FrameWorks Institute Report Release

Building Relationships: Framing Early Relational Health
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
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 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.
Early Relational Health National Survey

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

How Important is Early Relational Health to Healthy Development

[Pie chart showing distribution of responses]

- Very important
- Important
- Somewhat
- Not at all

How Important is Early Relational Health to Long Term Health?

[Pie chart showing distribution of responses]

- 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

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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

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

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Director of Research

Moira O’Neil, PhD
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@FrameWorksInst @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

Percent Change vs. Control

* = P<.01
#2 Frames facilitate change
Changes in communication...

“Frail seniors” \rightarrow “Aging is a process of moving forward”

“Sympathy” \rightarrow “Addressing ageism is a justice issue”
...lead to changes in public thinking
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...
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)
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