



Finding Your Frame

Translating the Science of Early Adversity for Action

May 2016

Nat Kendall-Taylor, Ph.D., *Chief Executive Officer*

Why Does Framing Matter?

What Do We Know About Reframing Child
Development and Adversity?

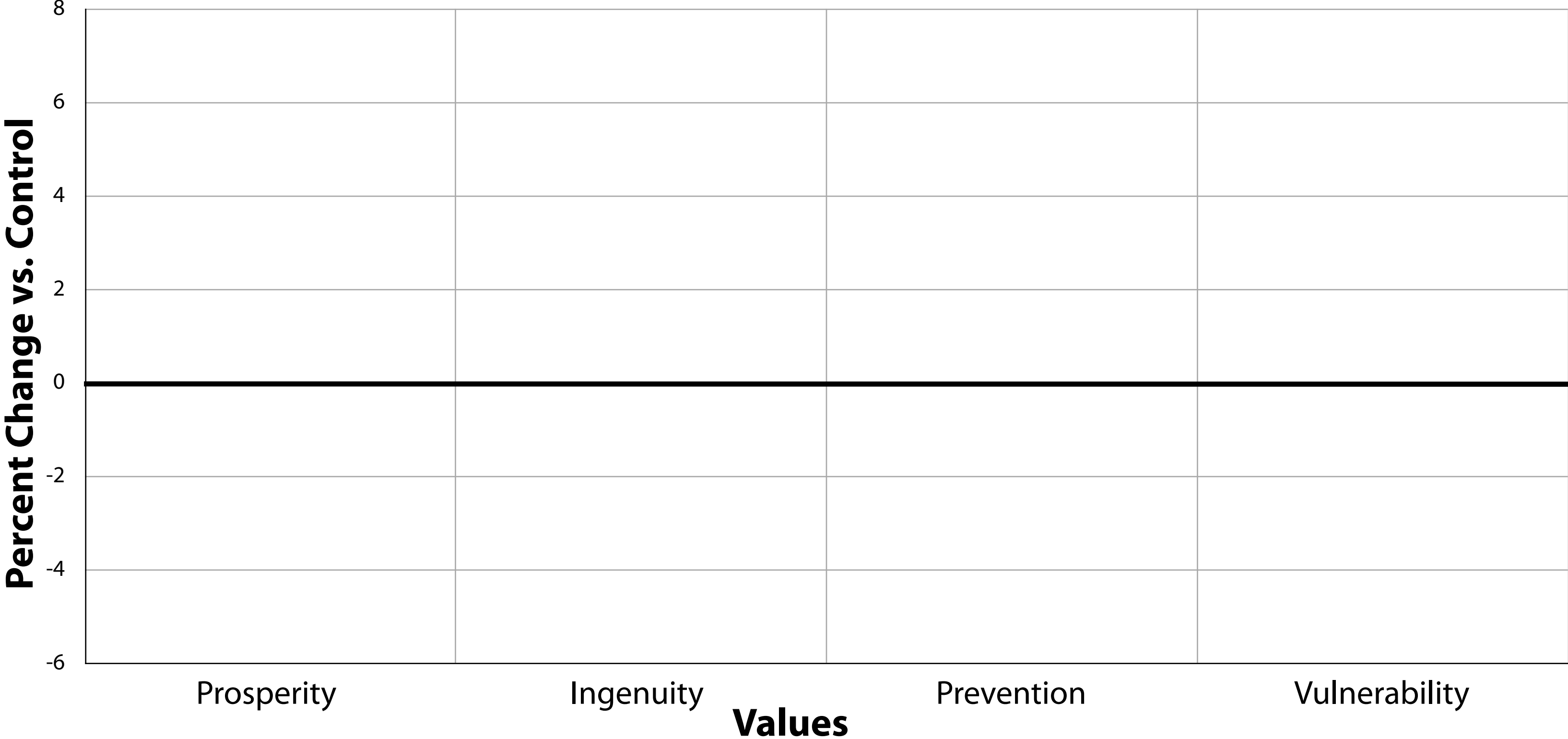
Why Does Framing Matter?

What Do We Know About Reframing Child
Development and Adversity?

Because Understanding is Frame Dependent

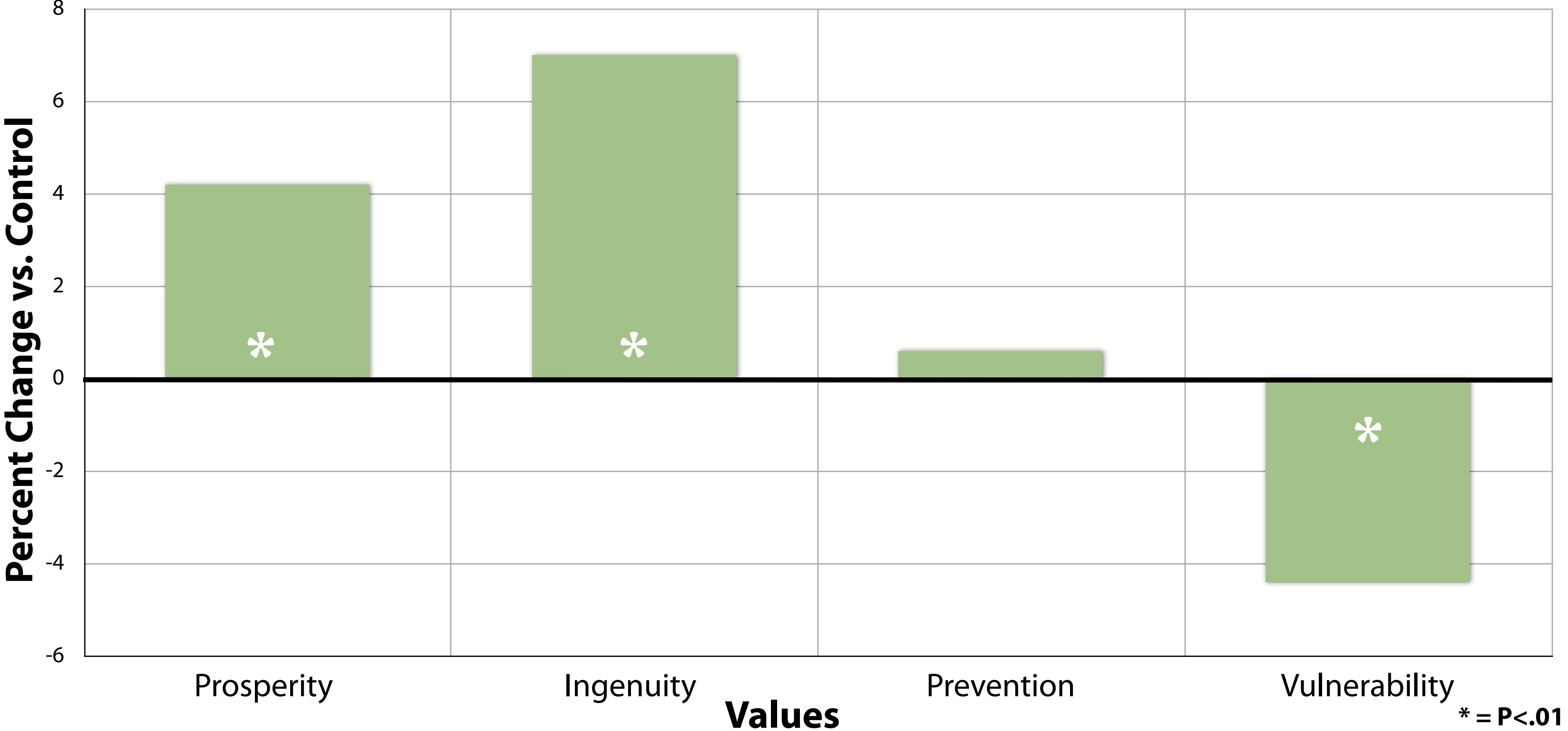
Because Understanding is Frame Dependent

Support for Child Mental Health Policies

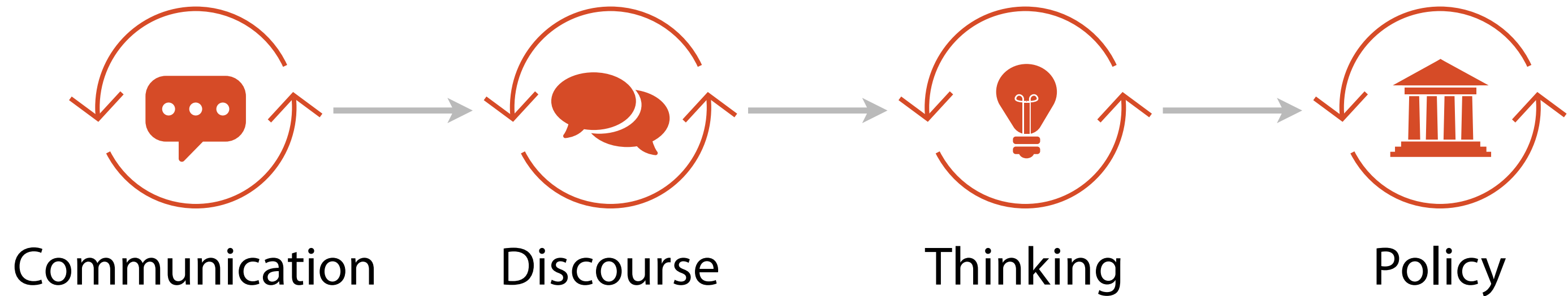


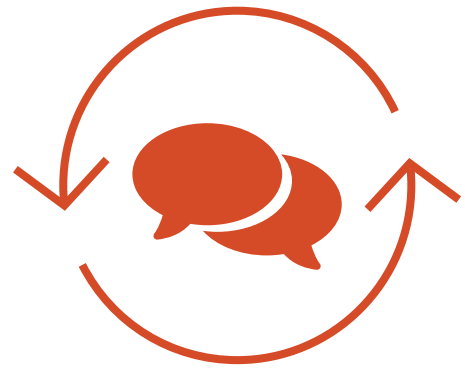
Because Understanding is Frame Dependent

Support for Child Mental Health Policies

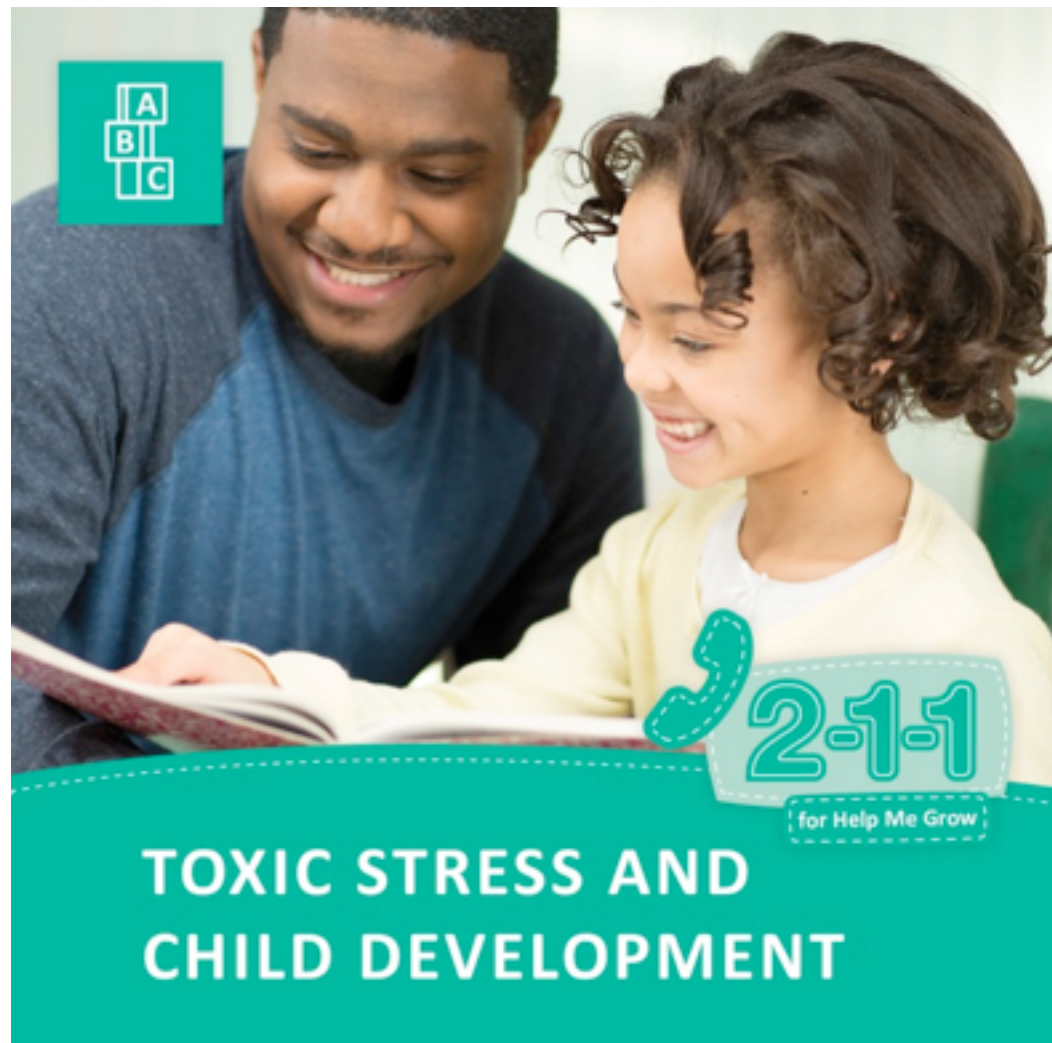


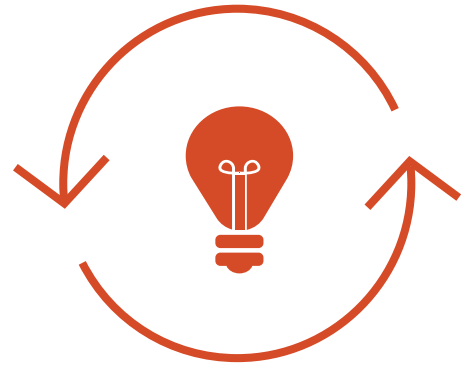
Because Frames Can Help Make Change





Changes in Communication





Changes in Discourse



The New York Times

The Opinion Pages

Opinionator

FIXES

Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley



Changes in Thinking

2002

Only 42% understood that infants can communicate before they learn to speak.

Public unsure whether babies' cries were 'conscious manipulation' or expressions of genuine need.

2011

96% understood that infants can communicate before they learn to speak.

85% understood that for infants, cries and signals indicate a genuine need for adult attention.



Changes in Policy

CALIFORNIA SENATE PASSES RESOLUTION ASKING GOV TO LOOK AT INTERVENTION POLICIES TO ALLEVIATE "TOXIC STRESS" IN CHILDREN



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION

Assembly Concurrent Resolution **No. 155**

Introduced by Assembly Member Bocanegra
(Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)

May 28, 2014

Assembly Concurrent Resolution No. 155—Relative to childhood brain development.

LEGISLATIVE COUNSEL'S DIGEST

ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress.
This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions.
Fiscal committee: no.

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™

TECHNICAL REPORT

The Lifelong Effects of Early Childhood Adversity and Toxic Stress

abstract

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve...

FREE

Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

KEY WORDS
ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

ABBREVIATIONS

H.R. 1429: Head Start Reauthorization of 2007

"train Head Start personnel in addressing the unique needs of ... children and families experiencing **toxic stress**."

Early Head Start University Partnership Grants: Buffering Children from Toxic Stress (July 2011)

"grant projects to promote knowledge of how Early Head Start programs can buffer children from the effects of **toxic stress** by supporting parenting/caregiving"

Because You Have a Problem

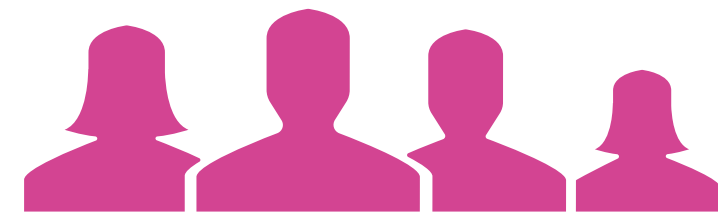
You Say...They Think

AAA

BBB



Expert/Advocate



Public

You Say...They Think

The environments that young children are exposed shape how they do throughout childhood and even as adults. Environments and experiences matter. What do you think shapes how kids turn out and why some do well and others don't?



Expert/Advocate



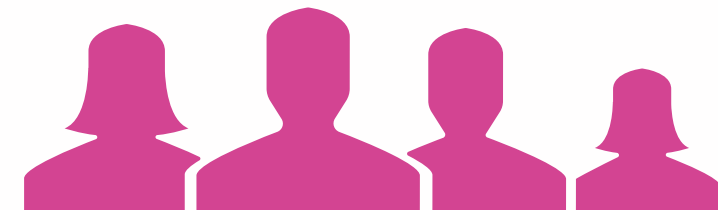
Public

You Say...They Think

The environments that young children are exposed shape how they do throughout childhood and even as adults. Environments and experiences matter. What do you think shapes how kids turn out and why some do well and others don't?



Expert/Advocate



Public

You Say...They Think

Responsibility for making sure that children have positive development is spread across multiple systems--there's education, healthcare, child protection, mental health, housing... But we also know that families play a really important part of this process. Who do you think is responsible for our children's development?



Expert/Advocate



Public

You Say...They Think

Responsibility for making sure that children have positive development is spread across multiple systems--there's education, healthcare, child protection, mental health, housing... But we also know that families play a really important part of this process. Who do you think is responsible for our children's development?



Expert/Advocate



Public

What People Do When They're in This Position

- Provide (more) data
- Meet them where they are

Providing more data is not the answer



Providing more data is not the answer



Meeting them where they are

Meeting them where they are
is **NOT** the answer

In a Poll on Early Childhood Development...

Who is responsible for making sure that families have childcare?:

- 73% parents
- 17% government
- 10% employers

What are the most serious problems that children face?:

- 85% say "parents not paying enough attention to what's going on in their children's lives"

Parents Are Responsible

In a Poll on Early Childhood Development...

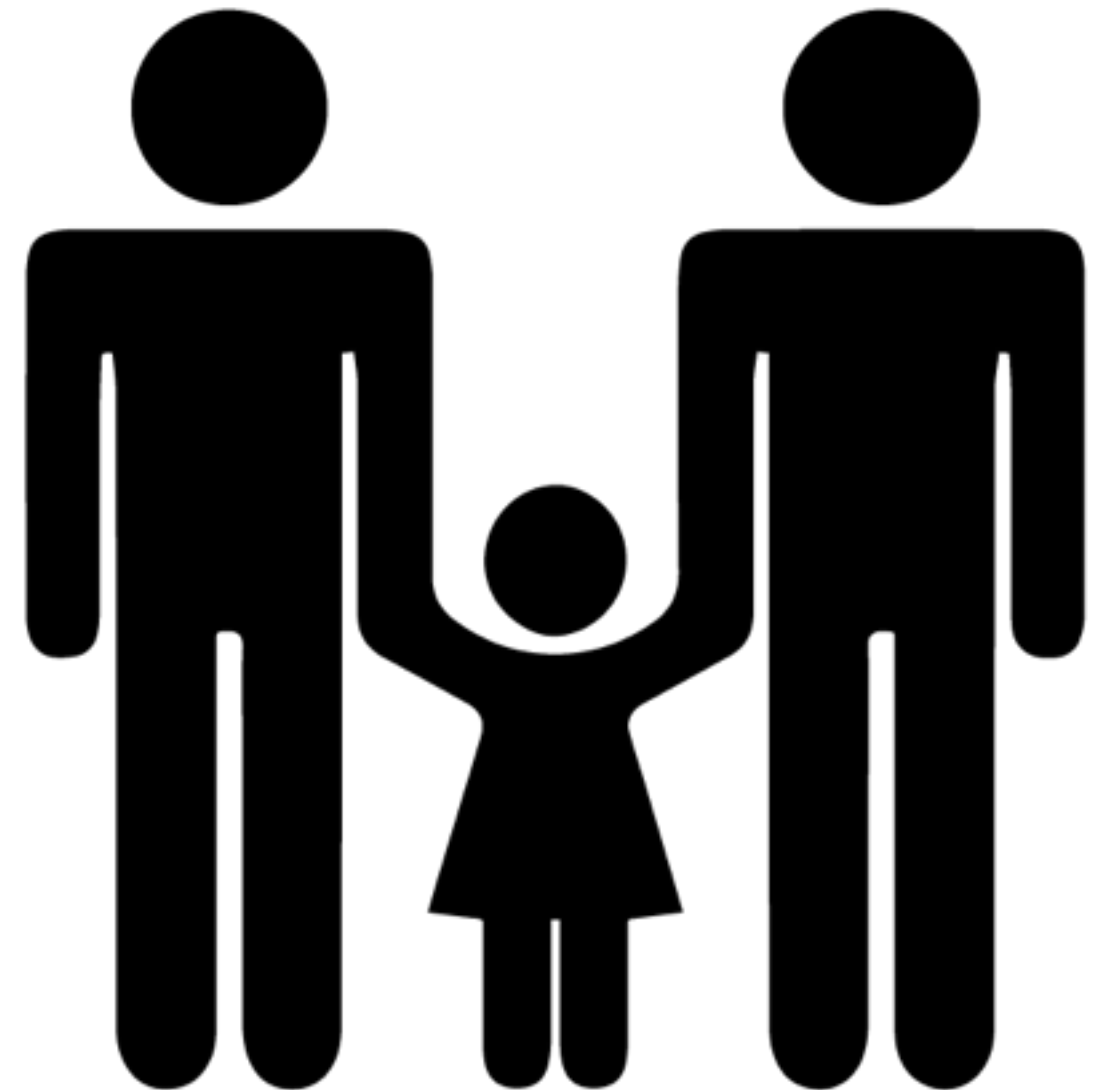
Who is responsible for making sure that families have childcare?:

- 73% parents
- 17% government
- 10% employers

What are the most serious problems that children face?:

- 85% say "parents not paying enough attention to what's going on in their children's lives"

Parents Are Responsible



Problems With Focusing on Parents

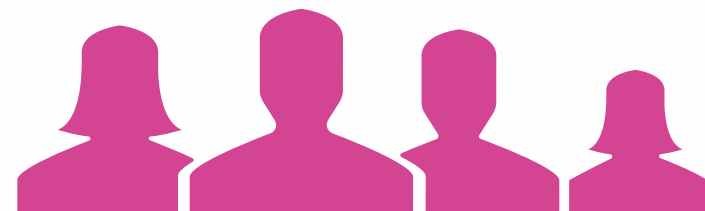


Context is key part of explaining why some kids do well and others do not.

???



Advocate



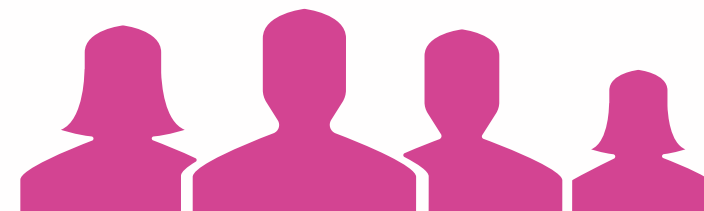
Public

Context is key part of explaining why some kids do well and others do not.

CULTURE!



Advocate



Public

Strategic Communications =

Knowing What You're Up Against

+

Using Empirically Tested Tools to Navigate

Why Does Framing Matter?

What Do We Know About Reframing Child
Development and Adversity?

What Do We Know About Reframing Child
Development and Adversity?

3 Framing Recommendations

Framing Recommendation #1:

*Explain how things work to make people
better solutions thinkers*

The Explanatory Metaphor

Makes something that is hard to understand easier to understand,
by comparing it to something concrete and familiar

Brain Architecture



Brain Development



Building/Architecture

▶ Fill in Understanding to Expand Thinking

Framing Recommendation #2:

Urgency is not enough; You need solutions

Study: Housing Crisis Fueled Racial Inequality

DAILY REAL ESTATE NEWS | MONDAY, MAY 11, 2015

The spike in foreclosures from the housing crisis among minorities and whites that could alter A research from Cornell University, which will be June.

About 9 million Americans lost their homes to aftermath of the housing crisis, and the hardest hit were African Americans, Latinos, and racially integrated neighborhoods, according to a new study.

Researchers estimate that racial segregation increased between blacks and whites by about 20 percent in areas most heavily distressed by foreclosures.

"Among its many impacts, the foreclosure crisis has partly derailed progress in achieving racial integration in American cities," says demographer and lead author Matthew Hall, assistant professor of policy and analysis and management in Cornell's College of Human Ecology.



gary varvel
garyvarvel.com



ECONOMY IN CRISIS AMERICA'S ECONOMIC REPORT - DAILY

HOME » ISSUES » VIDEOS ECONOMIC STATISTICS ECONOMIC SOLUTIONS SUBMISSION GUIDELINES

Income Inequality Is Ravaging America's Middle Class

MARCH 23, 2016 DANIEL MILLS


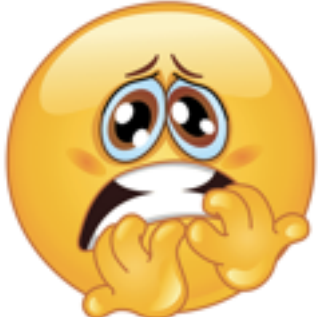

Recent Posts Comments



We Need to Fix Government So the Economy April 13, 2016 By

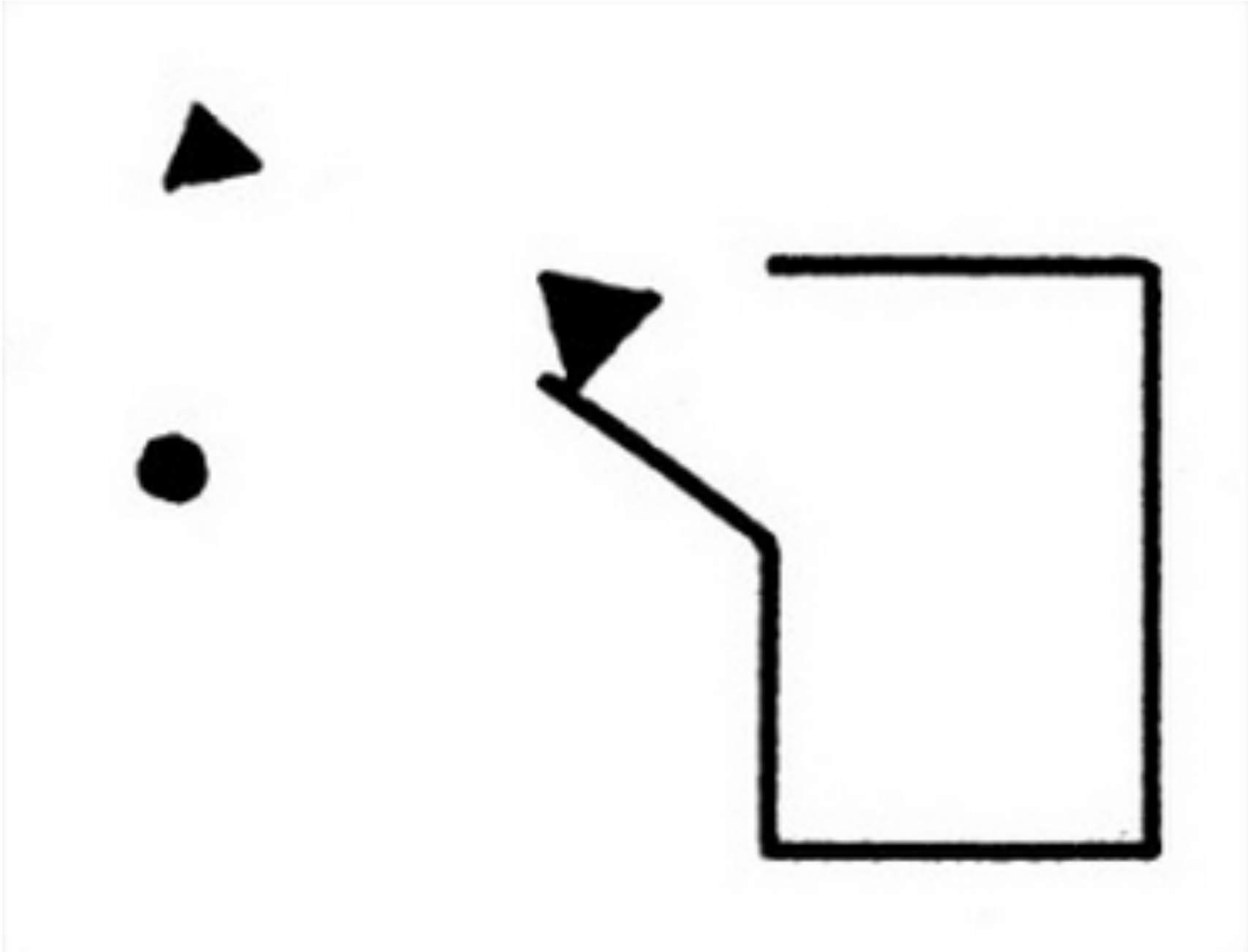
Like Tweet

The Problem with Problems

	Low Efficacy	Hi Efficacy
Low Urgency	<p><i>Baseline</i></p>	 <p><i>Low Motivation</i></p>
Hi Urgency	 <p><i>Fatalism</i></p>	 <p><i>Magic</i></p>

Framing Recommendation #3:

?????



We think in story

Framing Recommendation #3:
We think in story...always tell a story

Understand What You're Up Against and...

Frame On!



www.frameworksinstitute.org



@FrameWorksInst



FrameWorks Institute

© 2016 FrameWorks Institute.

Slides in this presentation were developed by the FrameWorks Institute for individual use and cannot be represented, adapted or distributed without the express written permission of FrameWorks. All images in this presentation are licensed for the purpose of this presentation only and may not be reproduced elsewhere.