

[in progress – comments welcome]

How the evidence-based messaging in our guide

How to grow support for a decent social security system: the messages that work

might be used in an interview

Evidenced-based messaging – p4 of the guide

Phrases that remind people why our social security system exists and the role it could and should be playing - p6 of the guide

Individualising the interview

Interviewer: Your organisation has published a new report calling for a decent social security system. What's the story?

Response: Our social security system was set up so everyone can get support when they need it. But we all know that for many of us it feels like our economy simply isn't working - costs keep rising and there's not enough coming in to cover them. Our report highlights this and it's no wonder so many people feel overlooked by politicians.

Interviewer: What did the research in the report find?

Response: It's devastating but we found that [key statistic e.g. x million. X% of families/households/children/older people/disabled people] are unable to make ends meet.

Interviewer: But we all see stories of how people don't want to work and fraud in the benefits system. What do you say to that?

Response: Our report found so many people struggling to make ends meet and it's that, not the exceptional situations you mention, that mean so many of us feels like our economy isn't working. We need our social security system when so many people are struggling to make ends meet, or if we become unwell or disabled, or we're caring for a loved one.

Interviewer: That's all well and good but isn't the welfare bill is already unsustainable?

Response: Our country's future prosperity depends on more people having a decent chance now. It relies on more children having a good start in life, and being able to reach their potential.

Interviewer: What needs to be done?

Response: It's time for governments to rebuild trust by making decisions for our country as a whole. Regaining trust means making sure work pays, bills are manageable and our social security system is there for all of us.

Interviewer: Is there a specific recommendation you're making?

Response: The government has lots of options and it's time for politicians to invest in a better future for everyone. Our social security system, like our NHS, should be there for us all, especially those who need it most and when we need it most.

This note is from the Together for Social Security project.

*For further information or support on using the messaging, contact the project Coordinator –
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