



# Framing for More Effective Advocacy

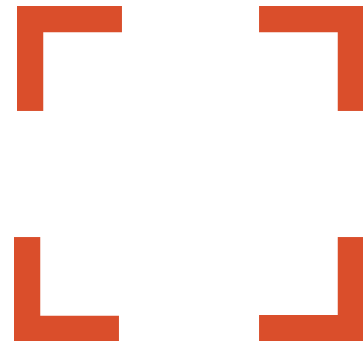
*Changing the Conversation On Child Development, Abuse, and Neglect*

*A presentation prepared for the National CAC/CYAC Meeting in Toronto, ON*

March 5, 2019

**Jessica Moyer, PhD**

*Associate, Research Interpretation and Application*



# FrameWorks Is On a Mission...

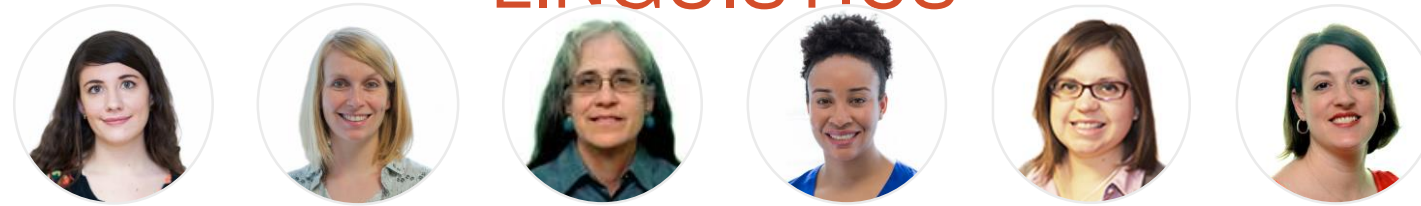
to advance the not-for-profit sector's capacity  
to translate relevant expertise and enhance public  
understanding of social issues.

# A Multidisciplinary Approach

## ADVOCACY



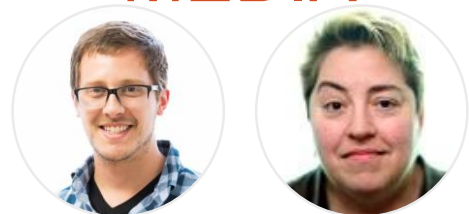
## LANGUAGE & LINGUISTICS



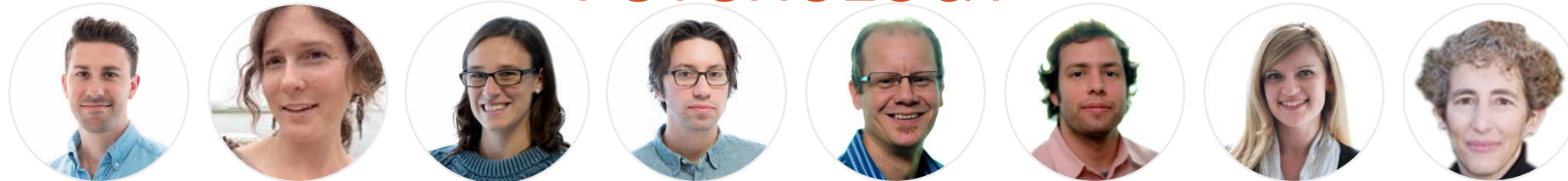
## SOCIOLOGY



## DIGITAL MEDIA



## ANTHROPOLOGY & PSYCHOLOGY



## PUBLIC HEALTH



## POLITICAL SCIENCE

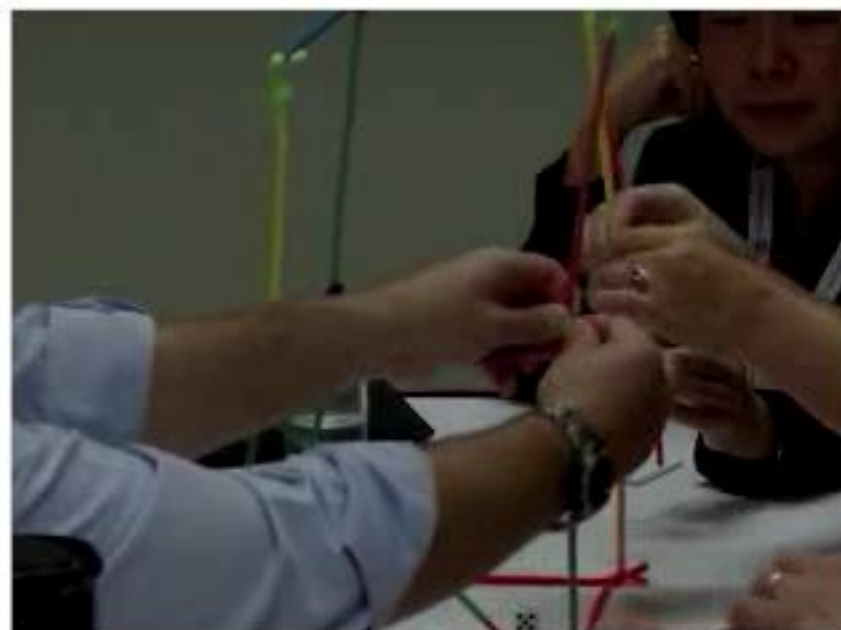


## ADMINISTRATION

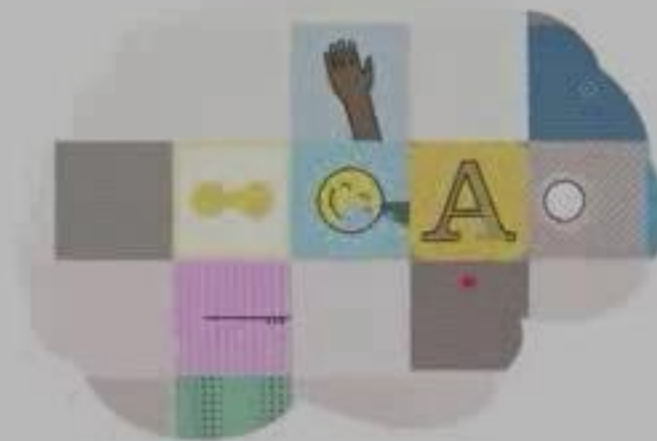


## COMMUNICATIONS & CAMPAIGNS





Brains get  
built – that's  
our reframe



# FrameWorks' Research on Child Development

## *A Robust Evidence Base*

**n >95,000 people**

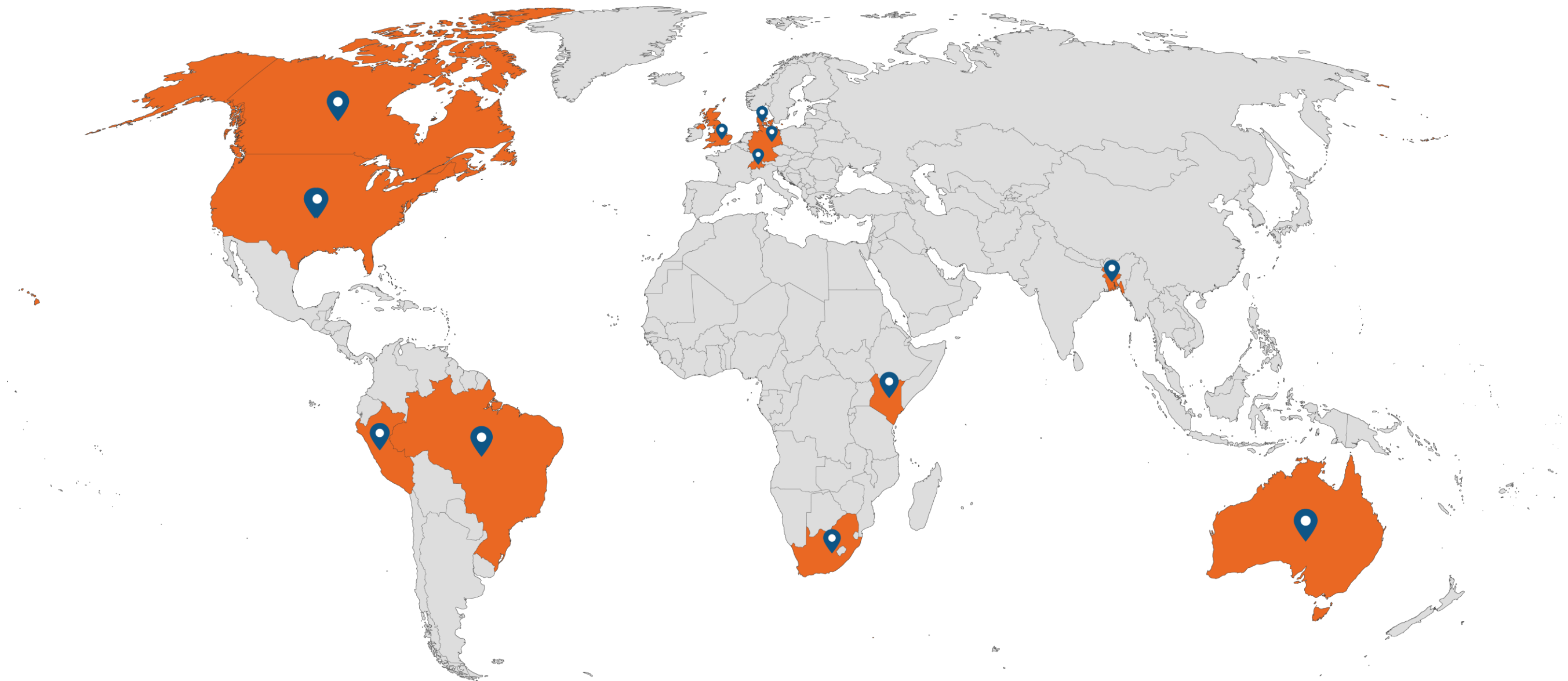
Research since 2001, with major partners and sponsors including...





# FrameWorks' Research on Child Development

## *International Reach*





# Why Framing Matters

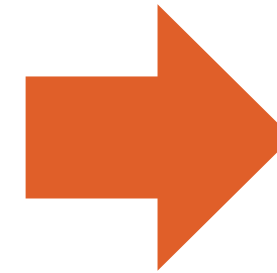
# Framing Involves a Set of Choices





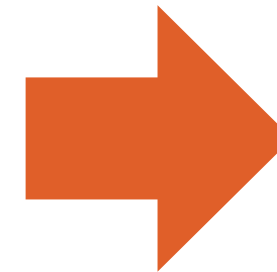
# #1 Understanding is Frame Dependent

The purpose of **screening adolescents for** alcohol and drug use is to catch and punish this behavior.



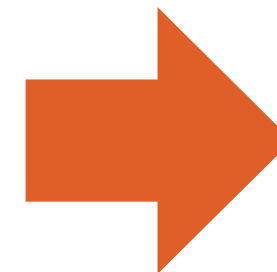
**23%**  
say  
*yes*

The purpose of **asking adolescents about** alcohol and drug use is to catch and punish this behavior.



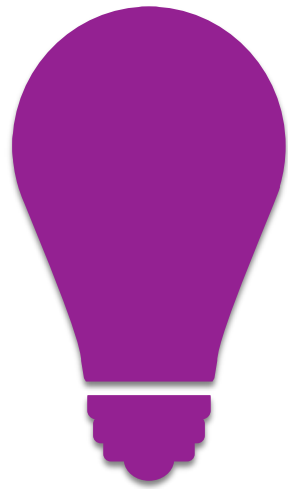
**3%**  
say  
*yes*

The purpose of **having a conversation with adolescents about** alcohol and drug use is to catch and punish this behavior.



**1%**  
say  
*yes*

## #2 Frames that “Work”...



enhance  
knowledge

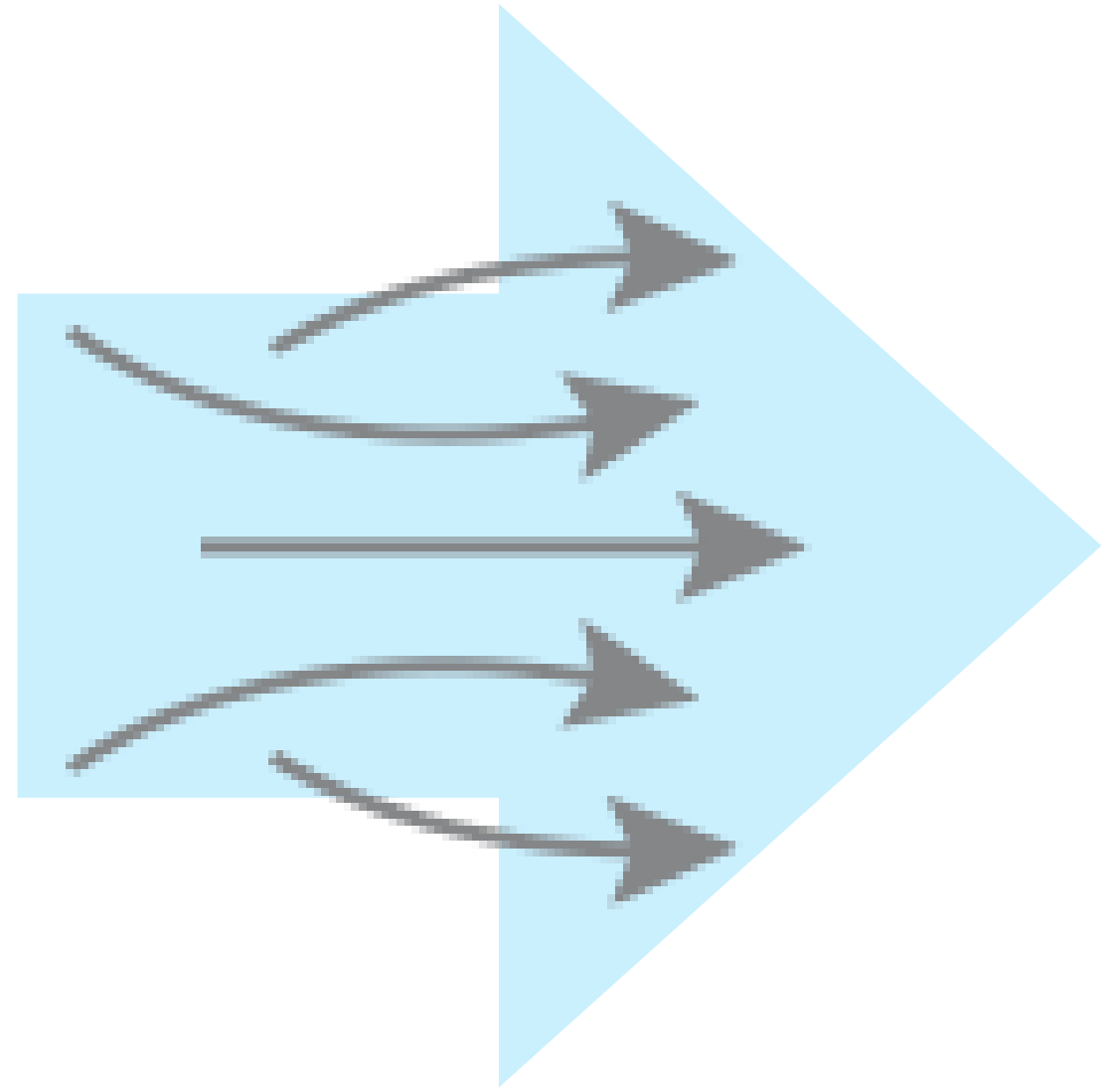
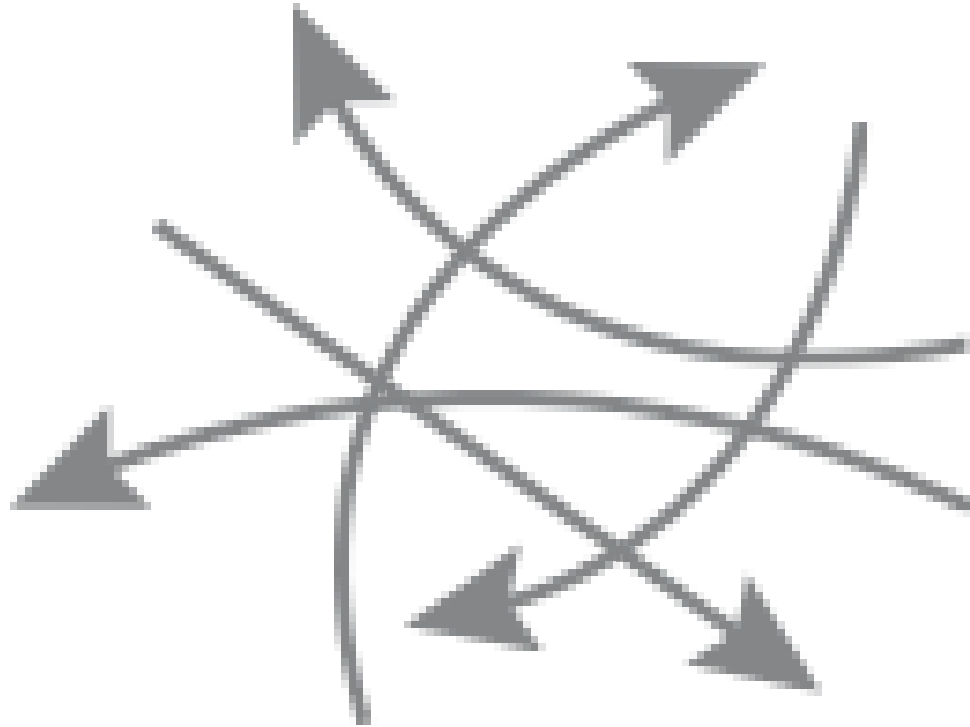


shift  
attitudes

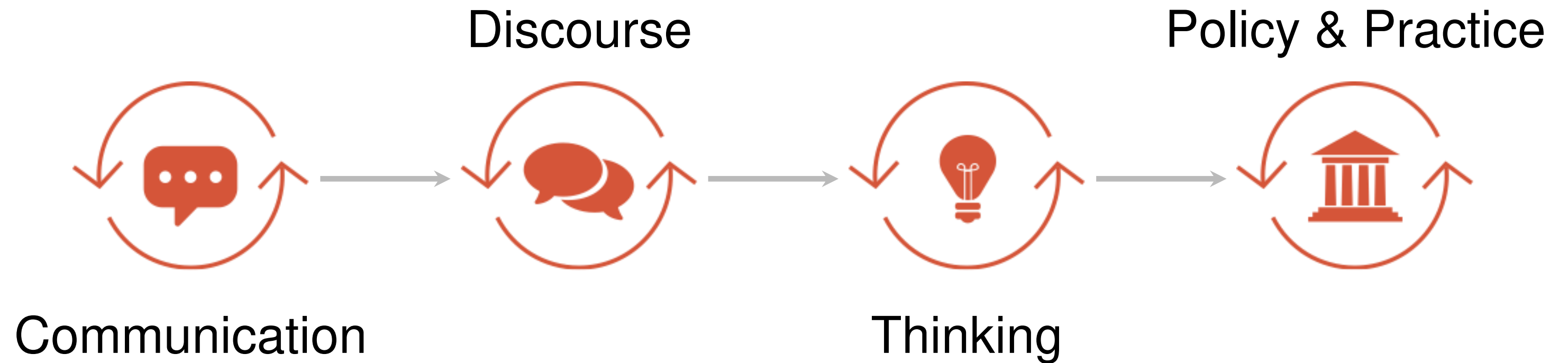


build policy  
support

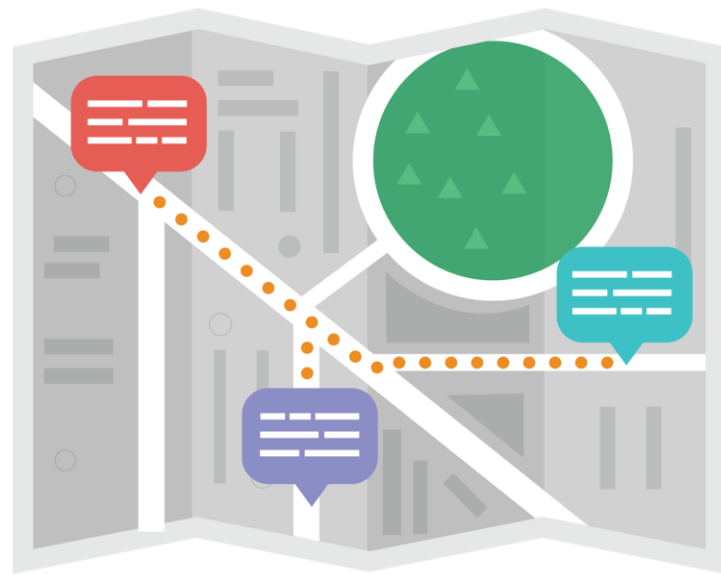
# #3 Framing Can Unite a Field



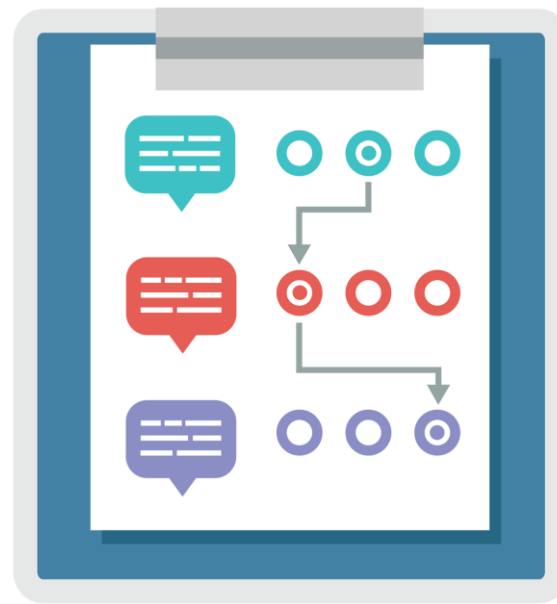
# #4 Re-frames Create Social Change



# How Do We Reframe an Issue?




Map the terrain



Design and test frames



Engage the field



**What You're Up Against**

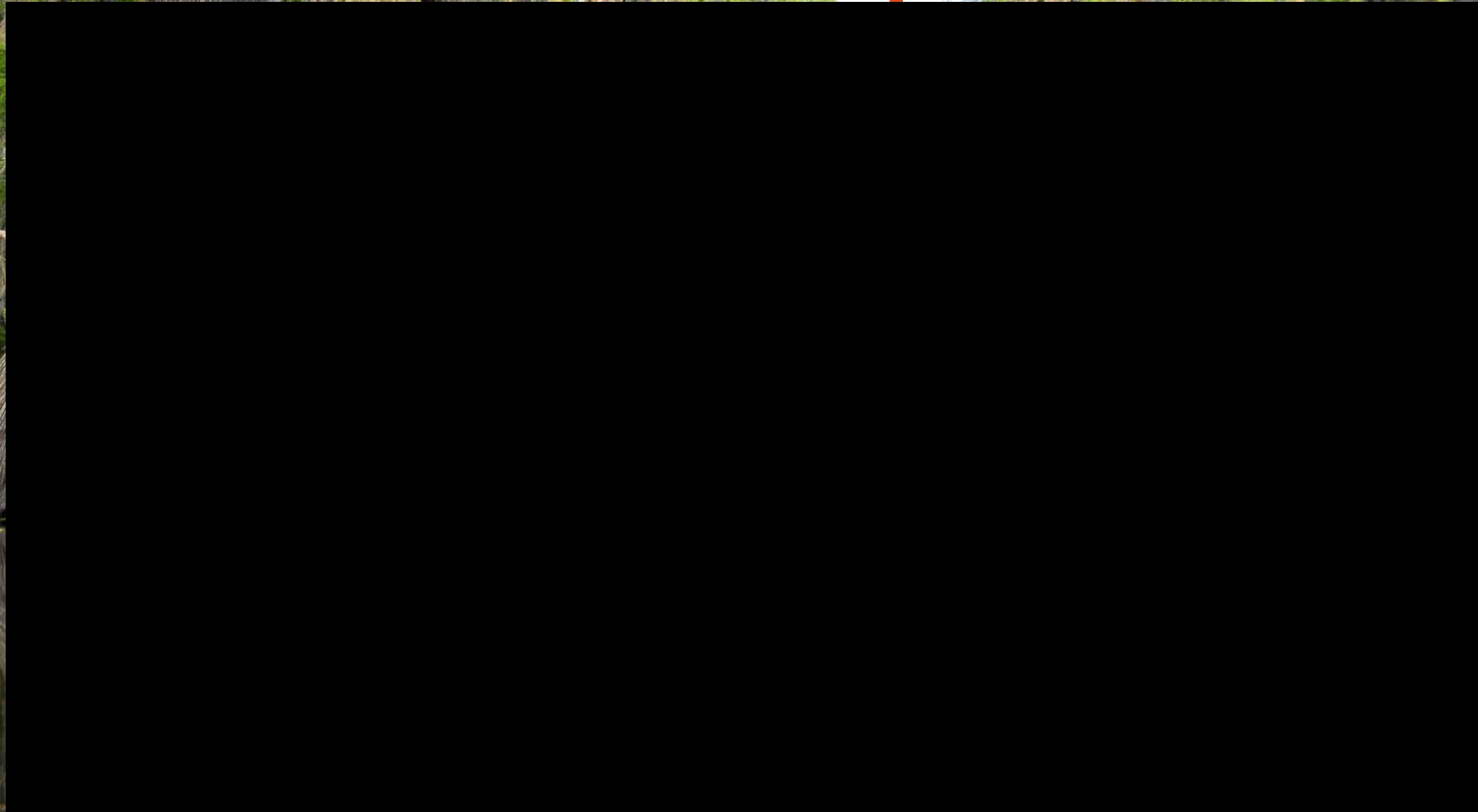






“What comes to mind when you think about...?”

*Child Development*







“What comes to mind when you think about...?”

***Child Abuse and Neglect***



## Black Box of Development

???

## Willpower

Effort explains  
individual differences

## Family Bubble

Parental behavior explains  
individual differences

*What's in the Swamp of...*

# Child Development, Abuse, and Neglect

## Solutions

- ???
- Awareness / Education
- Punishment
- Fatalism

## Causes

- Normalization
- Perpetrator
- Interference with care

## Spectrum of Severity

neglect < emotional < physical < sexual



# You Say... They Think...

AAA

**CULTURE!**

BBB



**Advocates**



**The Public**

# You Say... They Think...

Children's early years  
critical for development.  
Inadequate support  
cause lifelong problems.



**Advocates**

***Willpower***

Life's supposed  
to be hard. What doesn't kill  
makes you stronger.



**The Public**



# You Say... They Think...

## ***Family Bubble***

Experiencing abuse  
damage a child's health  
future. We need to  
interventions to help  
cycle of disadvantage  
dysfunction.

...are some people who  
...couldn't have children.



**Advocates**



**The Public**



# Common “Traps” to Avoid



# Correcting Mistakes is **NOT** the Answer



**MYTH** "The flu isn't a serious disease."

**FACTS** Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

**MYTH** "The flu shot can cause the flu."

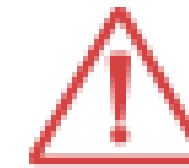
**FACTS** The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

**MYTH** "The flu shot does not work."

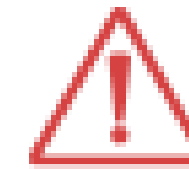
**FACTS** Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

**MYTH** "The side effects are worse than the flu."

**FACTS** The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.



**The myths were misremembered as true**

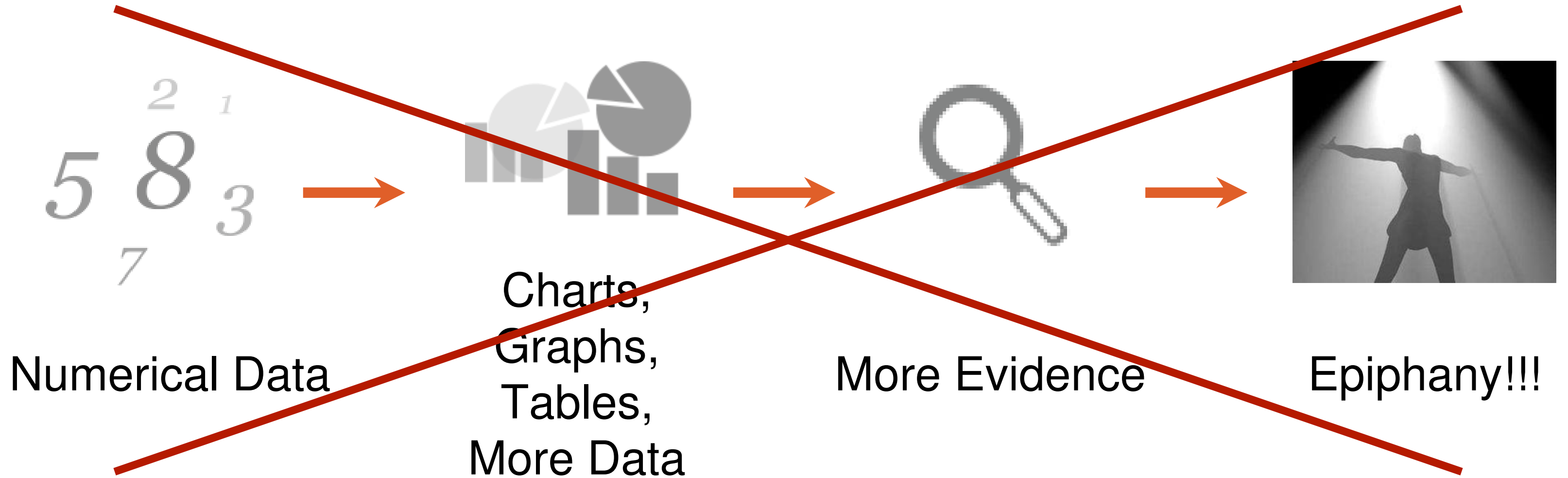


**Mistakes got worse over time**

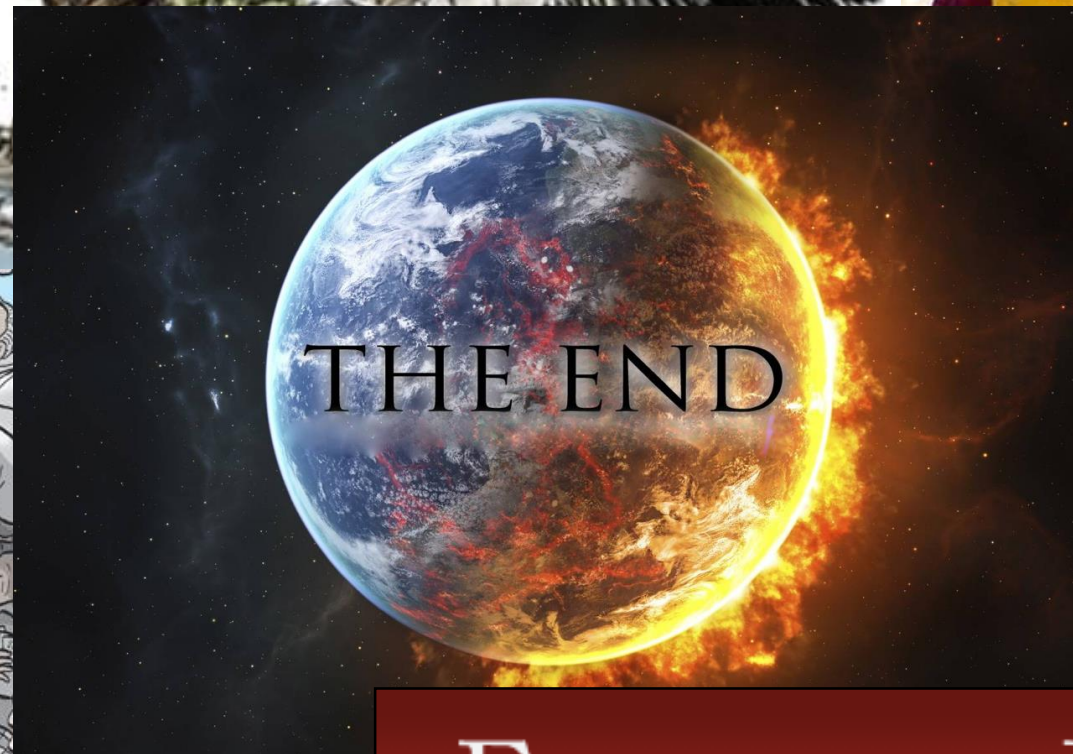
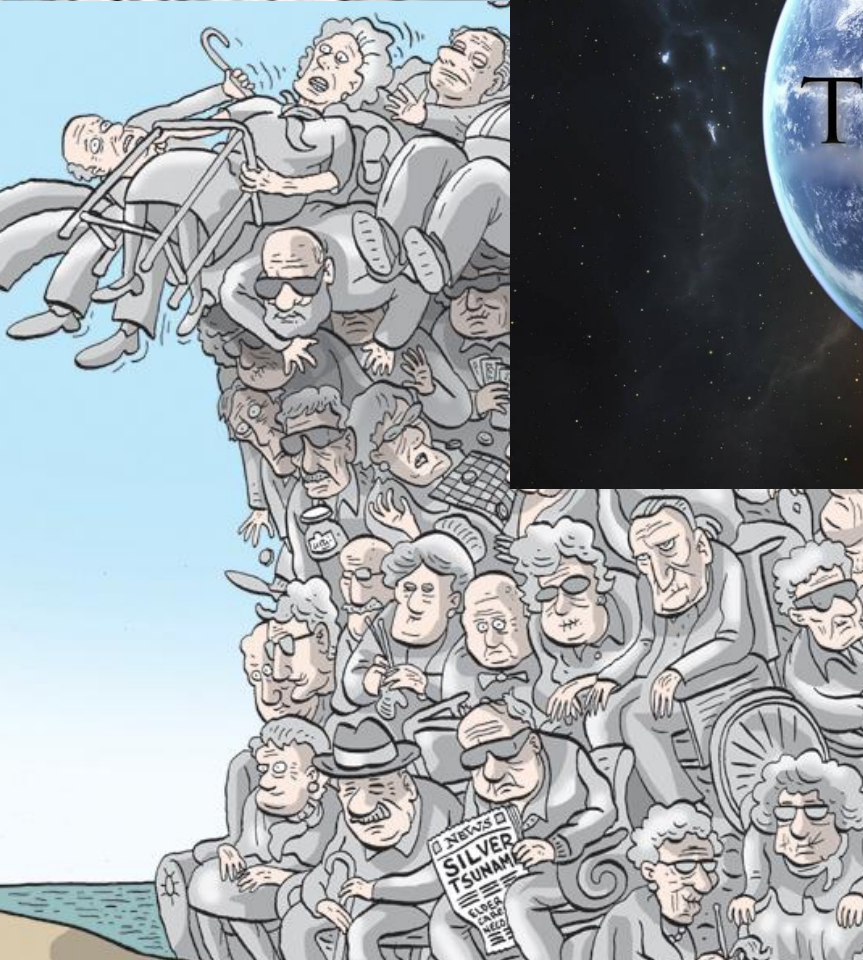


**False information attributed to the CDC**

# Providing More Data is **NOT** the Answer







## ECONOMY IN CRISIS AMERICA'S ECONOMIC REPORT - DAILY

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We Need to Fix Our Government So It Can Fix the Economy



# Telling Individual Stories is **NOT** the Answer



*“By the time I was twelve, I’d get so angry I’d just go out and beat people up...”*

-Jeremy

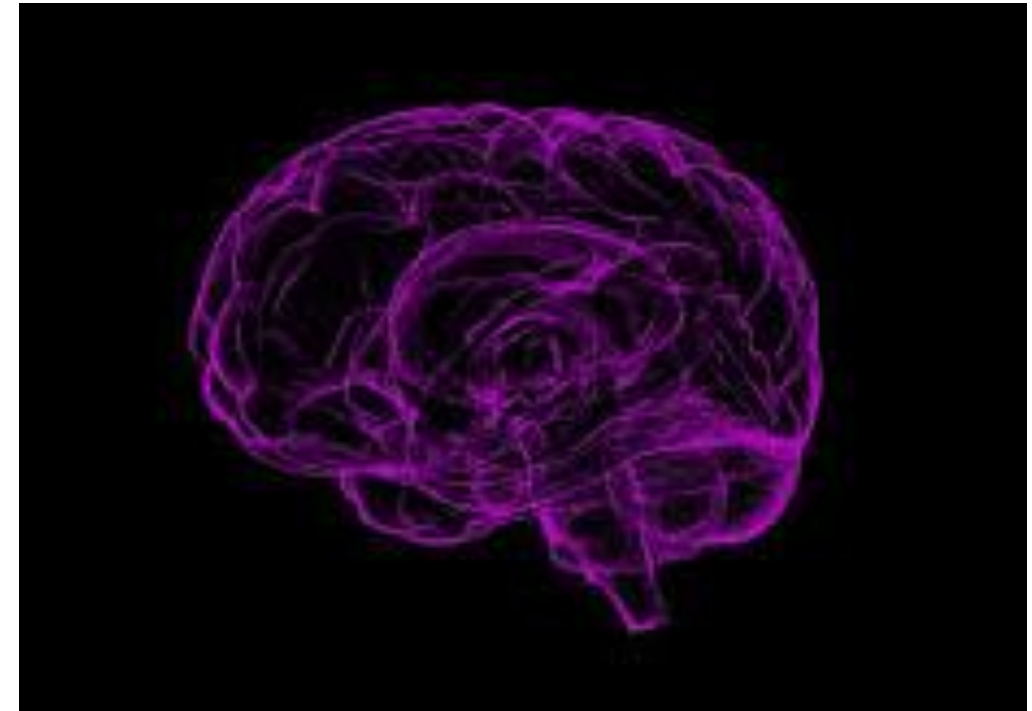
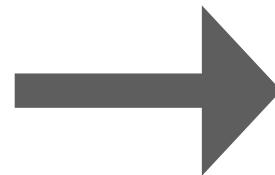


# A New Narrative for Child Advocates

## *Reframing Development, Abuse, and Neglect*



A Vulnerable Child Story



A Science Story



# A New Narrative



# Frames are Navigation Tools

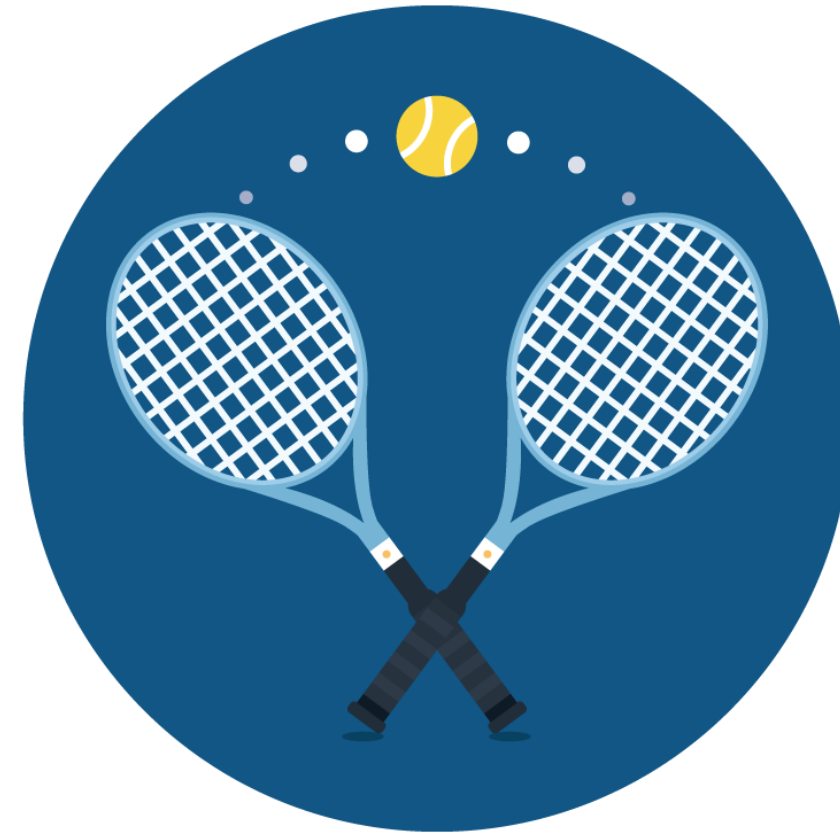




# What Is Child Development?



Brain Architecture



Serve and Return



# What Harms Child Development?



*Toxic Stress*

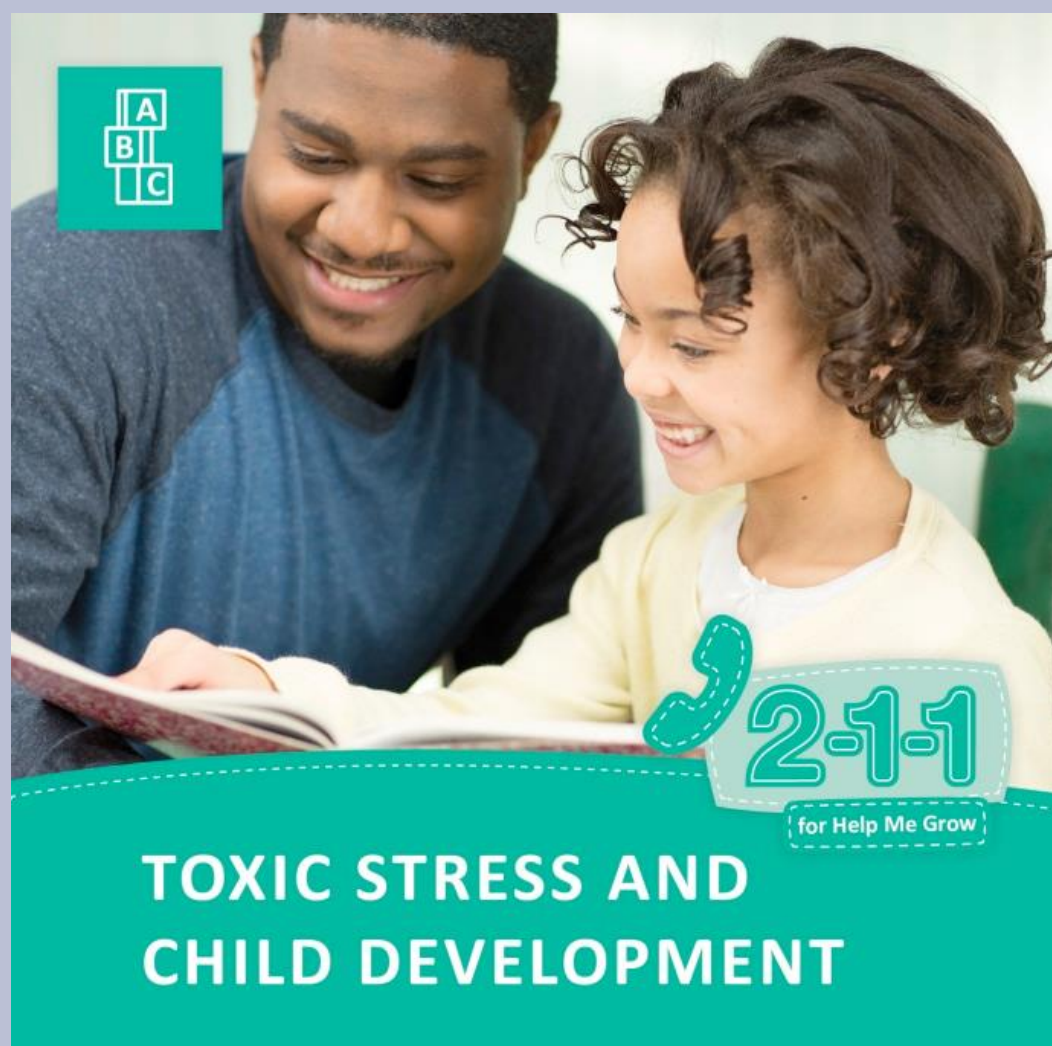


*Overloaded*





# Changes in Communication





# Changes in Discourse



## The New York Times

The Opinion Pages

### Opinionator

FIXES

## Protecting Children From Toxic Stress

By DAVID BORNSTEIN OCTOBER 30, 2013 11:55 AM



Keith Negley



# Changes in Thinking

**2002**

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.

**2011**

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.





# Changes in Policy and Practice

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



CALIFORNIA LEGISLATURE—2013–14 REGULAR SESSION	
Assembly Concurrent Resolution	No. 155
Introduced by Assembly Member Bocanegra (Coauthors: Assembly Members Bonta, Bradford, Buchanan, and Ian Calderon)	
May 28, 2014	
Assembly Concurrent Resolution No. 155—Relative to childhood brain development.	
LEGISLATIVE COUNSEL'S DIGEST	
ACR 155, as introduced, Bocanegra. Childhood brain development: adverse experiences: toxic stress. This measure would urge the Governor to identify evidence-based solutions to reduce children's exposure to adverse childhood experiences, address the impacts of those experiences, and invest in preventive health care and mental health and wellness interventions. Fiscal committee: no.	

American Academy  
of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



### TECHNICAL REPORT

## The Lifelong Effects of Early Childhood Adversity and Toxic Stress

### abstract

FREE

Advances in fields of inquiry as diverse as neuroscience, molecular biology, genomics, developmental psychology, epidemiology, sociology, and economics are catalyzing an important paradigm shift in our understanding of health and disease across the lifespan. This converging, multidisciplinary science of human development has profound implications for our ability to enhance the life prospects of children and to strengthen the social and economic fabric of society. Drawing on these multiple streams of investigation, this report presents an ecobiodeve-

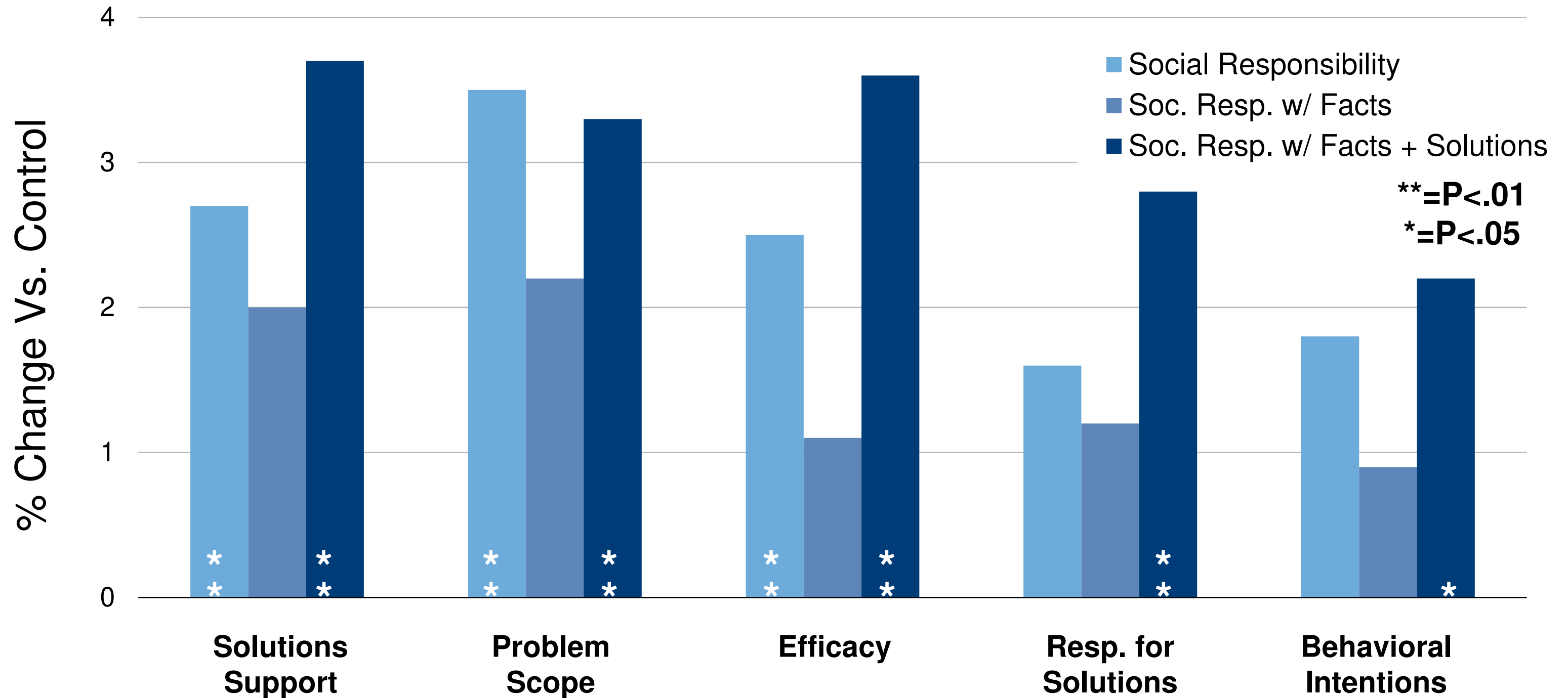
Jack P. Shonkoff, MD, Andrew S. Garner, MD, PhD, and THE COMMITTEE ON PSYCHOSOCIAL ASPECTS OF CHILD AND FAMILY HEALTH, COMMITTEE ON EARLY CHILDHOOD, ADOPTION, AND DEPENDENT CARE, AND SECTION ON DEVELOPMENTAL AND BEHAVIORAL PEDIATRICS

#### KEY WORDS

ecobiodevelopmental framework, new morbidity, toxic stress, social inequalities, health disparities, health promotion, disease prevention, advocacy, brain development, human capital development, pediatric basic science

#### ABBREVIATIONS

# Always Offer Solutions



“A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.”

— *Richard Rorty*

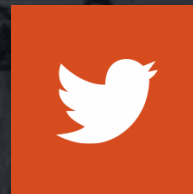




# Thank You!



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