



THE ART AND SCIENCE OF ENGAGEMENT

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University of Iowa Carver College of Medicine

SMALL WORLD HYPOTHESIS

<https://www.youtube.com/watch?v=WhunBntaYsE>



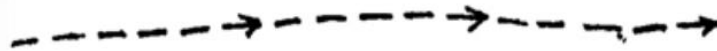
- “We thought it best to draw our starting persons from a distant city, so we chose Wichita, Kansas for our first study and Omaha, Nebraska for our second.
- (From Cambridge, these cities seem vaguely ‘out there’ on the Great Plains or somewhere.)”



STANLEY
MILGRAM
HARVARD
UNIVERSITY

BEGINNING OF THE CHAIN

The beginning of a typical chain
(#111) in the Nebraska Study.



STARTING PERSON

Widowed clerk in Omaha, Nebraska



1st REMOVE
Self-employed friend in Council Bluffs, Iowa



2nd REMOVE
Publisher in Belmont, Mass



3rd REMOVE
Tanner in Sharon, Mass.



4th REMOVE
Sheet metal worker in Sharon, Mass.



5th REMOVE
Dentist in Sharon, Mass.

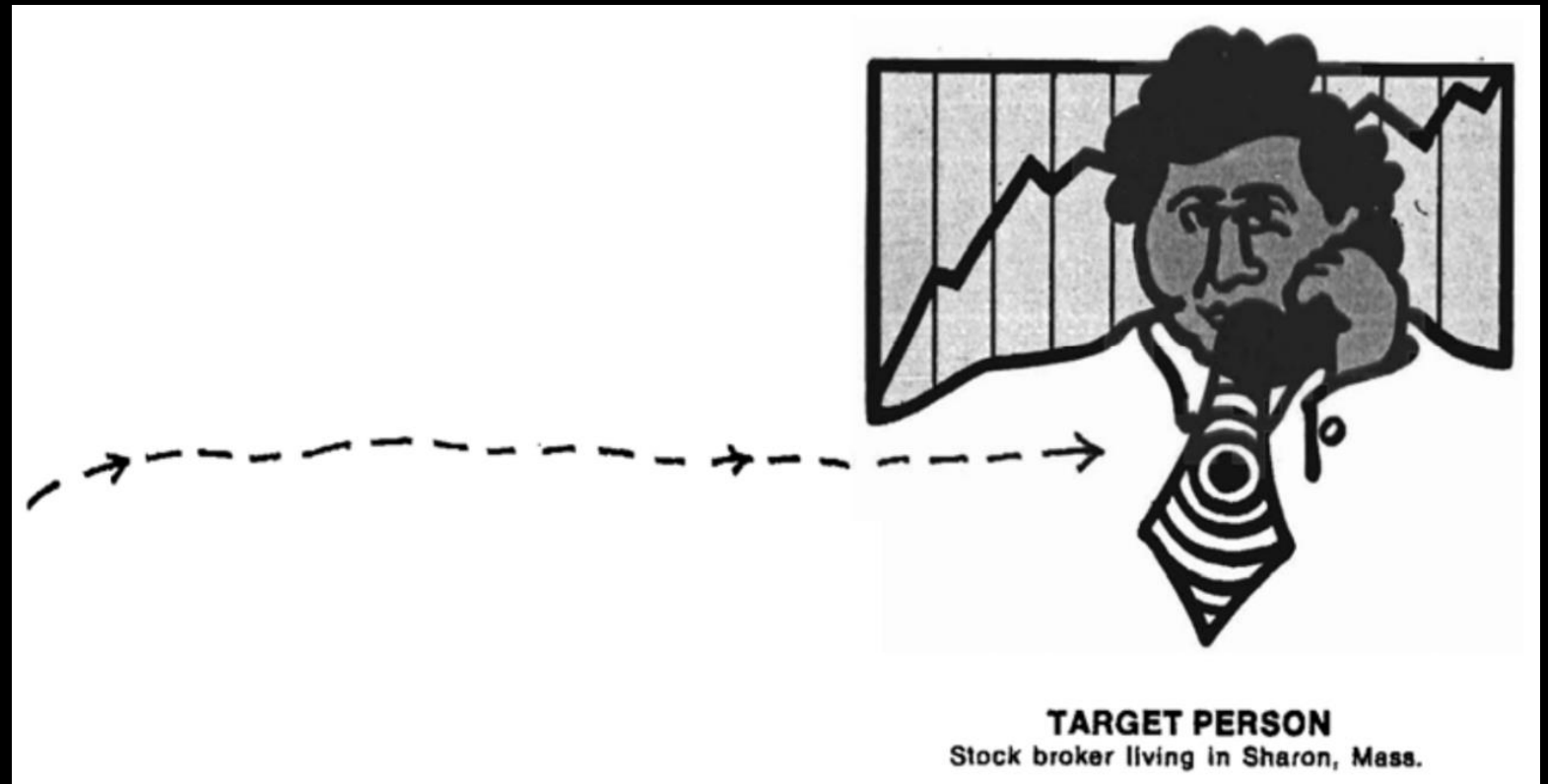


6th REMOVE
Printer in Sharon, Mass.



7th REMOVE
Clothing merchant in Sharon, Mass.

END PERSON IN THE CHAIN



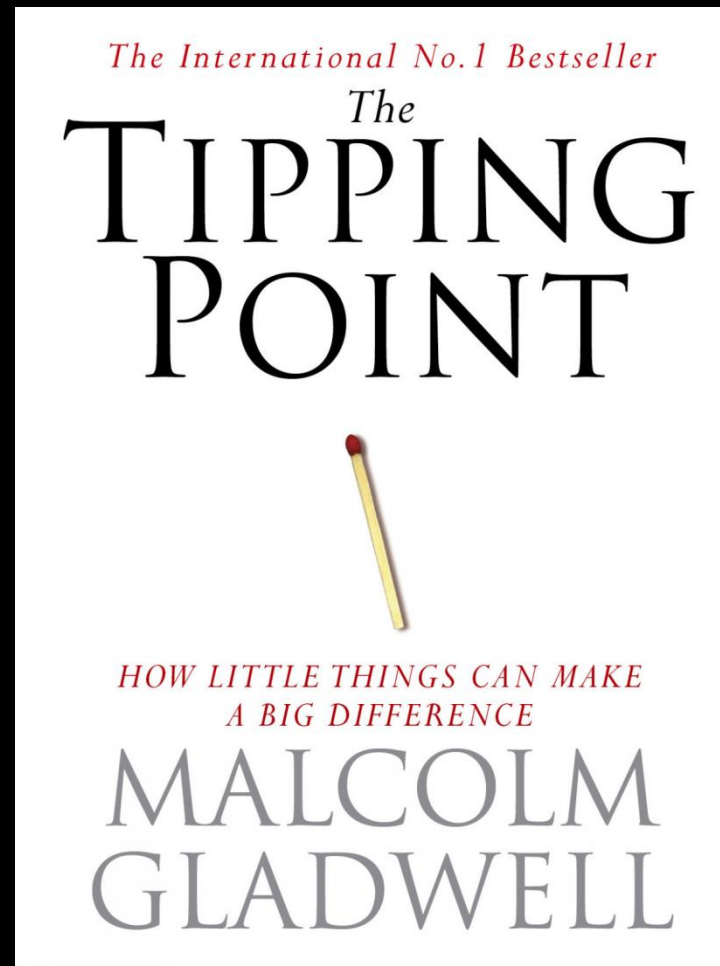


HOW MANY PEOPLE
RECEIVED THEIR
ENVELOPE?

HOW MANY DEGREES
OF SEPARATION?

HOW CAN I USE THE SMALL WORLD PHENOMENON TO ENGAGE SYSTEMS AND FAMILIES?

Create a
word-of-mouth
epidemic



USE CONNECTIONS



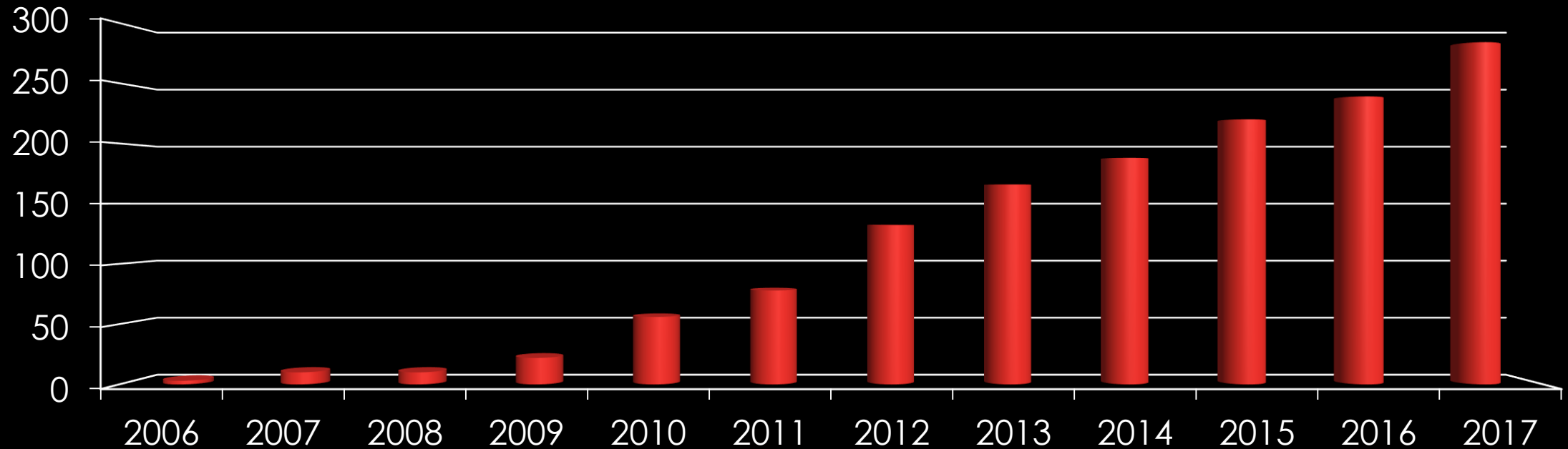
If you're trying to promote PCIT in Nebraska, talk about how the developer of PCIT grew up in Omaha and graduated from UNO.

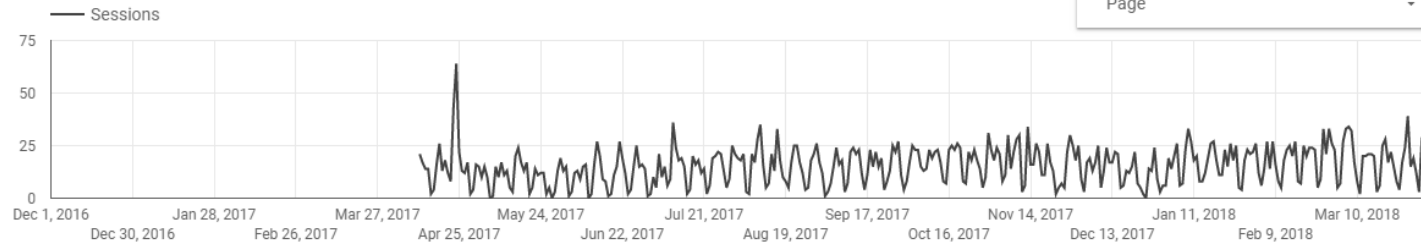
HAVE WE REACHED THE PCIT TIPPING POINT
“OUT ON THE GREAT PLAINS SOMEWHERE”?



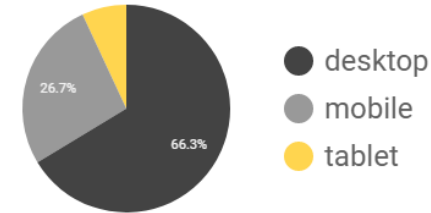
IOWA HAS REACHED THE TIPPING POINT

**Cumulative Number of Iowa Therapists
Trained in PCIT Since 2006**





Users	Sessions / User	Pages / Session	Avg. Time on Page
4,150	1.1	2.67	00:01:18
New Users	Sessions	Pageviews	Bounce Rate
3,798	5,555	14,857	40.41%



Where your traffic came from:

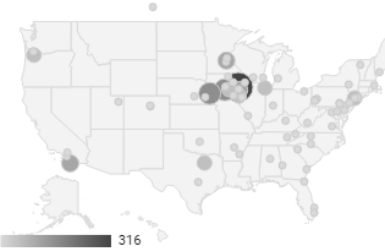
Source	Sessions
1. google	3,293
2. (direct)	677
3. bing	451
4. m.facebook.com	45
5. facebook.com	45
6. l.facebook.com	45

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What:

Page	Sessions
1. pcit.lab.uiowa.edu/cdi-h...	1,775
2. pcit.lab.uiowa.edu/	1,201
3. pcit.lab.uiowa.edu/pdi-h...	560
4. pcit.lab.uiowa.edu/paren...	547
5. pcit.lab.uiowa.edu/resou...	371
6. pcit.lab.uiowa.edu/traini...	312
7. pcit.lab.uiowa.edu/provi...	260
8. pcit.lab.uiowa.edu/paren...	97
9. pcit.lab.uiowa.edu/paren...	87
10. pcit.lab.uiowa.edu/provi...	65

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Division of Medicaid and Long-Term Care


State of Nebraska
Dave Heineman, Governor

PROVIDER BULLETIN

No. 13-16

Date: March 13, 2013

TO: Medicaid Behavioral Health Providers

FROM: Vivianne M. Chaumont, Director 
Division of Medicaid & Long-Term Care

BY: Lowell Sedlacek – Program Specialist
Division of Medicaid and Long-Term care

RE: Addition of Parent Child Interaction Therapy (PCIT)
and Child-Parent Psychotherapy (CPP) Services

Please share this information with administrative, clinical, and billing staff.

Beginning April 15, 2013, Parent Child Interaction Therapy (PCIT) and Child-Parent Psychotherapy (CPP) will be Medicaid covered services. These services will require prior authorization by providers approved by Magellan to provide such services (based on demonstrated training credentials for conducting the services). To join the panel or for more information, please contact Magellan at 1-800-424-0333 after April 1, 2013.

NEBRASKA HAS REACHED THE TIPPING POINT

Nebraska MH
providers trained
in specific EBPs for
young children
since 2009:

~ 120 CPP

~ 75 PCIT

OKLAHOMA HAS REACHED THE TIPPING POINT



<https://www.oumedicine.com/department-of-pediatrics/department-sections/devbehav/child-study-center/programs-and-clinical-services/parent-child-interaction-therapy/information-for-parents/find-a-pcit-therapist-near-you>

WORD OF MOUTH ADVERTISING AND FAMILY ENGAGEMENT

- “When I described the problems I was having with my child on Facebook, two different people told me I needed to try PCIT.”
- “My pediatrician told me my child needed PCIT.”
- “My neighbor, friend, sister, cousin did PCIT.”



NEW FRONTIERS IN ENGAGING SYSTEMS: CREATE A WORD OF MOUTH EPIDEMIC IN THE DAKOTAS



NEW FRONTIERS IN ENGAGING SYSTEMS



- Expand the word of mouth epidemic to other Evidence-Based Interventions for young children with disruptive behavior.
- Hanf-based models: The “Golden Couple” of relationship enhancement and behavior management
 - Incredible Years
 - Helping the Noncompliant Child

Leijten et al. (2018) *Child Development*, Are relationship enhancement and behavior management “The Golden Couple” for disruptive child behavior? Two meta-analyses.

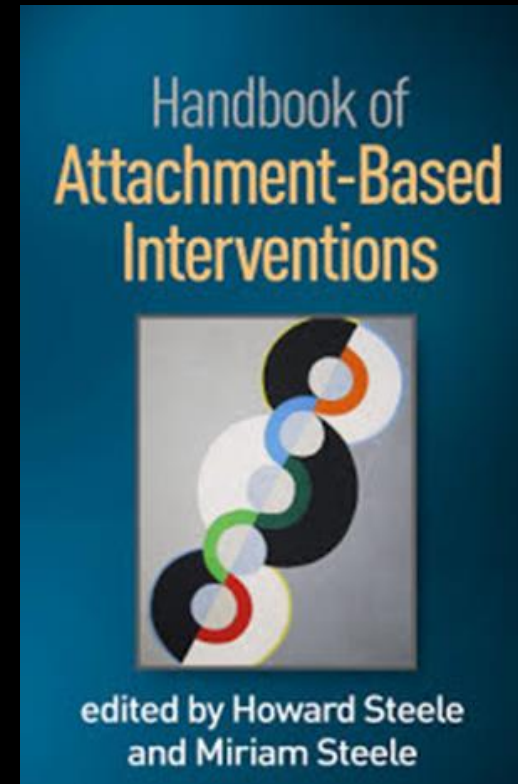
Kaehler, Jacobs, & Jones (2016) *Clinical Child and Family Psychology Review*, Distilling common history and practice elements to inform dissemination: Hanf-model BPT program as an example.

NEW FRONTIERS IN ENGAGING SYSTEMS

- Expand the word of mouth epidemic to other Evidence-Based and Emerging Infant and Early Childhood Mental Health Practices.
- Learn and talk about “spin-offs” of PCIT
 - PC-CARE
 - Teacher Child Interaction Training (TCIT)
 - PCIT-Toddler (PCIT-T)

NEW FRONTIERS IN ENGAGING SYSTEMS

- Expand the word of mouth epidemic to other Evidence-Based Intervention based on Attachment Theory
- Learn and talk about
 - Child Parent Psychotherapy (CPP)
 - Attachment and Biobehavioral Catchup (ABC)
 - Circle of Security (COS)



NEW FRONTIERS IN ENGAGING SYSTEMS

- Expand the word of mouth epidemic to prevention and early intervention for infants and toddlers.



<http://promotingmentalhealthiowa.org/>

NEW FRONTIERS IN ENGAGING SYSTEMS

- Expand the word of mouth epidemic to prevention and early intervention for infants and toddlers.

2018 ZERO TO THREE Annual Conference
October 3 – 5, 2018
Denver, Colorado



WHAT ENGAGES ME?

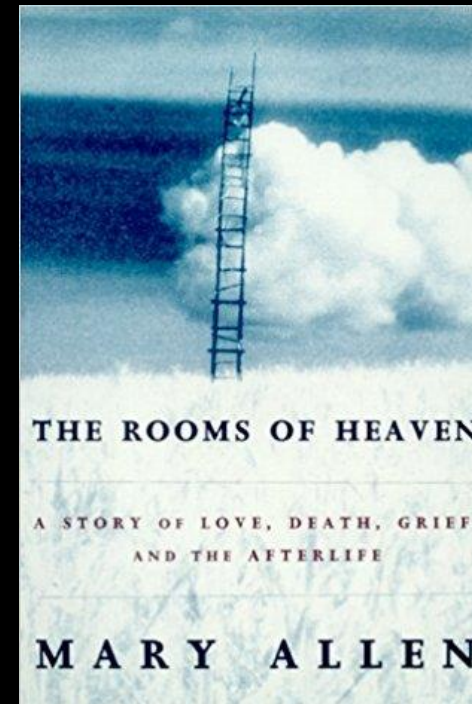
The “art part” of the talk.



THE “ART PART” OF ENGAGEMENT

- But it wasn't as if I assessed his positive and possibly his negative qualities, then made an informed decision.

Mary Allen, *The Rooms of Heaven*



THE “ART PART” OF ENGAGEMENT

- It was more as if, the moment we met, invisible physical forces surrounding our bodies –

electromagnetism, energy fields, subatomic particles

began heating up, accelerating, gravitating toward each other.

Mary Allen, *The Rooms of Heaven*

THE “ART PART” OF ENGAGEMENT

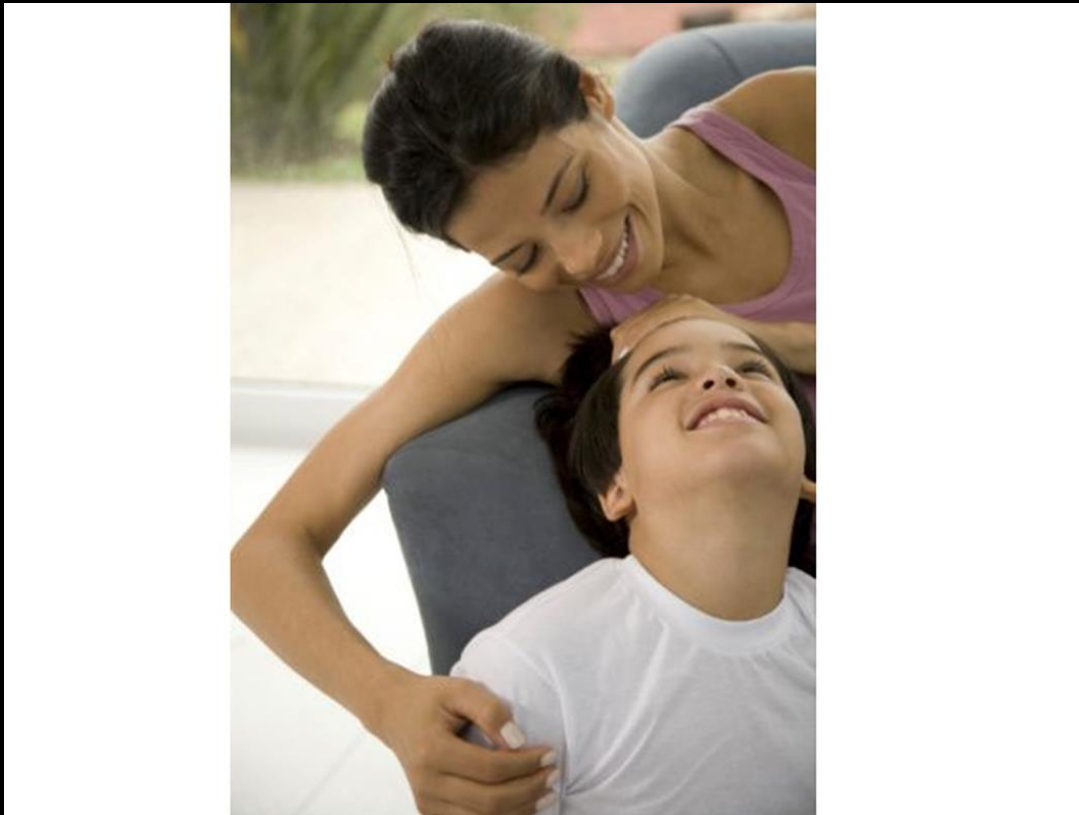


the
girl in the
café

Beth “I love this movie. It inspired me to keep moving forward with dissemination of EBPs.”

Students (Christina and Tracy) “Worst, most depressing movie ever. We are never taking movie recommendations from Beth again.”

WHAT DOES PCIT COACHING PROCESS RESEARCH SAY ABOUT WHAT ENGAGES FAMILIES?



SUCCESSFUL THERAPIST-PARENT COACHING: HOW IN VIVO FEEDBACK RELATES TO PARENT ENGAGEMENT IN PARENT-CHILD INTERACTION THERAPY

Barnett, Niec, Peer, Jent, Weinstein, Gisbert, & Simpson (2015). *Journal of Clinical Child & Adolescent Psychology*.

Therapist coaching statements during the 1st CDI session predicted who remained engaged in treatment.





THERAPIST STATEMENTS
1ST 10 MINUTES OF CODING DURING 1ST CDI SESSION –
COMPLETERS VS. DROPOUTS

Frequent labeled praise.

Few direct commands.



THERAPIST STATEMENTS 1ST 10 MINUTES OF COACHING DURING 1ST CDI SESSION – COMPLETERS VS. DROPOUTS

- Drill: Exercise during which the therapist tells the parent to focus on one targeted parenting behavior for a specific duration or frequency.
- For example, “We are going to see how many labeled praises you can give in one minute.”
- Dropouts: 1.6
- Completers: 0

ATTACHMENT SECURITY PRIMING



- How can I use attachment security priming to engage families and systems?
- How can I use attachment security priming to keep myself engaged in work with families and systems?

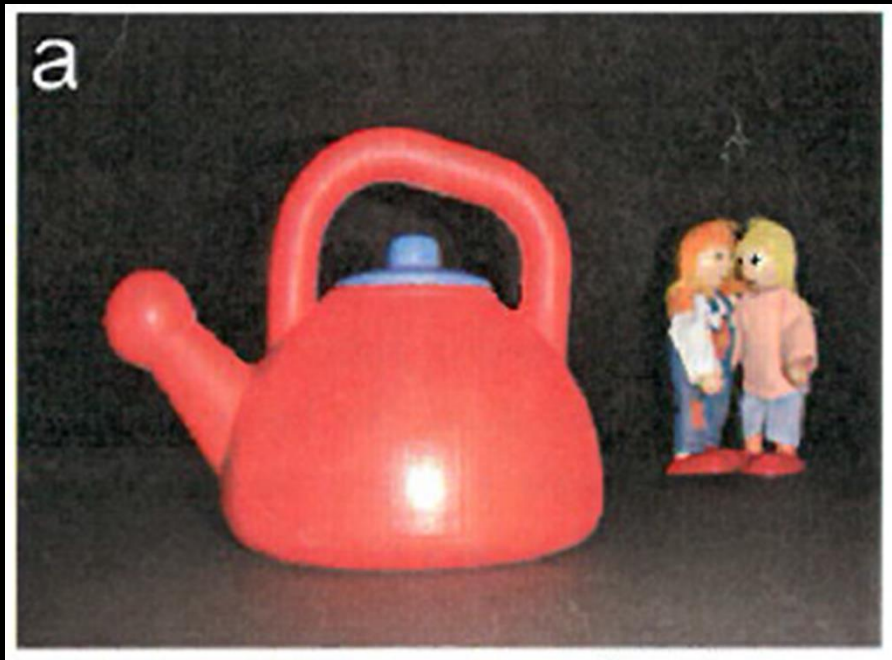
ATTACHMENT SECURITY PRIMING

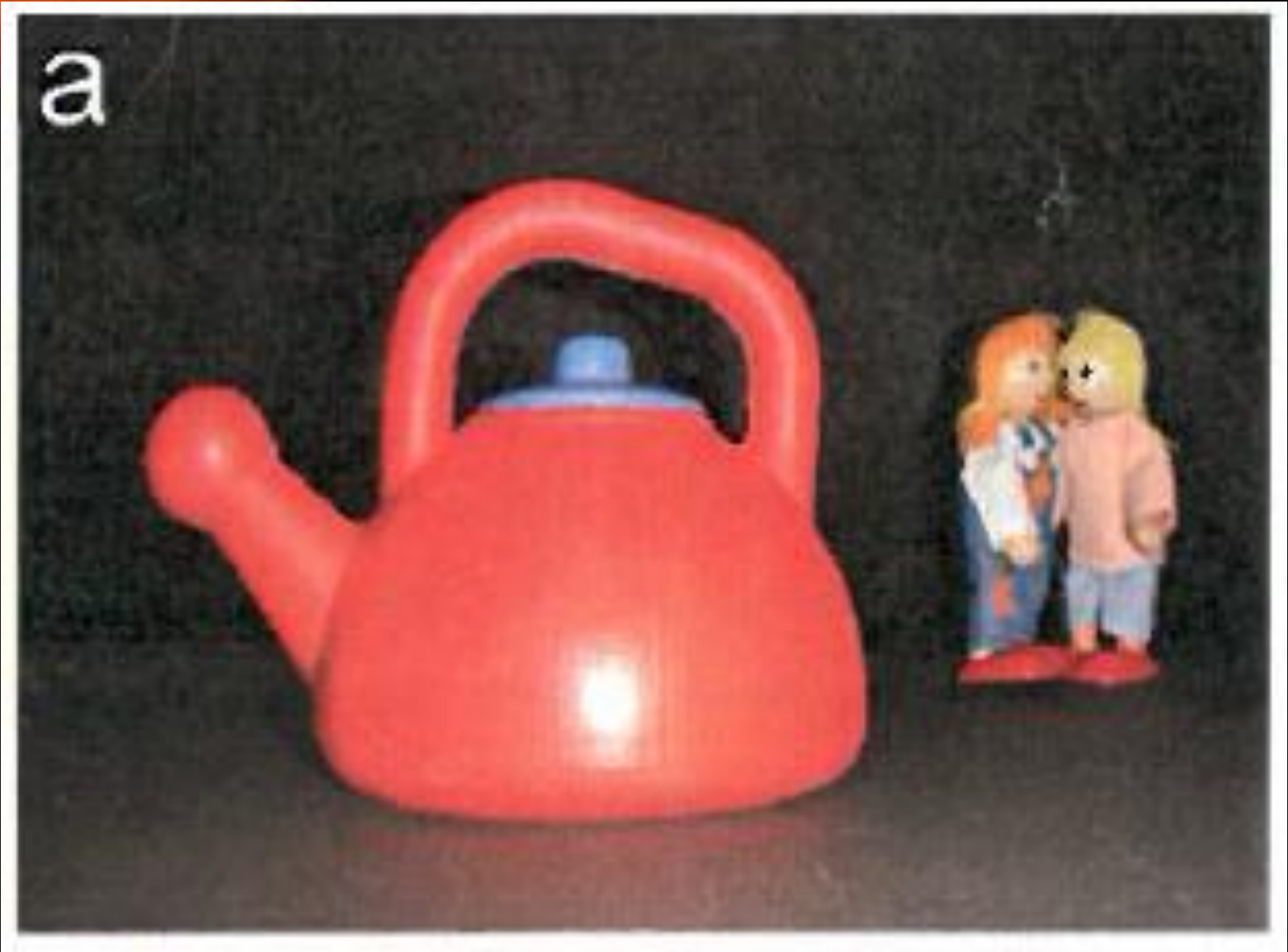
Attachment security priming temporarily activates working models of available and responsive attachment figures.



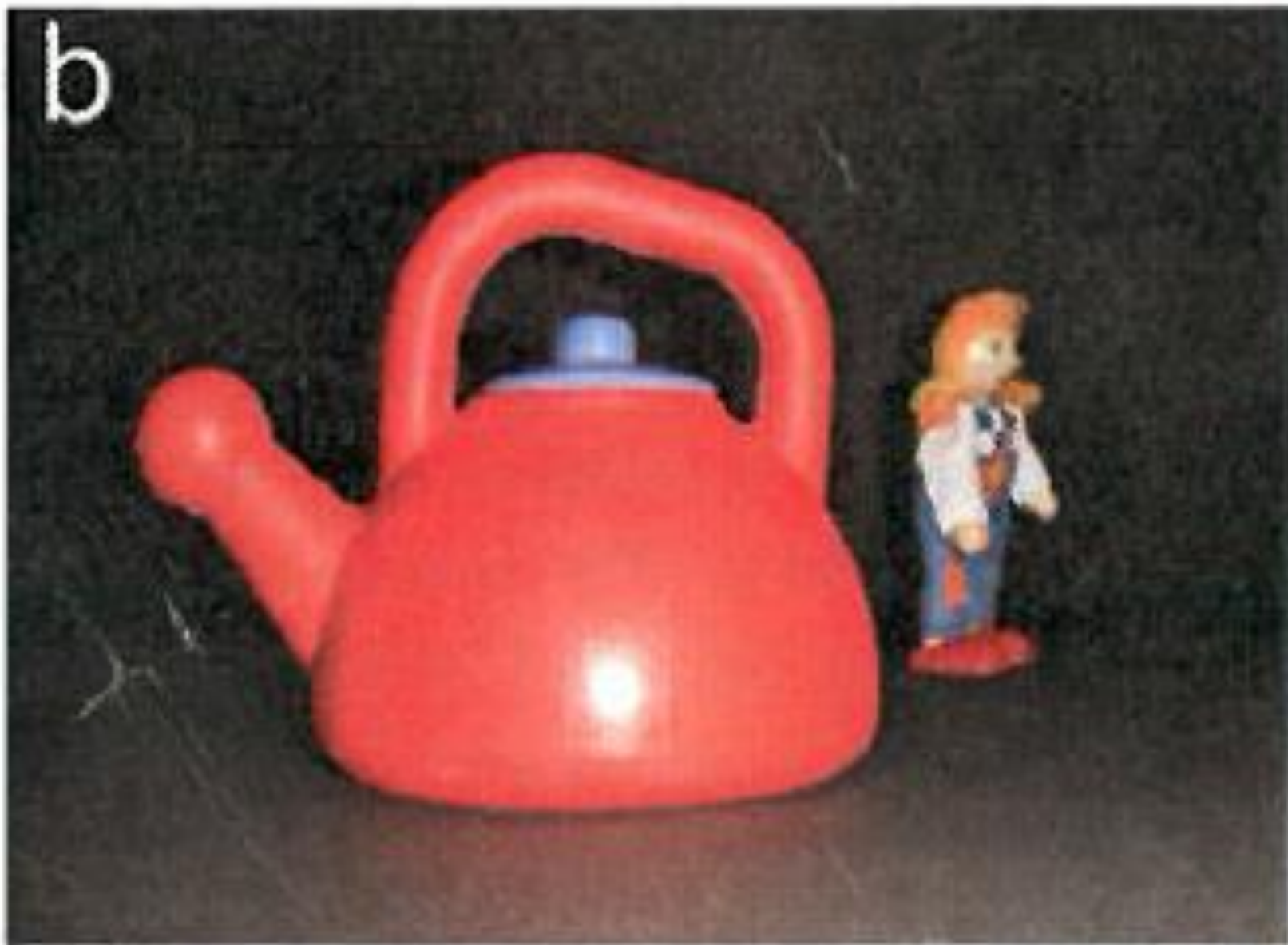
ATTACHMENT PRIMING IMPROVES PROSOCIAL BEHAVIOR IN 18-MONTH- OLDS

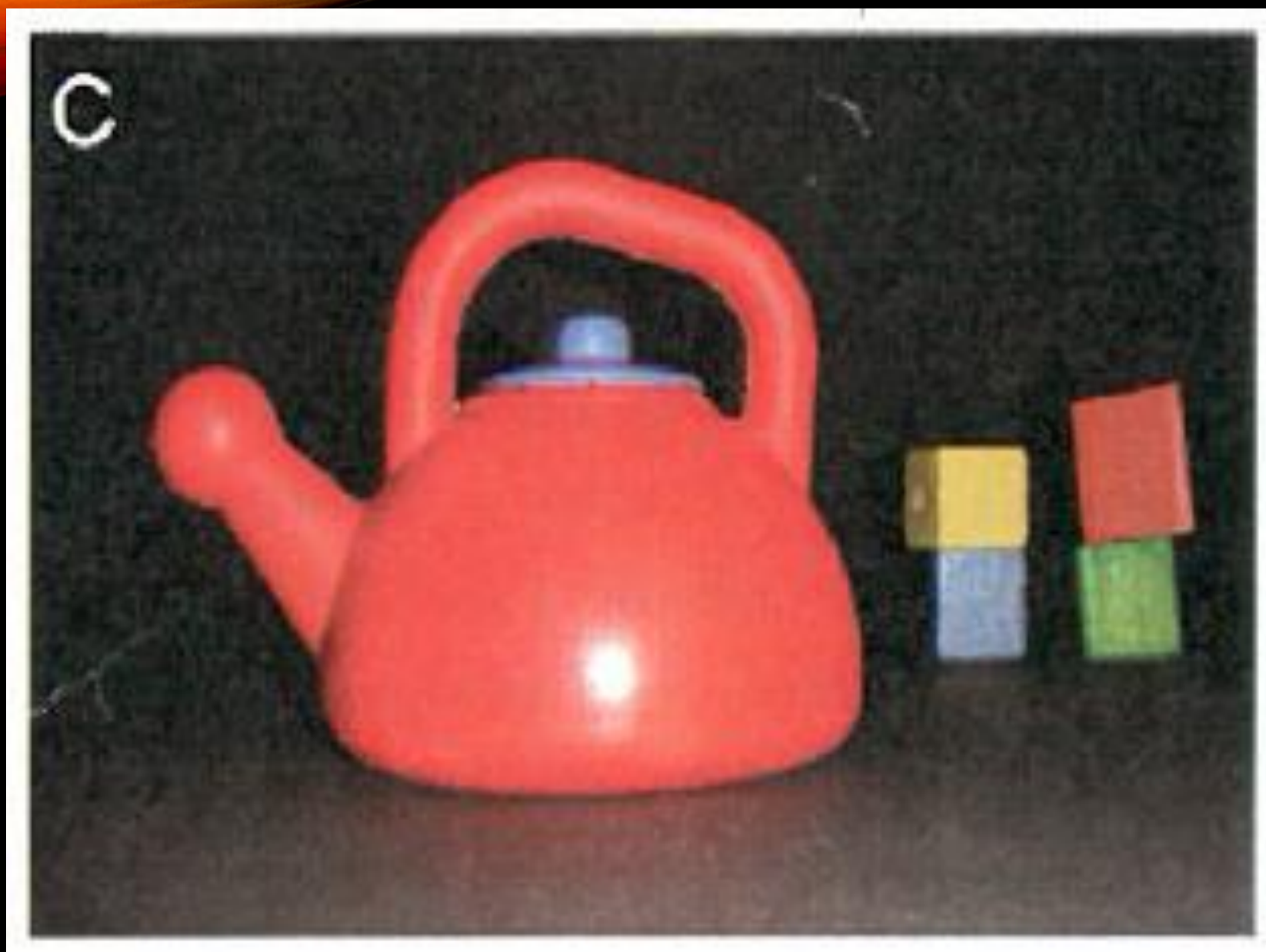
Over & Carpenter (2009), *Psychological Science*.

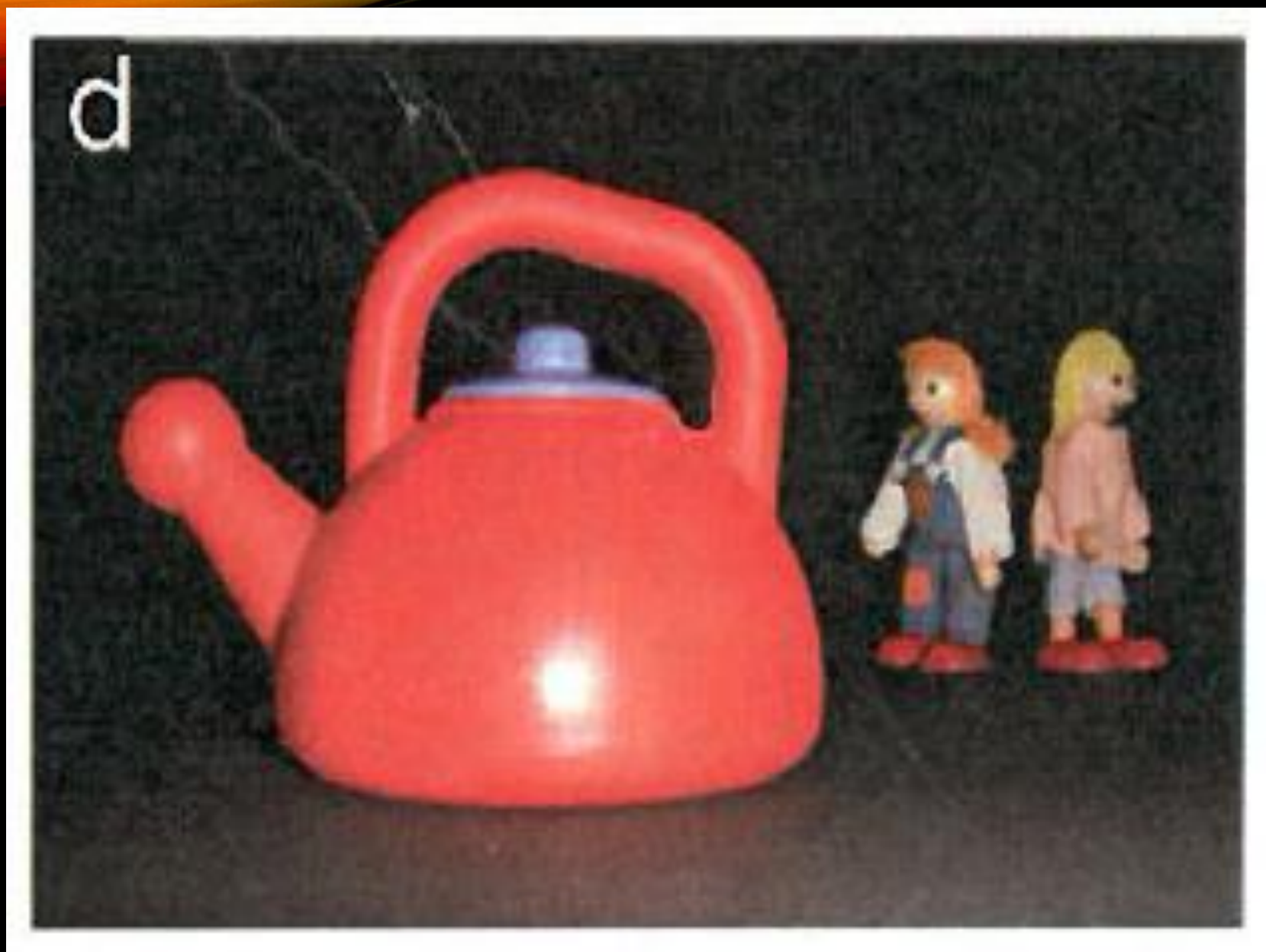




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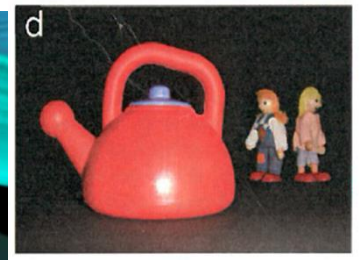
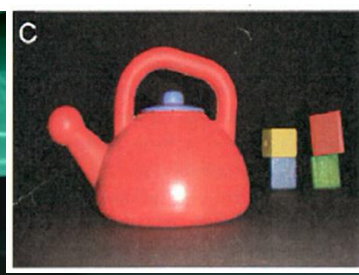
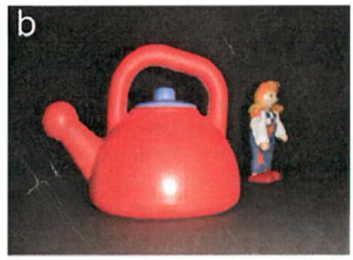
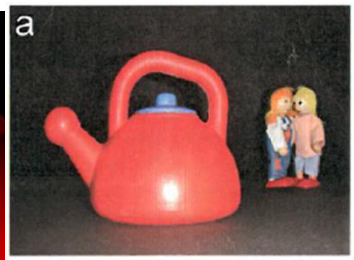
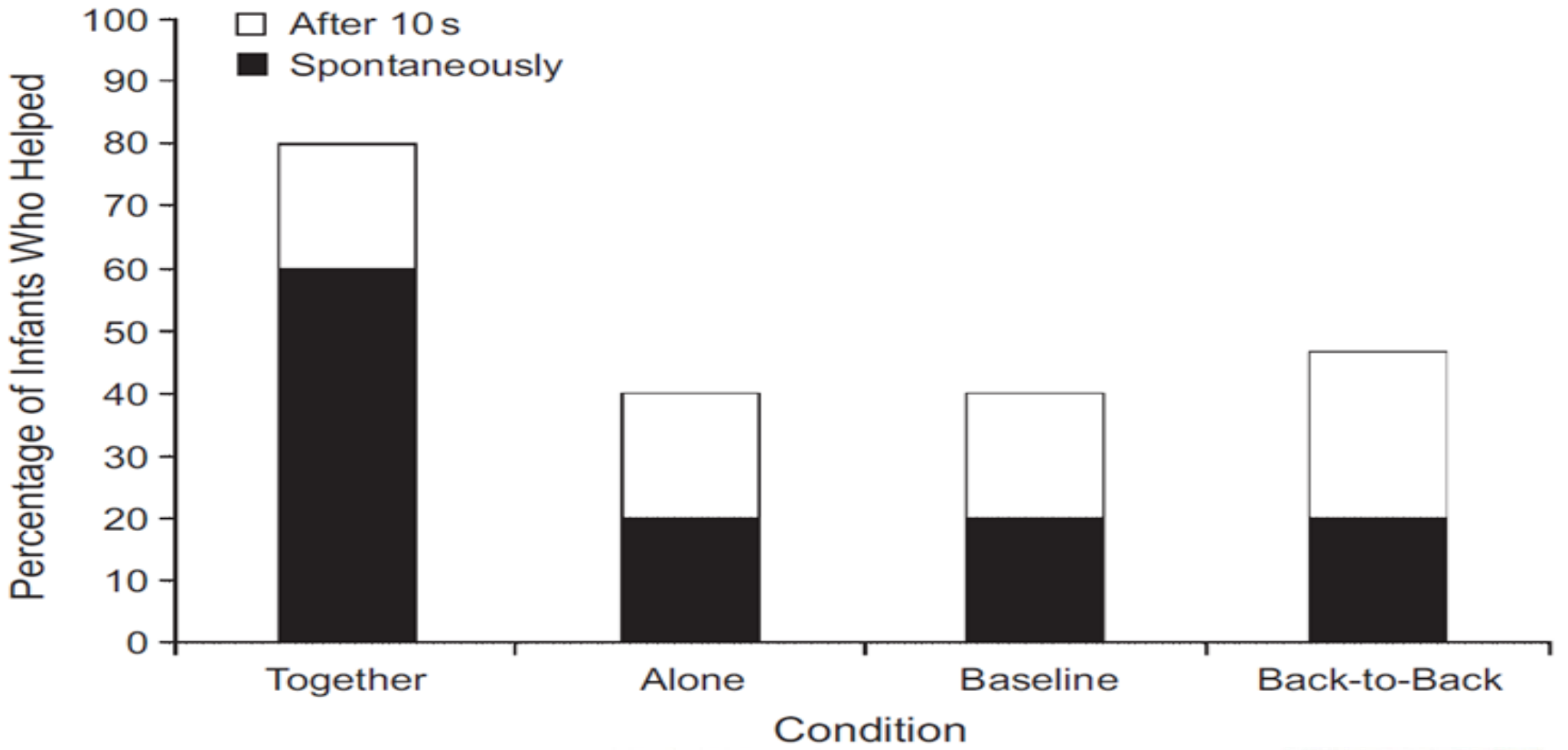








ASSESSMENT OF PROSOCIAL BEHAVIOR BASED ON WARNEKEN & TOMASELLO PROCEDURE



ATTACHMENT SECURITY PRIMING DECREASES CHILDREN'S PHYSIOLOGICAL RESPONSE TO THREAT

Stupica, Woodhouse, Brett, & Cassidy (2017), *Child Development*

Study of 90 6- and 7-year-olds examining the impact of child's working model of attachment and attachment security priming on "fight or flight" following exposure to an anxiety-provoking picture.

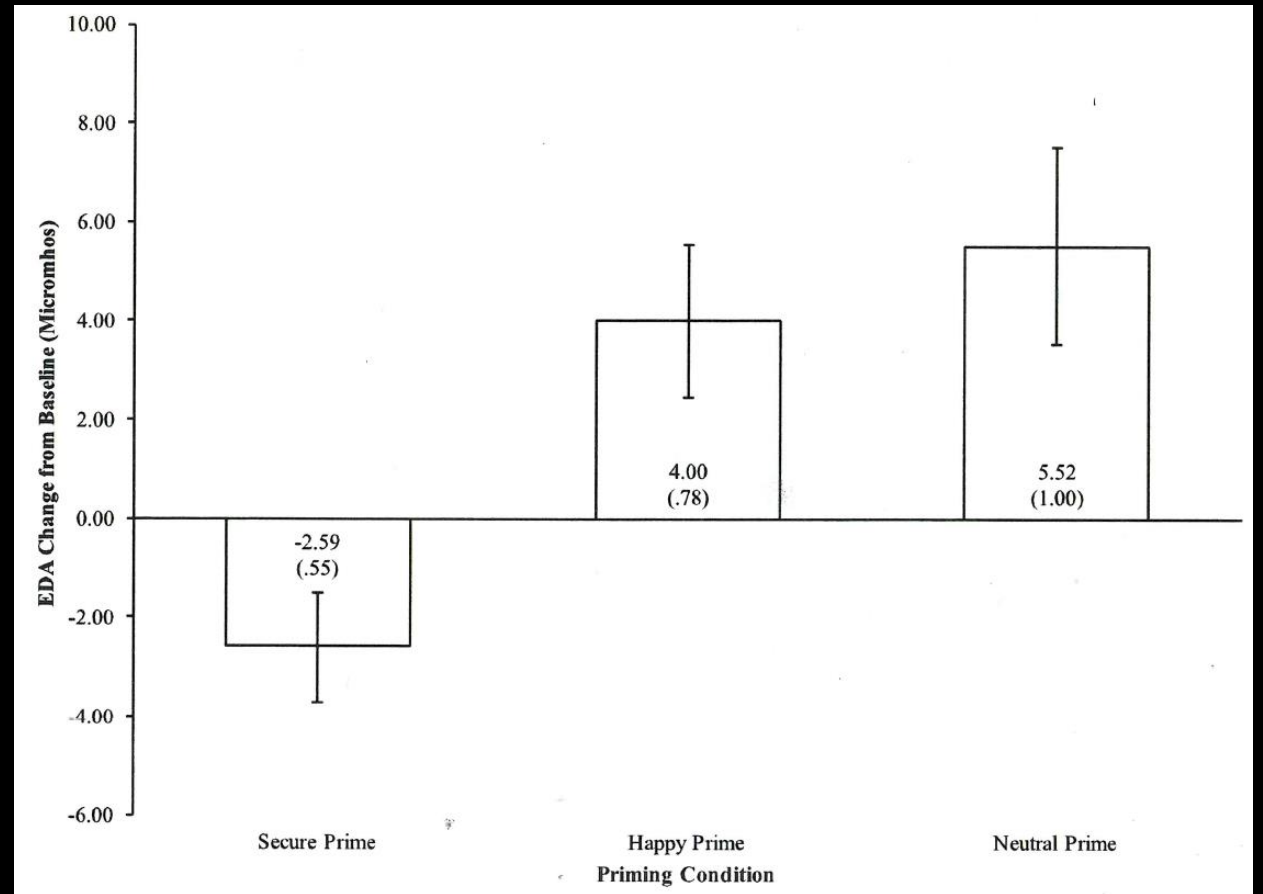
Attachment security primes were of a mother having a caring interaction in close contact with her content child.

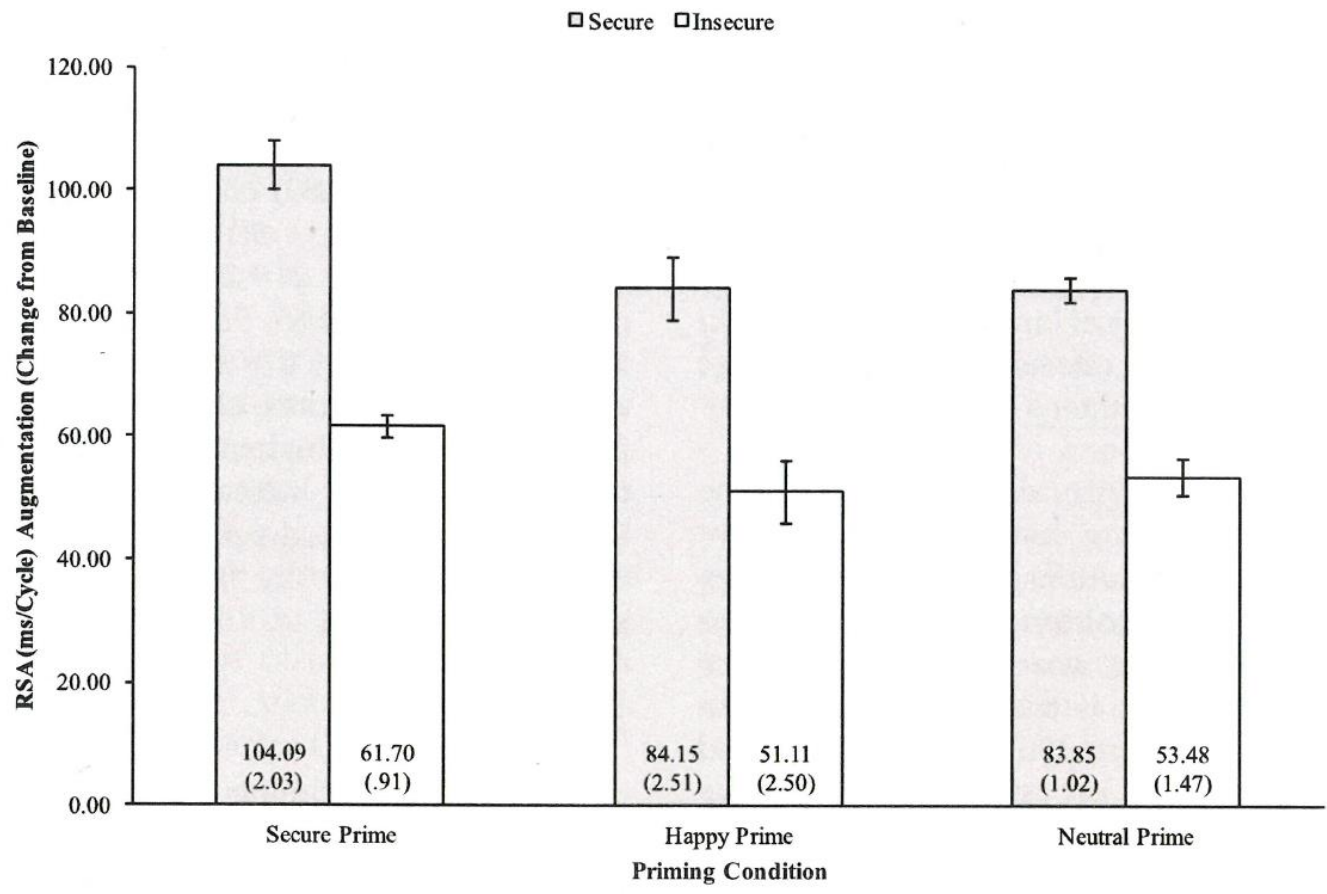


- Thanks to Brandi Stupica for sharing her attachment security primes and for doing this amazing research.



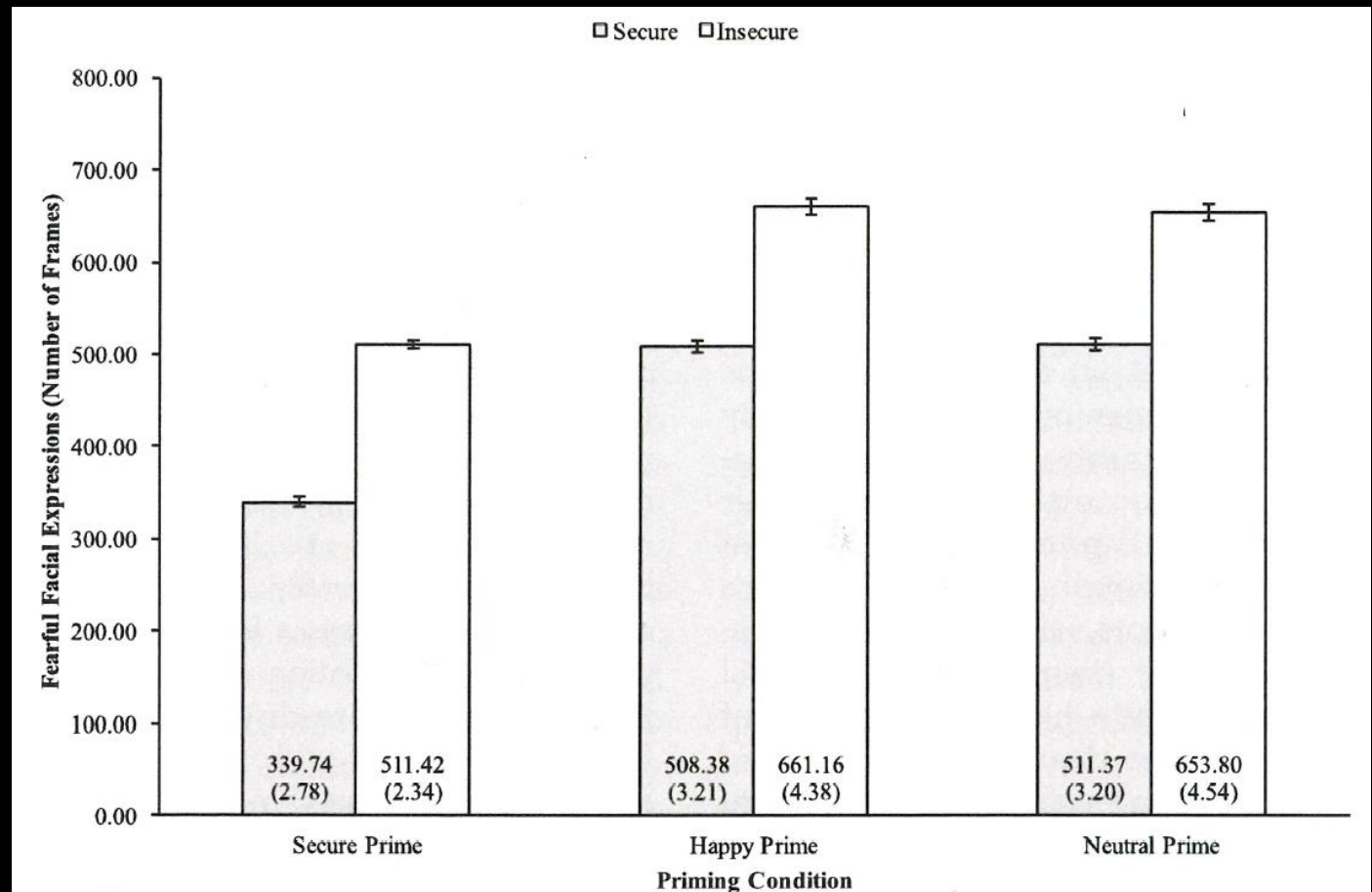
Attachment security priming decreases “fight or flight” response.





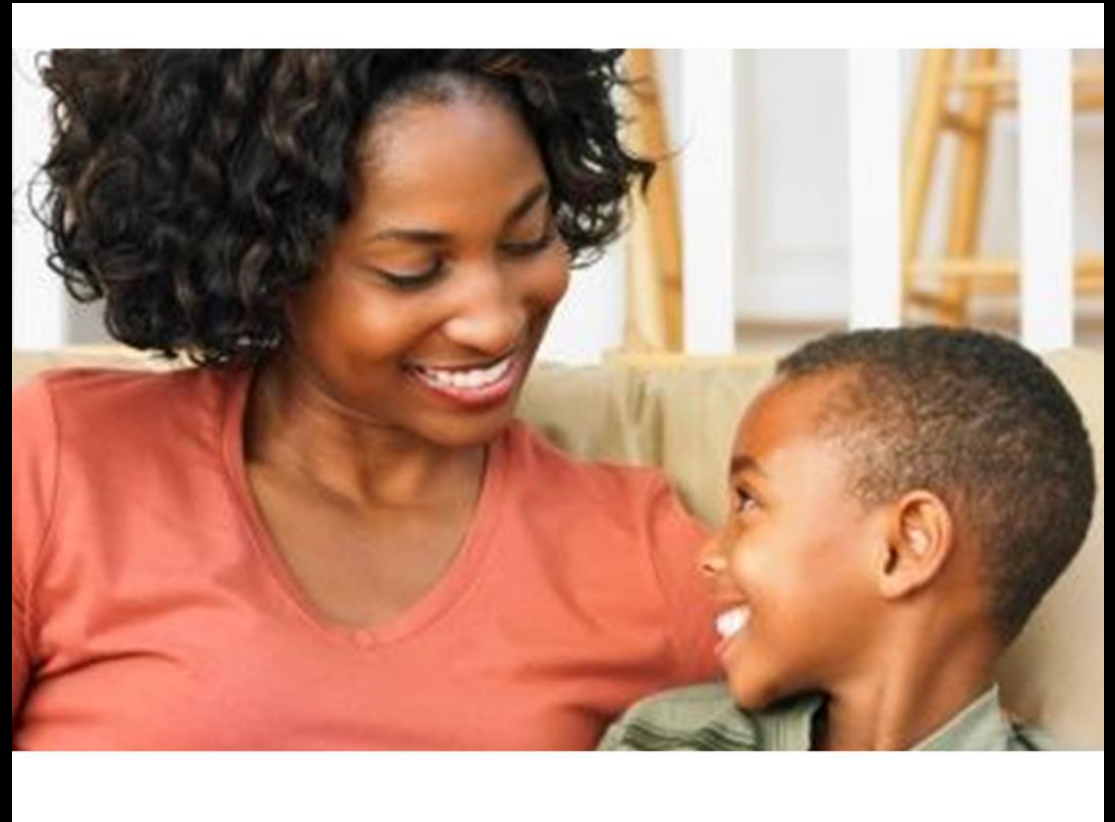
Attachment security priming decrease fight or flight response for both securely and insecurely attached children.

Attachment security priming reduces fearful facial expressions for both securely and insecurely attached children.



IMPLICATIONS OF ATTACHMENT PRIMING FOR ENGAGING CHILDREN IN PCIT

- Provide models of secure attachment as an attachment security prime.



ATTACHMENT SECURITY PRIMING ALSO WORKS IN ADULTS



- Pictures of mother and child
- Remembering positive experience with attachment figure

ATTACHMENT SECURITY PRIMING IN ADULTS ASSOCIATED WITH

- More positive mood
- Generosity



IMPLICATIONS OF ATTACHMENT SECURITY PRIMING FOR ENGAGING SYSTEMS



- When trying to create system change, use attachment security priming

IMPLICATIONS OF ATTACHMENT SECURITY PRIMING FOR ENGAGING PARENTS

- If you videotape your PCIT sessions, you have examples of attachment security priming.
 - Show parents video clips of moments when their child was especially endearing.
 - Show parents video clips of moments when they responded to their child's attachment needs.



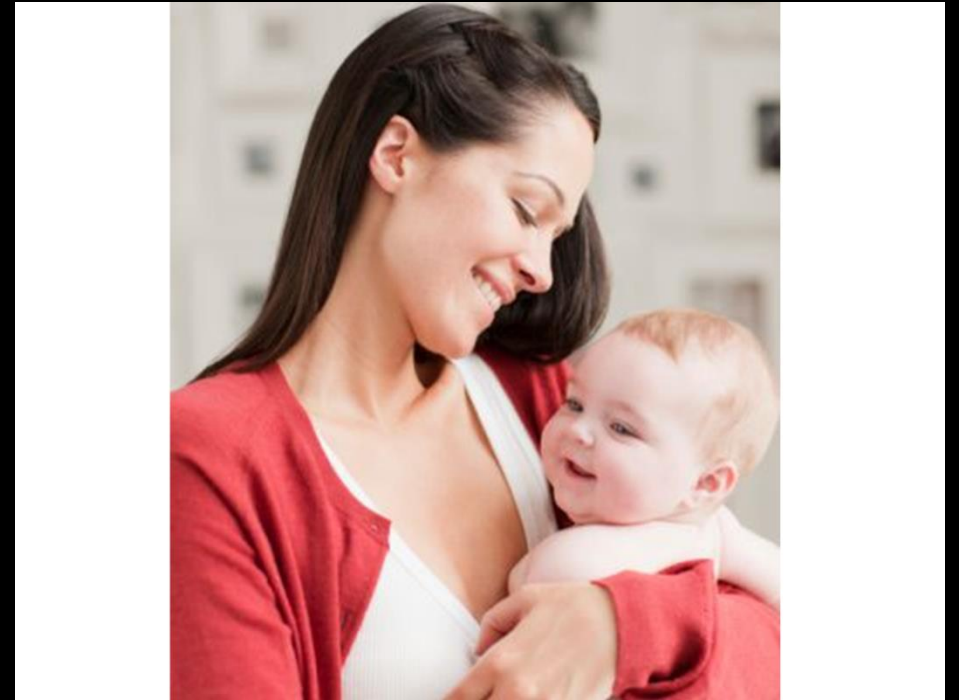
IMPLICATIONS OF ATTACHMENT PRIMING FOR KEEPING YOURSELF ENGAGED



- Watching moments when parents respond to child's attachment needs keeps me engaged.
- Watching parents delight in their children keeps me engaged.

IMPLICATIONS OF ATTACHMENT PRIMING FOR KEEPING YOURSELF ENGAGED

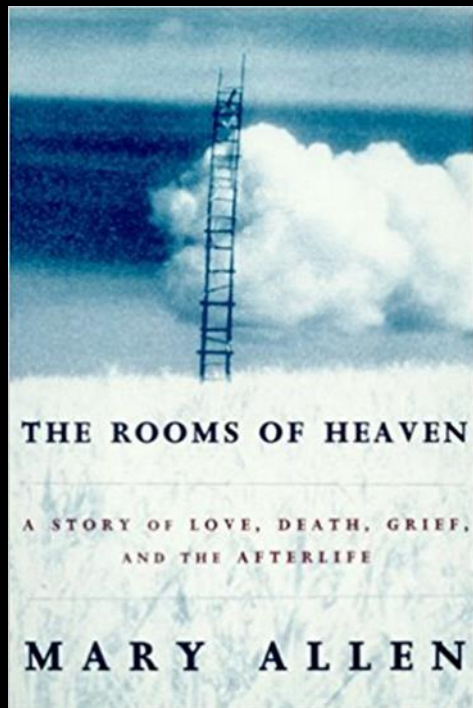
- Surround yourself with reminders of why you do this work.
- Surround yourself with reminders of your priorities.



SOME OF MY REMINDERS (THE "ART" PART)



SOME OF MY REMINDERS (THE “ART” PART)



“I always think of Iowa as the place where strange and magical things happen.”

Mary Allen

SOME OF MY REMINDERS (THE “ART” PART)

“Very cool. I really do love your book. It’s a gem and needs to be read by many.”

Kent Hoffman



SOME OF MY REMINDERS (THE “ART” PART)

Inspirational quote behind my desk

“Dr. Hanf did not follow some (or any) of the APA guidelines.”

(response from colleague of Connie Hanf when asked why the publication about Dr. Hanf’s revolutionary parent training model was likely rejected for publication)

THANK YOU FOR BEING A FRIEND TO
CHILDREN AND FAMILIES.

THANKS FOR ANOTHER GREAT CONFERENCE!

<https://www.youtube.com/watch?v=RuZ88ua-LXY>

