

SOCIAL SECURITY MISCONCEPTIONS

EFFECTIVE FRAMING FOR ADVOCATES

By the Topos Partnership
January 31, 2019



SUSTAINABILITY ATTACK



‘There isn’t going to be Social Security when you retire.’

“Practical” attack

More effective than ideological attack

Failure seems inevitable

Assertions to the contrary stay stuck in the frame, questioning solvency

WHAT WE BUILT



A Core Institution – Social Security is a fundamentally important institution in American society. Like the nation’s highways, it is a critical structure that promotes our wellbeing.

A concrete, critical structure
Stable, solid, important for all
Improving makes sense, dismantling
does not

WHY WE BUILT IT



The Safe Bet – Social Security provides the safest retirement income, more reliable than other options, from 401Ks to home purchases to other forms of investment.

Provides financial stability

Safe retirement

More reliable than other options

A plan we can count on

Boosts confidence

Builds support for solutions

PUTTING IT ALL TOGETHER

The basic case:

Americans built this core institution over the course of several generations – just like we built the highway system and the electrical grid – because it’s the best, most reliable way of meeting an essential need, safer than any private plans, pensions, or stock investments. And it has never missed or reduced a payment in 75 years. That’s why we built it.

In response to attack:

There are those who want to dismantle our Social Security System brick by brick – all in the name of “saving” it! Seniors have been able to count on it for generations. The truth is that with no changes at all, our Social Security System will deliver exactly as promised through 2036. What other program can we say that about? And with a simple change like...we would keep Social Security from cutting benefits for the next 100 years.

SSDI VARIATION

ADD “IMAGINE YOURSELF” SCENARIO

Imagine you suffer a stroke, experience some paralysis and lose your ability to speak. Unable to work, you have no idea how you'll support your family. Now imagine your relief when you realize that Social Security, insurance you've been paying into all your working years, will keep you and your family afloat.

As part of our nation's Social Security system, Disability Insurance is an important public structure, like our highways or water systems, that we designed over 50 years ago and will stay strong for the next 50 years. We built it to insure reliable, basic income for all of us who can no longer support ourselves through work, not just in retirement, but also due to disability.

CONCLUSION

OFFENSE, NOT DEFENSE

We don't win by simply refuting the opposition's argument, staying stuck in a Sustainability Frame.

We win with a proactive case that *reinvigorates the traditional image of Social Security as a solid system we can truly count on for retirement income.*

© TOPOS PARTNERSHIP

FOR MORE INFORMATION:

Go to our website:

www.topospartnership.com

Or email us:

team@topospartnership.com



@ TeamTopos



ToposPartnership