



The Science of Communicating about Brain Development

5 Ways to Win Hearts and Minds

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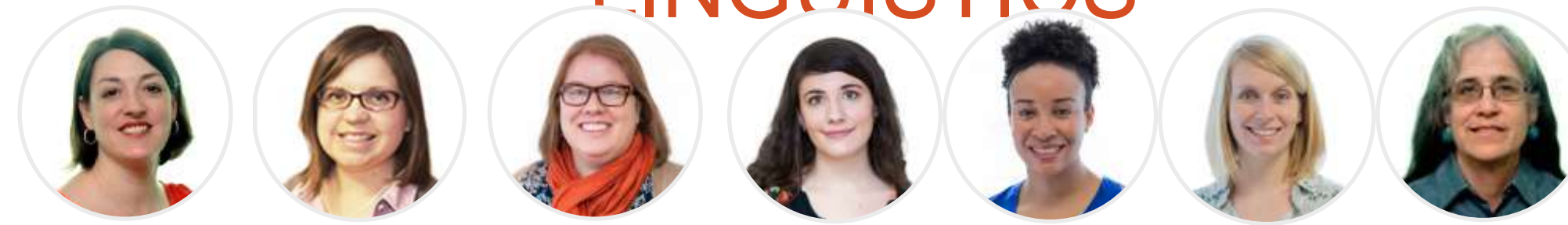
Introduction

A MULTIDISCIPLINARY APPROACH TO COMMUNICATIONS

ADVOCACY



LANGUAGE & LINGUISTICS



PUBLIC HEALTH



POLITICAL SCIENCE



ANTHROPOLOGY & PSYCHOLOGY



SOCIOLOGY



COMMUNICATIONS, CAMPAIGNS, & MEDIA



ADMINISTRATION



DESIGN & DIGITAL MEDIA



SCIENCE OF EARLY

CHILDHOOD
Harvard Center for the Developing Child

CHILD MENTAL

HEALTH
Alberta Family Wellness Initiative (Canada)

CHILD MALTREATMENT

National Society for the Prevention of Cruelty To Children (UK)

OUTCOMES FOR CHILDREN, FAMILIES AND

COMMUNITIES
Big Lottery Fund: A Better Start (UK)

SOCIAL, EMOTIONAL AND ACADEMIC

DEVELOPMENT
Aspen Institute

EARLY CHILDHOOD

DEVELOPMENT
Centre for Community Child Health at The Royal

PERCEPTIONS OF

Children's Hospital

PARENTING
Parenting Research

Centre



Expert
Interviews

21



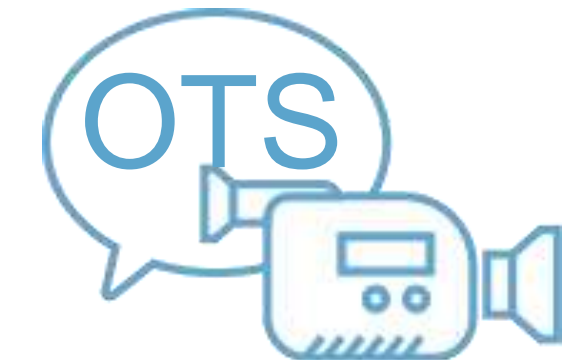
Cultural Model
Interviews

40



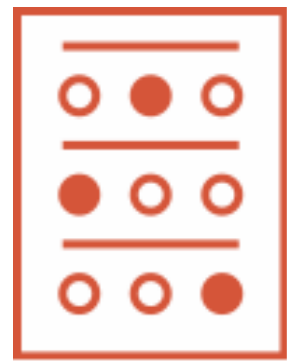
Media Content &
Field Frame
Analysis

592



On-the-Street
Interviews

146



Survey
Experiments

11,300



Persistence
Trials

60



Usability
Trials

26

Sample Size:
12,185

**HOW WE
COMMUNICATE CAN
CHANGE HEARTS
AND MINDS**

HOW WE
COMMUNICATE CAN
CHANGE HEARTS
AND MINDS

... AND THE WORLD



**#1: Remember That
Frames Shape
Understanding**



WHAT ARE FRAMES?

Sets of **choices** about how information is
presented

WHAT ARE FRAMES?

EMPHASIS

EXPLANATIO

UN^NSAID

FRAMES SHAPE UNDERSTANDING

FRAMES SHAPE UNDERSTANDING



*** = $P < .01$**



**#2: Find Out What You
Are Up Against**

YOU SAY... THEY THINK



Expert/Advocate



Public

AAA



Expert/Advocate



Public

AAA



Expert/Advocate

BBB



Public

Persistent stress can derail development and have negative long-term effects on health and well-being.



Expert/Advocate



Public

Persistent stress can derail development and have negative long-term effects on health and well-being



Expert/Advocate



Public

Persistent stress can delay development and have negative long-term effects on health and well-being

CULTURE



Expert/Advocate

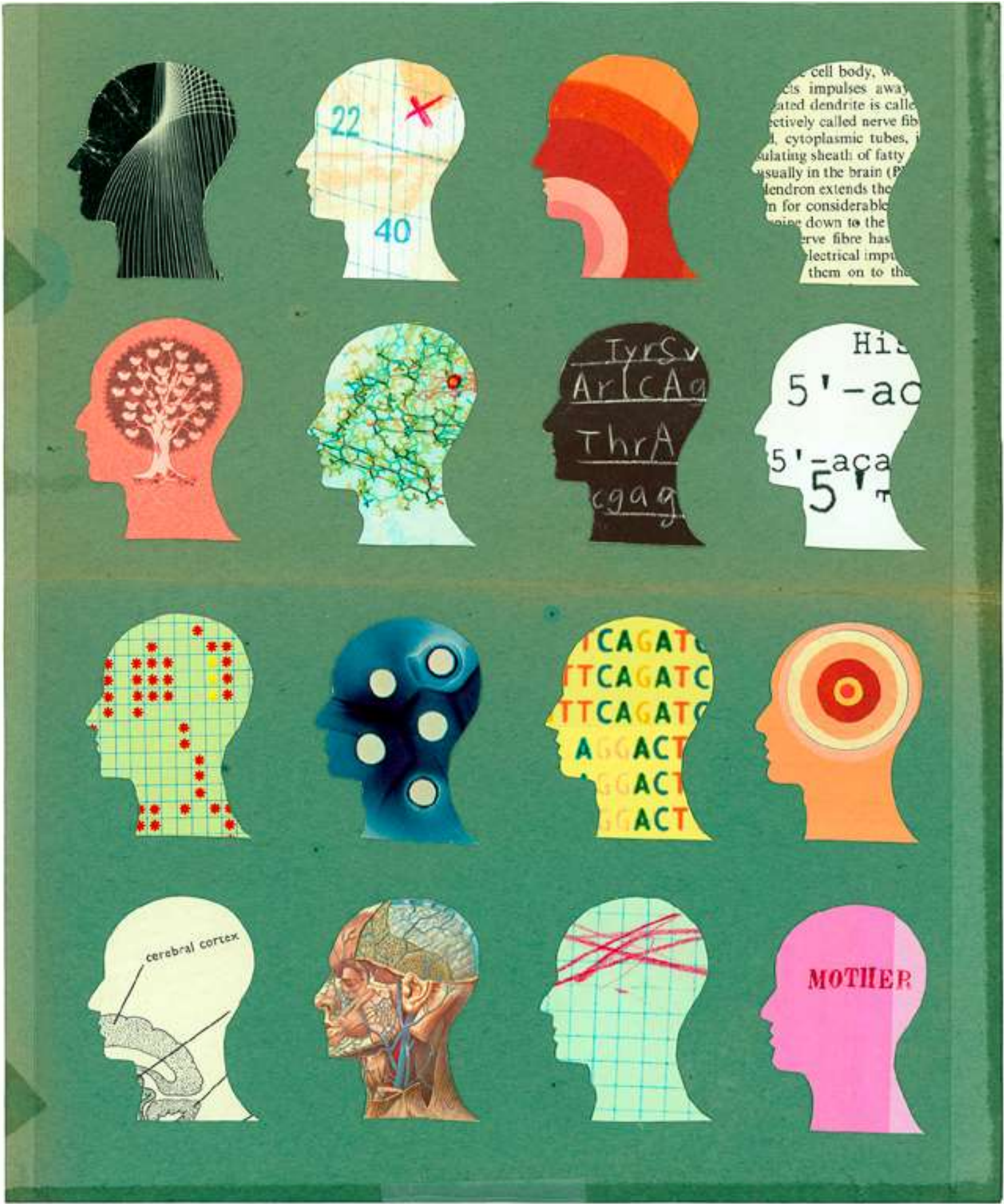


Public

“People approach the world **not as naive, blank-slate receptacles** [...], but rather as experienced and sophisticated **veterans of perception** who [...] see events and objects in the world in relation to each other and in relation to their prior experience. This prior experience or organized knowledge then takes the form of **expectations about the world**, and in the vast majority of cases, the world, being a systematic place, confirms these expectations, saving the individual the trouble of figuring things out anew all the time.”

Tannen, 1993:
21

CULTURAL MODELS HELP US “THINK FAST”



CULTURAL MODELS HELP US “THINK FAST”

Shared (“cultural”) patterns of
thinking about a given topic

CULTURAL MODELS HELP US “THINK FAST”

Taken-for-granted,
automatic assumptions

CULTURAL MODELS HELP US “THINK FAST”

Taken-for-granted,
automatic **assumptions**

Interpret, organize
and make meaning

CULTURAL MODELS OF EARLY CHILD DEVELOPMENT



FAMILY BUBBLE



INDIVIDUALISM



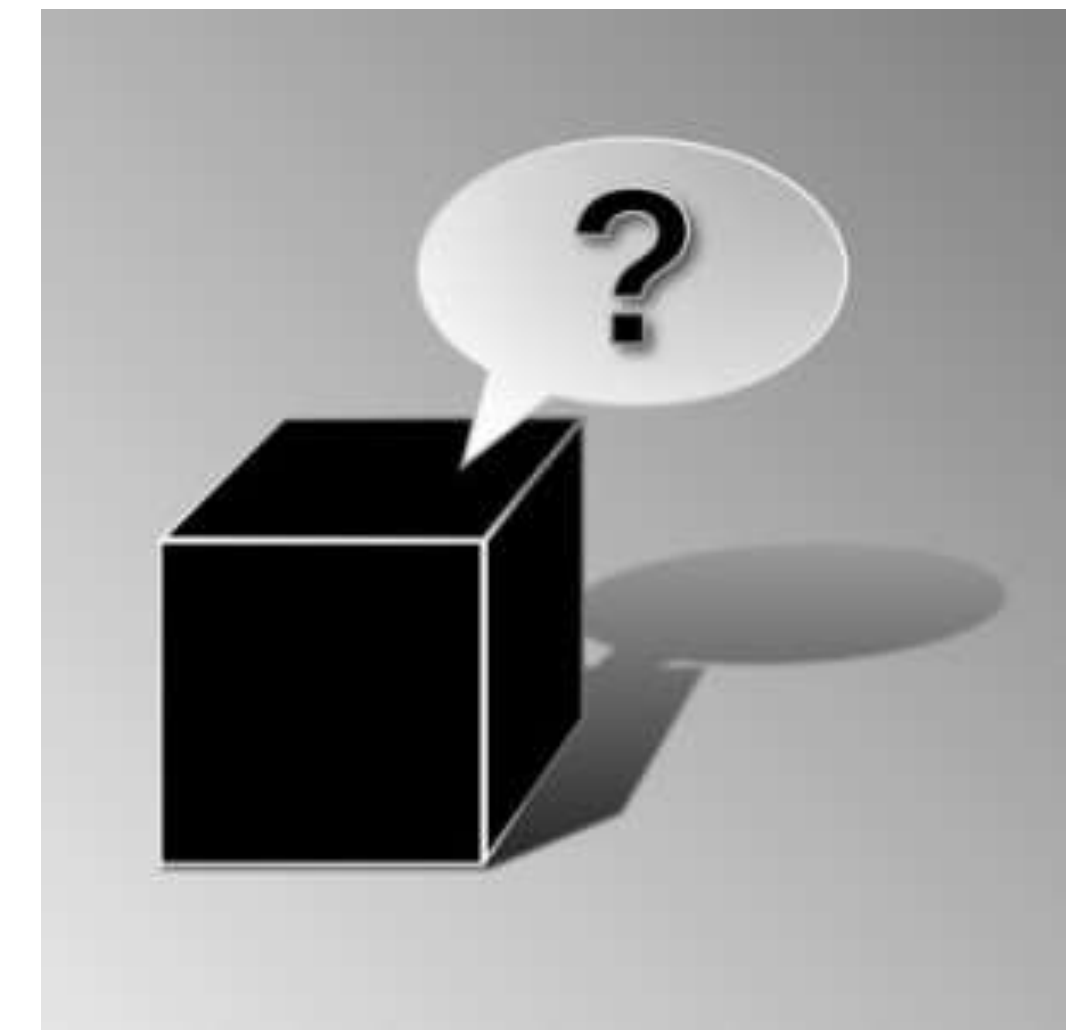
KIDS ARE SPONGES/LITTLE ADULTS



CHILDREN ARE THE FUTURE



FATALISM



DEVELOPMENT = INVISIBLE PROCESS

**#3: Avoid
Communications Traps**

CORRECTING MISPERCEPTIONS BACKFIRES

CORRECTING MISPERCEPTIONS BACKFIRES

Flu Vaccine
Facts & Myths



Department of Health and Human Services
Centers for Disease Control and Prevention

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.

MYTH "Only older people need a flu vaccine."

FACTS Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

MYTH "You must get the flu vaccine before December."

FACTS Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**

For more information, ask your healthcare provider or call **800-CDC-INFO (800-232-4636)** Website www.cdc.gov/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.

Skurnik et al 2005. Journal of American Medical Association

**#4: Use the Power of
“How”**

EXPLANATORY METAPHOR



“understanding and experiencing one kind of thing in terms of another.”

Lakoff & Johnson, 2003
(5)

EXPLANATORY METAPHOR



“[o]ur ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature.”

Lakoff & Johnson, 2003
(3)

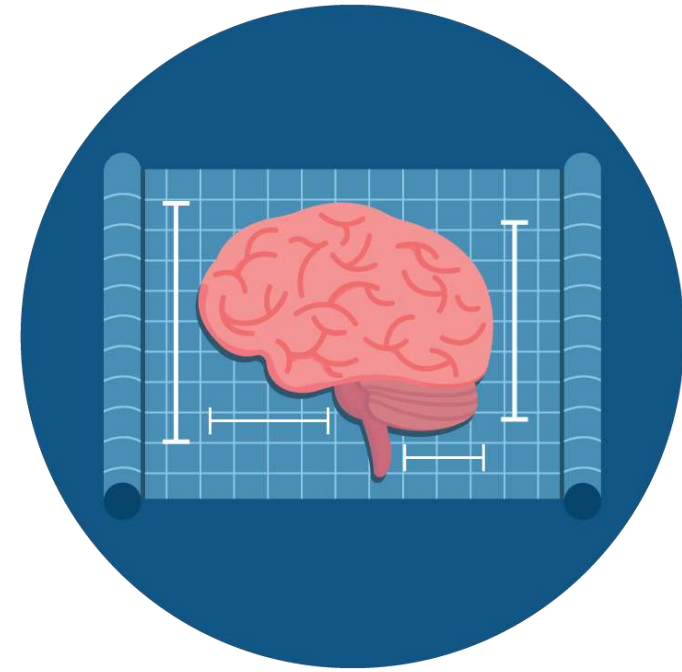
EXPLANATORY METAPHOR



EXISTING COGNITIVE
PROCESS
HIGHLIGHT / OBSCURE
FEATURES
MEMORY TOOL

STICKY

METAPHORS OF BRAIN DEVELOPMENT



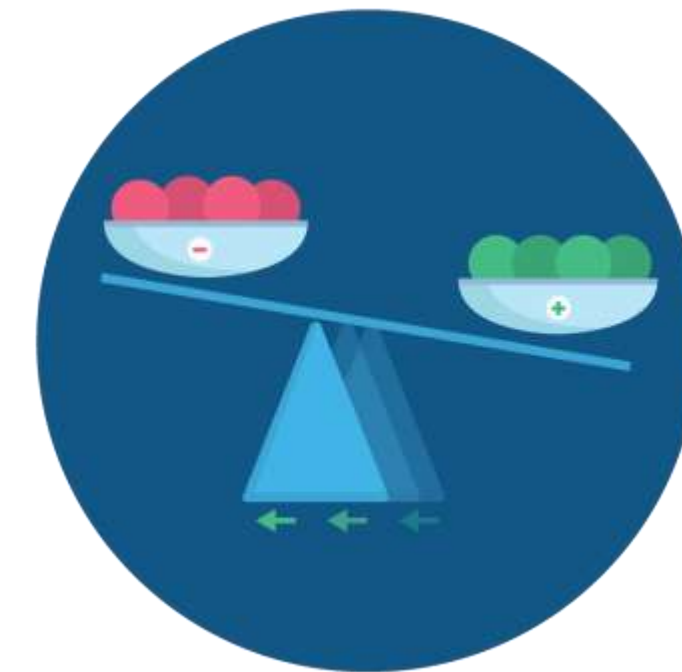
**BRAIN
ARCHITECTURE**



TOXIC STRESS

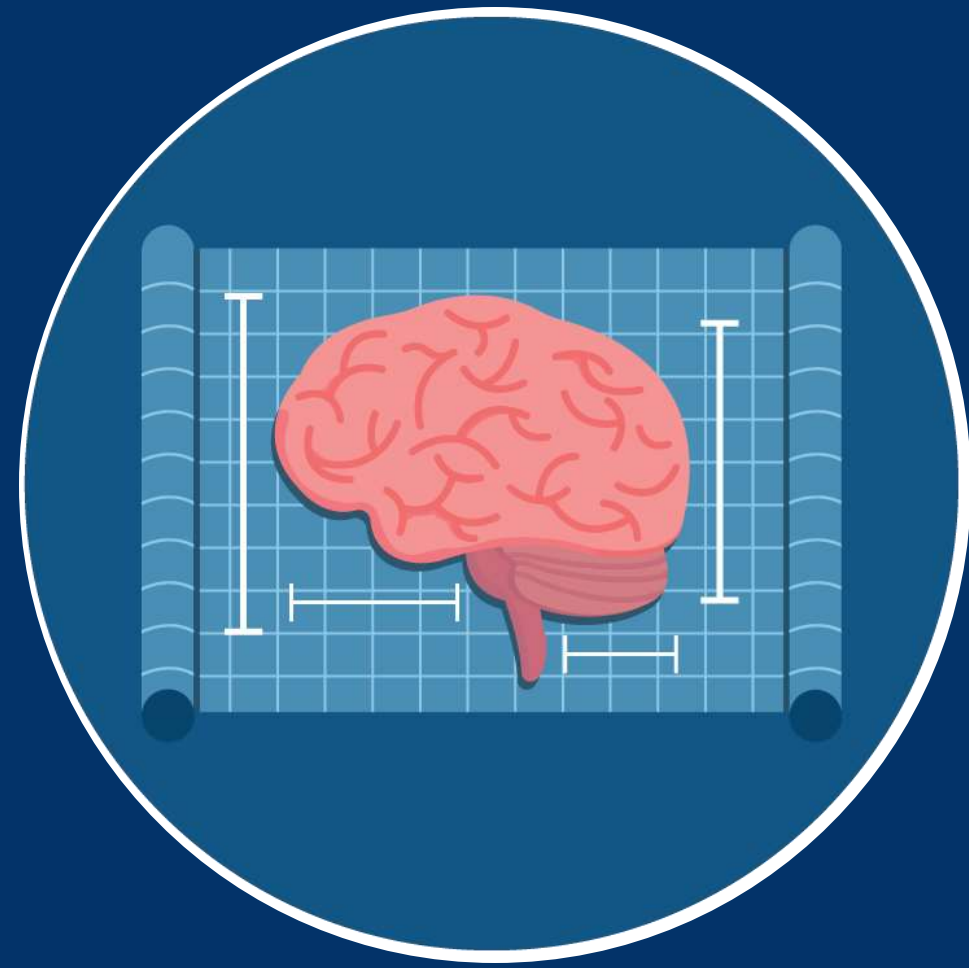


**SERVE AND
RETURN**



**RESILIENCE
SCALE**

Brain Architecture



The story you are telling:

The basic architecture of the brain is constructed through an ongoing process that begins before birth and continues into adulthood.

Redirect public perceptions away from:

- *Children are sponges/little adults*
- *Black box model of development*
- *What children can't remember doesn't matter*
- *Self-makingness*

Move public thinking towards:

- Development starts early and requires quality resources
- This is an active process that happens in phases
- What happens early on has long-lasting consequences

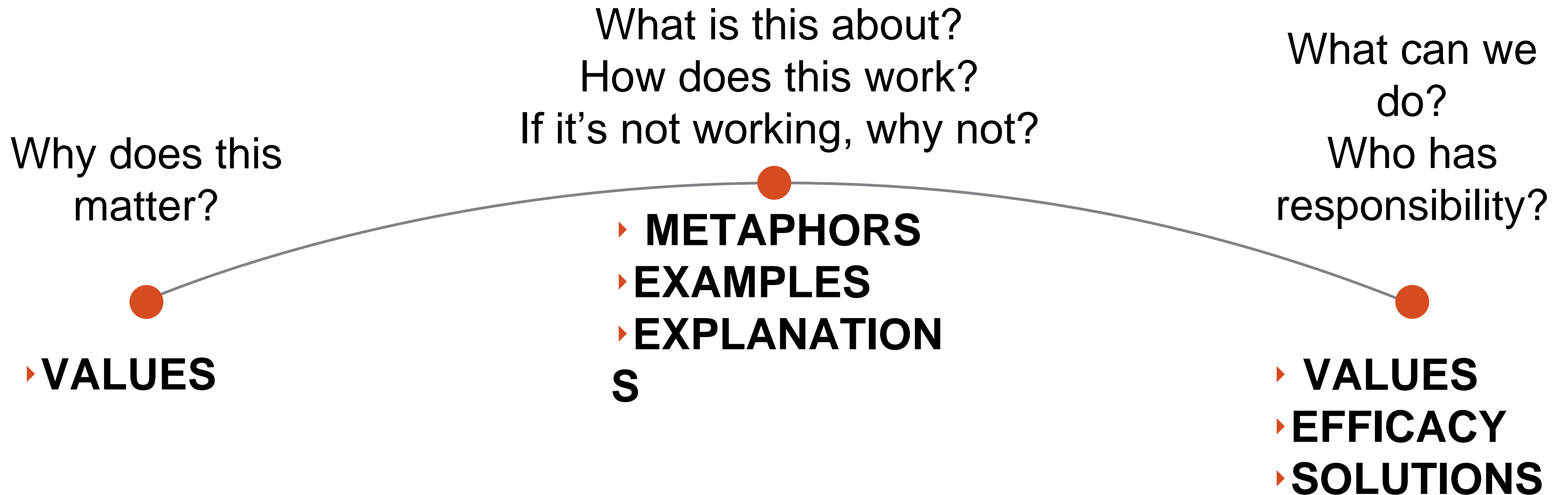




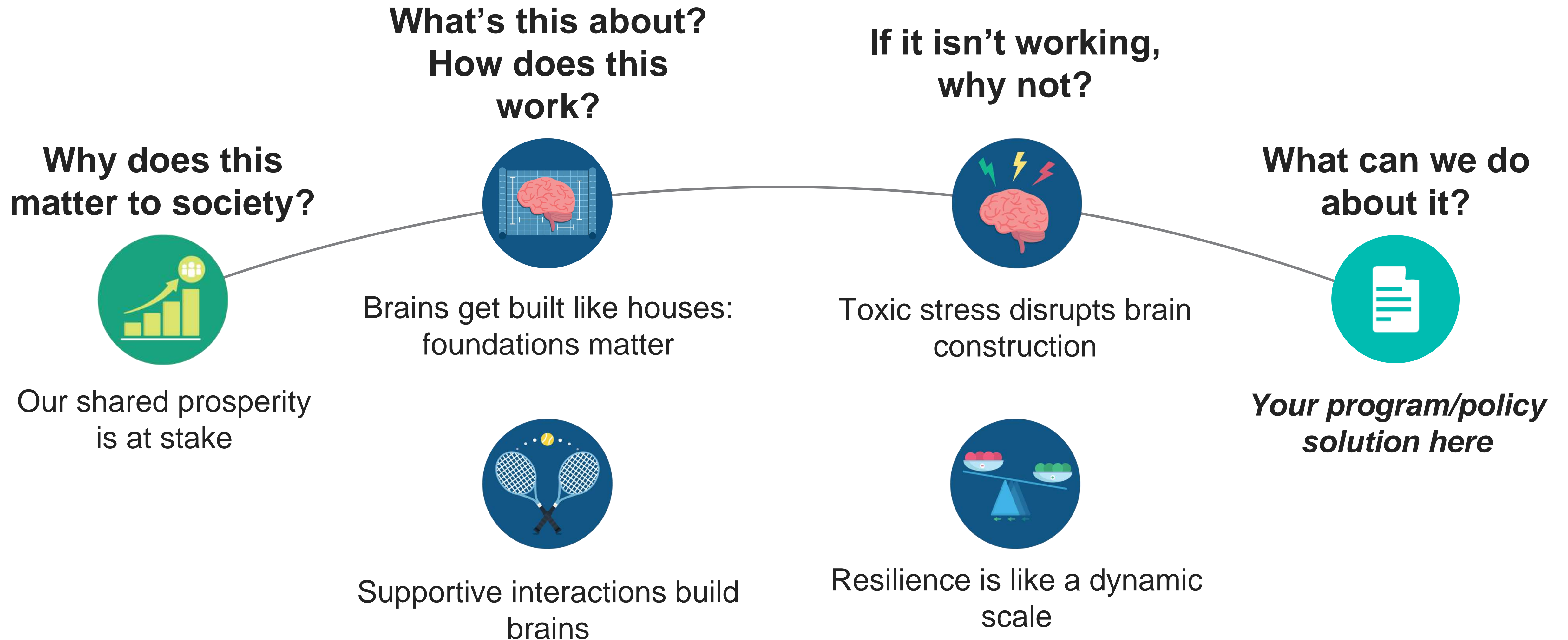


#5: Tell A Story

A WELL-FRAMED STORY



A WELL-FRAMED STORY OF EARLY CHILDHOOD DEVELOPMENT



Thank you!



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