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

Percent Change vs. Control

Future Progress/Social Prosperity

Vulnerability

* = P<.01
Frames matter

You can know before you go
#2 We have a problem
You Say...They Think

AAA

Expert/Advocate/Practitioner

BBB

Public
Persistent stress can derail development and have negative long term effects on health and wellbeing.
The great enemy of the truth is very often not the lie—deliberate, contrived and dishonest—but the myth—persistent, persuasive and unrealistic.
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
Understand what you’re up against and get strategic
Foundational Models of Relationships
- Unconditional Commitment
- Reciprocal Exchange
- Shared Goals
- Adult Scaffolder

Models of Differentiation
- Concentric Circles
- Different Boxes

Cultural Models of... Developmental Relationships

How Relationships Work
- Molding
- Empowerment
- Damage Done/Cycle of Self-Esteem
- Normalization

How to Promote Relationships
- Personal Efforts
- Teach Children
- Youth Organizations
- Programs and Policies: Black Box

What Shapes Relationships
- Family Foundation
- Caring Lynchpin
- 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
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

It’s all about caring
Family
Home
Caring
Skills for ind. success

To

WHAT
Multiple dimensions

WHO
Distributed

WHERE
Wherever

HOW
Opportunity/support

WHY
Broad skills/social effects
From Narrow & Simple

To Critical & Complex
#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

Percent Change vs. Control

-6 -5 -4 -3 -2 -1 0 1 2 3 4 5 6 7 8

Contextual Understanding  Policy Support  Equity Focus

Personal Fulfillment
Social Progress
Cross-Generational
Inclusion
Opportunity for All

* = P < .01
• 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

Brain Architecture

Unfamiliar
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
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.
Metaphor
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
Always tell a story
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

* = $P < .01$

- Explain school environments -> relationships
- Explain community environments -> relationships

Percent Change vs. Control

Teacher Training

Curriculum

Mentorship Programs

Social Systems
The next level

Always give it a frame
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

Contextual Understanding  Policy Support  Efficacy/Feasibility

* = P<.01
Using values and metaphors
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

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

*Show how* inclusive policies/practices/programs facilitate developmental relationships
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.
The Power of Relationships: Mentoring Youth for Workforce Success

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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.
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. Their use is growing for preventing adolescent and young adult health risk behaviors. 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.
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.
Relationships Play an Essential Role in our Lives and the Lives of our Children

By JULIA FREELAND FISHER | April 25, 2019
Foster children’s success rooted in relationships with mentors and coaches

PIX11 News

2 weeks ago
When it comes to helping young people succeed, a broad web of formal and informal role models is key. Young people’s success is rooted in a broad and stable system of formal and informal role models.
For Foster Youth, Right Relationships Are the Roots of College Success

By Nathanael J. Okpych

Posted on April 18, 2019
Questions?