

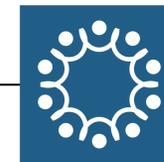


FrameWorks Institute Report Release

Building Relationships: Framing Early Relational Health



**Center for the
Study of
Social Policy**
Ideas into Action





Agenda

- **Welcome and Introductory Comments**
 - David W. Willis, MD. , Senior Fellow, CSSP
- **FrameWorks Research and Findings**
 - Moira O'Neil, PhD
 - Dan Busso, PhD
- **Discussants**
 - Dipesh Navsaria, MD
 - Deborah Weatherston, PhD
 - Bryn Fortune
- **Q and A**
- **Concluding remarks**

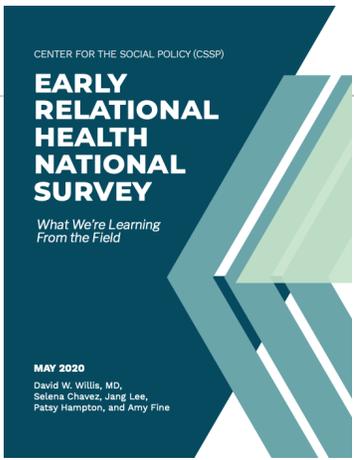


CSSSP's Early Relational Health Initiative

Early Relational Health in Child Health and Communities

Initiative Goals: 2019-2020

- Establish a definition, framing and core principles/concepts of ERH
- Engage prominent Pn-3 networks
- Develop an action plan to advance ERH
- Broaden the interests and investments in ERH



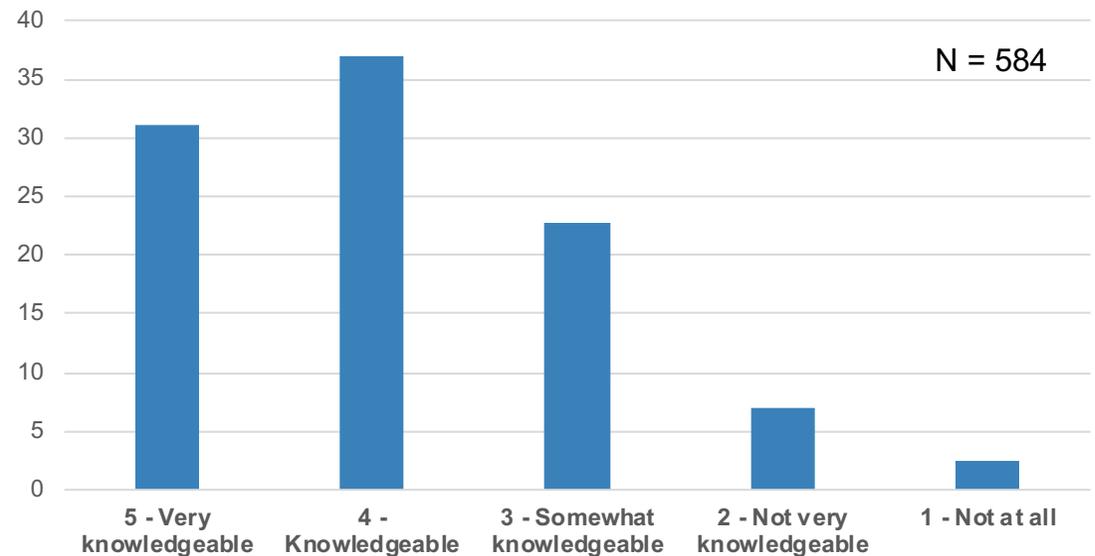
Early Relational Health National Survey

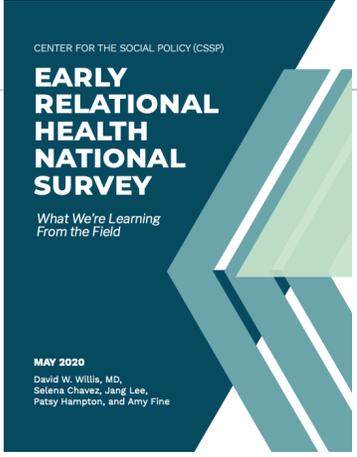
<https://cssp.org/resource/early-relational-health-survey/>

WORKING DEFINITION

Early relational health describes the positive, stimulating, and nurturing early relationships that ensure the emotional security and connection that advance physical health and development, social well-being, and resilience.

"How knowledgeable do you feel about the concept of ERH?"

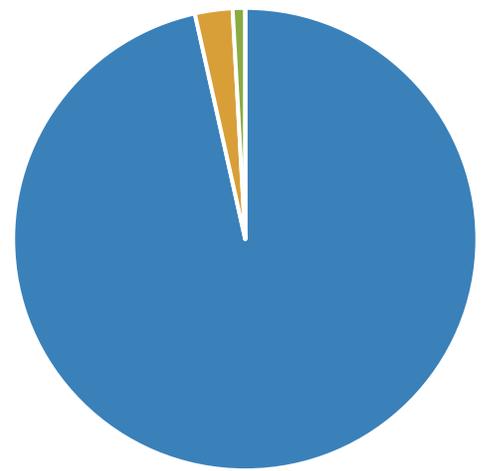




Early Relational Health National Survey

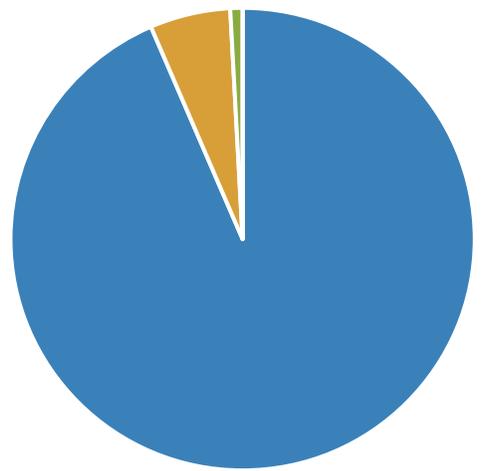
<https://cssp.org/resource/early-relational-health-survey/>

How Important is Early Relational Health to Healthy Development



■ Very important ■ Important ■ Somewhat ■ Not at all

How Important is Early Relational Health to Long Term Health?



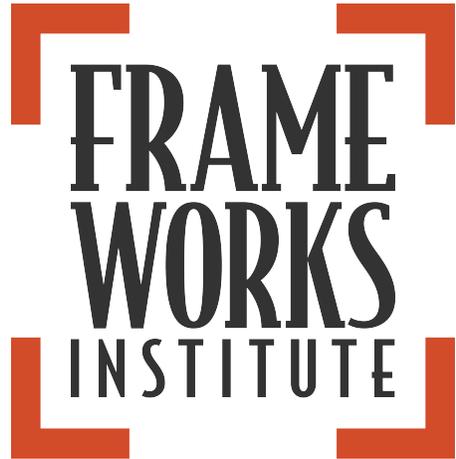
■ Very Important ■ Important ■ Somewhat ■ Not at all



Early Relational Health National Survey

What we have learned:

- There is a strong, broad and building interest in early relational health
- Many early childhood stakeholders are eager to identify how to translate ERH concepts into clear, actionable policy and practice change
- There is broad recognition of the need for policy and financing strategies to both promote and sustain ERH-related practices
- **The term “early relational health” must be carefully defined with special attention to the framing for all communications**
- Advancing ERH must place families and family leadership in the lead within an anti-racism framework.



FrameWorks Institute

Moira O'Neil, PhD
Vice President of Interpretation



Daniel Busso, PhD
Director of Research





Pediatric / Reach Out and Read Perspective



Dipesh Navsaria, MD

Vice-Chair of the Board of Directors, Reach Out and Read
President, Wisconsin Chapter of the American Academy of
Pediatrics



Infant Mental Health Perspective



Deborah Weatherston, PhD

Infant Mental Health Consultant, Michigan

Founding Director, Alliance for the Advancement of Infant Mental Health (AAIMH)



Parent Perspective

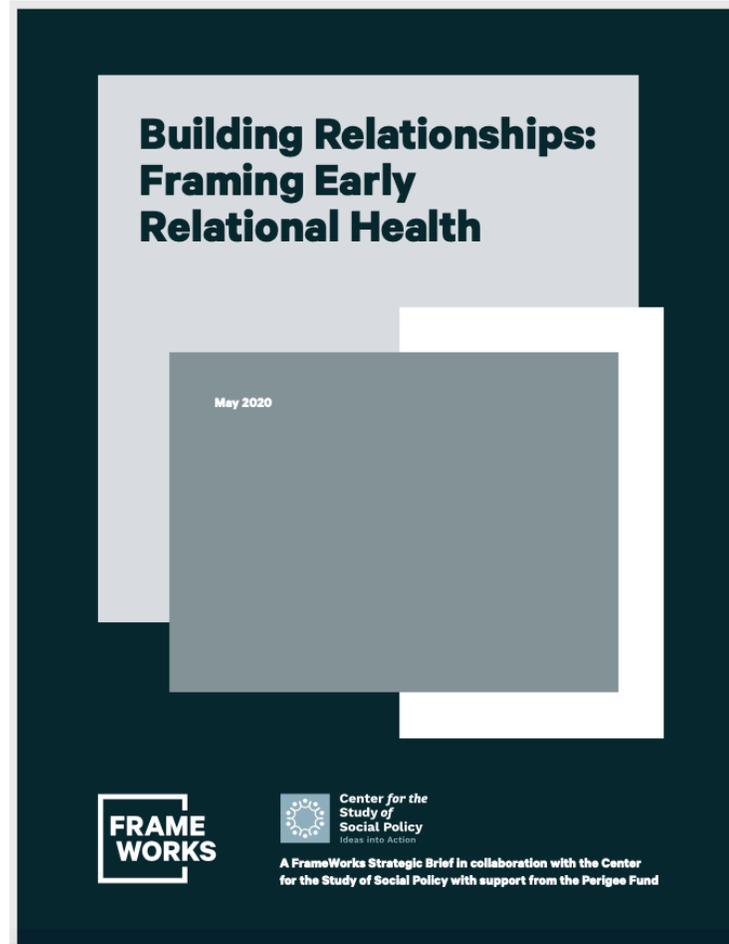
Bryn Fortune

Family and Parent Leadership Director
Early Childhood Investment Corporation, Michigan



Questions and Comments

Please use the Zoom Chat



<https://cssp.org/resource/building-relationships-framing-early-relational-health/>

http://frameworksinstitute.org/assets/files/early_relational_health/early-relational-health-strategicbrief-2020.pdf



CSSP's Early Relational Health Initiative

Advancing Early Relational Health: Child health care transformation and early childhood system building

Initiative Goals: 2020-2021

- Expanding the National Coordinating Hub on Early Relational Health
 - Nat'l Early Relational Health Advisory Team
- Partnering with Networks to advance ERH:
 - Reach Out and Read
 - CSSP's Early Childhood-LINC
- Expand next-generation leadership to advance early relational health at CSSP and beyond



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Framing Early Relational Health

May 2020

Dan Busso, PhD

Director of Research

Moira O'Neil, PhD

Vice President for Research Interpretation

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@danbusso

@moneil75

We are...

working from home during
this crisis

We are...

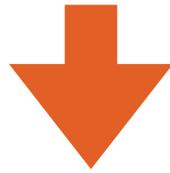
at home during this crisis
trying to work

Why does framing matter?

**How can we effectively frame early
relational health?**

framing =

choices in how we present information



how people think/feel/act

Why does framing matter?

#1 Understanding is frame dependent

(It's not just *what* you say...it's *how* you say it)

Support for parenting programmes



#2 Frames facilitate change



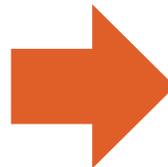
Changes in communication..

“Frail seniors”

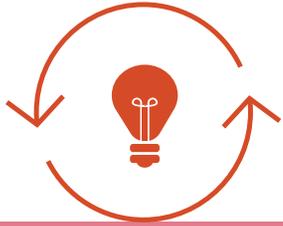


“Aging is a process of moving forward”

“Sympathy”



“Addressing ageism is a justice issue”



...lead to changes in public thinking

WELLNESS

Allure Magazine Will No Longer Use the Term "Anti-Aging"

RETIRE WELL In partnership with Fidelity

LIFE 04/21/2017 04:02 pm ET | Updated Apr 24, 2017

Using Baby Talk With Seniors Is Insulting, Not Cute

And a new study finds it's also bad for their health.

By Ann Brenoff

'Aging Successfully' Basically Means Not Aging At All

Stop celebrating the exceptions and start accepting the realities of growing old.

By Ann Brenoff

HELLE LEE @HEYMICHE
AUGUST 14, 2017

AARP Real Possibilities Join Renew Help Member Benefits

FAMILY CAREGIVING Basics

Basics · Care at Home · Medical · Financial & Legal · Caregiver Life Balance · Con



Don't Call Me 'Sweetie'!

Discouraging caregivers from using elderspeak
by Christina Ianzito, AARP, April 11, 2017

How can we effectively frame early relational health?

Evidence Base

Expert interviews

Peer discourse sessions

Existing research related to early childhood development

Good news: People understand that early relationships matter but...

#1

When do relationships matter?

Emphasize that early means early

Common mental models



"Aging Up"

What to do

- Repeatedly refer to the specific age ranges
- Mention behaviors or activities that are specific to infancy or early childhood
- Use images with very young children (and their caregivers)

#2

Why do relationships matter?

**Use the term foundational
relationships**

Common mental models



The “black box” of early childhood

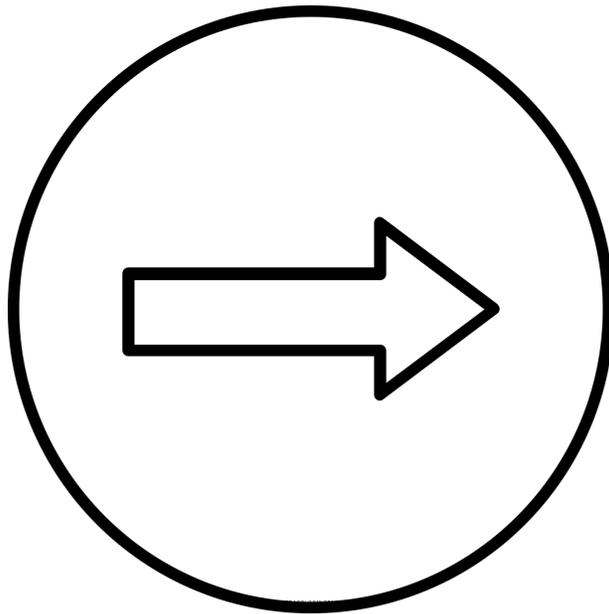
What to do

- Use the frame flexibly
- Harness the power of repetition!

#3

Who do relationships matter to?
Always feature adult caregivers

Common mental models



Relationships are one-sided

What to do

- Always feature the adult
- Make adults active participants in relationships
- Include all caregivers to expand people's sense of the relationships that matter.

#4

Why are relationships important?

Show how they are joyful and gratifying

What to do

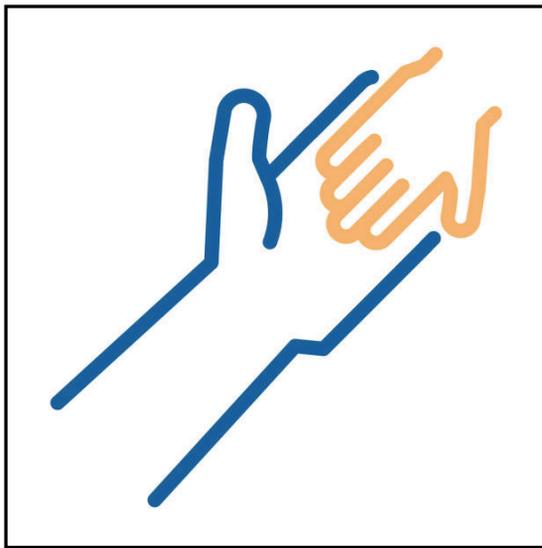
- Focus on the positive early and often.
- Use images and videos to communicate joy and delight.

#4

What do we need to do collectively to
make them matter?

Tell concrete case studies.

Common mental models



Caring Parent



Family Bubble

What to do

- Show how a specific system does NOT currently prioritize relationships
- Explain how an early relational health perspective would shift how that system works
- Demonstrate how this shift would improve outcomes for all

Don't split and splinter

Share->amplify->change

Panel Discussion