



# Talking about framing, poverty and COVID-19.

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**NSPCC**



**JRF**



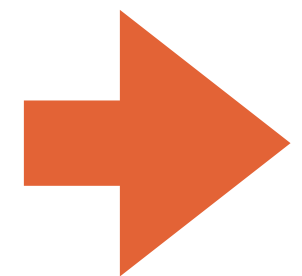
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# What is framing?

What we say and how we say it

What we emphasise. How we explain. What we leave unsaid



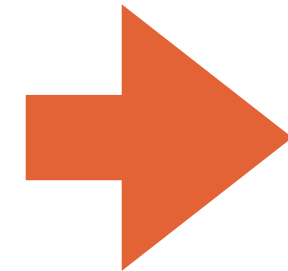
Changes in how people think, feel and act



**The difference the right frame can make**

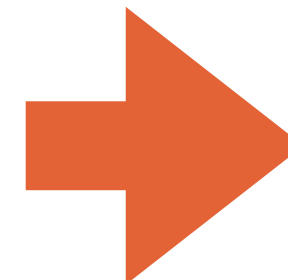
# Not just any frame will do

“The elderly and vulnerable”



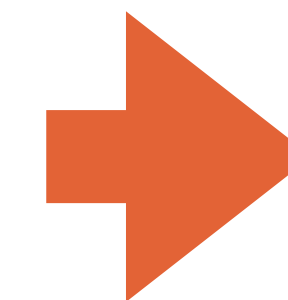
Many over 70s keen to prove they are fit and healthy

“Draconian measures”



We're overreacting

“Nature is healing thanks to the lockdown”



Tackling climate change is not compatible with living our lives

# Talking about poverty and COVID-19


**Normalise action, not inaction**




#1

## Balance 'we need to do this' with 'we can do this'


Dictionary

Search for a word 

 **efficacy**  
*/ˈɛfɪkəsi/*

*noun* FORMAL

the ability to produce a desired or intended result.  
"there is little information on the efficacy of this treatment"

Similar: effectiveness success successfulness productiveness fruitfulness 



## **After**

Coronavirus is a national emergency. Without action to help us weather this storm, thousands of us will be swept into poverty - or left to sink. But our Government can act to strengthen our social security system; both now and as we move through this moment. [Solution] is within our reach - and will be a lifeline for everyone who is struggling.



**How we frame now affects what's  
possible later**

## #2

# **When the time is right - use metaphor to explain how we can and should redesign systems to meet our needs**

Metaphor give us new ways to think about an issue. They:

- ▶ Provide a strong mental picture
- ▶ Make concepts - and explanations - straightforward
- ▶ Explain how and why something happens

## **People think that systems**

- ▶ Simply exist and do their thing
- ▶ Are rigged by elites and cannot be changed

## **We can help people think**

- ▶ Change is possible
- ▶ Change can be intentional
- ▶ The system can and should be made to meet our needs

## **Design/Redesign**

The economy we have today was designed - it is the result of a set of decisions that were made about our society's priorities and resources

Just as it was designed, we can redesign it so that it works for everyone

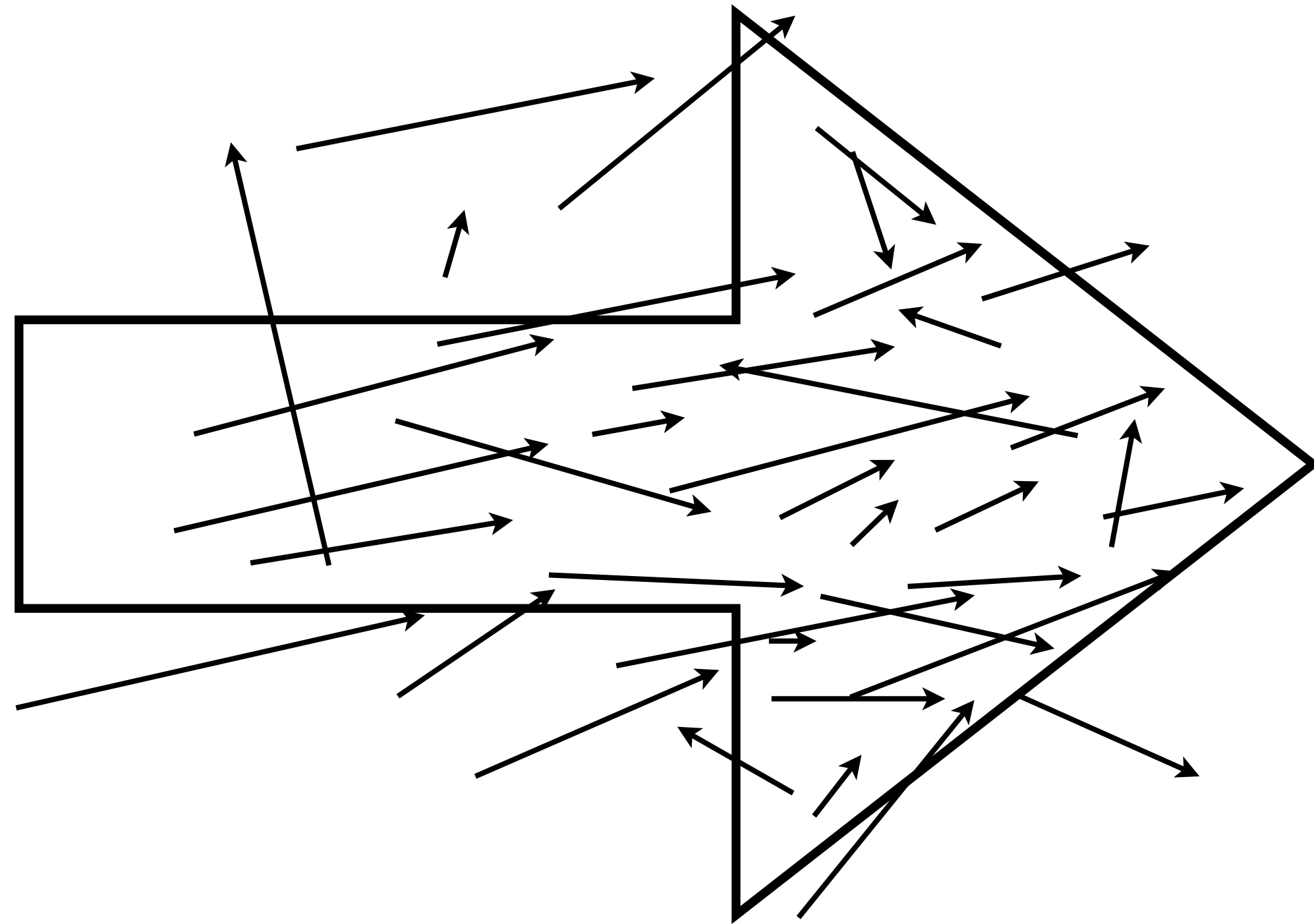


## **After**

Our main priority now should be preventing harm. But the way we've set up our economy has meant living costs have risen while wages have fallen, pushing too many people to the brink - and over the edge as the pandemic hit. We face tough choices as we move through the COVID-19 crisis. But as we rebuild, we do get to choose. We can redesign our economy to meet our needs.



**Cross-sector mobilisation can  
change discourse**





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

Study reveals food poverty's tightening grip on Scotland



Report claims millions of children suffering from 'rising tide' of UK poverty



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



'Daily struggle' BBC

But Emma Revie, chief executive of the Trussell Trust, said the rising numbers relying on food banks showed that "for too many people staying above water is a daily struggle".



# 14 MILLION 'ARE CAUGHT IN THE POVERTY TRAP'



In our society we believe in justice and compassion. And yet, if current trends continue, by 2021 one in three children in Scotland will be living in poverty. That simply can't be acceptable.

HAVE YOUR SAY

Tomorrow's budget will be a huge day for people who risk getting caught up in the rising tide of poverty and those who are already trapped in its grip.



## 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.

BY PETER KELLY  
Director of the Poverty Alliance

News  
UK's welfare system is cruel and misogynistic, says UN expert after damning report on poverty



### Brexit deal will not help families trapped in poverty - and wages will fall regardless, charity warns

HOUSING CRISIS

## Generation Rent locked into lives of insecurity

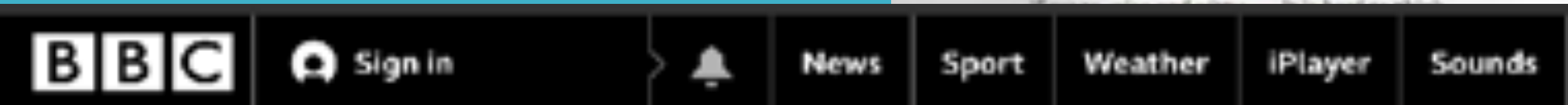


News > UK > Home News  
**Almost a quarter of people in Wales trapped in poverty amid rising living costs and cuts to benefits**



**IS ANYONE LISTENING?**

**POVERTY SAFARI**  
UNDERSTANDING THE ANGER OF BRITAIN'S UNDERCLASS  
*"One of the best accounts of working-class life I have read"*  
Nick Cohen, Guardian



**TWO A Northern Soul**

Home Clips



**WE CAN SOLVE POVERTY IN THE UK**  
A strategy for governments, businesses, communities and citizens  
[#solveukpoverty](#)

**#ChallengePoverty**  
**#AyeWeCan**  
SIGN UP TODAY  
CHALLENGE POVERTY WEEK: 7-13 OCTOBER



**Research** [frameworksinstitute.org/poverty-in-the-united-kingdom.html](https://frameworksinstitute.org/poverty-in-the-united-kingdom.html)

<https://www.jrf.org.uk/report/talking-about-coronavirus-and-poverty-guide-framing-your-messages>

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