



# Reframing Relationships

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Why does framing matter?

How can we reframe relationships?

# #1 Understanding is frame dependent

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

# Framing child mental health

■ Support for evidence-based CMH policies



**Frames matter**

**You can know before you go**

**#2** We have a problem

# You Say...They Think

AAA



Expert/Advocate/Practitioner

BBB



Public

# You Say...They Think

Persistent stress can derail development and have negative long term effects on health and wellbeing.

**CULTURE!**



Expert/Advocate/Practitioner



Public





The great enemy of the truth is very often not the lie—deliberate, contrived and dishonest—but the myth—persistent, persuasive and unrealistic.

*John F. Kennedy, Yale University Commencement June 11, 1962*

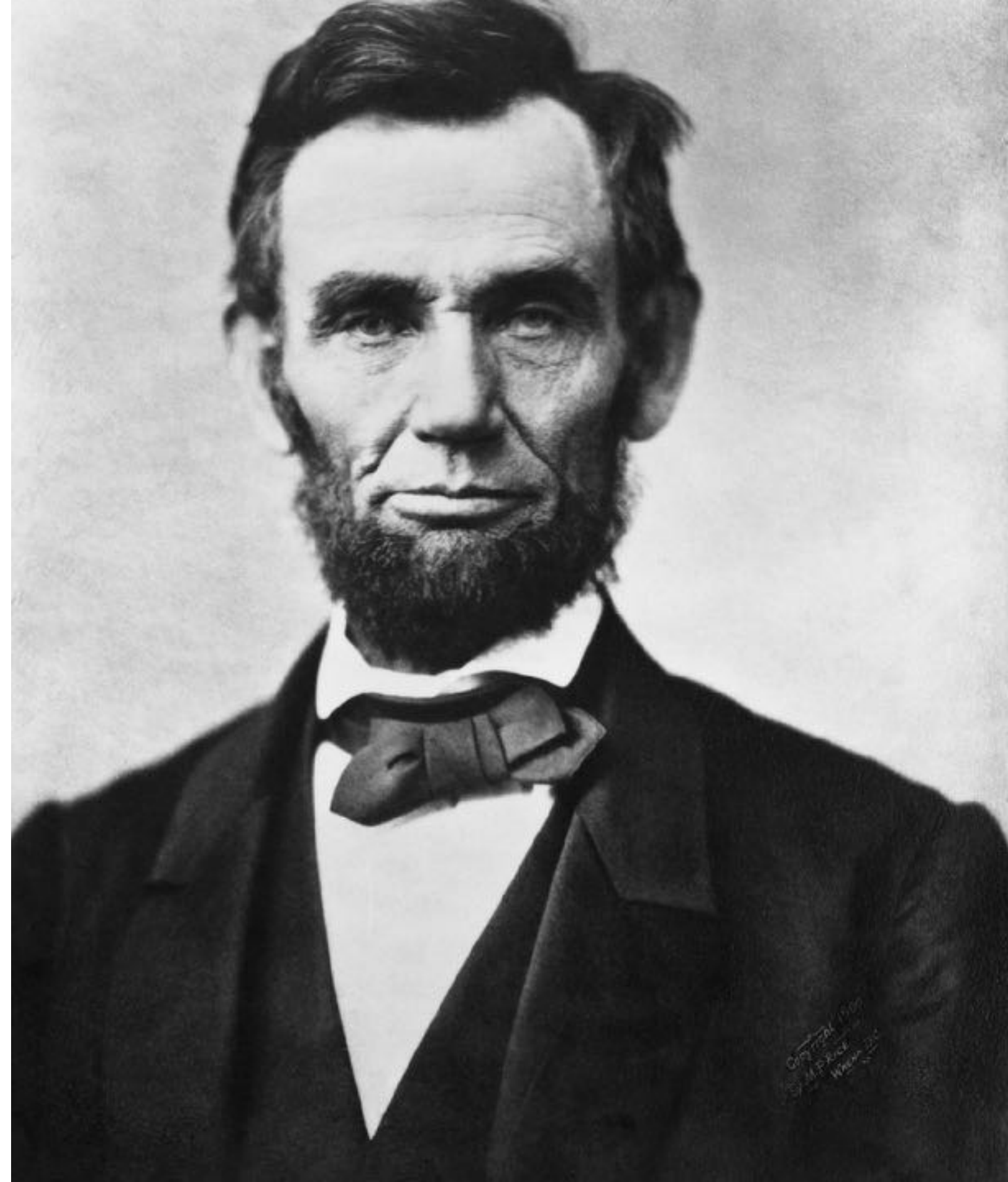
**Culture complicates**

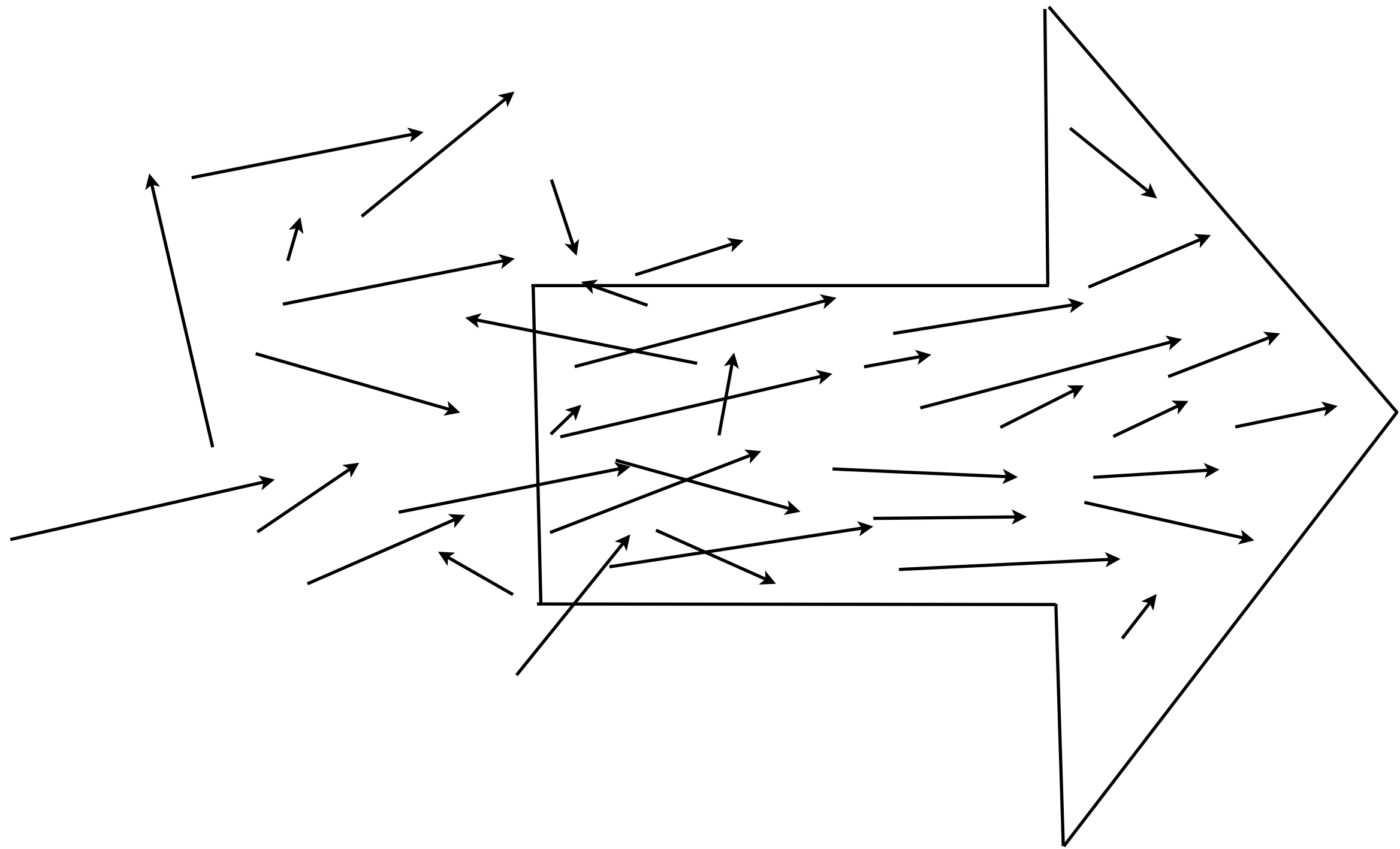
**To be a communications expert, you  
have to be a culture expert**

**#3** Sustained change  
requires culture change

“Public sentiment is everything. With it, nothing can fail; against it, nothing can succeed. Whoever molds public sentiment goes deeper than he who enacts statutes, or pronounces judicial decisions.”

*Abraham Lincoln*





**Don't split and splinter**

**Share->amplify->change**

Why does framing matter?

How can we reframe relationships?

# 4 frames that advance thinking on developmental relationships

- < 5 research methods
  - < 7,200 people
- < 1,500 pages of transcripts
  - < 40 hours of video
- < 200,000 points of quantitative data





**CULTURE!**

**#1**

Understand what you're up  
against and get strategic

## Foundational Models of Relationships

- Unconditional Commitment
- Reciprocal Exchange
- Shared Goals
- Adult Scaffold

## Models of Differentiation

- Concentric Circles
- Different Boxes

## How Relationships Work

- Molding
- Empowerment
- Damage Done/Cycle of Self-Esteem
- Normalization

# *Cultural Models of...* **Developmental Relationships**

## How to Promote Relationships

- Personal Efforts
- Teach Children
- Youth Organizations
- Programs and Policies: Black Box

## What Shapes Relationships

- Family Foundation
- Caring Lynxpin
- Gendered Intimacy
- Culture of Poverty
- Environments Matter

*Cultural Models of...*  
**Developmental  
Relationships**

Limited on *what*

Unidirectional and caring

Narrow on *who* and *where*

Family and home

Hyper focused on *how*

Caring and modeling or nothing you can do...

Partial on *why*

Individual skills and personal wellbeing

Seeing culture allows you to do **3** things

Seeing culture allows you to do **3** things

**Avoid**

**Advance**

**Focus**

# Avoid

## Caring

People know this story but can't look past it

## Staring with prototype

Be careful starting with parents/family/home—once you've set it...forget it

## Individual success as primary outcome

Leaves our full range of skills and social implications

# Advance

## Cue productive models

Activate *shared goals* and *empowerment*

## Help people see what surround us, shapes us

Show *how* environments shape relationships

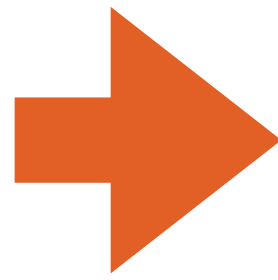
## Get concrete and repeat...and repeat...

Develop examples of *how* solutions support relationships & outcomes

Focus  
your frame



*From*



*To*

It's all about caring

WHAT

Multiple dimensions

Family

WHO

Distributed

Home

WHERE

Wherever

Caring

HOW

Opportunity/support

Skills for ind. success

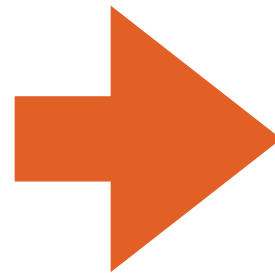
WHY

Broad skills/social effects

Narrow  
& Simple



*From*



Critical &  
Complex



*To*



#2

Use values to connect  
and move

# Values

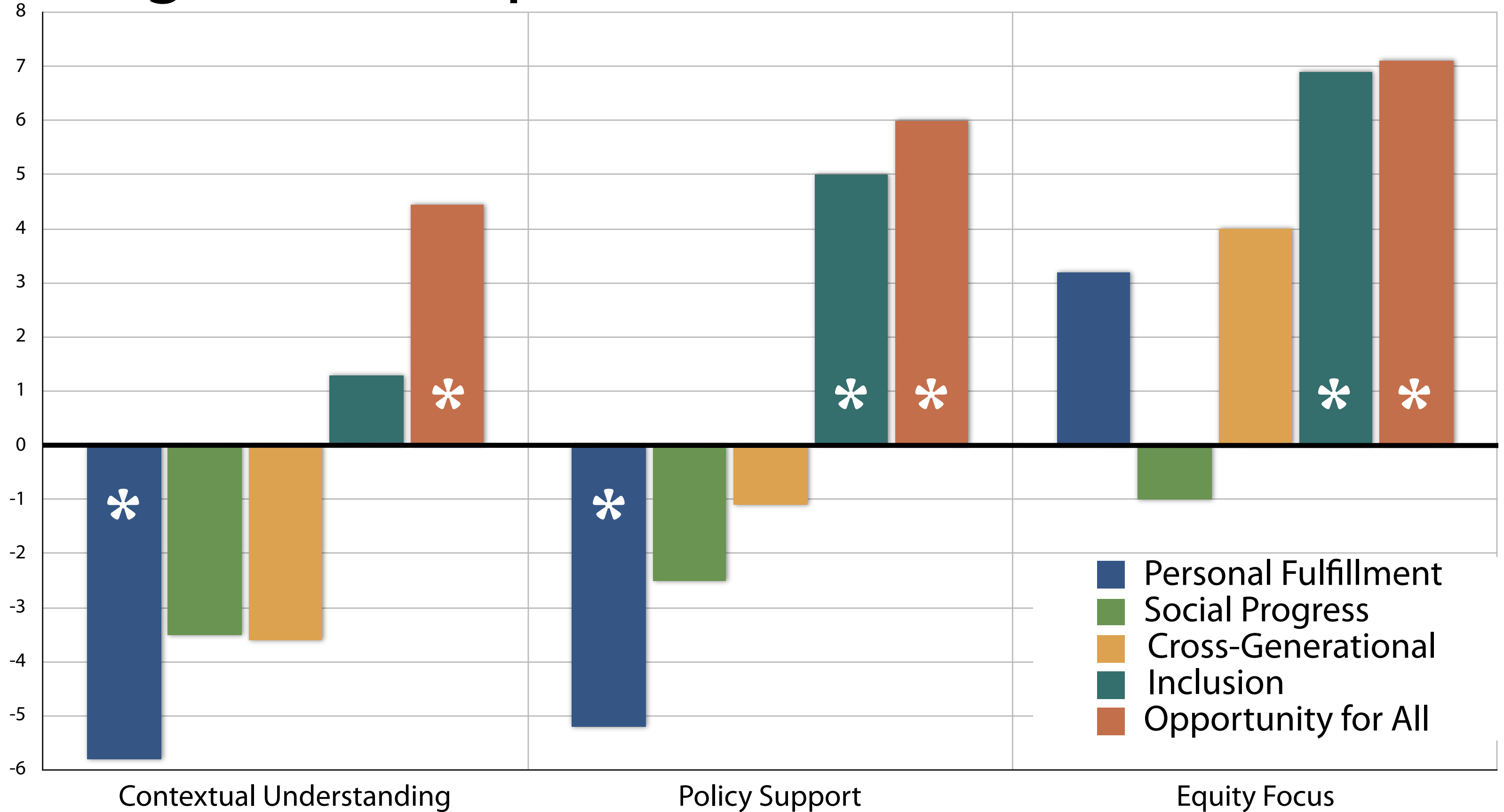
enduring beliefs  
orient individuals' attitudes/behavior  
answer the "why does this matter?" question



# Framing relationships with values

\* =  $P < .01$

Percent Change vs. Control





## **Inclusive Opportunity**

- All children need opportunities to have strong, stable and supportive relationships
- But many don't and are excluded from these relationships (on basis of race, gender, sexual orientation, language...)
- We need to assure *all* young people are included and have these opportunities and that we focus additional resource on those who don't

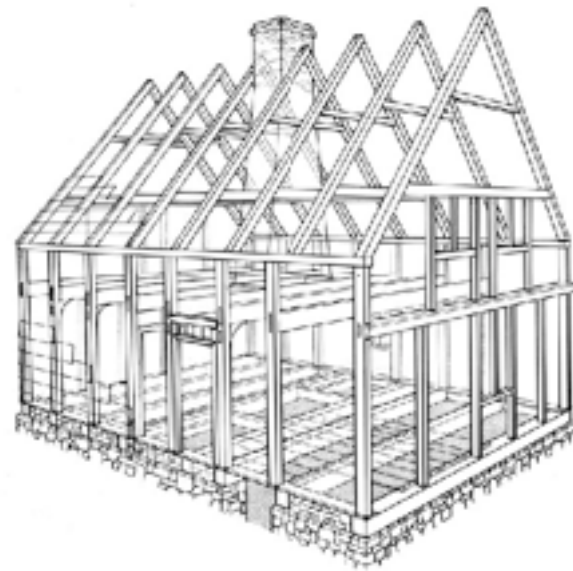


#3

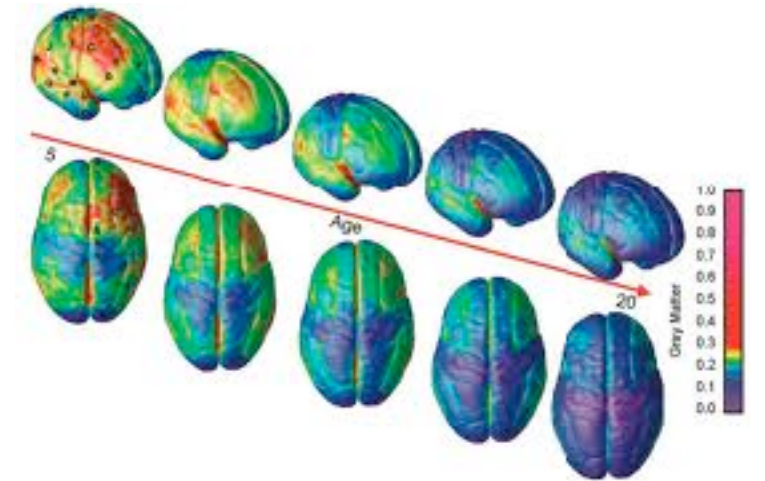
Use metaphor to provide a  
mental image that *sticks* and *moves*

# Metaphors shape thinking

*Familiar*



*Unfamiliar*



**Brain Architecture**



Well, if brains are built like a house...

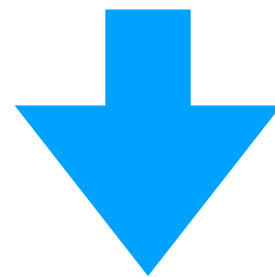
*early matters,*

materials/ingredients are of consequence,

timing matters

it is an active process,

early quality effects later outcomes...



**Policy discussion shifts and refocuses**

# Metaphor work: multiplicity

Many people; many places...

That shape quality of developmental relationships...

Which shapes range of developmental outcomes

# Roots of Development



Developmental relationships are the roots that support children as they grow. Like roots, positive relationships nourish, support and stabilize development. They offer guidance, encouragement, and new opportunities. Strong roots are what allow children and young people to thrive, to meet their potential and to contribute to their communities and our society.



# Roots of Development



Developmental relationships are vital roots that support children as they grow. Like the roots of a tree, positive relationships nourish, support and stabilize development by offering guidance, encouragement, and new opportunities. Strong roots are what allow children and young people to thrive, to meet their potential and to accomplish their goals.

## Frame effects

- connects with multiple relationship components (eg “stability”)
- clarifies foundational importance and long term effects
- emphasizes importance of multiple relationships
- channels thinking to importance of external environments/context
- *super* sticky
- many “handles”



#4

??????????



#4

Always tell a story

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FrameWorks Institute

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Frame On!

Neither revolution nor reformation can ultimately change a society, rather you must tell a more powerful tale, one so persuasive that it sweeps away the old myths and becomes the preferred story.

*Ivan Illich*

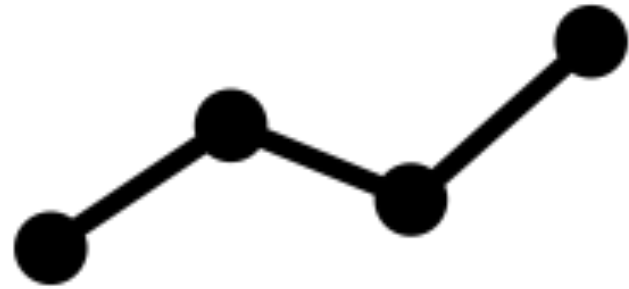


Next level  
recommendations

+

Application examples

# The next level

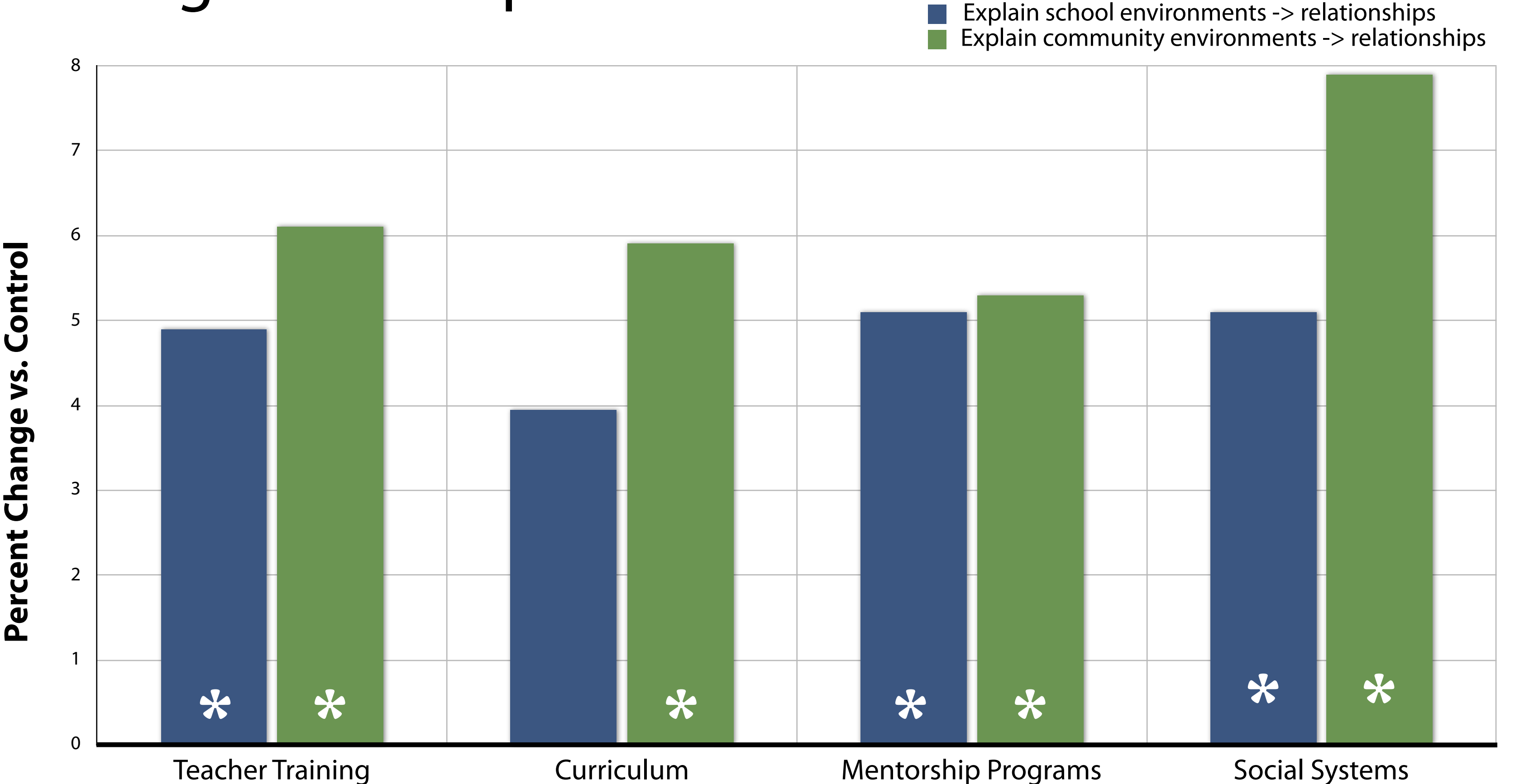


Connect the dots

Explain how context shapes outcomes

# Putting relationships in context

*\* = P<.01*



# The next level



Always give it a frame

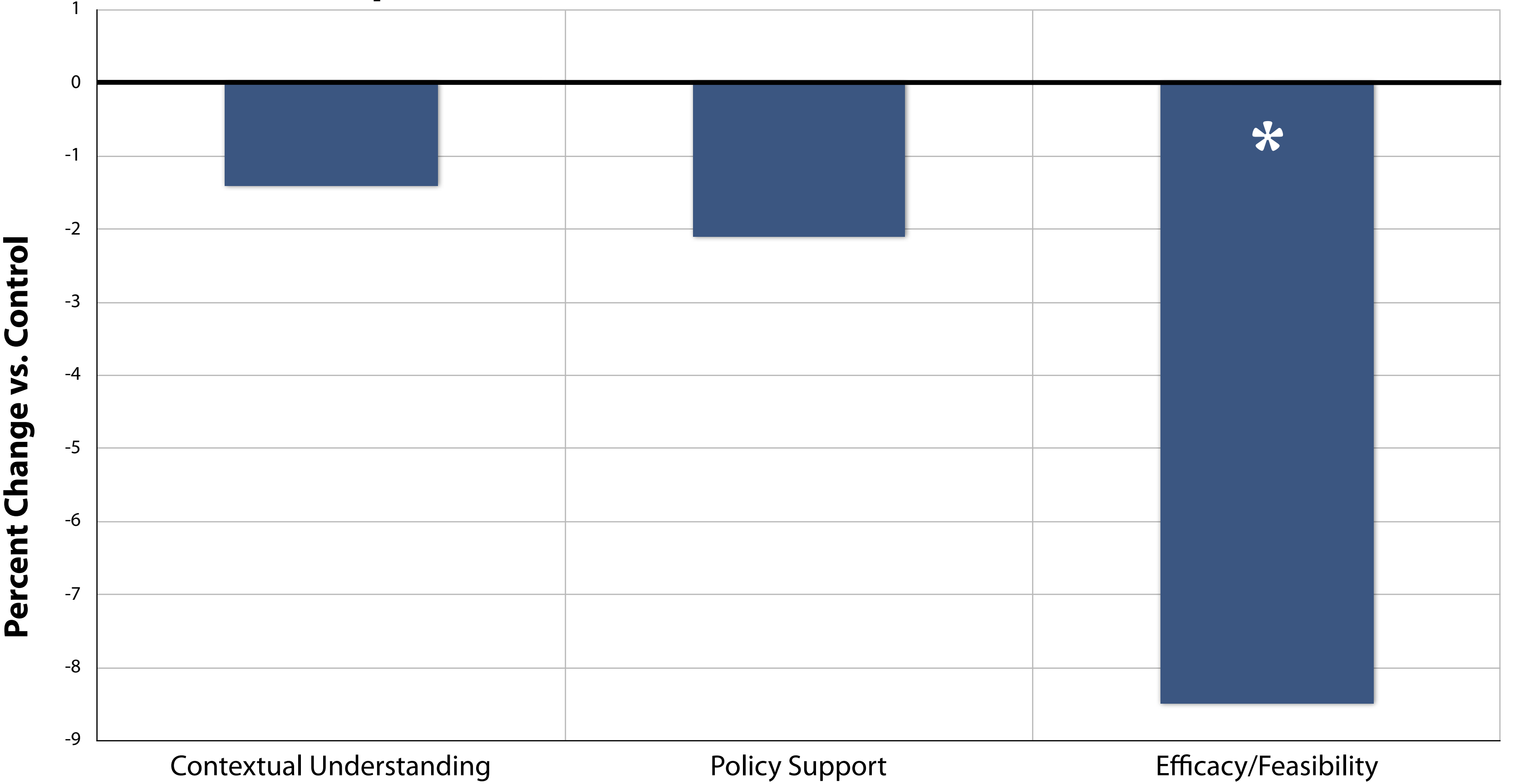
# Description of 5 elements

Developmental relationships support positive academic, social, and emotional growth. They help young people thrive and do well in life.

Developmental relationships have five core features. First, a young person and adult who have a developmental relationship **express care** for one another. Second, they **challenge** each other to grow. Third, they **support** one another, encouraging each other to reach goals and expectations, reflecting on failures together, and learning from their mistakes together. Fourth, in a developmental relationship, a young person and adult **share power** through mutual respect, collaboration, and shared decision making. Fifth, developmental relationships **expand possibilities** for both the young person and the adult, as both parties develop new aspirations, ideas, and connections to others who can continue to support their growth.

# Naked description

$* = P < .01$



Using values and metaphors



## **Inclusive Opportunity**

- All children need opportunities to have strong, stable and supportive relationships
- But many don't and are excluded from these relationships (on basis of race, gender, sexual orientation, language...)
- Need to assure *all* young people are included and have these opportunities and focus additional resource on those who don't



# DO



**Inclusive  
Opportunity**

*Show how identity, background and structural factors block access to relationships*

*Show how inclusive policies/practices/ programs facilitate developmental relationships*

Framed with:  
*Data, Vulnerability and Risk*

## **The Power of Relationships: Mentoring Youth for Workforce Success**

There are 5.5 million opportunity youth in the United States between the ages of 16 and 24 who are disconnected from school and work. Research suggests that quality relationships with adults are particularly essential for young people during times of transition, when new environments, obstacles, and uncertainties leave young people more vulnerable to falling off track. While there are programs offering structured, tactical supports to low-income youth seeking employment, we also know how important it is that these young people receive dedicated support in building a network of quality relationships. Lacking this network or web of support, far too many young people fall off the path to success in adulthood.

Framed with:  
*Data, Vulnerability and Risk*

## **The Power of Relationships: Mentoring Youth for Workforce Success**

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**Reframed** with:  
*Inclusive Opportunity*

## **The Power of Relationships: Providing Opportunities for Employment Success**

All young people need quality relationships to succeed. But only some have this opportunity. Five and a half million of our young people lack these relationships. Quality relationships with adults are particularly essential for young people during times of transition, when they can buffer the challenges of new environments, obstacles, and uncertainties. While there are programs offering structured, tactical supports to low-income youth seeking employment, we also know how important it is that these young people receive dedicated support in building a network of quality relationships. This network or web of support, is essential to keeping young people on the path to success in adulthood.

Framed with:

*Lack of Explanation, Needs and Risk*

## **Emerging Issues in Adolescent and Young Adult (AYA) Health**

The AYA population is becoming more ethnically diverse, with rapid increases in the numbers of Latino and Asian American youth. The growing ethnic diversity will require cultural responsiveness to meet their needs as well as sharpened attention to disparate health, academic, and economic outcomes [...]

Positive youth development (PYD) interventions are intentional processes that provide all youth with the support, relationships, experiences, resources, and opportunities needed to become competent, thriving adults.<sup>33</sup> Their use is growing for preventing adolescent and young adult health risk behaviors.<sup>34</sup> An expanding evidence base demonstrates that well-designed PYD interventions can lead to positive outcomes, including the prevention of risk behaviors.

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**Reframed** with

*Inclusive Opportunity*

## **Extending Healthy Opportunities to All Adolescents and Young Adults (AYA)**

Supporting young people requires that we build opportunities for all young people to live healthy and happy lives. The AYA population is becoming more ethnically diverse, with rapid increases in the numbers of Latino and Asian American youth. This growing diversity will require us to be more inclusive and assure that our youth have the opportunities required to build positive health, academic, and economic outcomes [...]

Positive youth development (PYD) interventions are intentional in providing all youth with opportunities for the positive and supportive relationships and experiences, that young people need to become competent, thriving adults. There is an expanding evidence base that shows that these practices provide key opportunities and lead to positive outcomes, and they are increasingly being used to prevent health risk behaviors.

# Framing with metaphor



## **Roots of Development**

Developmental relationships are vital roots that support children as they grow. Like the roots of a tree, positive relationships nourish, support and stabilize development by offering guidance, encouragement, and new opportunities. Strong roots are what allow children and young people to thrive, to meet their potential and to accomplish their goals.





Opinion

# Relationships Are the Roots of Success in our Lives and the Lives of our Children

By JULIA FREELAND FISHER | April 25, 2019



David Brooks (Kris Connor/Getty Images for NAMM)



## Foster children's success rooted in relationships with mentors and coaches

PIX11 News

2 weeks ago



The New York Foundling





EDUCATION

# The Importance of High-School Mentors

Young people's success rooted in broad and stable system of formal and informal role models

ALYZA SEBENIUS JAN 13, 2016



OPINION

# For Foster Youth, Right Relationships Are the Roots of College Success

By [Nathanael J. Okpych](#)

Posted on April 18, 2019



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Questions?