Improving Community and Client Response to PCIT

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Quick disclaimers and an informal poll.
Not actually Ingrid....just a picture I stole from the internet
PCIT is a lot like triple espresso Chocolate Brownies.

• PCIT is good.
• PCIT is sweet.
• PCIT is energizing.
• PCIT faces significant barriers to getting it out to the community.
PCIT Effect Size

Cohen's $d$

- 0.1 Small
- 0.5 Medium
- 0.8 Large
- 1.43 ASTRONOMICAL

- Baby Aspirin (Rosenthal et al., 1990)
- Stimulants (Connor et al., 2002)
- PCIT (Schuhmann et al., 1998)
Community Mental Health (Burkley, 2016)

- 5 PCIT clinicians (3 certified, 2 in training)
- 33 patients were seen for at least two PCIT sessions (Min. 2, Median 11, Max 32)
- 10 of the 33 had post ECBIs below 114
- Significant difference pre-post and effect size of .7 ($t(32)=3.65 \ p = .00092; \ d=.7$)
- Repeated Measures ANOVA found differences pre, mid, and post $F(2,64)=9.63, \ p=.0002$. 

Graph 1: Average ECBI score and session N
Story

# 2
It is important to get PCIT to kids who need it.
Improving Community and Client Response

• Therapists
• Agencies
• PCIT Community
Most important step in improving client and community response

- Getting parents and caregivers to come back.
Improving Caregiver Return

Own your salesmanship

• Recognize that selling is a part of the job. (McNeil, 2010)
  • Therapist are uncomfortable with the idea of selling a therapy.
  • We are asking parents to do something very uncomfortable.
  • We have to have them get comfortable fast.
Improving caregiver return

Observations during the first two sessions are key

• Observe any positive interaction the child has with the parent.
  • “Your child is really enjoying playing with you.”

• Find things to praise about their child.
  • “Your child has strong leadership tendencies.”

• Observe and predict success.
  • “You are picking up these skills so quickly.”

• Return to your 10:1 positive to constructive ratio
Improving Caregiver Return

Supersize it!

• When possible, consider combining the Intake, Teach, and Coach.
  • (Graziono, Bagner, et al. 2015) Intensive PCIT is highly effective.
  • Get parents into the groove quickly
  • When “super sessioning” having child care help is extremely helpful.
  • If billing and insurance prevent you from having a supersession,
    • Rock the role play!
    • Role play with child if child is there.
    • Consider Monday: Teach; Friday Coach
Improving caregiver return

Increase your “mike rapport”

• Work on your “microphone authenticity.
  • Don’t fear the mike.

• Get the parents behind the mirror with you.
  • Engage them in coding
  • Smile and laugh with their kids
Improving caregiver return

PCIT Presence

• Make PCIT visibly present in your practice/agency
  • PRIDE Posters
  • PCIT brochures
  • Refer people to web resources
Improving caregiver return

Consider gifting

• Hit the back to school sales and make creative play packs
• Get a grant for backpacks of toys
• Refine the art of yard sales
Second most important step in improving client and community response

• Getting parents and caregivers to master the technique sooner:
Helping parents to reach mastery sooner

Encourage homework completion

• The number 1 predictor of how fast people reach mastery (Abner, 2016, totally my opinion but I bet you a pizza I’m right if you do the study)

• Consider reminder calls

• If you have secure server, consider reminder emails.

• Train case managers to code to encourage parental practice.

• Let your inner BA therapist out when it comes to homework.

• Ticket to the session
Helping parents to reach mastery sooner

Coaching for Mastery

• Wrangle them Cows. Yeehaw!
• Have someone do a coach code for you.
• Consider coaching drills
• Record your parents doing great!
• Record yourself modeling the skills.
• Use the higher order skills.
• Every Pride skill gets a praise, an observation, or a higher order
• Don’t be a GPS therapist.
Helping parents to reach mastery sooner

Use the Cool Stuff

• Consider “Pocket PCIT” for parents with I-phones and I-Pads
  • Resource for Parents
  • It’s Free!
Helping parents to reach mastery sooner

Use the Cool Stuff

• PCIT Flip book (Masse & Girard)
  • It’s not free!
  • But it’s worth it!
Helping parents to reach mastery sooner

Use the Cool Stuff

- Review the handouts
- Review the appendix
Charges for Agencies

• Support your PCIT therapists
  • Label praise for senior leaders, “I like how you have sent your therapists to a conference so they can improve their technique”

• Provide time for training and growth.
• Provide back up systems.
• Update technology when needed.
• Create room in your therapists caseloads for PCIT.
• Avoid using play rooms and observation rooms as dumping grounds.
Charges for the PCIT Community

Defend the Technique

• End “time out shaming.”
  • Thousands of research studies establishing the efficacy of time out techniques.
  • To my knowledge, no studies have shown correctly applied time out harms children.
Charge to the PCIT Community

Continue to improve the technique

• PCIT is one of the strongest Evidence Based Treatments on the planet.
• It ain’t perfect.
• We can and we should continue to strive to make it better.
• One area of research needed is efforts to increase speed of parental mastery of techniques.
• Research is needed in more overt trauma education and application.
• Explore other areas where PCIT technology can help.
Charge to the PCIT Community:

Tell’em about it!

• We desperately need to increase public awareness of PCIT.
• It should be as well known as stimulants for ADHD.
Reach out to the Community

• Community relations is people relations
  • Give a teacher in-service training teaching some easy behavior management strategies;
  • Teach Pride skills at a parent workshop at your local library
  • Give a workshop at a FFA (i.e., foster family agency) (Maltby as reported by Timmer 2013 http://pcit.ucdavis.edu/community-outreach-relationship-service/)

• Grand rounds
• Legal community
• Autism Spectrum community
• Anxiety Disorders community
• Other Health Related Professions
Tell your success stories.

• And sometimes your failures.
Epilogue

• PCIT is a lot like triple espresso Chocolate Brownies.
  • PCIT is good.
  • PCIT is sweet.
  • PCIT is energizing.
  • PCIT faces significant barriers to getting it out to people who need it.

• We have to continue to break down these barriers so that kids who need it can receive it.