

Poverty restricts and restrains metaphor

In the grip of	Caught in a trap	Loosen the grip of poverty
Held hostage	Held back	Break free
Key to unlock poverty	Held to ransom	Shackles

Currents of poverty metaphor

Falling into	Slipping into	Weather the storm
Head above water	Stem the tide	Staying afloat in the deep end
Life-line	Waves hitting one after another	Deep water
Calming the waters	Sinking	Going under
Treading water	Drowning	Submerged
Suffocating	Life-raft	Benefits system is an anchor / lifebelt
Drowning	Come up for air	Easing pressure
Sapping strength		

Demonstrating values

It's not right/it's wrong	Righting the wrong of ...	Unjust
We all want to live in a society where	In a country like ours, everyone should be able to	We are not a country that...
We shouldn't pass by on the other side	We shouldn't just write people off	It's wrong to look the other way
As a society, we care about	Throughout history, we've protected/looked out for	Goes against what we stand for
Common/shared humanity	In our society, everyone should have a dignified life	A decent society
It's our duty to look out for each other	We won't stand by and let this happen in our society	Simply not acceptable
We need to put this right	Time for a rethink	What do we want our country to look like
We believe in responsibility to each other	This is what we should be	If we do X, we can achieve Y
We should all be able to live a dignified life	Keys to unlocking poverty	We all have a stake in this
We should all be able to fulfill our potential,	It's out of order	Poverty stops people from accessing opportunities

AVOID

- **Fairness – it leads to blaming**
- **Ladders**
- **“How do you sleep at night?” – or anything that could be seen as taking the moral high ground, needs to be an inclusive call to morality.**