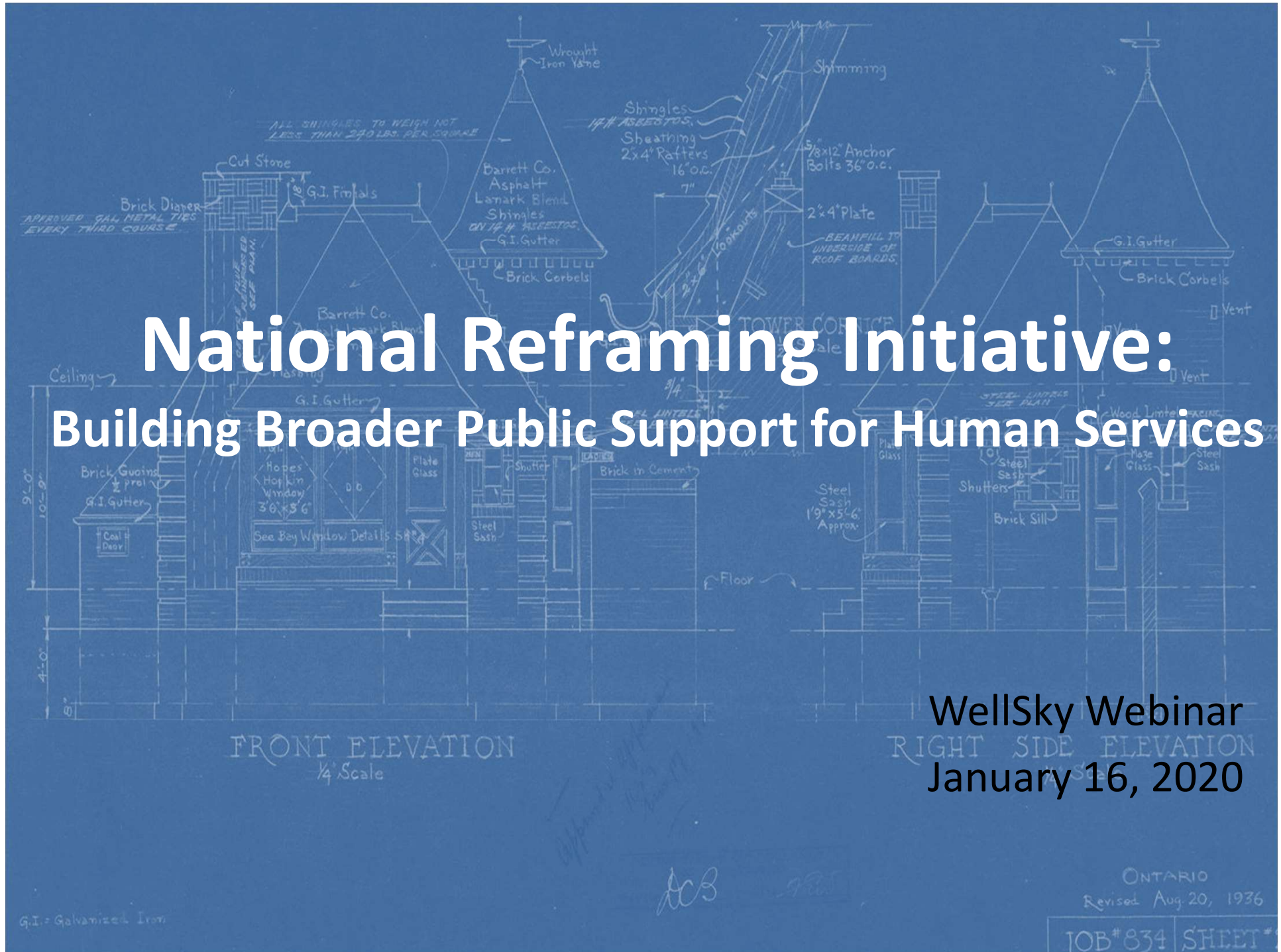


# National Reframing Initiative: Building Broader Public Support for Human Services



WellSky Webinar  
January 16, 2020



All registrants will receive a link to the recording and slides later this week.

We will be taking questions at the end of the webinar. You can ask a question at any time through the webinar control panel.

You can help us improve future webinars by filling out the survey you will see as you leave the webinar.

This educational presentation is provided by



## Software and services to realize care's potential

Aging & Disability | Protective Services and Guardianship | Behavioral Health  
Homelessness | Community Services



**78%** States use WellSky  
LTSS solutions

**60%** HUD continuums  
of care

**50%** Area agencies  
on aging



Home Health

Hospice

Physical Rehabilitation

Home Medical Equipment

Behavioral Health

Intellectual & Developmental Disabilities

Specialty Pharmacy

Skilled Nursing

Home Infusion

Cellular Therapy

# Our Presenter

## Bridget Gavaghan

Director, National Reframing Initiative, National Human Services Assembly



Ms. Gavaghan is helping communities across the country tell the public a new story about human services. She has spent her career promoting effective strategies designed to yield significant societal benefits. Prior to joining the National Reframing Initiative, she led Prevent Child Abuse America's public policy program. She began her career at United Way of America, where she co-chaired national coalitions and engaged the organization's network in advocacy on behalf of a range of public policy priorities, including 2-1-1, federal human service funding, and charitable giving tax incentives. Previously, Bridget directed advocacy communications projects at Sustain, a national nonprofit that was dedicated to environmental and social justice issues.

# National Human Services Assembly

Our members reach and support nearly every household in America



# 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 Do People Think About...



# What it Means to do Well



# What it Takes to do Well



# Why People Need Support



# Public View of Human Services



# Public View of Human Services

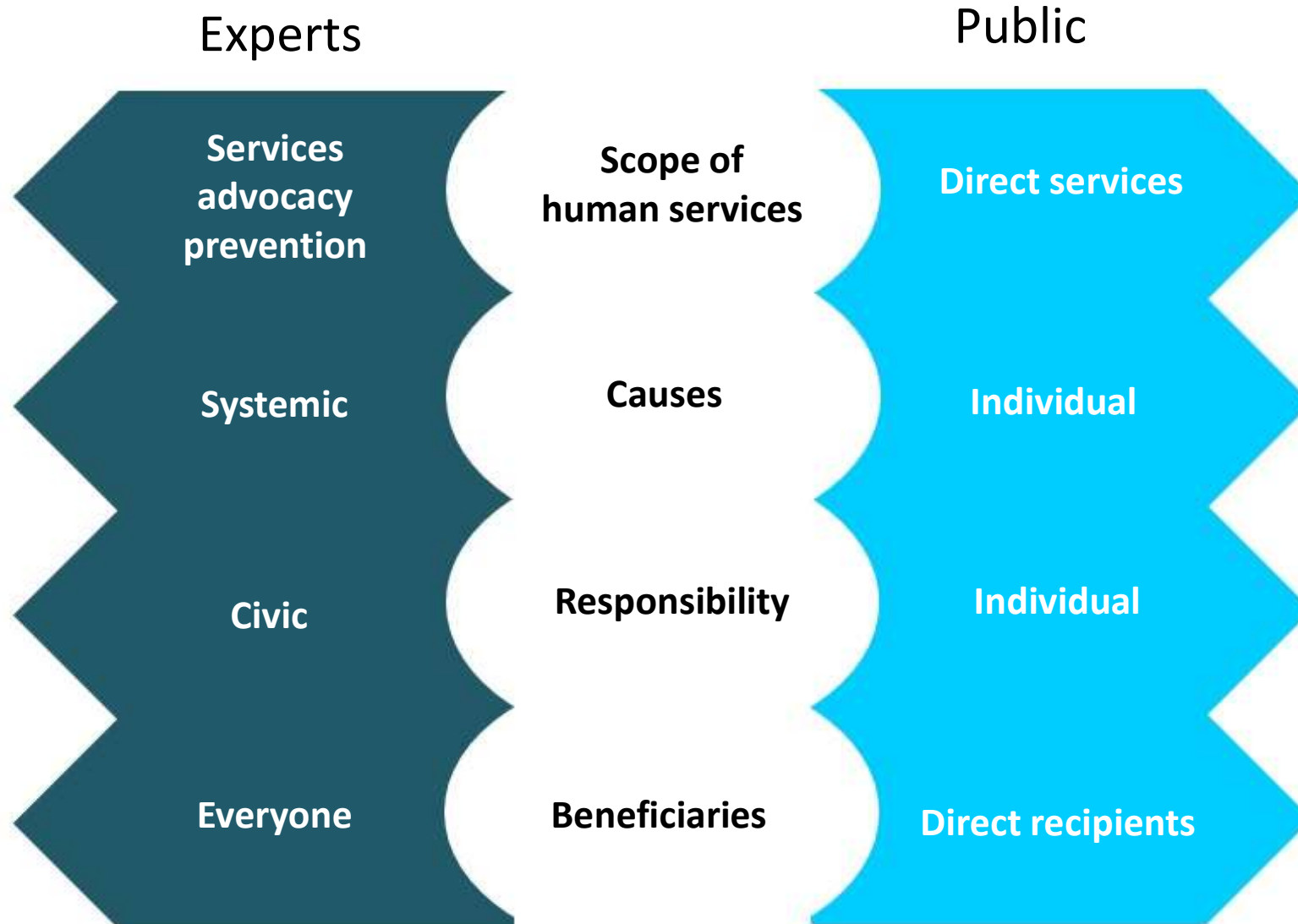


# Public View of Human Services

**KINDNESS  
IS  
FREE**

LIFE IS GOOD

# Mapping the Gaps

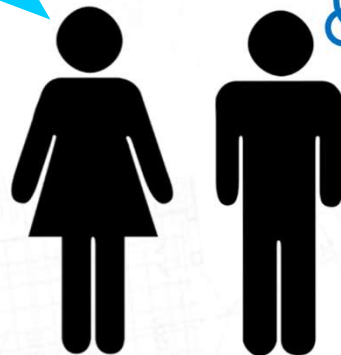




# You Say...They Think

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...



# Mental Shortcuts



# Cultural Models



# Our Communications Traps

## Focus on Individuals/Othering

- Vulnerable, At-risk, Needy
- Worthy Poor

## Focus on Financial Well-Being

- Self Sufficiency
- Independence

## Unproductive

- Charity & Compassion
- Crisis
- Safety Net
- Jargon



# What Does it Matter?

- Funding (public and private)
- Contracts (structure, delays, lack of COLAs)
- Policy Development (work reqs, drug testing)
- Limited Engagement (advocacy, volunteering)

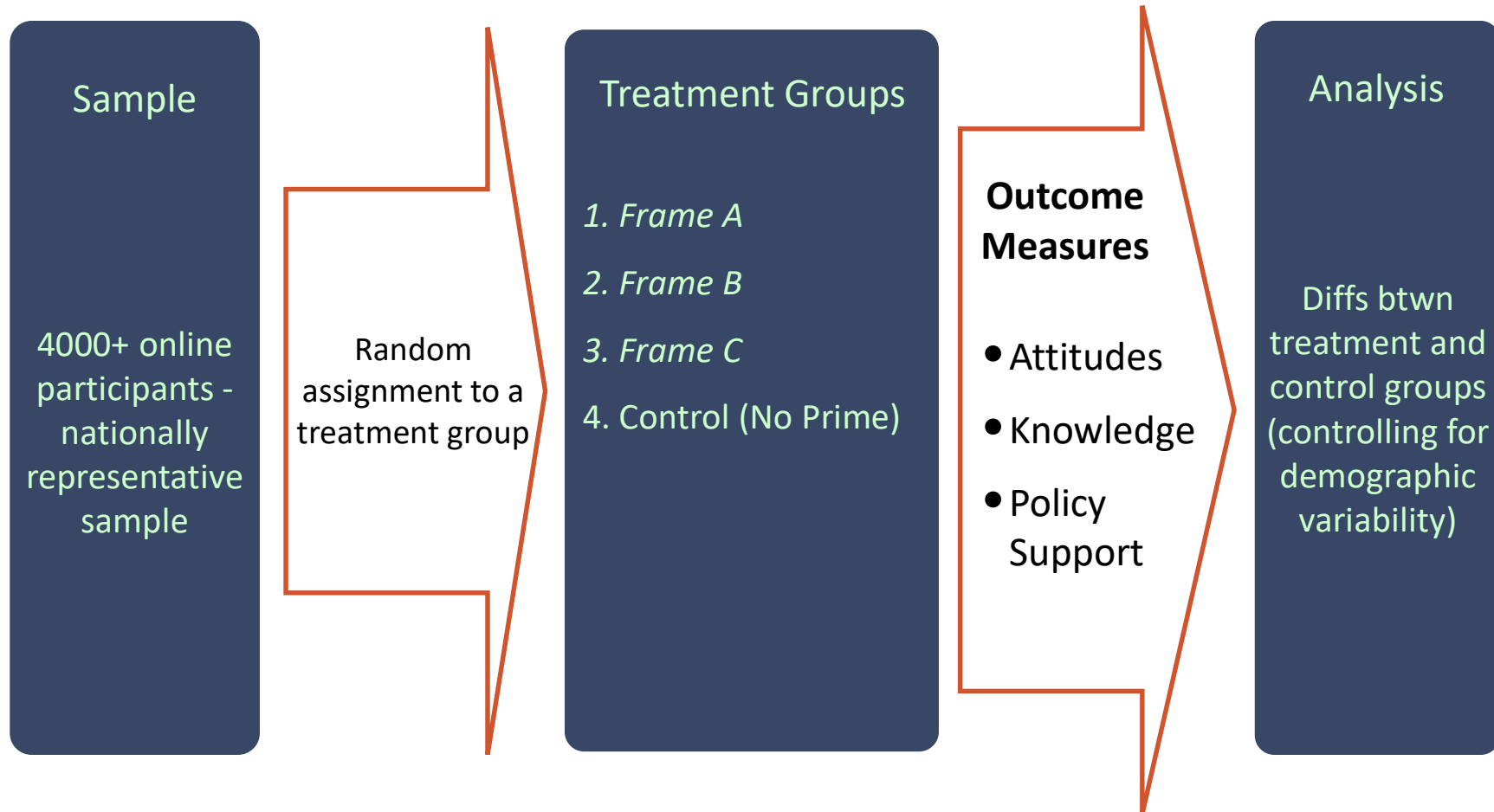
# The Solution: Framing



# Why does framing matter?

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

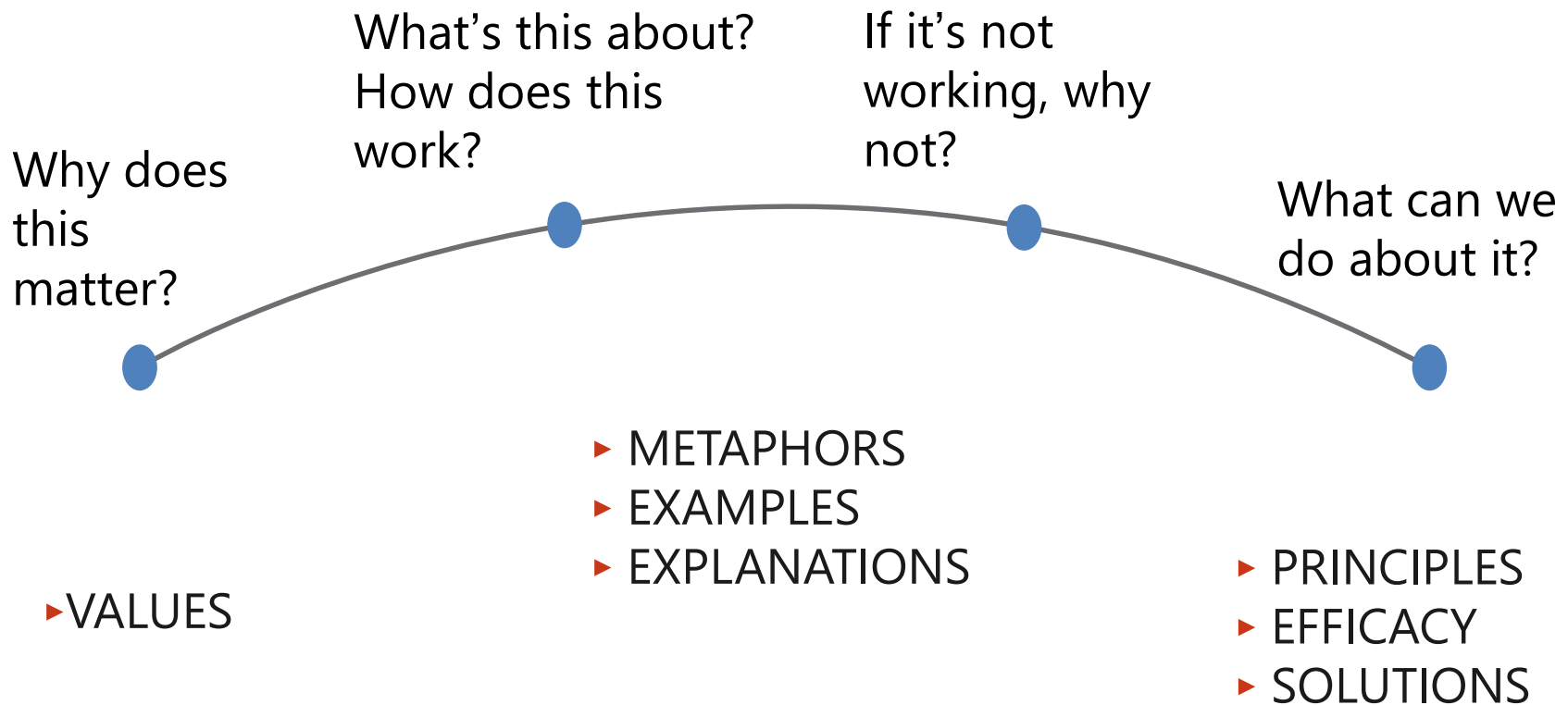
# Research-based Communications





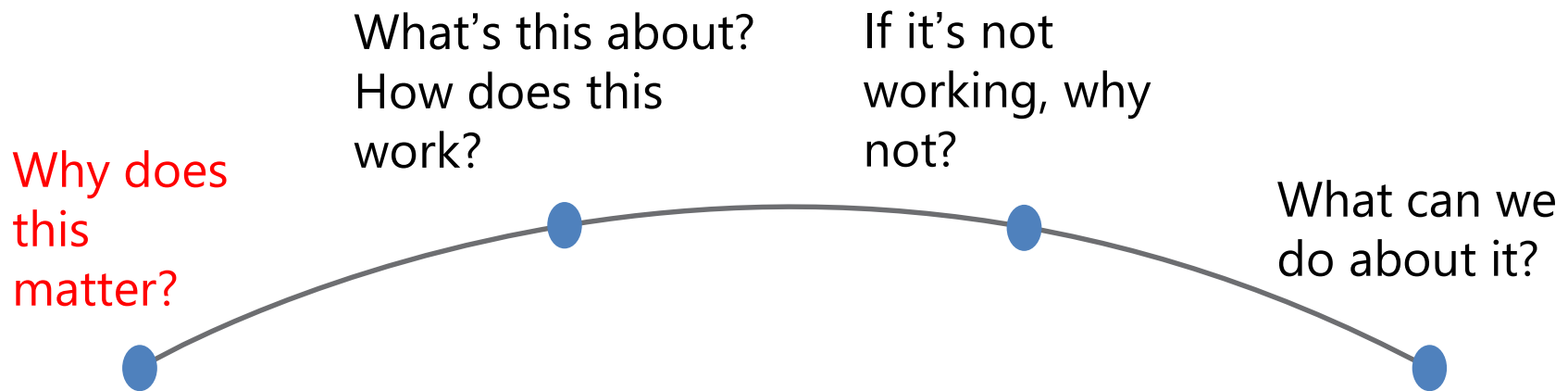
# A Well-Framed Story Arc:

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 Services Council

## Framed with Vulnerable

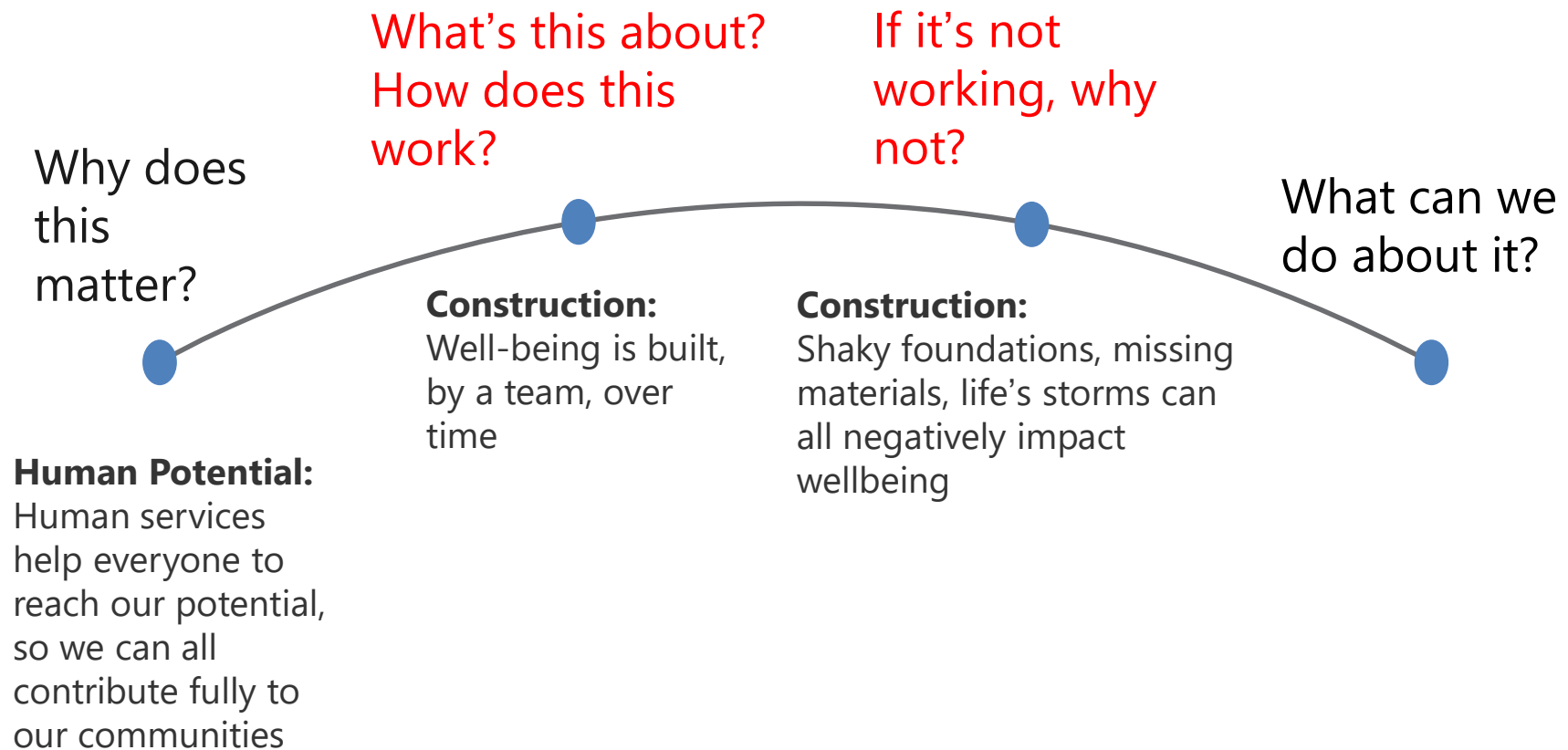
HSC strengthens the not-for-profit human services sector's ability to improve the lives of New Yorkers in need.

## *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





# Caritas of Austin

Caritas of Austin believes that when every person has a stable place to call home, they can realize **their full potential and contribute to our community**. We **build wellbeing** by making sure that people have a safe home, access to healthy groceries, jobs that provide a reliable living wage, and educational opportunities to learn life skills. **All of us need a sturdy foundation and layers of support in our lives to thrive; that's what creates a strong community.** Our innovative, personalized and proven approach to building wellbeing and ending homelessness creates a more vibrant Austin for everyone.



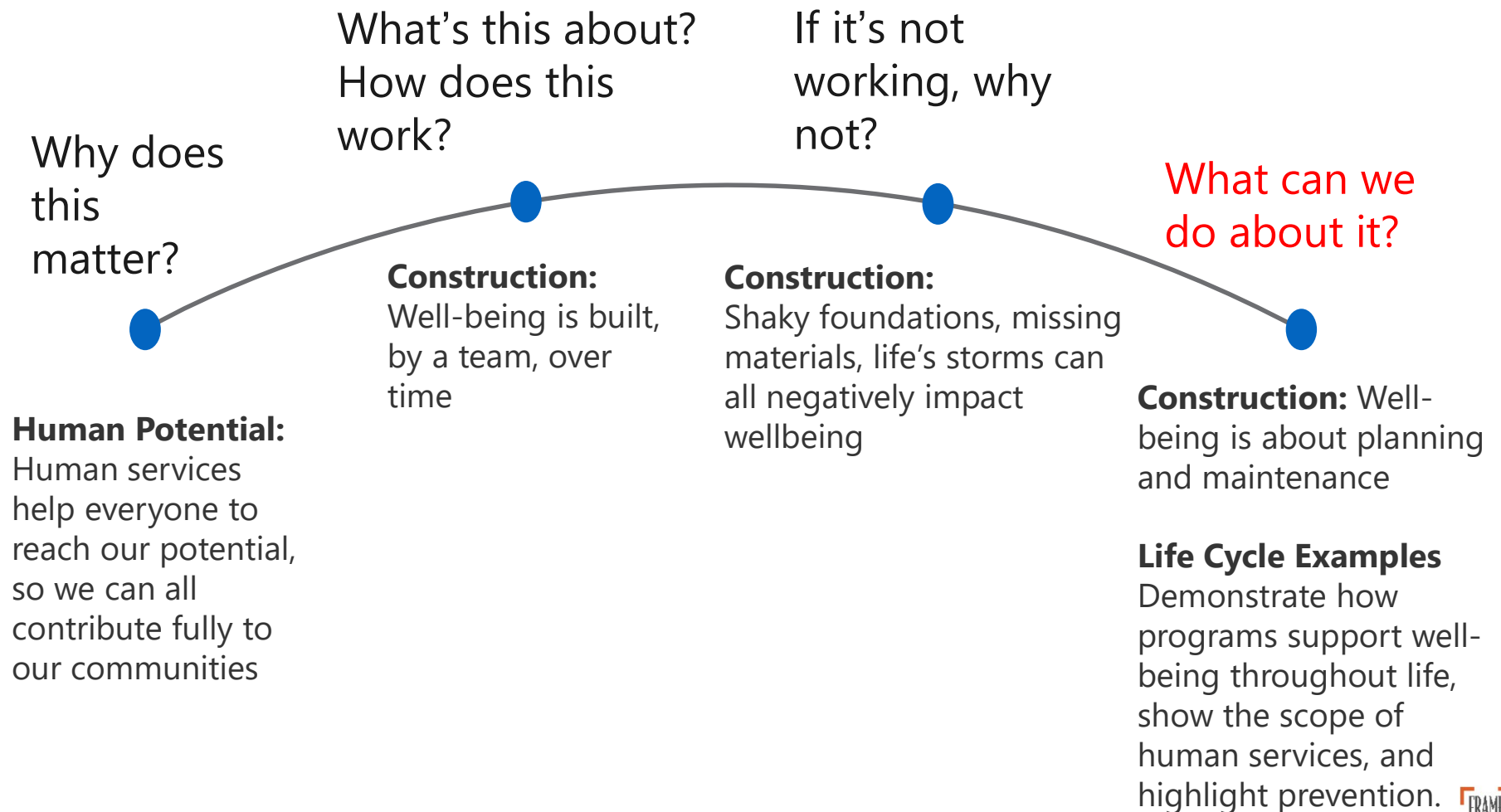
# Metaphors to Avoid

- Safety Net
- Pathways, Roads
- Ladders
- Fabric



# A Well-Framed Story Arc:

Answering the public's big questions about social issues



# The Building Well-Being Narrative

## **Human Potential**

When we support well-being, we make sure that everyone can reach their potential and fully contribute to our community. In turn, maximizing potential helps our community thrive and remain a vibrant place to live, work, and play.

## **Construction**

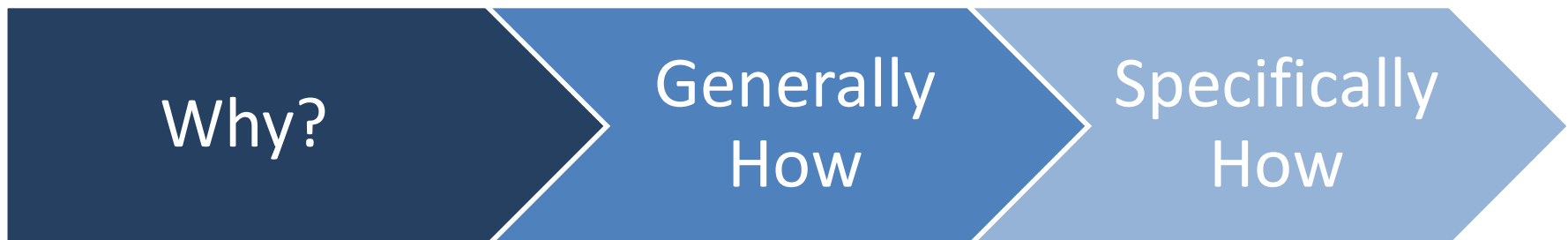
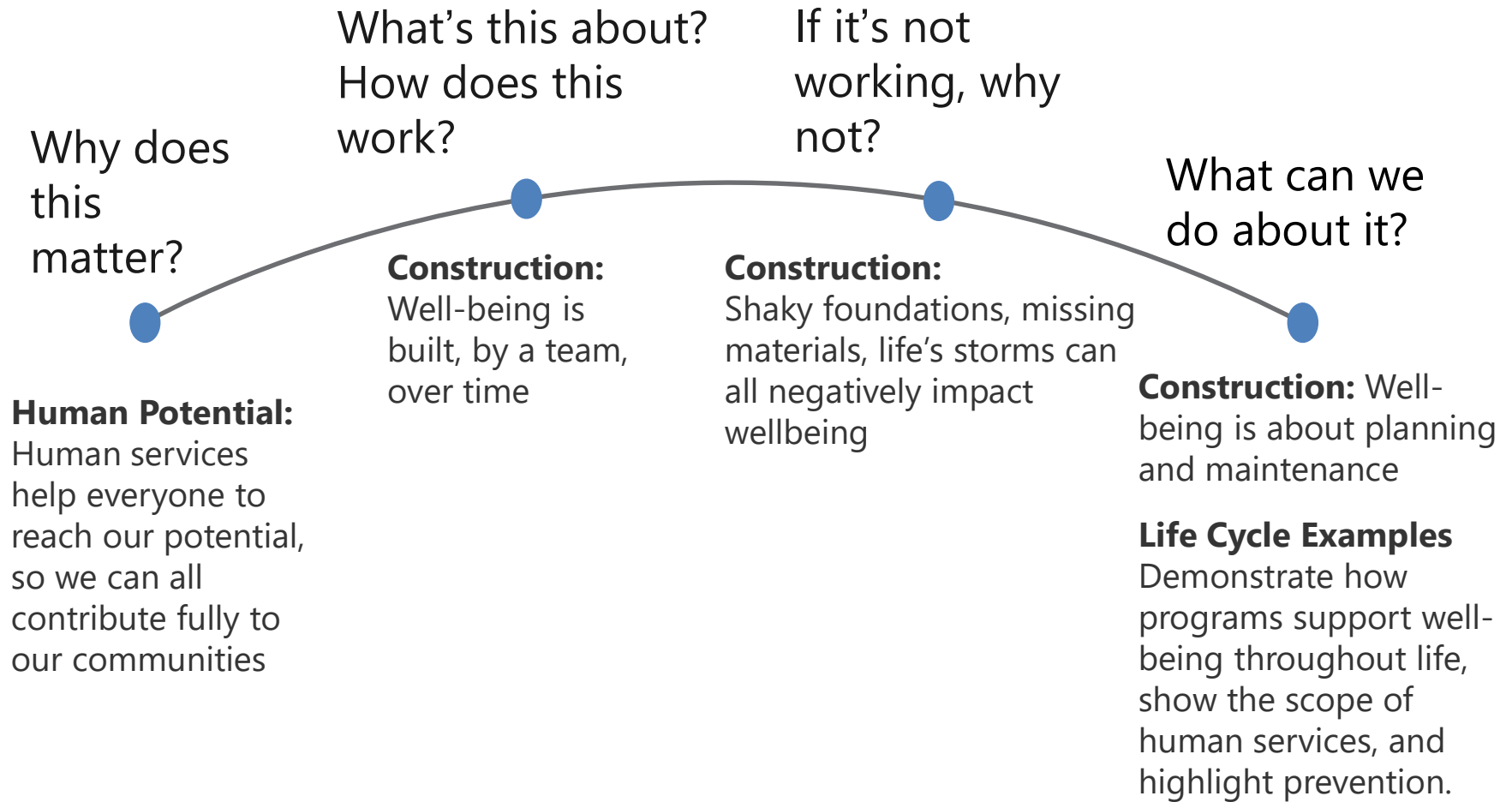
Well-being is something we build. And like any structure, it requires materials and a team to build it. This is the role of human services in general, and what we do at Human Services Inc. in particular.

## **Life Cycle**

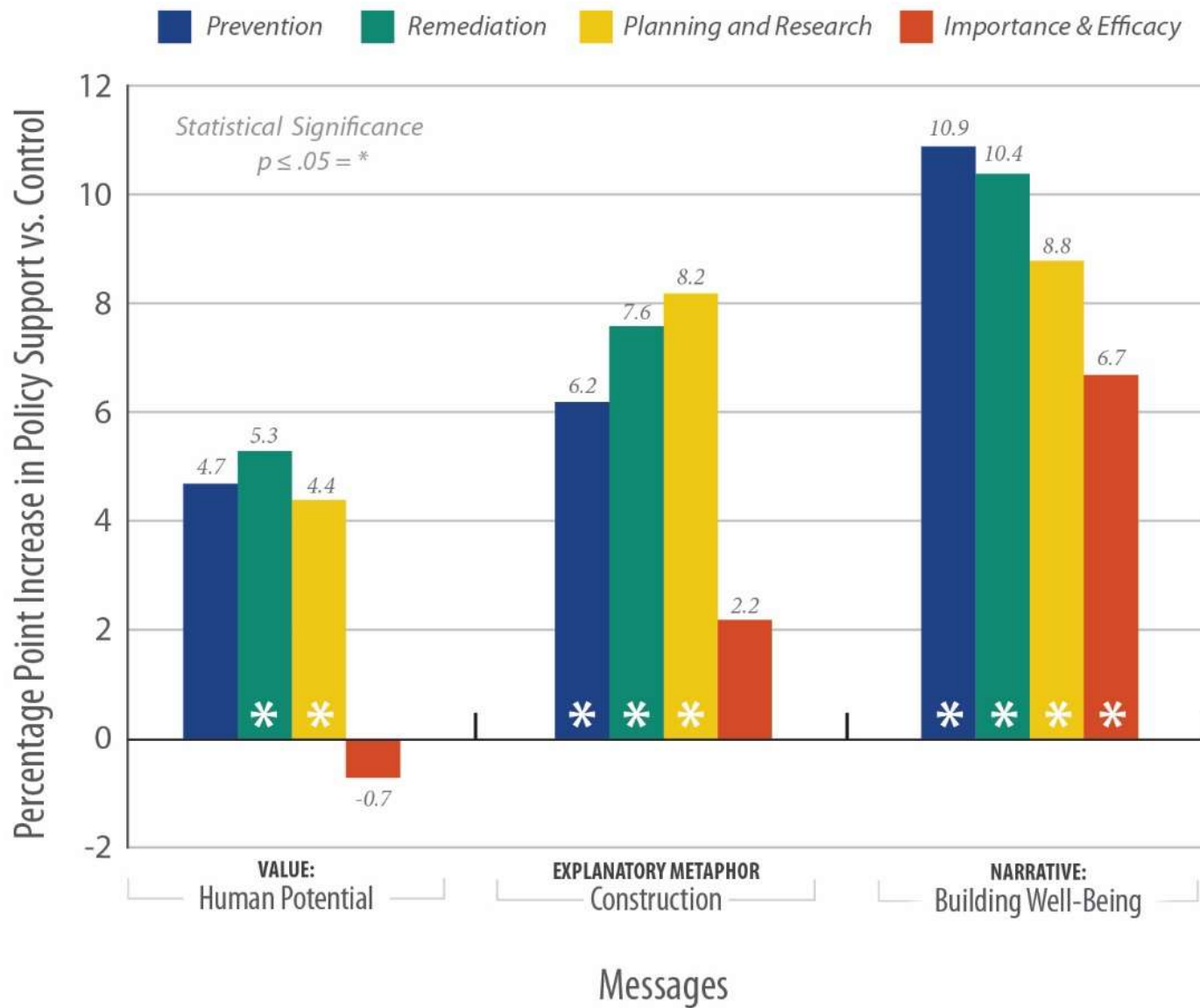
This includes delivering services in early childhood that establish a solid foundation for health and development, providing the safe places and social resources that young people need to thrive, making sure that adults have access to good jobs and affordable homes, and ensuring that older adults are able to remain connected to their communities.



# Order Matters



# Reframing is Most Effective with a Complete Narrative



Source: FrameWorks Institute, Talking Human Services MessageMemo, 2015

# AVOID

Leaving “human services”  
for the public to define narrowly

Charity work

Safety net for the vulnerable

PROBLEM PROBLEM PROBLEM  
solution?

# ADVANCE

Broader, fuller picture of the sector:  
research, advocacy, direct services

Skilled, essential profession

Varying supports for all kinds of  
people

problem  
SOLUTIONS SOLUTIONS  
SOLUTIONS

# We're in this Together



# A Call to Action



## **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
- Request a Training, Presentation, or Consultation

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

# A Call to Action



Talking Points



FAQs



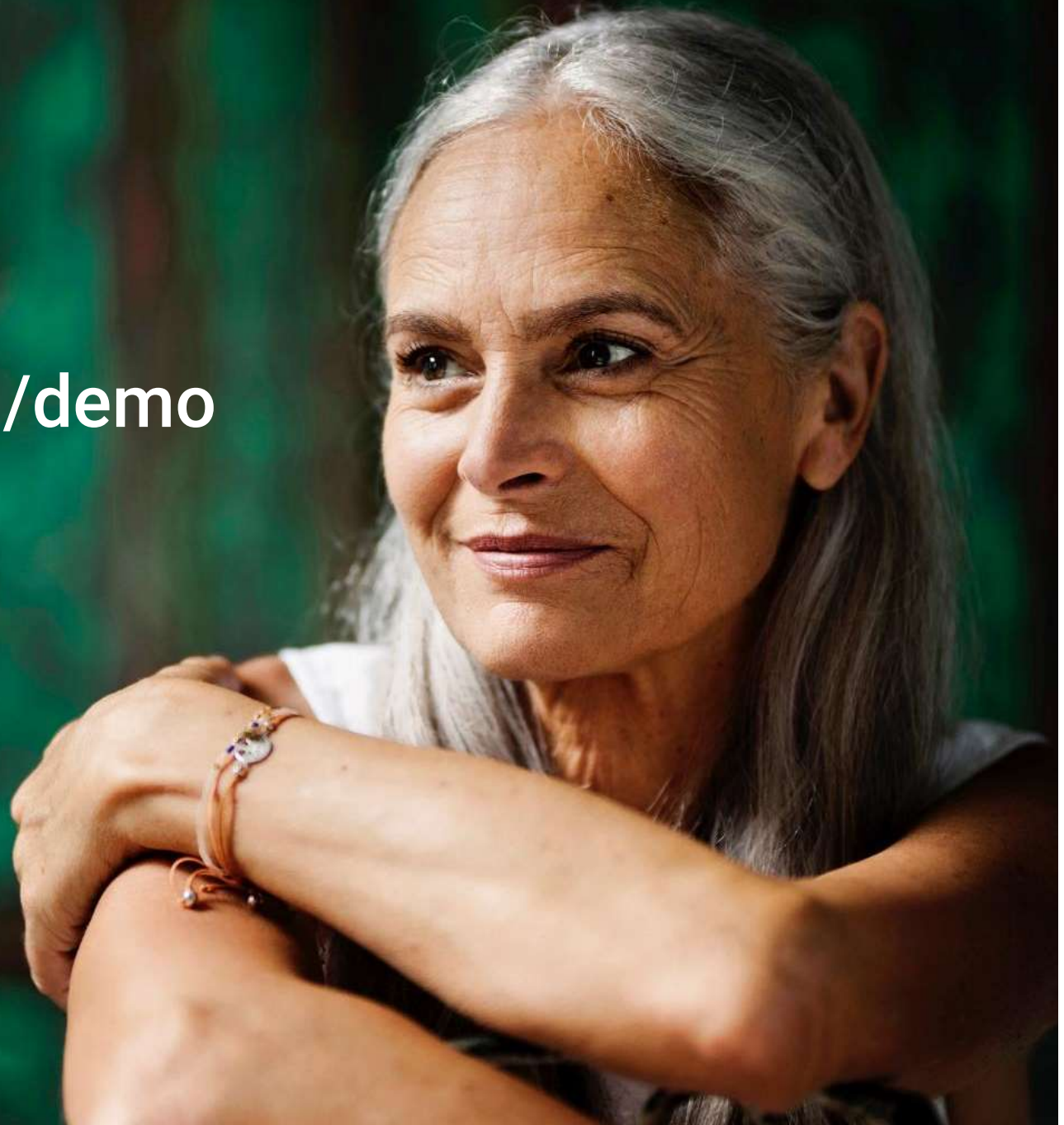
Message Cards

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



[wellsky.com/demo](https://wellsky.com/demo)

State Agencies  
Area Agencies on Aging  
Homelessness/HMIS  
Community Services  
Behavioral Health  
IDD Care



# Bridget Gavaghan

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**REFRAMING**  
HUMAN SERVICES NETWORK

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

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