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?
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What Do We Know About Reframing Child Development and Adversity?
Because Understanding is Frame Dependent
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Support for Child Mental Health Policies

* Values

Percent Change vs. Control

-6 -4 -2 0 2 4 6 8

Prosperity Ingenuity Prevention Vulnerability
Because Understanding is Frame Dependent

Support for Child Mental Health Policies

Values

- Prosperity
- Ingenuity
- Prevention
- Vulnerability

Percent Change vs. Control

* = P < .01

Because Understanding is Frame Dependent
Because Frames Can Help Make Change

Communication ➔ Discourse ➔ Thinking ➔ Policy
Changes in Communication

TOXIC STRESS AND CHILD DEVELOPMENT

2014 FRANKLIN COUNTY CHILDREN'S REPORT
How Toxic Stress Threatens Success
Changes in Discourse

The New York Times
The Opinion Pages
Opinionator

PROTECTING CHILDREN FROM TOXIC STRESS
By DAVID BORNSTEIN  OCTOBER 30, 2013 11:05 AM
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.

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

Changes in Policy

“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

Expert/Advocate

BBB

Public
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?
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?
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?
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?
What People Do When They’re in This Position

• Provide (more) data
• Meet them where they are
Providing more data is not the answer

Numerical Data → Charts, Graphs, Tables, More Data → More Evidence → Epiphany
Providing more data is not the answer
Meeting them where they are
Meeting them where they are is **NOT** the answer
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...

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*Parents Are Responsible*
Problems With Focusing on Parents
Context is key part of explaining why some kids do well and others do not.
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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?
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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 has led to a widening of the income gap among minorities and whites that could alter America’s political landscape, according to research from Cornell University, which will be released on May 14.

About 9 million Americans lost their homes to foreclosure during the housing crisis, and that has left an indelible mark on the nation’s economic landscape, according to the study.

Researchers estimate that racial segregation increased in the aftermath of the housing crisis, and the harder hit areas were those with large numbers of Latino and black families. The study also found that the areas most heavily distressed by foreclosures tend to be inner city neighborhoods.

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

Economy in Crisis

Income Inequality Is Ravaging America’s Middle Class

MARCH 23, 2016  DANIEL MILLS

We Need to Fix Our Government So the Economy Can Work

April 13, 2016
# The Problem with Problems

<table>
<thead>
<tr>
<th>Low Urgency</th>
<th>Low Efficacy</th>
<th>Baseline</th>
<th>Low Motivation</th>
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<tr>
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Framing Recommendation #3:

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