A Well-Framed Story Arc:

Answering the public's big questions about social issues

Why does this matter?

What's this about? How does this work?

If it's not working, why not?

Construction:

Well-being is built, by a team, over time

Construction:

Shaky foundations, missing materials, life's storms can all negatively impact wellbeing

What can we do about it?

Construction: Wellbeing is about planning and maintenance

Demonstrate how programs support wellbeing throughout life, show the scope of human services, and highlight prevention.

Human Potential:

Human services help everyone to reach our potential, so we can all contribute fully to our communities

