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

Scarcity captures the mind

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

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

The downside . . .

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

- Psycho-social conditions:
  - unpredictable
  - lack of control
  - competing priorities

  → Overwhelmed brain

  → Impaired executive function/planning/self-control

  → Stress hormones circulating

  → Short-term decision making

  → Poorer health status, shorter life span

  → Less opportunity to shape psycho-social conditions

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
Why smoking makes sense

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
**Bandwidth**  
Ensure what you are sending is received

<table>
<thead>
<tr>
<th>Oral Culture</th>
<th>Print Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationships are central</td>
<td>Time is central</td>
</tr>
<tr>
<td>Jump from one topic to another</td>
<td>Linear - first this, then that</td>
</tr>
<tr>
<td>Storytelling</td>
<td>Analytical/ abstract</td>
</tr>
<tr>
<td>Present-oriented</td>
<td>Strategic / future oriented</td>
</tr>
</tbody>
</table>

*Source: Poverty Institute Guide/ Donna Beegle PhD*

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**Power**  
Find opportunities for mastery and influence

<table>
<thead>
<tr>
<th>Generational Poverty</th>
<th>Working Class Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Life happens to me and I don’t have any control over it.”</td>
<td>“I have some control over my life but not very much”</td>
</tr>
<tr>
<td>Situational Poverty</td>
<td>Immigrant Poverty</td>
</tr>
<tr>
<td>“I pulled myself out of poverty. If I did it anyone can -- you just have to make better choices, work harder, and make sacrifices.”</td>
<td>“I have the power to make a better life for me and my family.”</td>
</tr>
</tbody>
</table>

*Source: Poverty Institute Guide/ Donna Beegle PhD*
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

Hope

- Positive thoughts about the future
- Importance of self-selected goals
Gettin’ By Goal

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

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THANK YOU