



Quick-Start Guide to Talking about a Two-Generation Approach

Framing is the process of making choices about what to say—and what to leave unsaid. Here's a quick tour of themes to avoid and alternatives to advance.

Instead of this:	We're trying this:
Individual benefit: Helping vulnerable populations	Collective benefit: Fostering the <i>Human Potential</i> available to us
Repairing the social safety net	<i>Building</i> Connecticut's <i>Well-being</i>
Vivid examples of people experiencing multiple stressors	<i>Well-being</i> as a <i>Structure</i> : Shaky foundations + life's storms
Ladder Metaphors: Helping people climb out of poverty	The <i>Constructing Well-being</i> metaphor: Our work provides the bricks and mortar
Compelling Individual Examples: Program participant achieves self-sufficiency	<i>Life Cycle Examples</i> : 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
Referring abstractly to solutions without offering details	Concrete examples that illustrate how (proposed) programs work effectively
Rebutting: Mythbusting and Fact-Checking	Reframing: Making a powerful, affirmative case

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<p>Proving the worthiness of recipients</p>	<p>This is about common human needs</p>
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