Welcome to the Reframing Parenting Summit
Reframing Parenting

7 Ways to Win Hearts and Minds

August, 2018

Nat Kendall-Taylor, PhD  CEO
Emilie L’Hote, PhD  Research Manager
Why Think About Framing?

How Can We Reframe Parenting?
Why Think About Framing?

A Quick Recap
Because Understanding is Frame Dependent

Future Progress/Social Prosperity

Vulnerability

Issue Salience and Support for Evidence-Based CMH Policies

Percent Change vs. Control

* = P < .01
Because Sustained Social 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
Communication  
Discourse  
Thinking  
Policy
Because We Have a Problem
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
Why Think About Framing?

How Can We Reframe Parenting?
7 Ways to Engage the Public & Open Minds about Parenting

More than 15,000 Australian Respondents
More than 15,000 Australian Respondents

- Expert Interviews
- Cultural models Interviews
- Media and Field Frame Analysis
- Frame Design
- On-the-Street Interviews
- Frame Experiments
- Persistence Trials
#1
Understand What You’re Up Against & Get Strategic
You Say...They Think

AAA

CULTURE!

BBB

Expert/Advocate

Public
Cultural Models of Parenting

Individualism
Choice and Decisions
Information is Everything
Good Parenting = Caring
Good Parenting = Natural
One-Way Parenting
Infinite and Absolute Variation

Collectivism
Importance of Integration and Appropriateness

Government
Government as outside director (-)
Government as partner/resource (+)
Government as incapable (--)

Gender
Men = Important
Women = Responsible (bad parenting/challenges)

Determinism
Parenting Determines Parenting
Natural State = Trouble
Threat of Modernity
Communities in decline
Technology out of control
Too much coddling
Too many rules and laws
Too much science

Context
What Surrounds Us, Shapes Us
Protection Wall (context as potential danger)
Experience Filter (context as mixed-bag)
#2 Change the Big Idea
Effective Parenting

FROM

Child Development

TO
We need to invest in programs that support effective parenting.

To raise healthy and thriving children, Australia’s parents need support.

What does the reframe look like?

FROM

TO
Effective Parenting
Child Development

Attitudes and Policy Support

Percent Change vs. Control

Policy Support
Publicly Funded Childcare
Mandated Family-Friendly Work Policies
Publicly Funded Parenting Centres
Support for Disadvantaged Families

* = P<.01
Behavior

Percent Change vs. Control

- Willingness to Pay Additional Taxes
- Willingness to Engage in Civic Action

* = P<.01

Key:
- Black: Effective Parenting
- Orange: Child Development
#3 Don’t Inadvertently Judge or Evaluate
We found same phenomenon on parenting... 

Howe and Monin (2017)

Individuals with weight issues

“Ego-Defensiveness”
Negative judgment avoidance

Drs w/ personal fitness practices mentioned

Drs w/out personal fitness practices mentioned
Less Obvious (but powerful) Judge-y-ness…
And How to Reframe It
Children look up to parents and family members and copy what they do. Some ways to be a good role model are to: be positive about life; talk about the good things in people; stay calm, even if you feel upset; deal with problems in the best way you can; admit when you have made mistakes; have a healthy lifestyle. Think about the messages you are giving if you use drugs, or are violent or racist.

Our children have what it takes to achieve great success in life. Good role models can help them get there!

Children learn by interacting with those around them. They need caregivers who model positive behaviors and engage with them in productive ways. When parents and family members show children how they respond to a difficult situation, they can help children learn to respond to deal with challenges in productive ways. For example, when parents remain positive about life and talk about the good things in people, it can help children learn to have a positive outlook and manage emotions. When parents admit when they have made mistakes, children learn about self-reflection and awareness. Children look up to parents and family members and learn from what they do. When we realize this, we can help children learn and develop in positive ways!
The sign of a good parent is not that you have enrolled your baby in every activity that is available in your local area. Being a good parent is about spending time with your baby.

For babies, the best ‘toy’ is you. Hearing your voice (whether it’s in song, reading or chatting about what you’re doing when nappy changing), looking at your face and learning how to read your expressions or blowing raspberries on their tummy are all considered play in the eyes of a baby.

Be reassured that even though it may take some time to see the fruits of your labour, you are contributing an awful lot of foundation to your baby’s brain.

Early on, the experiences that children have, lay the foundation for their developing brain. And parents are an important part of this process.

Hearing your voice (whether it’s in song, reading or chatting about what you’re doing when nappy changing), looking at your face and learning to read your expressions or blowing raspberries on their tummy are some great ways to interact with a child and help build their brain.

Even though it may take time to see the results of these efforts, the interactions between a caregiver and child build a stable foundation for their health, growth and learning.
#4 Use Metaphor to Provide a Mental Image that Sticks and Shifts
Testing Metaphors

- Design Potential Metaphors
- Exploratory Frame Testing
- Framing Experiments
- Persistence Trials
Navigating

Raising children is like sailing on open water. Things like health problems, financial difficulty and stress can make the waters rough and hard for parents to navigate. But we can build lighthouses and safe harbours to guide and shelter parents during heavy storms by providing things like counselling services, high-quality child care, and assistance with housing. These things offer safety and protection during hard times and help all children thrive.

Main Frame: Help people see the role of context in parenting and open up thinking about solutions

3 Key Components

• Raising children=navigating
• Challenges=rough waters
• Supports=lighthouses and harbours

Strategic way to redirect

• Individualism
• Natural Parenting
• Fatalism
#5 Order Is Everything
Lead with “effective parenting” or advice

Establish wider context, then get into parenting practice

Parenting is Natural; Parenting is Objective

What Surround Us, Shapes Us

Blame parents and/or reject message

Parenting is contingent; need for support
#6 Show Don’t Tell: Explain Development
Not sure what to do or support
Support Solutions and Motivated to Act
Way it Works
The basic architecture of the brain is constructed through an ongoing process that begins before birth and continues into adulthood.

Moves thinking:

- What happens early is important and influences how things work latter on
- Development requires quality materials—interactions and supports that parents help provide
- It’s an active process
Serve and Return

The story to tell

Brains are built through back-and-forth interaction. Healthy development happens when young children “serve” through babbling, gestures, or words, and adults “return” by getting in sync with the child.

Moves thinking:

• Interaction drives development
• By getting in sync with kids, parents can support positive development
• The kinds of things that might get in the way and the need to address them
#7
Tell a Story
A New Master Narrative
Support Child Development by Supporting Parents

Why does this matter?

The BIG Idea:
This about the health & development of kids & how to help parents supporting this development

How does it work and what threatens it?

Navigation Metaphor:
Navigation is essential
Waters can get rough
Success = skills + supports

Parents shape development
(Brain Architecture + Serve and Return)

What do we need to do?

Give parents what they need so kids get what they need by building skills and contexts
Understand what you’re up against and get strategic

Set the BIG IDEA: Child Development

Don’t judge; avoid evaluation

Provide a mental image that sticks: Navigation Metaphor

Order is everything

Show don’t tell: explain principles of development

Tell a new master narrative
A talent for speaking differently, rather than arguing well, is the chief instrument of cultural change.