILLINOIS

- Well-being is built. It needs a sturdy foundation at the start to keep it standing through all kinds of weather.
- Just as poor construction can make a house unstable, the well-being of people who haven't received enough support in life can be threatened when they don't have the resources to weather life's storms.
- Human service professionals design and implement services that create the sturdy foundation for well-being, maintain it over time, and repair the foundation if it breaks down.

#### Human services in Illinois include:

- Early childhood services that foster healthy growth and development, including child care and home visiting programs.
- After school programs that provide mentoring, safe spaces and social resources for young children and teens.]
- Job training and workforce development initiatives that help adults acquire the skills they need to find and keep good jobs.
- Support that helps older adults remain healthy and connected to their communities.
- Services to ensure people with physical and mental disabilities have the support they need to do well in life.
- Providing and advocating for the resources everyone needs to thrive, such as safe and stable homes, good nutrition, and health and mental health services.

# Reframing is Most Effective with a Complete Narrative





# REFRAMING HUMAN SERVICES NETWORK

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

- Join the Reframing Network Newsletter
- Visit NHSA's Reframing Implementation Guide
- Frameworks Institute Human Services Toolkit
- <http://frameworksinstitute.org/toolkits/humanservices>
- Workshops, Presentations, Technical Assistance
- Reframing workshops and in-depth presentations from IPHS

[www.nationalassembly.org](http://www.nationalassembly.org)