

Quick Start Guide to Reframing Human Services

Framing is a process of making choices about what to emphasize – and what to leave unsaid. Here's a quick tour of themes to avoid, compared with alternatives to advance.

<i>Instead of this...</i>	<i>We're trying this...</i>
Individual benefit: Helping vulnerable populations	Collective benefit: Fostering the human potential available to us
Repairing the social safety net	Building Americans' well-being
Vivid examples of people experiencing multiple stressors	Well-Being as Structure: Shaky foundations + life's storms
Ladder Metaphors: Helping people climb out of poverty	Construction Metaphor: Human services build well-being
Compelling Individual Examples: Program participant achieves self-sufficiency	Life Cycle Examples: Variety of Needs, Services at Different Ages
The Triage Theme: Direct Services Address Urgent Needs	Strands of Human Services Theme: Advocacy, Planning, Research, Prevention, <i>and</i> Direct Services
Rebutting: Mythbusting and Fact-Checking	Reframing: Making a powerful, affirmative case
Proving the worthiness of recipients	Explaining common human needs