

MEANINGFUL WORK SUPPORT STRATEGIES

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**A PUZZLE:
CONNECT THE TWO RINGS**









SOLUTIONS COMES FROM OUR REPRESENTATION OF PROBLEMS

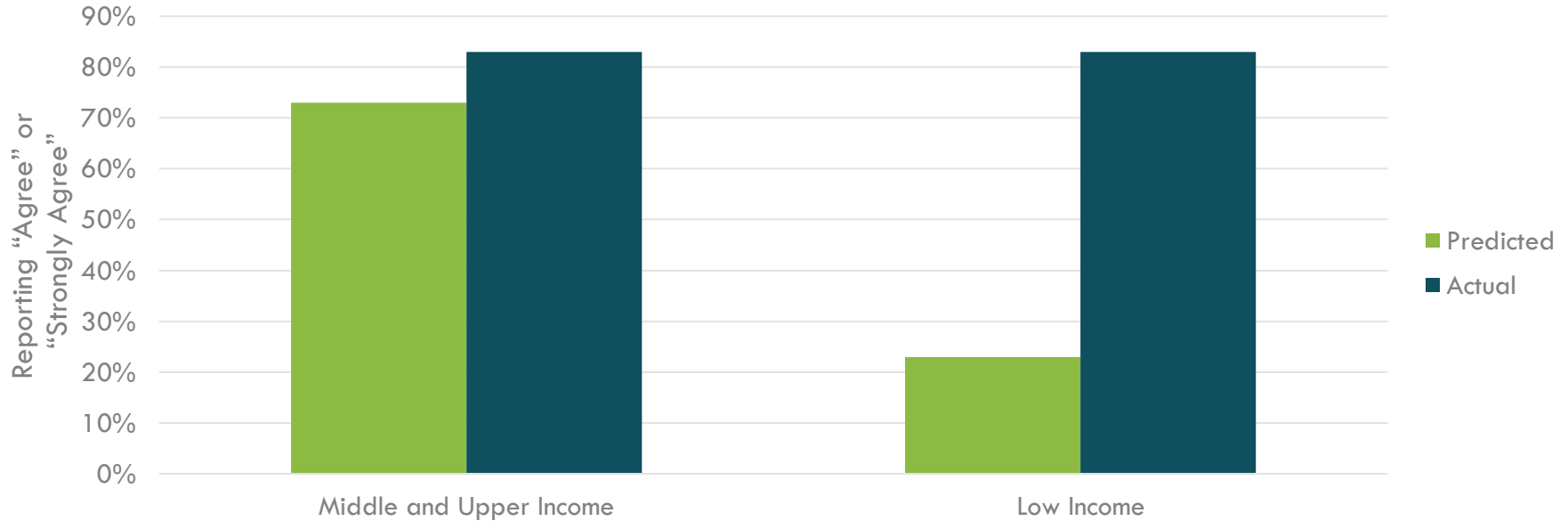
HARD PROBLEM



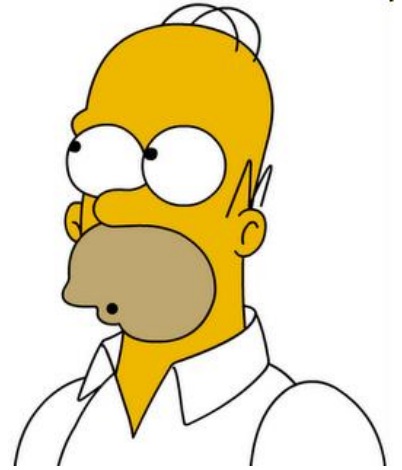
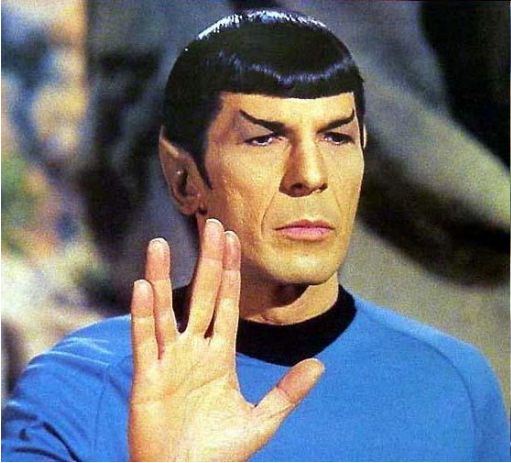
- 2 steel rings
- Matchbook
- Candle

HOW DO WE SEE THE POPULATIONS WE SERVE?

“What happens to me in the future mostly depends on me.”

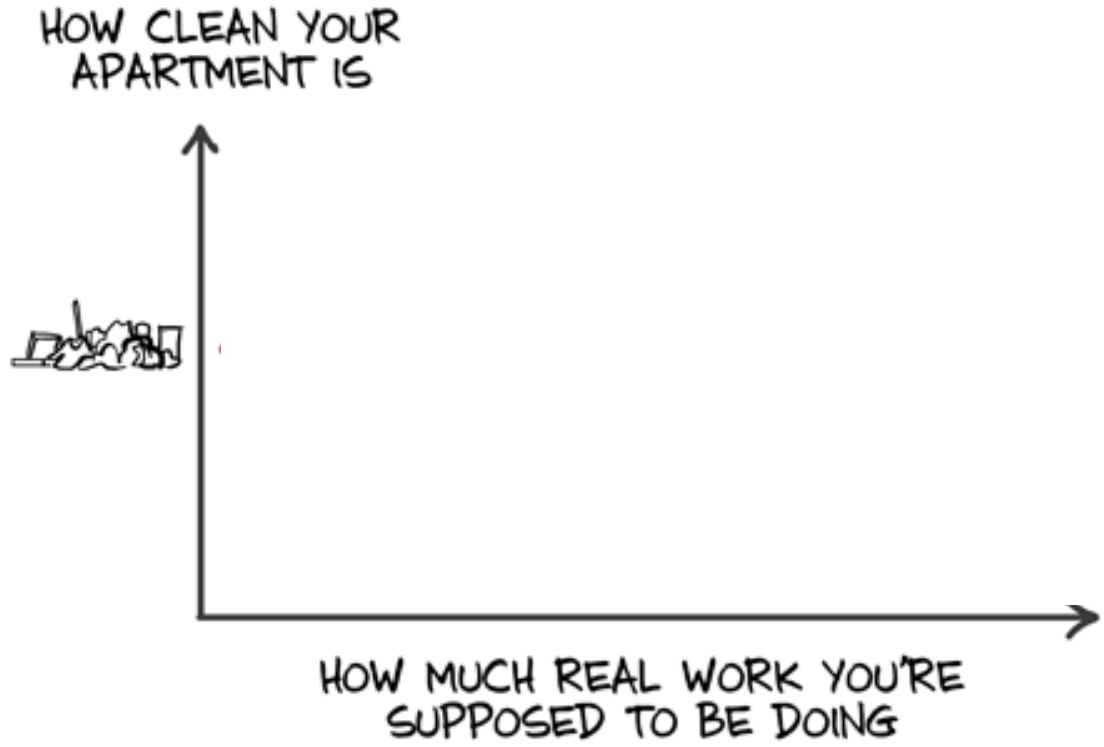


HOW DO WE REPRESENT PEOPLE?



...odd choice.

BEHAVIORAL ECONOMICS AND POVERTY



JORGE CHAM © 2013

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INHIBITION LEADS TO TUNNELING



Scarcity creates goal inhibition and tunneling on immediate goal.



- “I need to...”
 - “...feed my family now.”
 - “...repair my car now.”
 - “...pay my rent now.”

Imagine that your car has some trouble, which requires **a \$300 service**. Your auto insurance will cover half the cost. You need to decide whether to go ahead and get the car fixed, or take a chance and hope that it lasts for a while longer. How would you go about making such a decision?

Financially, would it be an easy or a difficult decision for you to make?

Imagine that your car has some trouble, which requires **an expensive \$3,000 service**. Your auto insurance will cover half the cost. You need to decide whether to go ahead and get the car fixed, or take a chance and hope that it lasts for a while longer. How would you go about making such a decision?

Financially, would it be an easy or a difficult decision for you to make?

COGNITIVE PERFORMANCE AND FINANCIAL STRESS





Erynn Brook @ErynnBrook · May 15

Everyone I've ever talked to who has been poor and is not anymore has the same story of the moment they realized they weren't poor anymore: grocery shopping.

658 6.7K 30K



Erynn Brook @ErynnBrook · May 15

Either at the checkout or in the aisles. I had this moment. I remember it clearly. Mine came when I was loading my groceries onto the cashier belt and I realized I didn't do the math.

29 214 3.2K



Erynn Brook @ErynnBrook · May 15

When I was poor grocery shopping was complex math, holding numbers in my head, constantly remembering pre and post tax prices for the things in my basket, combined with survival math like "if I go to bed before the hunger hits then half a bagel is enough for dinner."

48 352 4.1K

DESIGNING EFFECTIVE PROGRAMS



**Surf the train,
and you could get
wiped out—forever.**

Ride inside. Get there alive.

**Si viaja en las partes
exteriores del tren,
se arriesga a tener
un accidente fatal.**

Viaje adentro del tren.
Llegue a su destino con
vida.

坐在列車上頭
或者拉住外側車門
搭乘，如此可能
會造成永久傷害。

乘坐車內，保證
您平安抵達目的地。

Хочешь прокатиться
на крыше или
подножке? Тебя
снесёт оттуда – навсегда!

Ездить нужно только в
вагоне. Чтобы доехать
до места живым.

열차 서핑을
하면 안전창이
되어 사망할 수 있다.

차내에 승차하자,
안전하게 도착하자.

THE DESIGN PRINCIPLES



Cut the costs



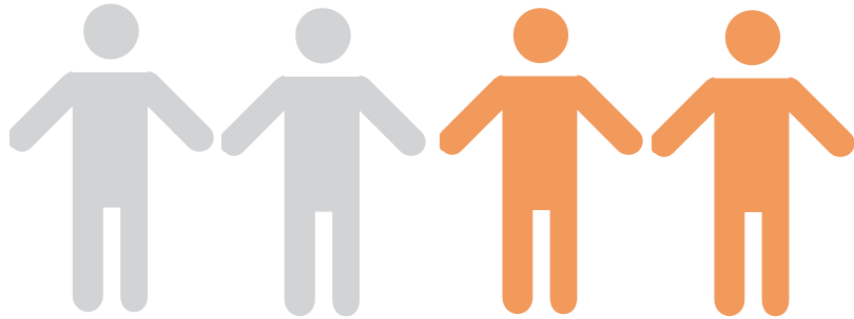
Create slack



Reframe and empower

EXAMPLE: MICHIGAN WORKS! REA PROGRAM

REA programs have been shown to work, but the Michigan Works! Southwest Reemployment and Eligibility Assessment (REA) pilot program was facing a problem with program take-up among unemployment insurance (UI) claimants:



About **25** claimants were selected each week to participate

Less than **50** percent of selected claimants scheduled their first session

Uses a personal and empathetic tone

Emphasizes the benefits of participation

Subject: [Schedule your Michigan Works! assessment](#)
Short preview: [Your personalized Reemployment and Eligibility Assessment](#)

Dear [\(first_name\)](#),

Hi, I'm Darlene at Michigan Works! Southwest. Soon, you will receive a letter from the Unemployment Insurance Agency asking you to schedule a Reemployment and Eligibility Assessment within 14 days. The Michigan Unemployment Insurance Agency requires your participation in REA to continue unemployment benefits, but we at Michigan Works! Southwest view REA as an opportunity to help you get back to work.

Please call me at [269-488-7619](#) for Kalamazoo, [269-592-2049](#) for Three Rivers, or [877-256-8294](#) for Branch and Calhoun counties (whichever office is more convenient for you) as soon as possible to schedule your Reemployment and Eligibility Assessment.

We will work with you one-on-one to help you get reemployed in a good job. We can provide a variety of effective reemployment services at no cost to you. All our services are always provided free. We look forward to meeting you soon.

Sincerely,
Darlene, REA Coordinator



What to Do Next:

1. Call me today at [269-488-7619](#) (Kalamazoo), [269-592-2049](#) (Three Rivers), or [877-256-8294](#) (Branch and Calhoun) to schedule your REA appointment. I can be reached during regular business hours, Monday through Friday.
2. Bring the following materials to your appointment:
 - o Your government issued photo identification.
 - o Your recent monthly record of work search (UIA form 1583).
 - o Your resume (if you don't have one, we can help you write one).
3. Come to your appointment at one of the following locations:

[Michigan Works!](#)
1601 S. Burdick Street
Kalamazoo, MI 49001

[Michigan Works!](#)
16587 Enterprise Dr. #5
Three Rivers, MI 49093

[Michigan Works!](#)
210 Vista Drive
Coldwater, MI 49036

[Michigan Works!](#)
135 Hamblin Avenue
Battle Creek, MI 49017

Provides a clear deadline

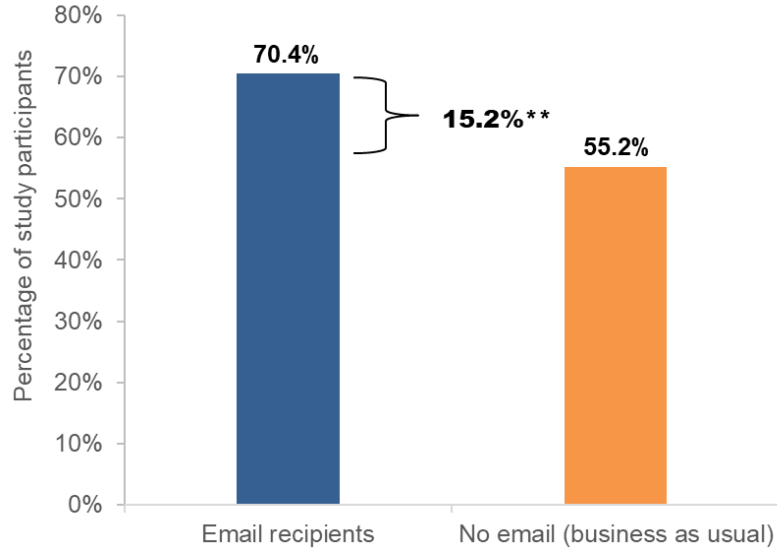
Clearly lists next steps

Lists resources to facilitate next steps

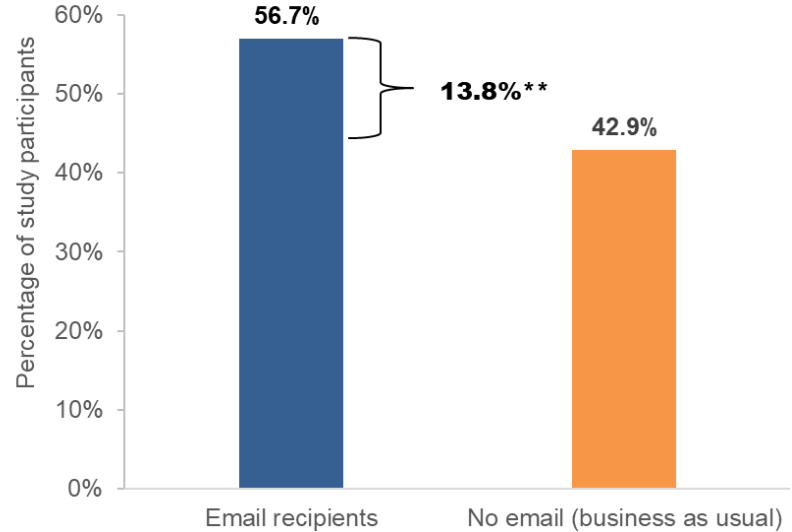
BIG EFFECTS ON REA SIGN UP AND COMPLETION



Scheduling rates



Completion rates





ideas **42**