

You Say..They Think (Human Services)

You Say...	They Think...	What's Triggered in Their Minds?	What Helps?
<p>In tough economic times, people need more support, not less, for improved quality of life. This is no time to start cutting holes in the social safety net.</p>	<p>In tough economic times, people who qualify for those programs probably have a better quality of life than the rest of us! Must be nice to have some program pick up the tab for whatever you want.</p>	<p>Only the Basics Human Services = Direct Services Dependency</p>	<ul style="list-style-type: none"> • Use the Value <i>Human Potential</i> to emphasize the societal importance of supporting overall health and well-being for all. • Use the Explanatory Metaphor <i>Construction</i> to explain how human services are essential for helping Americans weather occasional storms.
<p>Assistance programs do so much more than help just one family. Ultimately, programs such as home ownership counseling and job training strengthen entire communities.</p>	<p>Communities used to overcome these problems by working together, but not these days. Today, neighbors stay inside to avoid violence, and they don't care about the kid or old man next door.</p>	<p>Dangerous Communities Fatalism</p>	<ul style="list-style-type: none"> • Use the Value <i>Human Potential</i> to emphasize how we are all better off when we ensure that everyone's talents and contributions are available to our communities. • Reframe the assumption about <i>Dangerous Communities</i> by using the Explanatory Metaphor <i>Construction</i>. Explain that many different materials are needed for a construction project - including social connectedness - and that human services plays a role in revitalizing the connections we know we need to thrive.
<p>Our programs offer critical support for families struggling to make ends meet, and for the most vulnerable in our society - youth, older citizens, and people with disabilities.</p>	<p>Meals-on-Wheels for the elderly or disabled people is one thing. But able-bodied adults should stop relying on handouts, take care of their own kids, and get a job.</p>	<p>Kindness and Charity Mentalism Family Bubble</p>	<ul style="list-style-type: none"> • Use <i>Life Cycle Examples</i> to give people a concrete understanding of what human services do, how they work, and how they improve outcomes throughout the life course. This expands the public's sense beyond direct services for targeted populations.
<p>We need a more sustained focus on the role of community connectedness and how it contributes to overall well-being across the lifespan.</p>	<p>Yes - when people have family and friends nearby, it's so much easier to manage everything and get ahead. If you've got built-in childcare, you can go back to school.</p>	<p>Well-being = Financial Self Sufficiency Informal Networks Will Step In</p>	<ul style="list-style-type: none"> • Use the Value <i>Human Potential</i> to paint a more expansive picture of well-being that goes beyond material circumstances to include social/emotional aspects. • Use the Explanatory Metaphor <i>Construction</i> to talk about the variety of materials needed to construct well-being - including social connections and opportunities to thrive.
<p>We are failing to do right by children and youth. Child poverty, youth homelessness, juvenile delinquency, and other complex challenges threaten the health and well-being of the next generation. Isn't it time to invest more?</p>	<p>What doesn't kill you makes you stronger! Poor kids have to fight to overcome adversity, which makes them tougher and ultimately more successful. Though, it does help if they have good strong parents behind them, helping them make the right choices.</p>	<p>Mentalism Family Bubble Well-Being</p>	<ul style="list-style-type: none"> • Avoid moralizing. Use the frame element of Reasonable Tone - offering explanation and avoiding rhetoric. This establishes the communication as a message for everyone, not just those who already align with youth issues. • Using the Explanatory Metaphor <i>Construction</i>, focus on the need for a solid foundation to make a specific case for services for children and youth.