



## **Pioneer Scheme Half-day Learning programme**

Wednesday 14<sup>th</sup> August 2019

### **KNOWLEDGE EXCHANGE**

#### **Talking about Poverty Training**

With Frances Raynor together with four Deep End GP Pioneer Fellows

#### **1) What were the key learning points from this session?**

- Poverty Alliance = a charity which aims to influence policy and practice, support communities to challenge poverty, build the anti-poverty movement, change attitudes and provide evidence through research
- Discussed framing via research done by the Joseph Rowntree Foundation which explored public attitudes towards poverty in the UK
- There are three patterns of thinking dominate how the British public sees poverty and the prospect of change:
  - 1) 'Post-poverty' – UK society is prosperous and has progressed beyond poverty
  - 2) 'Self-makingness' – an individual's situation is the sole result of his or her motivation and choices
  - 3) 'The game is rigged' – we are all at the mercy of elites who manipulate the system to keep others down for their own gain
- Discussed how to build support to solve poverty – Leading with shared values of compassion and justice, choosing messengers who embody these values, showing how the economy restricts people's choices and can lead to poverty, leading with poverty, highlighting how we all rely on public services day-to-day – especially those who are struggling, showing the real causes and systemic solutions when telling a person's story, enabling people to see that changes to systems are possible by talking about redesigning our economy, using shared values and metaphors to frame fact and

statistics and finally, connecting illustrations of poverty with this narrative and poverty's wider causes and solutions.

## 2) What changes to practice might you consider?

- Discussed ways to reframe the conversation and combat limiting beliefs and draw out the positive
- Ten ways to talk about Poverty – make it about values, use metaphors, choose the right messenger, lead with poverty, solutions, stop mythbusting and relying on facts, explain how we can redesign our economy, remind people that public services are a force for good which we all rely on day to day, when telling people's stories – be sure to convey the bigger picture and show lived experience of poverty rather than focusing on its prevalence
- Using media to change the conversation about Poverty – discussed how to develop key messages, tips on writing a news release, opinion pieces and blogs and talking points and interviews
- Discussed how as Deep End GP fellows we can become involved in Challenge Poverty Week

## 3) Any useful resources to share?

- [www.sproutsocial.com/insights/nonprofit-social-media-guide/](http://www.sproutsocial.com/insights/nonprofit-social-media-guide/)
- [www.begoodbesocial.org.uk/](http://www.begoodbesocial.org.uk/)
- [www.mediatrust.org/](http://www.mediatrust.org/)
- [www.creativecommons.org/](http://www.creativecommons.org/)
- [www.theguardian.com/voluntary-sector-network/2013/dec/11/social-media-for-not-for-profit-organisation](http://www.theguardian.com/voluntary-sector-network/2013/dec/11/social-media-for-not-for-profit-organisation)
- [http://frameworksinstitute.org/assets/files/PDF\\_Poverty/JRFUKPovertyMessageMemo2018Final.pdf](http://frameworksinstitute.org/assets/files/PDF_Poverty/JRFUKPovertyMessageMemo2018Final.pdf)