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Positive Community Norms
Institute

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Fund

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Change in Mind

Applying Neurosciences to
Revitalize Communities

Alliance
*for Strong Families
and Communities*

Vision: A Healthy and Equitable Society

Alliance for Strong Families and Communities

is a strategic action network of thousands of committed social sector leaders driving to achieve our vision of a healthy and equitable society through the excellence, distinction, and influence of our network.

Population Health and Well-Being

Education Success

Economic Opportunity

Safety and Resilience

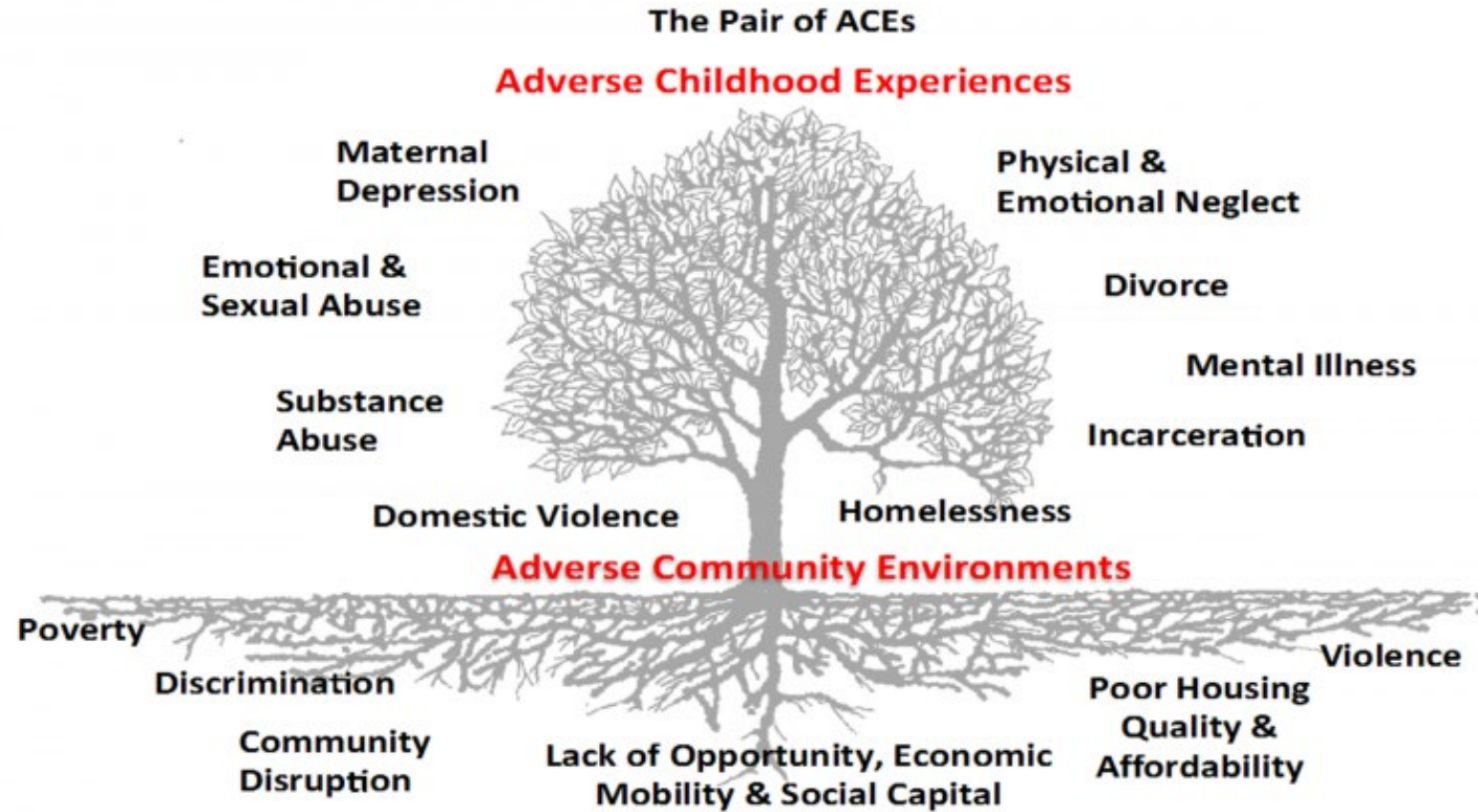## Our Network

Accelerate

Aggregate

Incubate

Pair of ACEs

The Pair of ACEs

Adverse Childhood Experiences

Maternal Depression

Physical & Emotional Neglect

Emotional & Sexual Abuse

Divorce

Mental Illness

Substance Abuse

Incarceration

Domestic Violence

Homelessness

Adverse Community Environments

Poverty

Violence

Discrimination

Poor Housing Quality & Affordability

Community Disruption

Lack of Opportunity, Economic Mobility & Social Capital
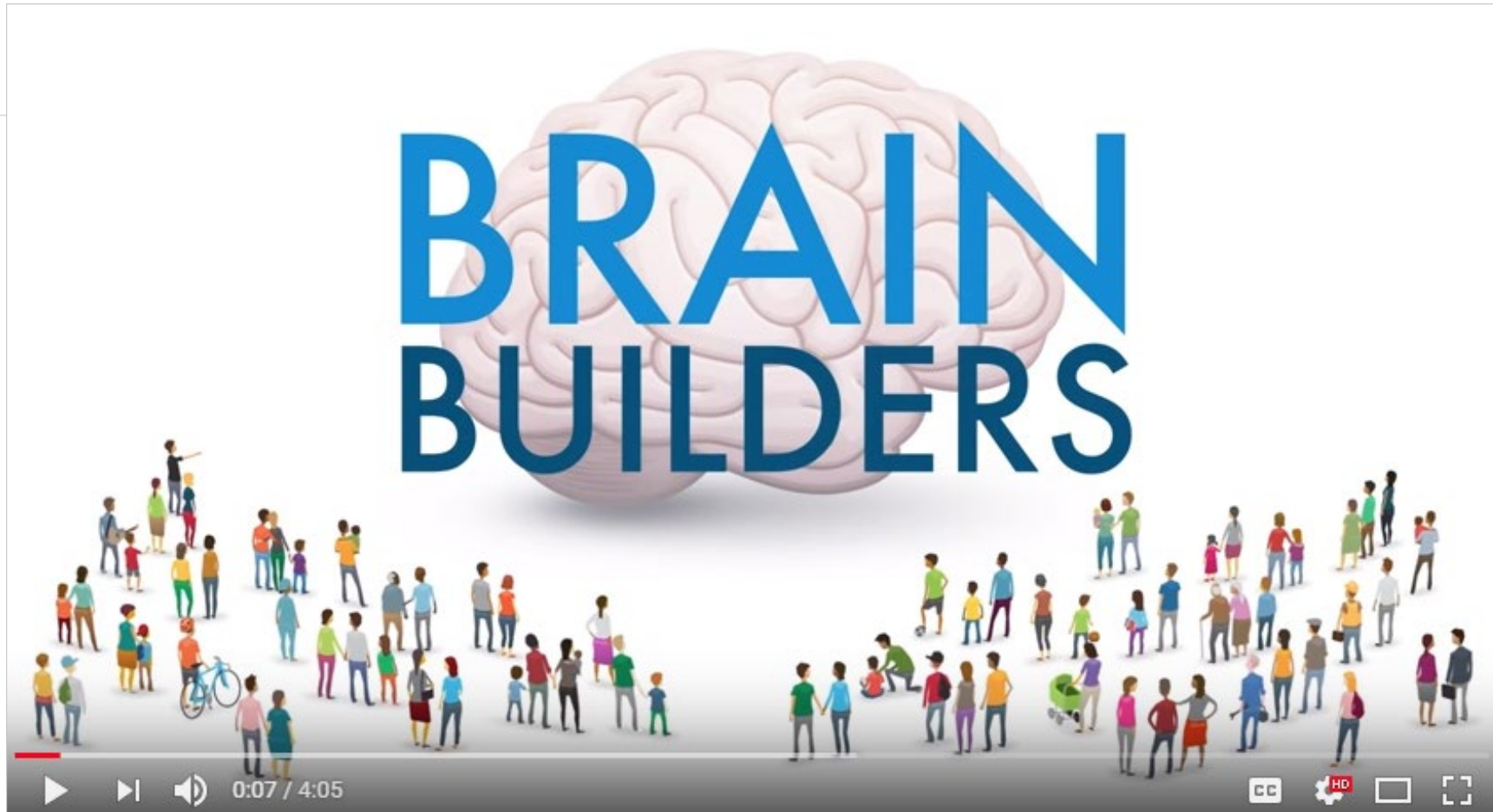
Ellis, W., Dietz, W. (2017) A New Framework for Addressing Adverse Childhood and Community Experiences: The Building Community Resilience (BCR) Model. Academic Pediatrics. 17 (2017) pp. S86-S93. DOI information: 10.1016/j.acap.2016.12.011

Core Story of the Brain

Social Norms & Brain Science

- In a 2008 study, using an fMRI, researchers found that the orbitofrontal cortex was most activated in more self-interested, opportunistic people.

- In a 2013 study, neuroeconomists identified a specific brain region that controls compliance with social norms.

- In a 2017 study, researchers examined the neural basis of persuasion-induced changes in attitude toward and away from norms using fMRI.
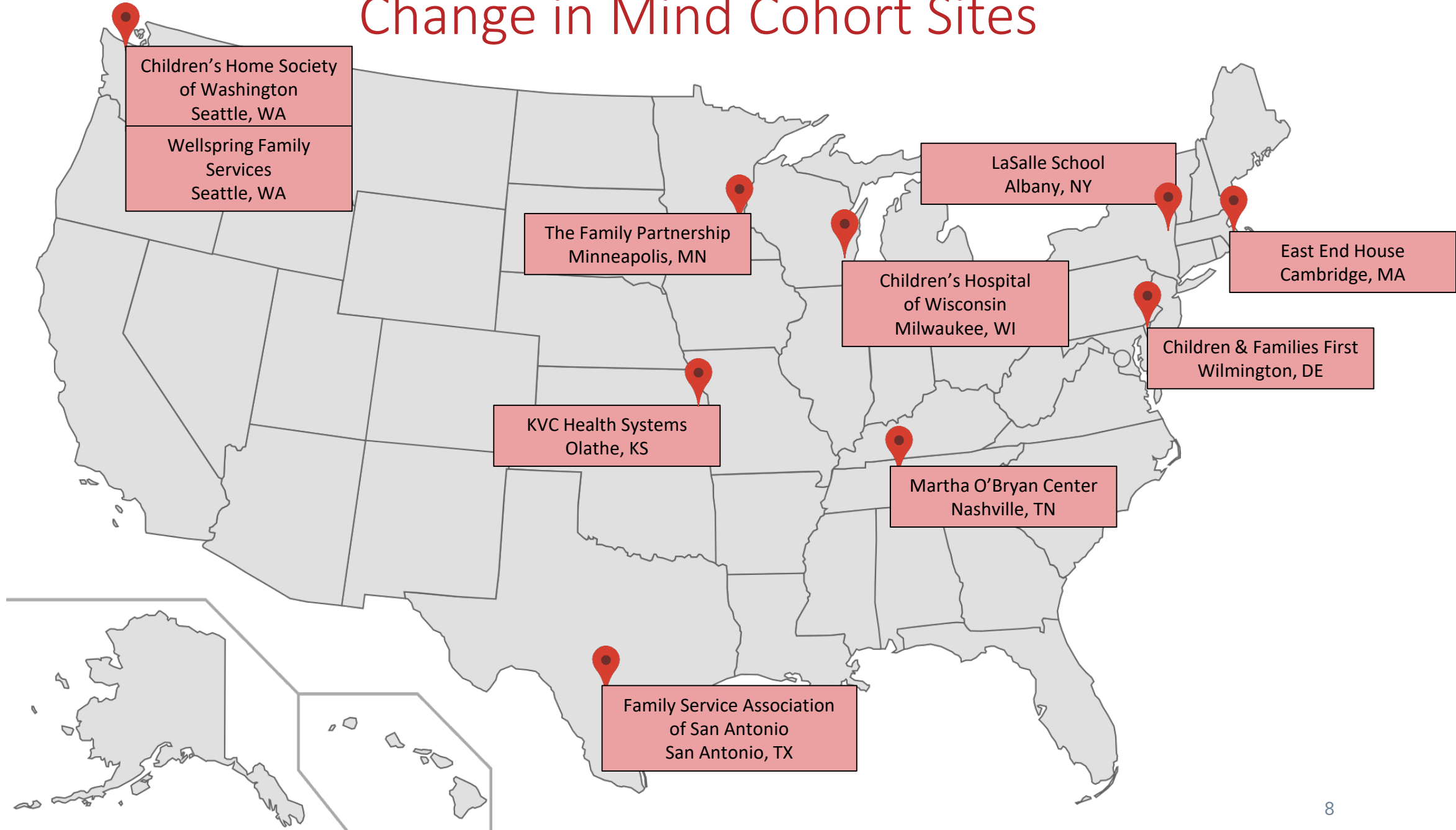
Change in Mind Initiative

Alliance for Strong Families and Communities, The Palix Foundation & The Robert Wood Johnson Foundation

Two country cohort involved 5 non-governmental organizations based in Alberta and 10 U.S. based social service organizations
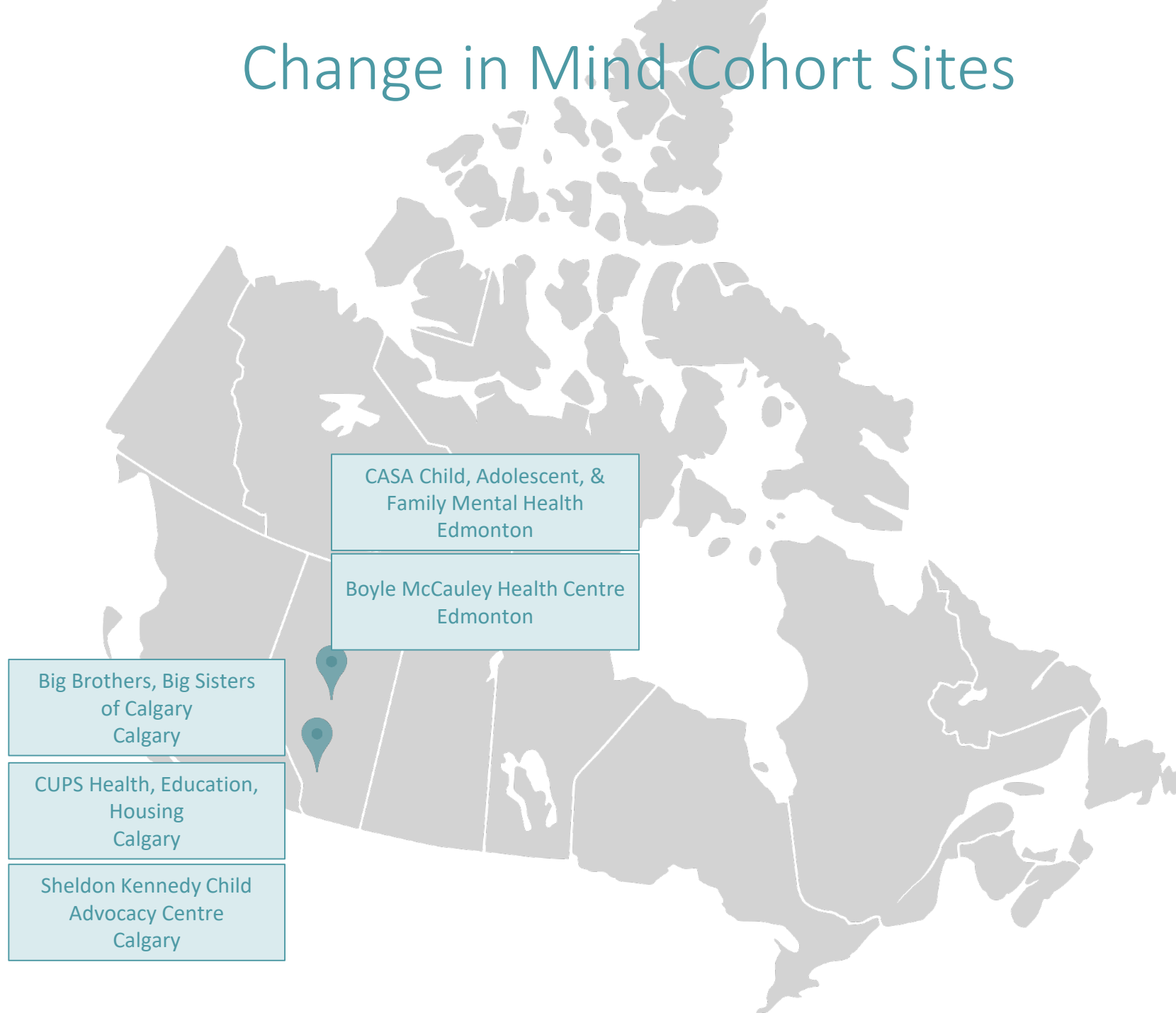
Contracted with FrameWorks Institute on framing and strategic communications

Contracted with Community Science on the developmental evaluation

Change in Mind Cohort Sites

Children's Home Society
of Washington
Seattle, WA

Wellspring Family
Services
Seattle, WA

LaSalle School
Albany, NY

The Family Partnership
Minneapolis, MN

East End House
Cambridge, MA

Children's Hospital
of Wisconsin
Milwaukee, WI

Children & Families First
Wilmington, DE

KVC Health Systems
Olathe, KS

Martha O'Bryan Center
Nashville, TN

Family Service Association
of San Antonio
San Antonio, TX

Change in Mind Cohort Sites

CASA Child, Adolescent, & Family Mental Health
Edmonton

Boyle McCauley Health Centre
Edmonton

Big Brothers, Big Sisters of Calgary
Calgary

CUPS Health, Education, Housing
Calgary

Sheldon Kennedy Child Advocacy Centre
Calgary

Change in Mind Initiative Theory of Change

Nongovernmental human serving organizations

10 Alliance member agencies & 5 Alberta organizations already working to infuse brain science research into their organizations.

The Alliance & larger member network & Palix Foundation

450+ human serving organizations across the United States and Canada providing a diverse array of services.

Local, national & international fields and service systems

Child welfare, juvenile justice, health, education, corrections, mental health, housing systems

A. Engaged CIM cohort interested in understanding and inventing how to integrate science into practice, policy, and systems change

B. Cohort access to leading experts in communication, evaluation, policy & the sciences

C. Accelerated learning and translation of science through CIM cohort and communities of practice

D. Built cohort leadership & capacity to move from organization- to systems- and policy-level change

E. Access to & relationships with content experts in communication, evaluation, policy & the sciences

F. Expanded knowledge of the sciences & its implications for key impact areas

G. Sustained translation of research into policy and practice within the Alliance, member network, & Palix Foundation

H. Demonstrated leadership through shared knowledge & policy action

I. Increased field-level awareness of the sciences and implications for policy

J. Shifts in field-level perceptions of the human serving sector & its role in the translation of brain science

K. A field-level policy agenda focused on advancing science-aligned policies

L. Deeper field-level understanding of how policy contexts influence change

These streams are distinct, but mutually reinforcing. Additional causal pathways or links will be uncovered as the initiative evolves and we will learn more about those pathways through developmental methods and system change approaches.

Change in Mind Evaluation Questions

1. How is brain science translated into organizations?

2. How do organizations influence and accelerate systems change?

3. How can systems change work be accelerated within a larger policy context?

4. How can we effectively accelerate peer learning?

Change in Mind Site Specific Examples

Integration of brain science core concepts

- CUPS in Calgary, Alberta developed a new organization-level theory of change and an integrated care model.

Internal organizational policy and practice change

- The Family Partnership created a 2 Generation approach to executive functioning coaching in their therapeutic preschool.

External systems and policy change

- Family Services of San Antonio worked with the Mayor's Office to get language pertaining to addressing ACEs, trauma, and toxic stress in all City RFPs.

Use of ACEs data through rapid cycle testing

- Children's Hospital of Wisconsin conducted a housing survey with child welfare clients in 3 neighborhoods about their barriers to housing stability.

Reframed Communications & Messaging

CASA

- Created internal talking points and messages for staff and a flyer on toxic stress for parents.

Children's Hospital of Wisconsin

- Developed an ACEs flyer for parents.

Lesson 1: Substantive Changes in All Sites

All Change in Mind sites made important changes inside and outside their organizations, using strategies appropriate to their context, resources, and client needs.

Lesson 2: Politics of Changing Paradigms

The sites were clear about what brain science concepts they incorporated into their work, but less clear about how to integrate new research findings into pre-existing trauma-informed and resilience-focused paradigms.

Lesson 3: Technical and adaptive solutions

Sites used a mix of technical (top-down) leadership, adaptive (bottom-up) innovation, and inside-out (motivated by a common vision) collaboration strategies.

Lesson 4: Mirrored Transformation Strategies

1. Strategic leadership

2. Ally networks

3. Reframed communications

4. Workforce development

5. Resource alignment

6. Learning and evaluation focus

7. Scaling the prevention continuum

Lesson 5: Intertwined Pathways of Change

Through experience, sites learned that their internal and external efforts were mutually reinforcing. Small internal experiments increased site capacity to do external work, which resulted in more internal change.

Lesson 6: Data-Informed Learning Cycles

Sites used analyses of clients' adverse childhood experiences, community conditions, and resilience to determine where to focus their change efforts.

Building Capacity for Evidence-Based Decision Making

- Partnership between the Change in Mind Institute, Chapin Hall, the Wisconsin Association of Family and Children's Agencies, and the Wisconsin Department of Children and Family Services.

- Evidence-use training program for private child welfare agencies in Wisconsin.

Building Capacity for Evidence-Based Decision Making

Three major research questions:

1. Can a training program improve participants' capability, motivation, and opportunity to use evidence?

2. Do people who participate in such a training wind up using evidence more than people who don't?

3. Do agencies that participate in evidence-use training achieve better outcomes for children in foster care?

Change in Mind Outcome and Impact Study

Testing the effectiveness of 5 new interventions…

1. Change in Mind Learning Collaborative Model

2. Four original Change in Mind site level-initiatives

12 sites will be selected to participate…

- 4 original Change in Mind sites

- 4 new sites

- 4 matched comparison sites

Thank You!

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