



How we will play today

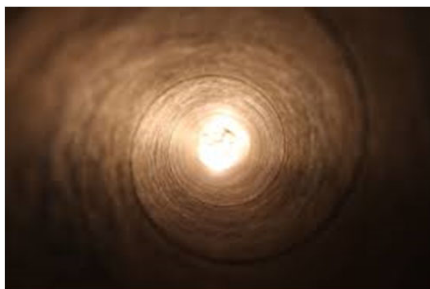
- Gettin' By game and rules
- Play for 45 minutes
 - 5-minute break
- Debrief/ discuss
- The science: how poverty changes the brain and body
- Communication pillars: bandwidth, power, hope
- Takeaways: Applying what you learned



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Scarcity captures the mind



- Automatic and powerful focus on what is needed or missing
- Reduces capacity for other things
- **Example:** The Minnesota Starvation Experiment



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The upside . . .



- Useful urgency
- Resources applied efficiently
- Distractions fade
- **Example:** the last hour before a deadline



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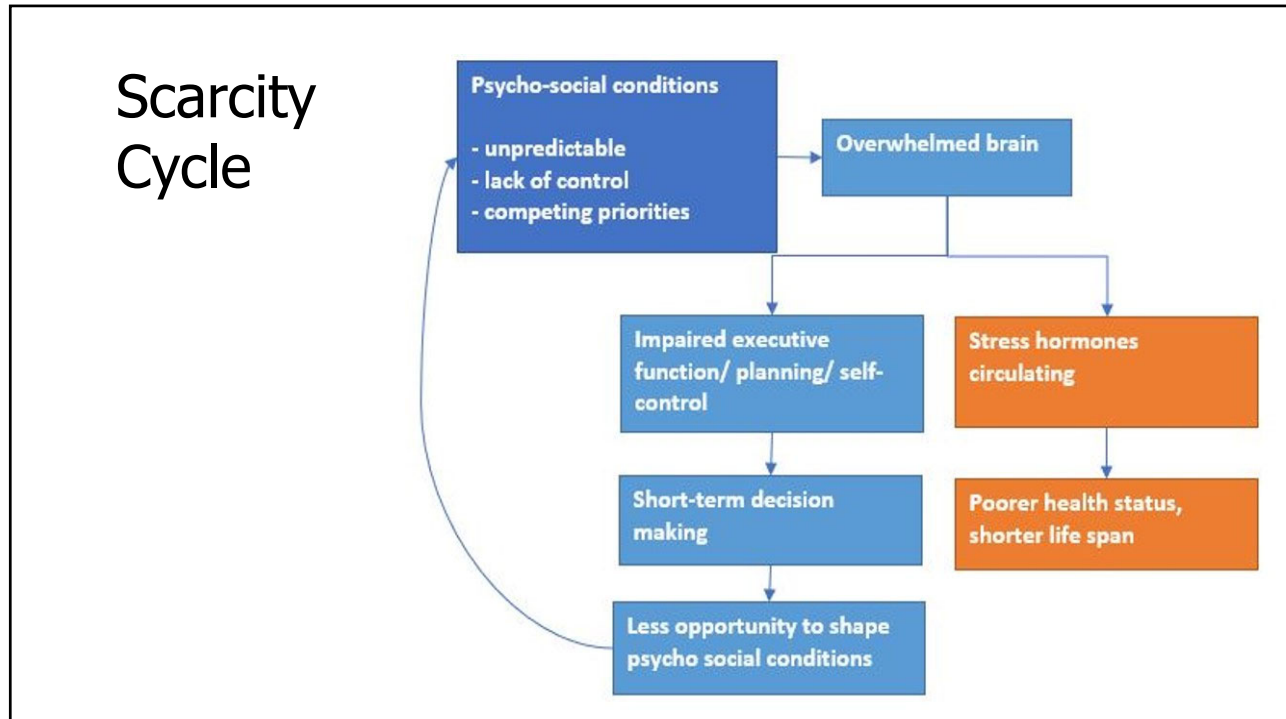
The downside . . .



- Neglect important things
- One goal: manage pressing issues whatever the cost
- **Example:** Quickly finding a place to live that has mold



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Taking up mental capacity

- Scarcity uses mental resources, leaving less for other parts of life
- Impact on executive function, ability to plan
- **Example:** sugar cane farmers regain 9 IQ points after the annual harvest

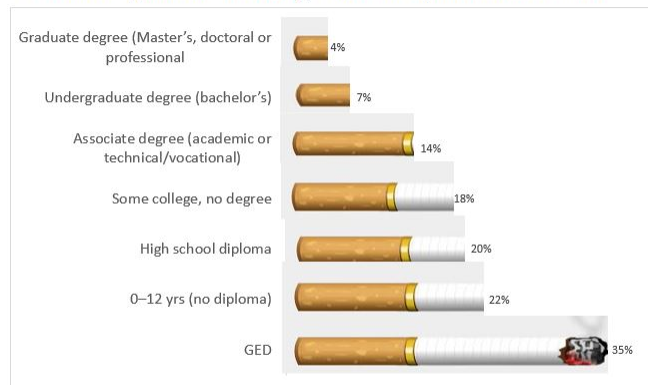


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Why smoking makes sense

Current Cigarette Smoking - Adults by Education Level



Source: <https://www.cdc.gov/tobacco/campaign/tips/resources/data/cigarette-smoking-in-united-states.html>



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Mental overload and health status

- Chronic mental stress increases stress hormones
- Whitehall studies link sense of mastery to better health status, lower mortality risk
- **Example:** higher severity and mortality from COVID 19 for lower SES groups



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Bandwidth

Ensure what you are sending is received

Oral Culture	Print Culture
Relationships are central	Time is central
Jump from one topic to another	Linear - first this, then that
Storytelling	Analytical/ abstract
Present-oriented	Strategic / future oriented

Source: Poverty Institute Guide/ Donna Beegle PhD



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Power

Find opportunities for mastery and influence

Generational Poverty	Working Class Poverty
"Life happens to me and I don't have any control over it."	"I have some control over my life but not very much"
Situational Poverty	Immigrant Poverty
"I pulled myself out of poverty. If I did it, anyone can -- you just have to make better choices, work harder, and make sacrifices."	"I have the power to make a better life for me and my family."

Source: Poverty Institute Guide/ Donna Beegle PhD



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Eight F's

- Focus – having to shut out distractions
- Fabric – clean and appropriate clothes, diapers for children
- Family & Friends – connection with family; need for childcare
- Fetch – ability to travel to different locations
- Flex – ability to miss work or family events
- Food – regular access to adequate food
- Fund – ability to pay for things
- Roof – stability and quality of housing



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Hope

- Positive thoughts about the future
- Importance of self-selected goals

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Gettin' By Goal

- To help people work more effectively and successfully with children and adults living in poverty

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THANK YOU



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