



Poverty: *how it influences interactions and outcomes*

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Materials from: Poverty Awareness for Community Engagement (PACE)

Presented for Door County Libraries

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University of Wisconsin-Extension



Let's Get Started



What are you seeing?

- Trends?
- New faces?
- Driving forces?





Poverty Quiz

- What do the numbers tell us about poverty in Door County?

What People Say...



MOM, WHAT'S WELFARE?

**WELL HONEY, THAT'S WHEN SOME PEOPLE BUY FLAT SCREEN
TVS, NICE CARS, TATTOOS, AND DRUGS BUT HAVE NO JOB, SO
WE WORK AND GIVE THEM OUR MONEY.**



The Statistics of Marshfield

<http://youtu.be/zCzAgK7-7ml>

Marshfield Area United Way



Self Reflection

Why do I stand where I do?

What makes me who I am?

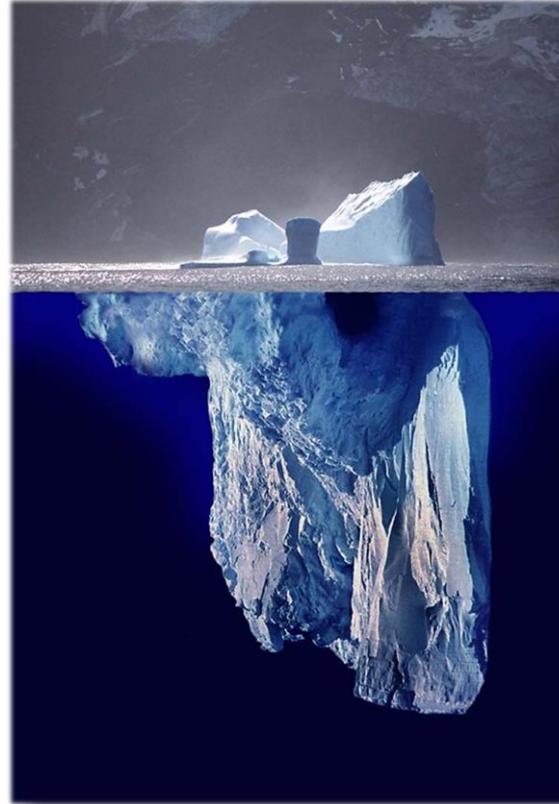
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Self Reflection – the Iceberg



Don't always believe what you think.



Just the Facts



What does it mean “to be poor?”

Definition 1: Federal Poverty Line/Rate

- Established in 1963-64, based on the cost of food
- Adjusted annually based on the Consumer Price Index (CPI-U)
- Standard for 48 contiguous states + D.C.
- People below the poverty line can't meet the most basic needs—food, rent, heat, etc.

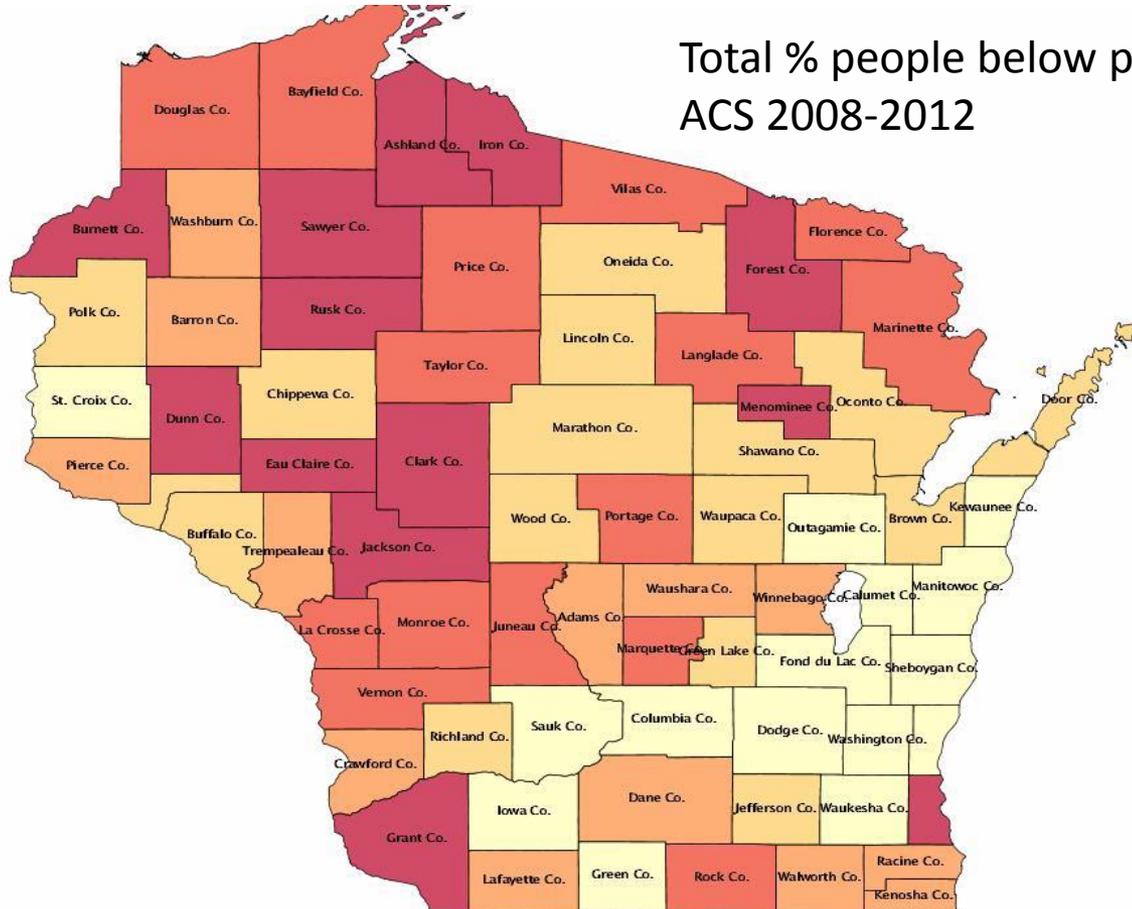
Persons in Family/Household	Poverty guideline for 2014
1 person	\$11,670
2	15,730
3	19,790
4	23,850
5	27,910
6	31,970
7	36,030
8	40,090

For families/households with more than 8 persons, add \$4,060 for each additional person



Where is poverty?

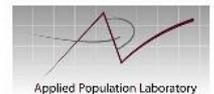
Total % people below poverty line,
ACS 2008-2012



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4.6 to 9.8
9.9 to 11.4
11.5 to 13
13.1 to 15.2
15.3 to 24.2

counties_90091:

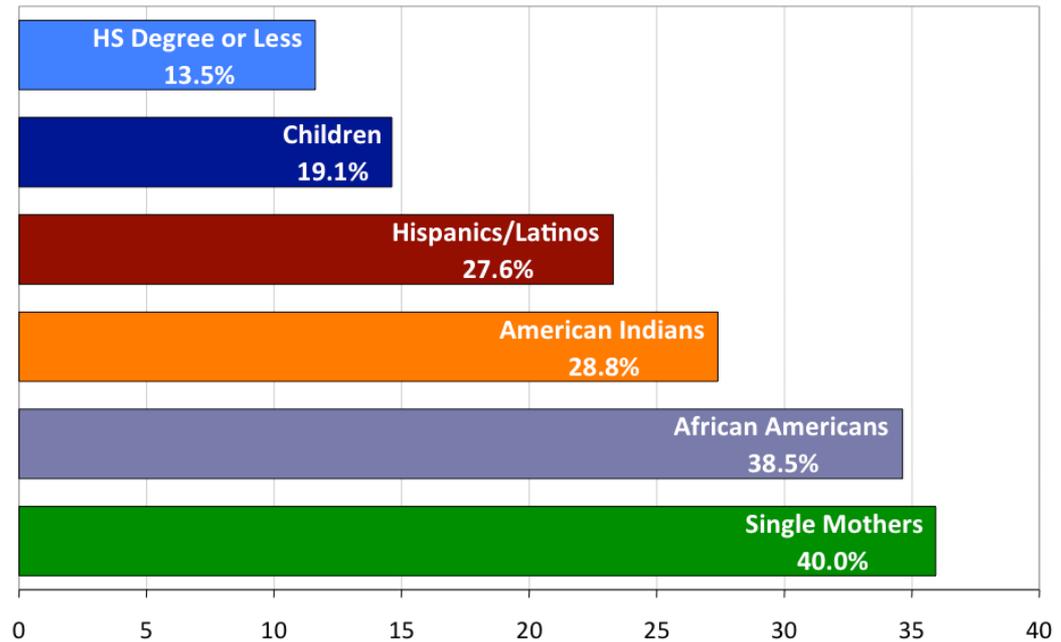


Source: <http://foodsecurity.wisc.edu/mapping.php>



Who is in poverty?

2 in 5 households headed by a single mother are poor

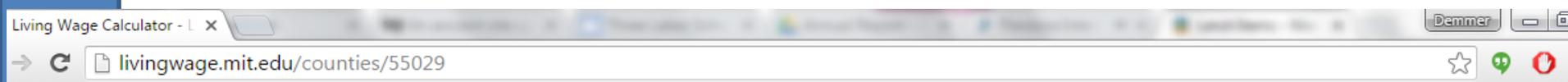


Source: American Community Survey 2010



Living Wage Calculator

<http://livingwage.mit.edu/counties/55029>



Living Wage Calculation for Door County, Wisconsin

The living wage shown is the hourly rate that an **individual** must earn to support their family, if they are the sole provider and are working full-time (2080 hours per year). All values are **per adult in a family** unless otherwise noted. The state minimum wage is the same for all individuals, regardless of how many dependents they may have. The poverty rate is typically quoted as gross annual income. We have converted it to an hourly wage for the sake of comparison.

For further detail, please reference the [technical documentation here](#).

Hourly Wages	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (One Working)	2 Adults (One Working) 1 Child	2 Adults (One Working) 2 Children	2 Adults (One Working) 3 Children	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Living Wage	\$9.55	\$21.91	\$28.42	\$36.98	\$16.36	\$19.44	\$22.04	\$24.12	\$8.18	\$12.06	\$15.56	\$18.81
Poverty Wage	\$5.00	\$7.00	\$9.00	\$11.00	\$7.00	\$9.00	\$11.00	\$13.00	\$3.00	\$4.00	\$5.00	\$6.00
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25

Typical Expenses



Food Security

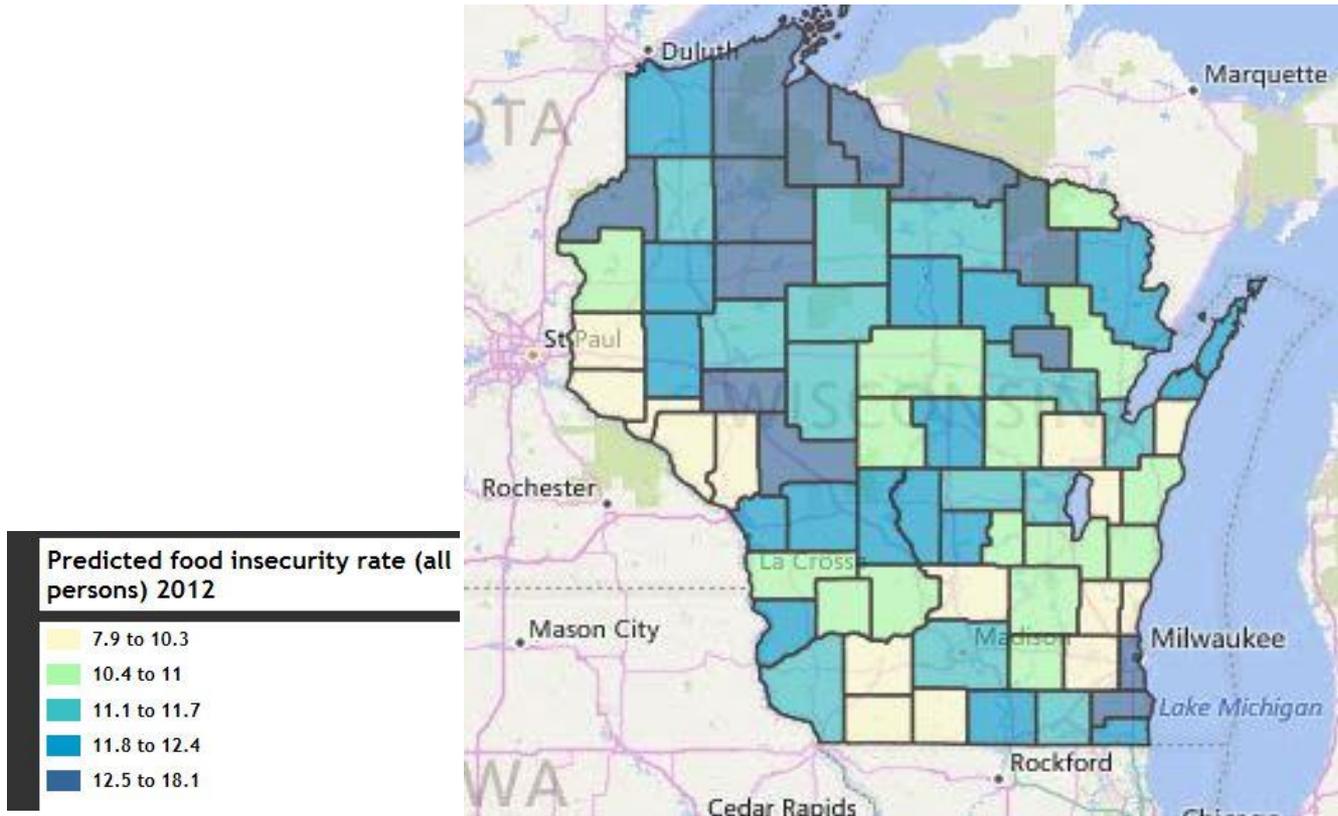
Food Security – access by all people at all times to enough food for an active, healthy life.

Food Insecurity – uncertain access to food adequate for an active, healthy life.

- Low food security – reduced quality, variety, or desirability of food without reduced food intake.
- Very low food security – disrupted eating patterns and reduced food intake.



Who is Hungry?



Source: <http://foodsecurity.wisc.edu/>

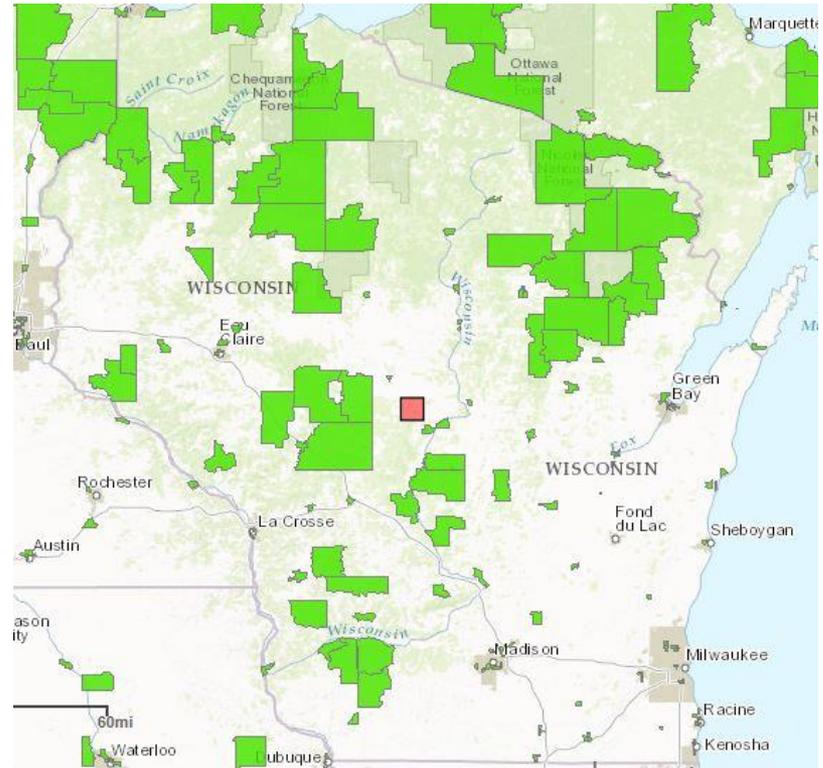


Access to Affordable/Healthy Food

Food desert – communities without ready access to fresh, healthy, and affordable food.

- May be urban neighborhood or rural towns
- May have only have fast food and/or convenience stores with expensive, unhealthy food options

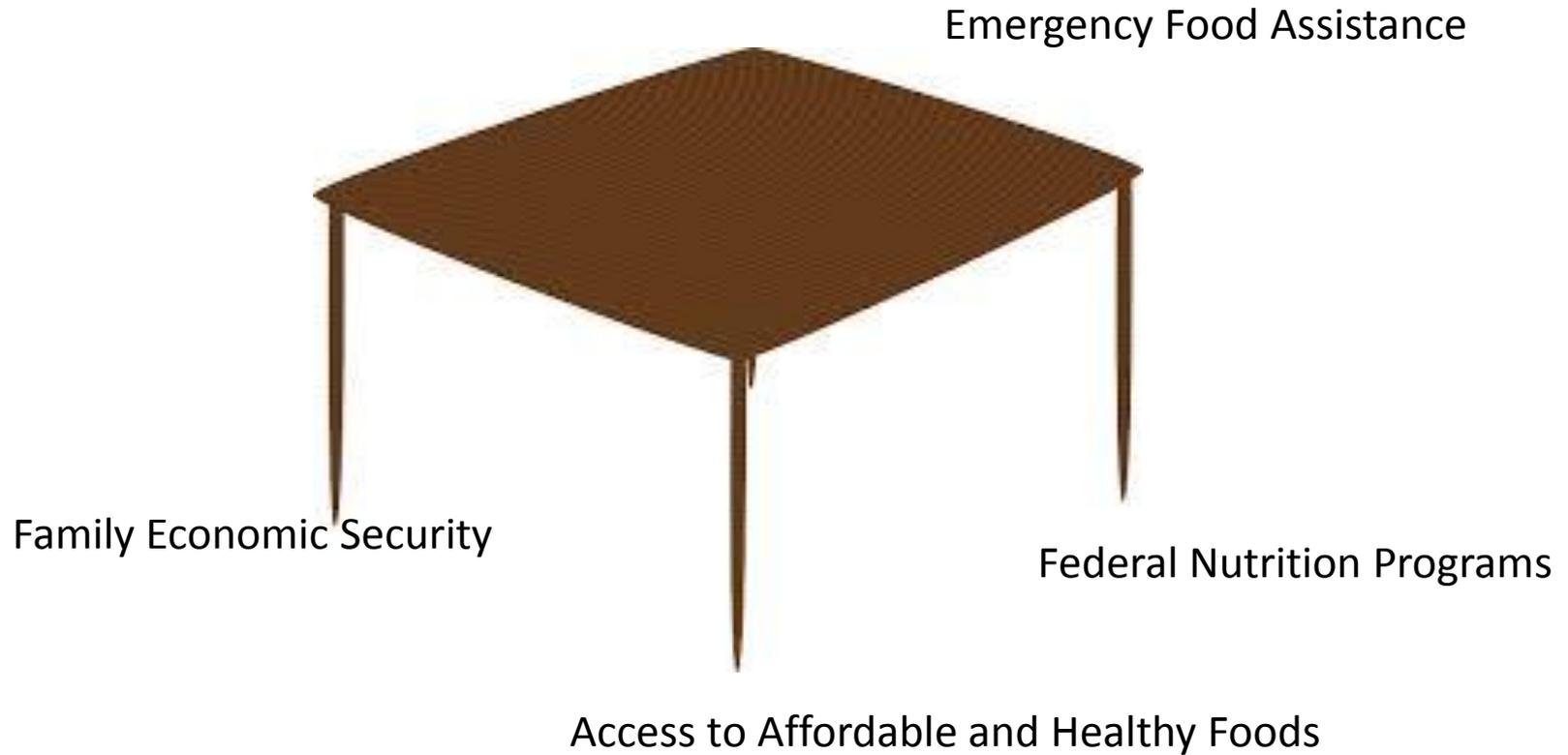
Green = low income area > 1 mile (urban) or > 10 miles (rural) from nearest supermarket



<http://www.ers.usda.gov/data-products/food-access-research-atlas/>



Four Legs of Community Food Security



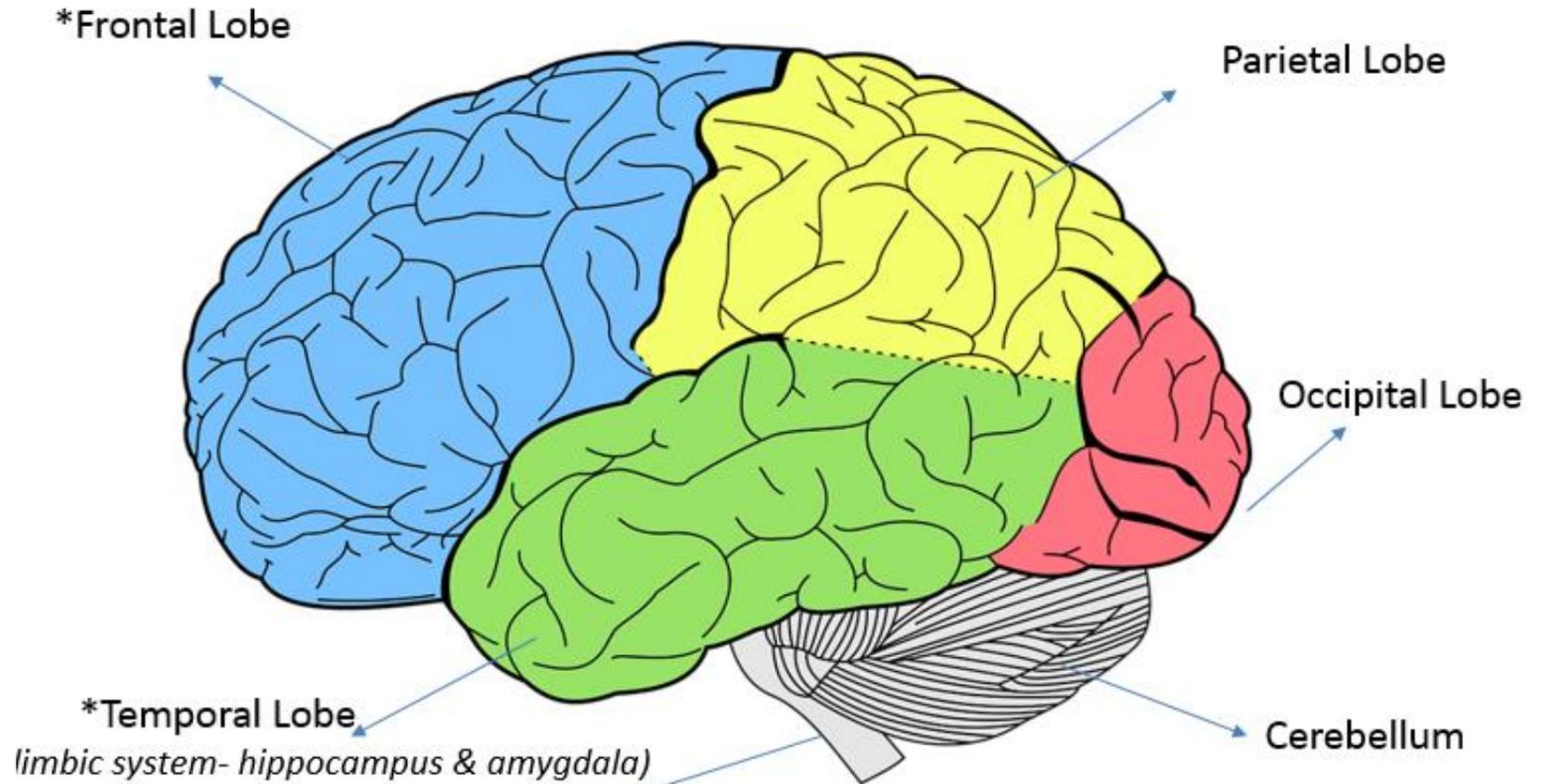




On the Brain

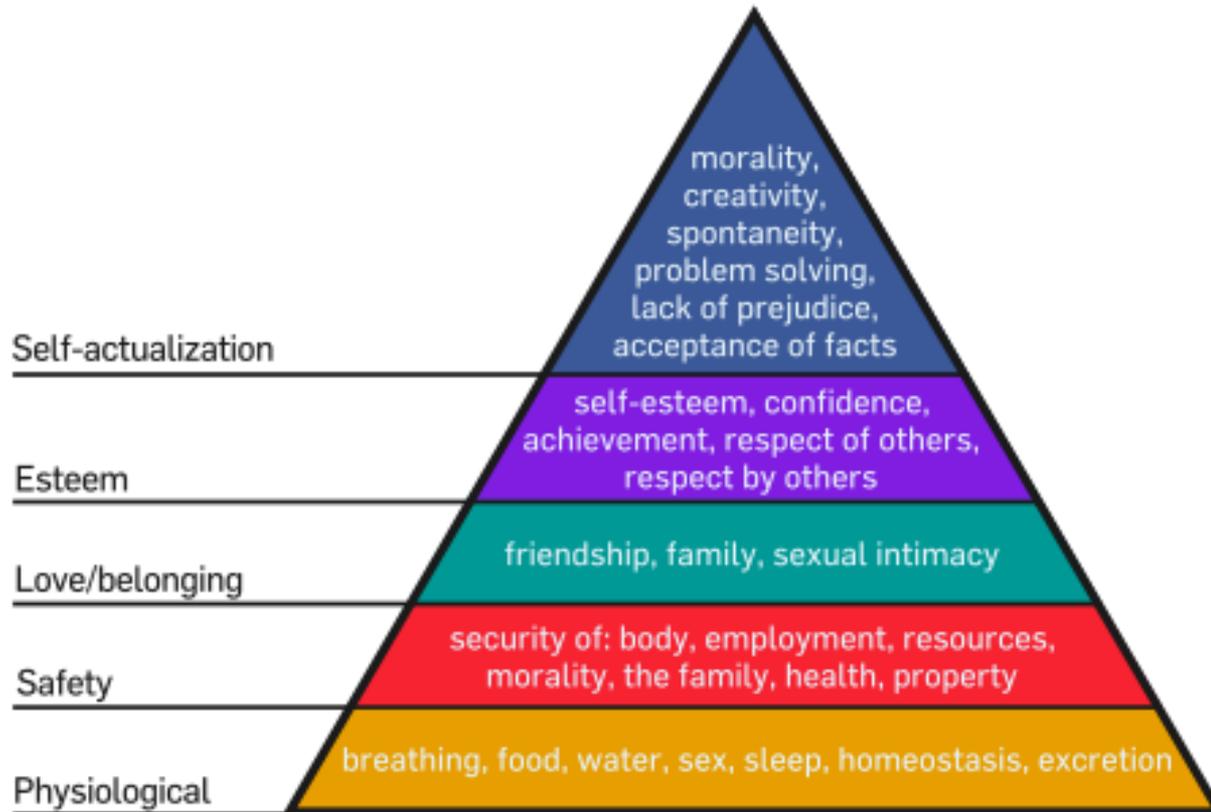


Brain on Poverty





Brain on Poverty: the “What”



Brain on Poverty

- Tyranny of the Moment”
 - Responding to constant urgent, immediate needs \neq to retreat from “crisis mode”
 - Persistent crisis mode \neq long term decisions or planning.
 - Poverty can become self-perpetuating.

- But is that all?





Brain on Poverty: the “What”

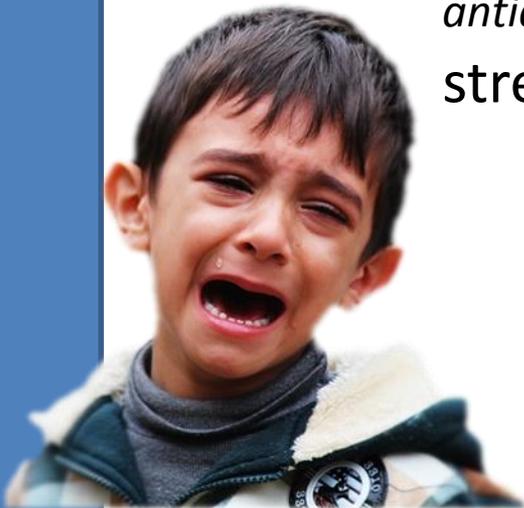
If... Then?



Brain on Poverty: moving from “What” to “Why”

- Toxic stress and early brain development
 - Prolonged exposure to high levels of stress hormone in early childhood → reduces neural connections and amounts of grey matter (info processor)
 - **Childhood:** time of rapid brain growth and grey matter “pruning”
 - **MRI scans show smaller brain regions** (*in areas of reward anticipation, decision-making, impulse control, and emotion*) in stressed out children

Uncertain long-term effect on highly plastic brain





Brain on Poverty: moving from “What” to “Why”

- What happens in our genes happens to our brains - *oh, rats!*
 - “High caring” mother rats (*genetic or foster*) were more likely to be low stress, high caring adults
 - **AND** vice versa
 - “**Stress**” connected to changes in the genes – passed down through behavior, not genetics
 - **IF** a **high stress** adult rat were placed into a low-stress environment, the rat’s genes have potential to change → promoting “**low stress**” behaviors over time.





What Do I Have to Do With It?



Strategies

to build relationships with patrons

- Customer service

Customer service is the first line of defense in minimizing security risks (deescalating or stopping a situation before it starts), and improving outcomes in dealing with difficult patron encounters or situations.

Albrecht, Steve. *Library Security: Better Communication, Safer Facilities*. Chicago: ALA Editions, 2015. Print.

- Empathy

The ability to sense other people's emotions, coupled with the ability to imagine what someone else might be thinking or feeling.



Customer Service Strategies

Seven Service Sins	Dr. Karl Albrecht's Code of Quality Service
1. Apathy	1. Greet each patron immediately or when passing by.
2. The Brush-off	2. Give each patron you meet your complete attention.
3. Coldness	3. Make the first and last thirty seconds count for the patron.
4. Condescension	4. Play your part to be real.
5. Robotism	5. Show your energy with sincere friendliness.
6. The Rule Book	6. Bend the rules when situations call for it.
7. The Runaround	7. Be the patron's problem solver.
	8. Use your common sense.
	9. Take good care of yourself.

Albrecht, Steve. *Library Security: Better Communication, Safer Facilities*. Chicago: ALA Editions, 2015. Print.



Taking Care of Yourself

- HALT

- Hungry/Hurried
- Angry
- Lonely
- Tired



- BREADS

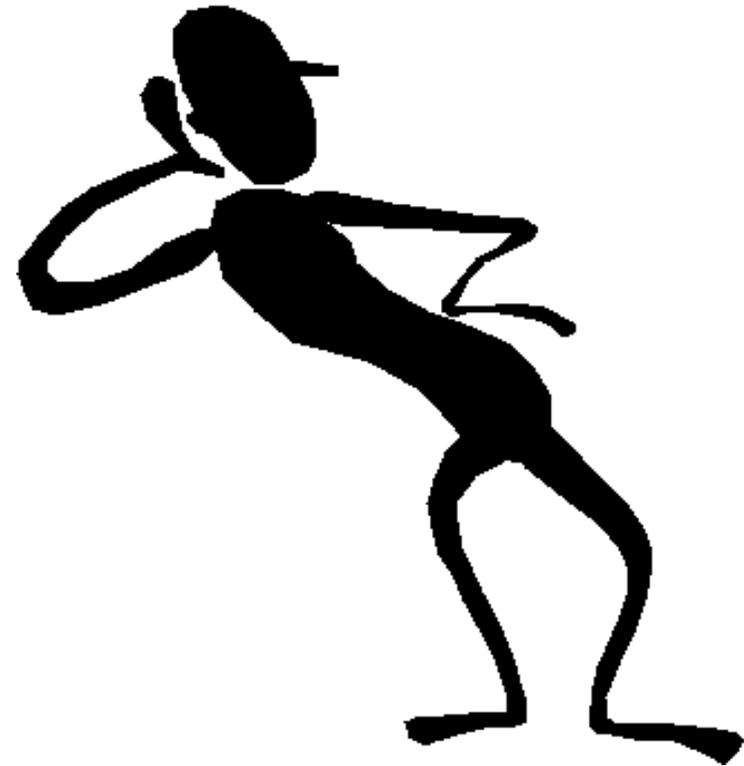
- Breathing
- Relaxation
- Exercise
- Attitude
- Diet
- Sleep



Empathy: It's Not the Nail

1. Really listen, don't try to solve right away

<http://youtu.be/bvAltJybQ7U>





Neutralize Behavior



- **Do NOT meet negative emotion with emotion (mirroring)**
 - Do the opposite (e.g., if a patron starts speaking louder and faster, you speak softer and slower)
- **Monitor your breathing and heart rate**
 - Force yourself to take long, slow, deep breath to reset your limbic system
- **Ask questions to short-circuit amygdala hijack (middle brain)**
 - Questions force a person to use the prefrontal cortex
- **Use personal space and physical barriers**
- **Set limits, ask for help**

Neutralize Behavior

- Verbal Judo: LEAPS

- Listen actively
- Empathize
- Ask questions
- Paraphrase
- Summarize



Thompson, George J., and Jerry B. Jenkins. Verbal Judo: The Gentle Art of Persuasion. New York: William Morrow, 2013. Print.

- Tip: ask patrons to agree to stop certain behaviors in order to be allowed to stay (allow negotiation with limits)



Let's put it together!

1. Use empathy
 - listening
2. Neutralize behavior through self-regulation
3. Ask questions –
 - encourage thinking



»»» Lisa's Story

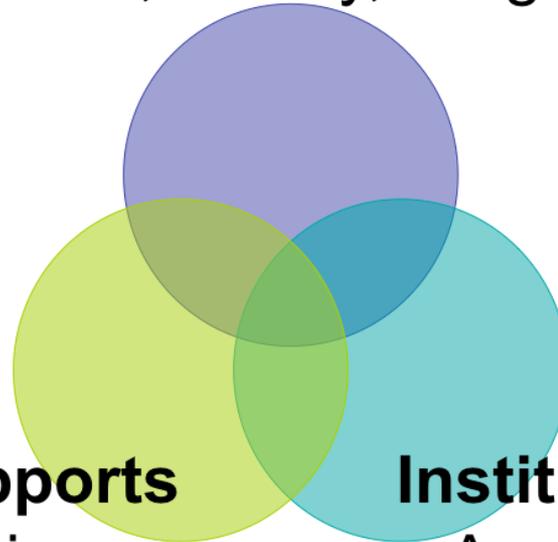
- **What would happen if a stressed-out Lisa came to the library?**
- How would you respond:
 - What resources would you need? What resources would you have?
 - Who would you call?
 - What barriers might you encounter?
 - What additional barriers/limitations might Lisa face?



Framing our Work

Social Supports

Personal, Family, Neighbors



Community Supports

Agenda, Policies

Institutional Supports

Agencies, Initiatives



University of Wisconsin-Extension



Call to Action

- Work as a group to identify an action you can take as a library to engage with the issue of poverty in Door County



Additional Resources

UW-Extension Family Living and Wisconsin Nutrition Education Program (WNEP)

- <http://flp.ces.uwex.edu/>
- <http://www.uwex.edu/ces/wnep/>

Door County UW-Extension

- <http://door.uwex.edu/>

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