

**Abigail Scott Paul of Joseph Rowntree Foundation argues that it is time to rethink our approach when talking about poverty.**

“Poverty” as a word is problematic and it is not unusual to get the following reactions when talking about poverty. I am going to argue why these reactions resonate even more strongly in a rural context.

1. Real poverty does not exist in the UK; it is something that happens overseas in Africa.

2. Poverty is inevitable; there are always going to be those at the top and those at the bottom.

3. Poverty isn't really an issue because even those who experience it do not identify as being "poor"

4. Most people who are poor are poor because they don't try hard enough to get themselves out of poverty  
- these people don't deserve our support.