

# The National Reframing Human Services Initiative

*A project of the National Human Services Assembly*

Human services play a vital role in ensuring that everyone has the opportunity to reach their full potential and contribute to their communities. Yet, deep and relentless funding cuts coupled with flat charitable giving have left the sector ill-equipped to address the complex issues facing our communities.



## REFRAMING HUMAN SERVICES NETWORK

*Bringing new clarity to human needs  
and human services.*

The National Human Services Assembly (National Assembly) is leading an initiative to build broader public support and more vibrant civic participation for human services, in order to improve lives in the diverse communities we serve. After extensive research, a new narrative about the sector has been demonstrated to dramatically increase the public's understanding and support for the programs and public policies that build well-being in communities across the country.

## REFRAMING: A RESEARCH-BASED APPROACH TO COMMUNICATIONS

Now more than ever the sector needs to take advantage of research-based strategies for connecting with and activating the public. With the generous support of the Kresge Foundation and the Annie E. Casey Foundation, the National Assembly engaged the FrameWorks Institute, a renowned nonprofit communications think tank, to help us reframe human services in order to more effectively engage the public in the sector's work.

FrameWorks took our field through its evidence-based process to uncover the deeply held assumptions that people rely on to think about human services, and to test new narratives that the sector can use to elicit deeper engagement from the public. Through this multi-year process, FrameWorks identified an overarching story that significantly improved the public's understanding of what human services are and why they are important. We call this frame the Building Well-Being Narrative.

## BUILDING PUBLIC SUPPORT

FrameWork's research found that the sector's important work and societal benefits are largely invisible to, and misunderstood by, the public and policymakers. The new narrative has been demonstrated to change attitudes about the people human services benefits, expand the knowledge of how human services works, and improve policy support for our work.

## FIND OUT MORE

Go to [nationalassembly.org/national\\_reframing\\_initiative](https://nationalassembly.org/national_reframing_initiative) to access tools and resources developed to help the human services sector adopt the Building Well-Being Narrative in all of the sector's communications, including fundraising appeals, volunteer engagement, public education, and advocacy campaigns, including:

- **The Building a New Narrative on Human Services Toolkit**, a collection of framing research, recommendations, and sample communications designed to help leading voices explain the importance of human services.
- **The Reframing Human Services Network**. Join our network to stay on top of the latest news. We'll connect with you throughout the year with reframing tips, examples from the field, and opportunities to participate in webinars and trainings.

Download the toolkit at [nationalassembly.org/national\\_reframing\\_initiative](https://nationalassembly.org/national_reframing_initiative)



## CONTACT

**Bridget Gavaghan**, [bgavaghan@nassembly.org](mailto:bgavaghan@nassembly.org)  
Director, National Reframing Initiative

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