Helping People. Changing Lives.
community Action PARTNERSHIP
LEARNING COMMUNITIES RESOURCE CENTER

A Family-Centered Coaching Approach to Service Integration

June 6, 2018: 2 PM ET



The Promise of Community Action

Community Action changes people's lives,
embodies the spirit of hope,
improves communities, and
makes America a better place to live.

We care about the entire community and
we are dedicated to helping people
help themselves and each other.

Agenda
June 6, 2018

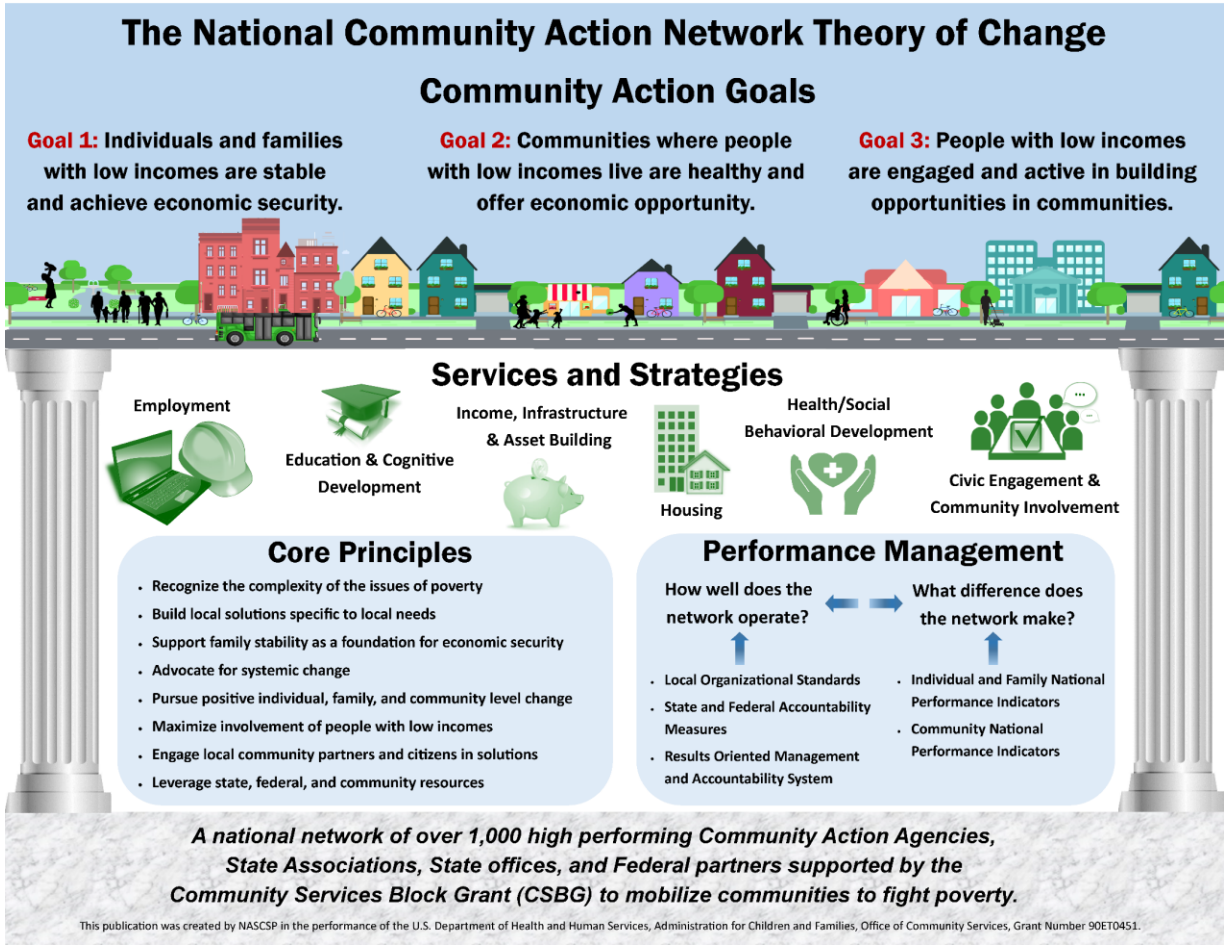


- Learning Community Information
- Introductions
- The Family-Centered Coaching Approach (TPA)
- The Savings Initiative (TPA)
- Question & Answer Session
  - type your questions in the chat box at anytime throughout the webinar!
- Meeting Schedule & Wrap Up



***Purpose**: The purpose of the LCRC is to analyze Community Action outcomes and identify effective, promising, and innovative practice models that alleviate the causes and conditions of poverty.*

BUILD CAA CAPACITY TO FIGHT POVERTY!


The National Community Action Network Theory of Change
Community Action Goals
Goal 1: Individuals and families with low incomes are stable and achieve economic security.
Goal 2: Communities where people with low incomes live are healthy and offer economic opportunity.
Goal 3: People with low incomes are engaged and active in building opportunities in communities.
Services and Strategies
Employment
Education & Cognitive Development
Income, Infrastructure & Asset Building
Housing
Health/Social Behavioral Development
Civic Engagement & Community Involvement
Core Principles
Recognize the complexity of the issues of poverty
Build local solutions specific to local needs
Support family stability as a foundation for economic security
Advocate for systemic change
Pursue positive individual, family, and community level change
Maximize involvement of people with low incomes
Engage local community partners and citizens in solutions
Leverage state, federal, and community resources
Performance Management
How well does the network operate?
What difference does the network make?
Local Organizational Standards
State and Federal Accountability Measures
Results Oriented Management and Accountability System
Individual and Family National Performance Indicators
Community National Performance Indicators
A national network of over 1,000 high performing Community Action Agencies, State Associations, State offices, and Federal partners supported by the Community Services Block Grant (CSBG) to mobilize communities to fight poverty.
This publication was created by NASCSP in the performance of the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Community Services, Grant Number 90ET0451.

THE LEARNING COMMUNITY

Open LCGs

- Health Intersections
- Decreasing Family Homelessness
- Results at the Community Level
- Cultivating Data Centered Organizations

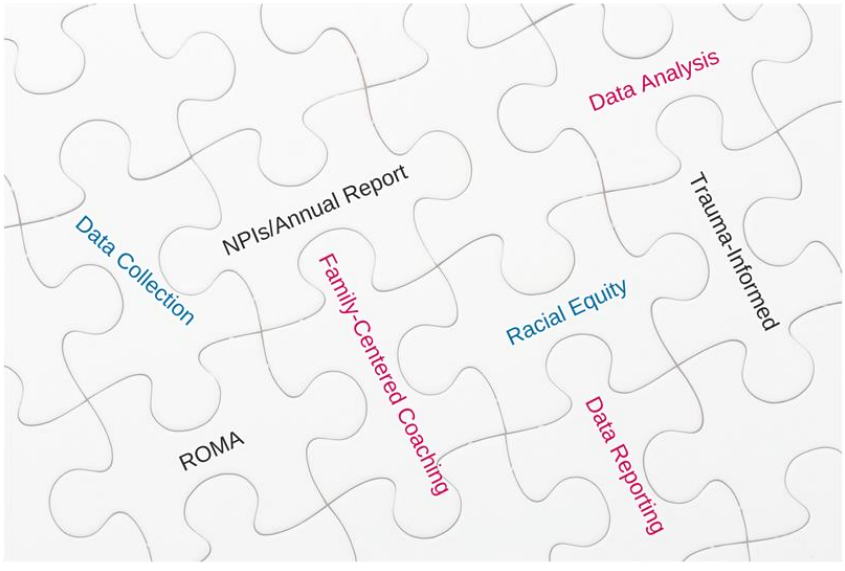
Intensive LCGs

- **Integrated Services to Improve Impact**
- Financial Empowerment for Families
- Whole Family Approaches for Economic Mobility from Poverty 1.0

Communities of Practice

- Rural Integration Model for Parents and Children to Thrive (IMPACT)
- Whole Family Approaches for Economic Mobility from Poverty 2.0

FRAMEWORK COMPONENTS:



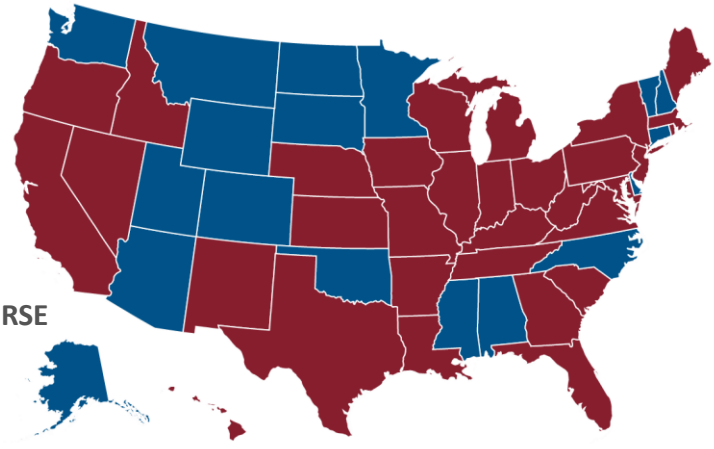
THE LEARNING COMMUNITY

All 11 Regions - 33 States - 407 Counties

are Represented in the Learning Community

FIELD LEADERS

CULTURALLY DIVERSE



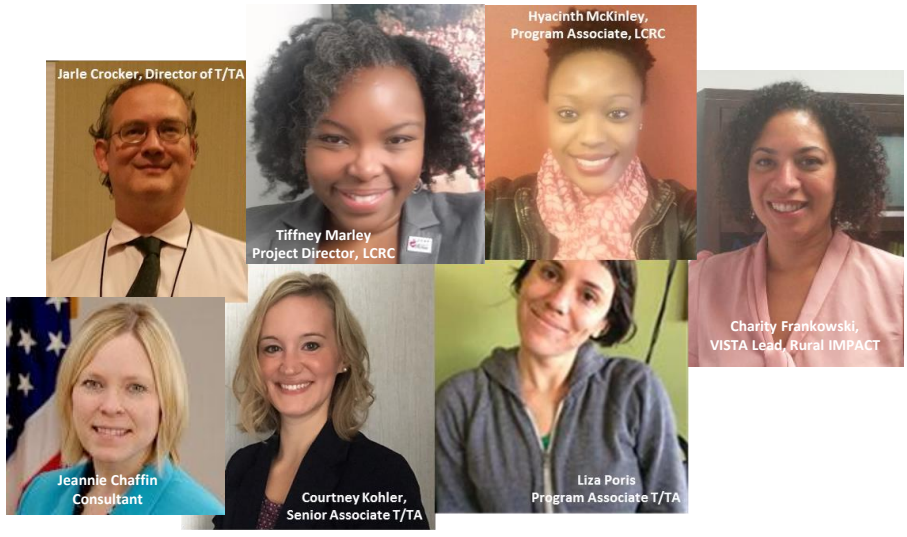
RURAL

URBAN

Total individuals served: 1,640,775


SMALL ACTIONS
X LOTS OF PEOPLE
= BIG CHANGE!

LCRC TEAM


Jarle Crocker, Director of T/TA
Tiffney Marley
Project Director, LCRC
Hyacinth McKinley,
Program Associate, LCRC
Charity Frankowski,
VISTA Lead, Rural IMPACT
Jeannie Chaffin
Consultant
Courtney Kohler,
Senior Associate T/TA
Liza Poris
Program Associate T/TA



Rachel Brooks
Director: TPA Solutions
The Prosperity Agenda

www.FamilyCenteredCoaching.org



THE PROSPERITY AGENDA

Today's Goals

1. Partnering to Design Solutions for Scale
2. Case Study: Family-Centered Coaching
3. Case Study: Savings Initiative Pilot
4. Partner Experience: Lower Columbia CAP
5. Q & A

www.FamilyCenteredCoaching.org

THE
PROSPERITY
AGENDA

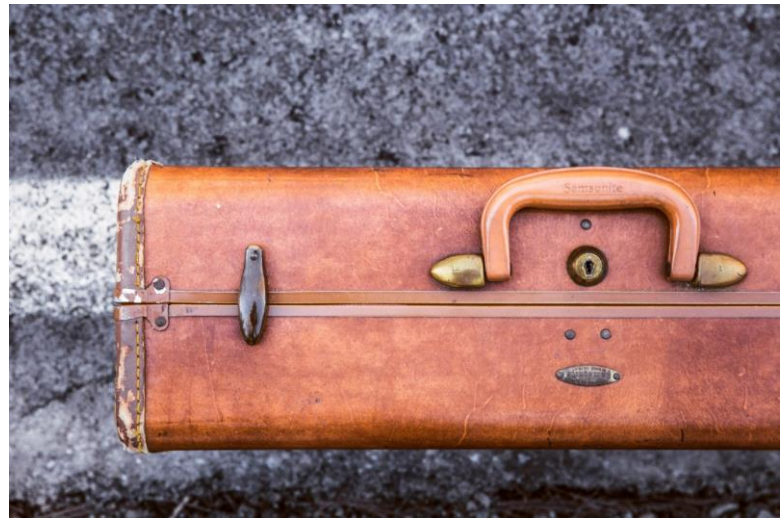
We partner to design solutions for scale.

- Because families know what's best for them, their experience and goals drive how we design solutions.
- Our work challenges the status quo where its norms are harmful to families.
- We work through place-based partners across the country to bring our innovations to scale.



THE
PROSPERITY
AGENDA

Case Study – Family-Centered Coaching



WHY FAMILY-CENTERED COACHING?



W.K. Kellogg identified an opportunity by tracking two-generation investments and holding discussions with STEPS sites and others.



There was an opportunity to develop a coaching approach that was truly family-centered and able to serve the needs of the whole family and integrate the latest brain research.



There was demand for resources that were free to use and adapt, and that enable open application across systems and partners.

W.K. KELLOGG FOUNDATION

www.FamilyCenteredCoaching.org

WHY FAMILY-CENTERED COACHING NOW?

- Emerging two-generation field that is focused on the whole family.
- Research that points to strategies and methodologies that can improve approaches with families: a racial equity lens, behavioral economics, trauma-informed care, and executive functioning skills.
- Increasing evidence shows that coaching is effective in improving outcomes.





W.K. KELLOGG FOUNDATION

www.FamilyCenteredCoaching.org

FAMILY-CENTERED COACHING JOURNEY

Engagement, testing, and feedback from 9 advisers, 21 content experts, and over 50 staff from a range of community organizations, resulted in a set tools that honor the resiliency and diversity of families.

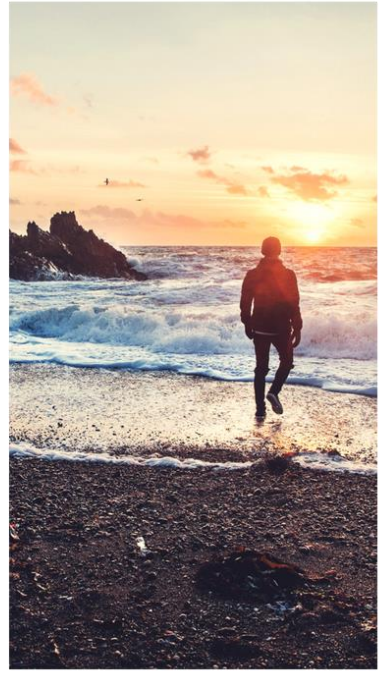
W.K. KELLOGG FOUNDATION → THE PROSPERITY AGENDA

R&D through 11/16

Testing: Winter/Spring '17

Release 8/17

www.FamilyCenteredCoaching.org



THE PROSPERITY AGENDA

FCC: A DIFFERENT APPROACH

The Approach Wheel



1. MEETING FAMILIES WHERE THEY ARE

"Navigation to a coaching relationship needs to be done differently [depending on the family]." – Director, United Way Great Cincinnati

2. SYSTEMIZING A FAMILY-LED APPROACH

"[Through FCC] we used emergency assistance to let them know we are here to help them but also start a conversation about [the family's] hopes and dreams." – Workforce Development Director, Brighton Center (Kentucky)

3. INTEGRATING A WHOLE-FAMILY APPROACH

"[We've used FCC] to embed the core philosophy of putting families first and making sure that the family is really honored as the experts in their lives."

"Be ready to collaborate, and not just on paper."– Senior Director, Brighton Center (Kentucky)

www.FamilyCenteredCoaching.org

THE PROSPERITY AGENDA

SIX STEPS TO FCC (& THE WHEEL OF LIFE)

STEP 1: PREPARE FOR THE MEETING

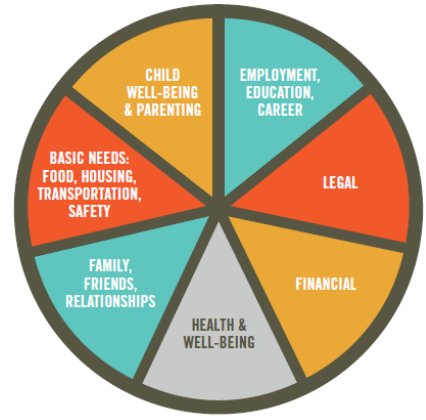
STEP 2: BUILD THE RELATIONSHIP

STEP 3: FOCUS OUR WORK (WHEEL OF LIFE)

STEP 4: ASSESS STAGES OF CHANGE

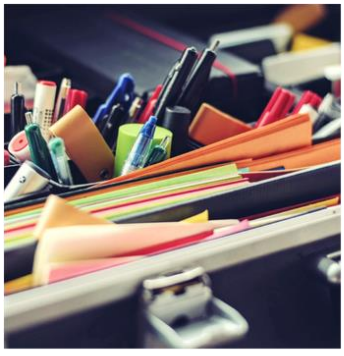
STEP 5: PLAN, DO, REVIEW

STEP 6: SUPPORT AND ACCOUNTABILITY

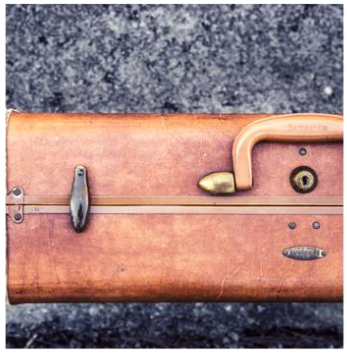


www.FamilyCenteredCoaching.org

FCC Resources



1. DOWNLOAD TOOLS



2. ASSESS YOUR READINESS



3. SCHEDULE A TRAINING

www.FamilyCenteredCoaching.org

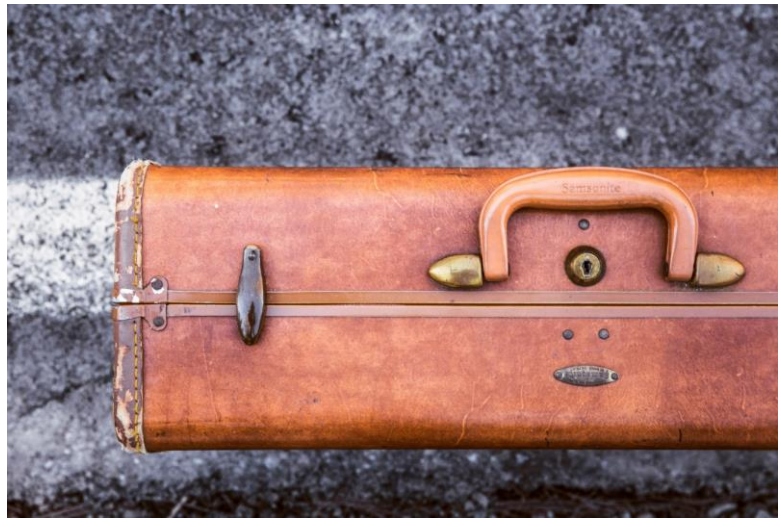


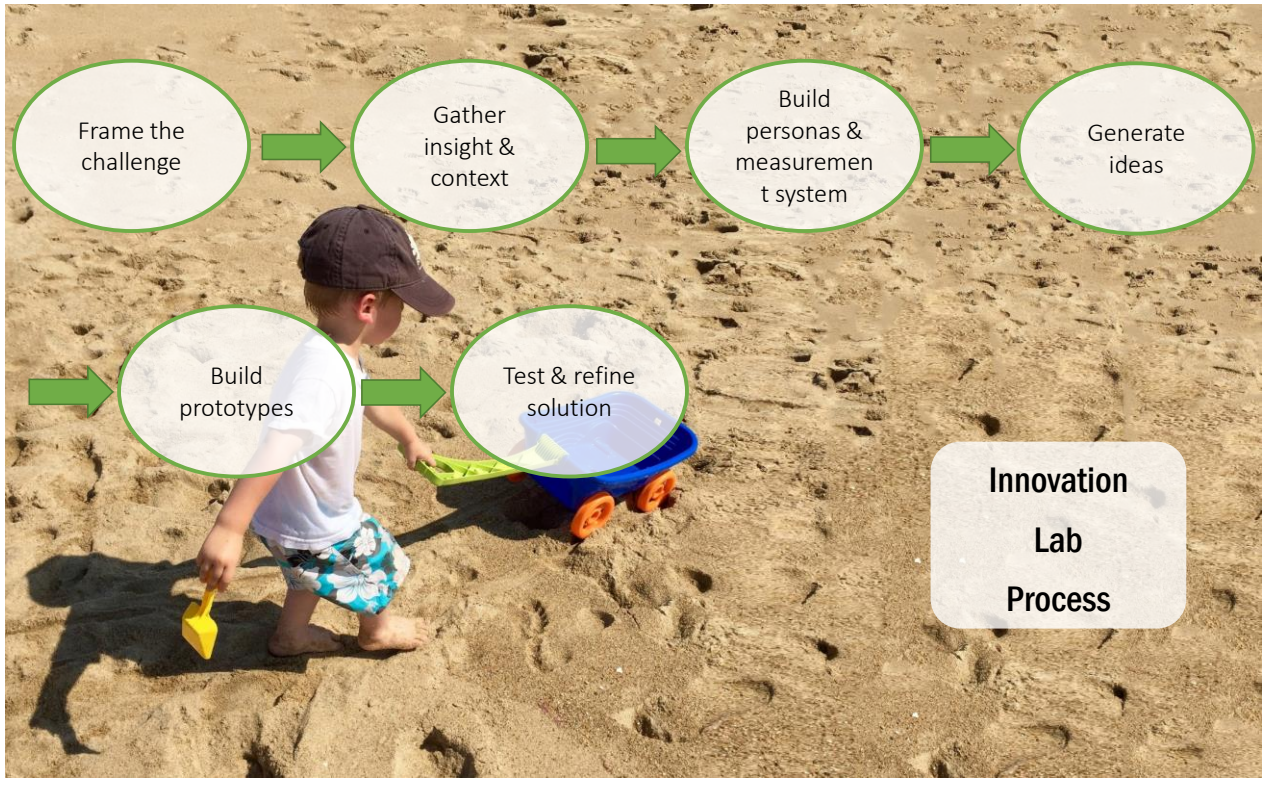
Alicia Atkinson
Director: The Innovation Lab
The Prosperity Agenda

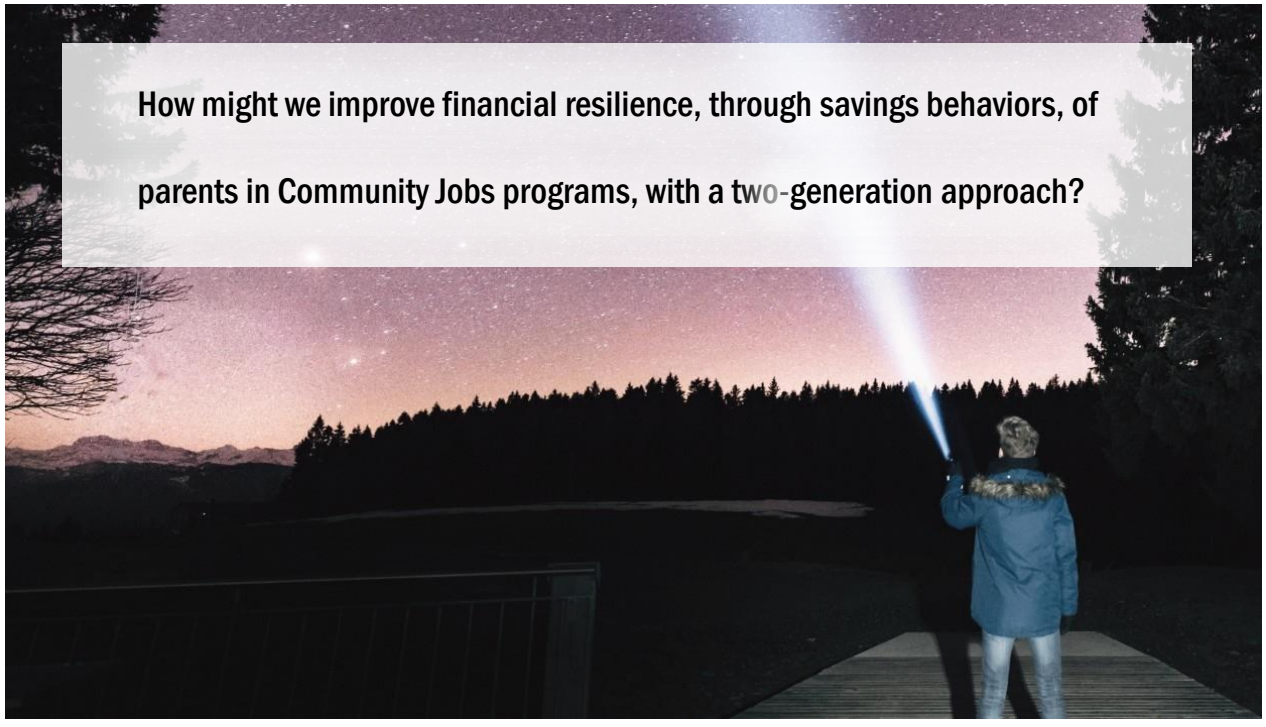
www.FamilyCenteredCoaching.org

THE
PROSPERITY
AGENDA

Case Study –
Savings Initiative Pilot




Frame the challenge
Gather insight & context
Build personas & measuremen t system
Generate ideas
Build prototypes
Test & refine solution
Innovation Lab Process


How might we improve financial resilience, through savings behaviors, of parents in Community Jobs programs, with a two-generation approach?



Insight and Context Through Qualitative Interviews

- 26 staff members in the Community Jobs program
- 40 parents in the Community Jobs program
- 7 staff from Commerce and DSHS
- 3 Financial Tools class observations
- Secondary Research: 8 WA Asset Building Coalition members, family support advocates group, common cents lab, Ascend, EARN, CFED

THE PROSPERITY AGENDA

Key Insights



- Savings is not always money in the bank
- "I don't budget, but I…."
- Parents are talking to children about money and making choices.



Breaking Down Savings Behavior

- Planning
- Goal setting
- Goal attaining
- Desire to save
- Believing I can save
- Identifying as a saver
- Intentional spending
- Resisting spending temptations

- Social and cultural pressure to spend
- Decision fatigue
- Family and social support
- Reliable income, transportation, expenses
- Having a savings account

THE PROSPERITY AGENDA



Money Powerup Packs

- Build community
- Celebrate progress
- Create memorable experiences

THE PROSPERITY AGENDA

Money Powerup Packs



Everything you need to launch easy, engaging events in your program that build financial resilience

- Show that you're an organization who talks about money – because it isn't taboo
- When we talk about savings and share what works, we all get better at it
- Build transparency between staff and parents
- Generate meaningful dialog in the office and at home as a family
- Money stuff doesn't have to be boring or full of shame, have some fun with building savings behaviors
- The practice starts here and the real work happens out there. Build healthy habits and attitudes for all of your staff and parents, challenge cultural stigmas about money, myth-bust your way to truth about savings so when opportunity arrive – everyone can take it
- Building financial resilience may look different for each parent and you probably have some skillful savers in your program – surface the tactics that work well in a low pressure, social setting so that everyone finds what works best for them

THE PROSPERITY AGENDA

What's in Each Pack...



- Overview, including objectives of pack, what's in the pack, etc.
- Banners, Flyers, Posters, etc.
- Community Board brainstorm instructions
- Email templates
- Facilitator guide & check list
- Stickers!
- Take home activities (in Spanish & English)
- 60 – 90 mins "Day of event" activity
- USB drive – with PowerPoint, and digital copies of additional materials (emails, flyers, etc.)

THE PROSPERITY AGENDA

What We've Heard

Powerup Packs have a strength-based approach:

- *"I like it because people won't feel told what to do – so much of their lives they're being told what to do. But with this it's an experience and they get to develop their own feelings and decisions about it."*
- *"Really like that you're talking about this in terms of resilience rather than financial literacy… It doesn't infer that you aren't literate or don't do it well…But helping people with their own resilience. Great approach that will resonate with a lot of folks."*

Powerup Packs require no new training:

- *"Implementing it without having new curriculum and new training, I think staff are really going to like that*."

THE PROSPERITY AGENDA

What We've Heard

Powerup Packs builds on success:

- *"It feels doable- planning for retirement feels unreachable but we all have change, your kids have change. This makes it something more reachable for parents."*
- *"It's a clever way of getting real about ways we can become our best future selves without having to make a hard financial investment - I think that can be really empowering for these parents."*

Powerup Packs underscore the importance of 2-gen approach:

- *"I heard a lot of conversation about folks that are involved in their kid's schools and get them into extra activities, which is important. It has helped me formulate the importance of a two-gen approach."*

THE PROSPERITY AGENDA

What We've Heard

Powerup Packs encourage social connection:

- *"The conversation was so powerful, we had to make a part 2 to the party. My class is so diverse, yet they had similar issues."*
- *"I've been doing Parent education for years – I like this because it's open and takes the wisdom of the group. It's not an 'I'm the expert and I'm going to tell you', it's 'I have some information and were going to learn from each other' I think that's a more positive way to fulfill parent education."*



Liz Myntti
Program Manager, Career and Family Development & Financial Independence Center
Lower Columbia CAP (Longview, WA)

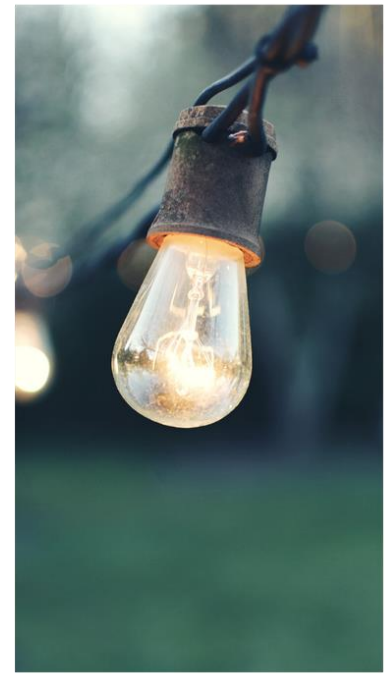
Lower Columbia CAP

THE PROSPERITY AGENDA

Questions and Answers

Rachel Brooks
rachelb@theprosperityagenda.org

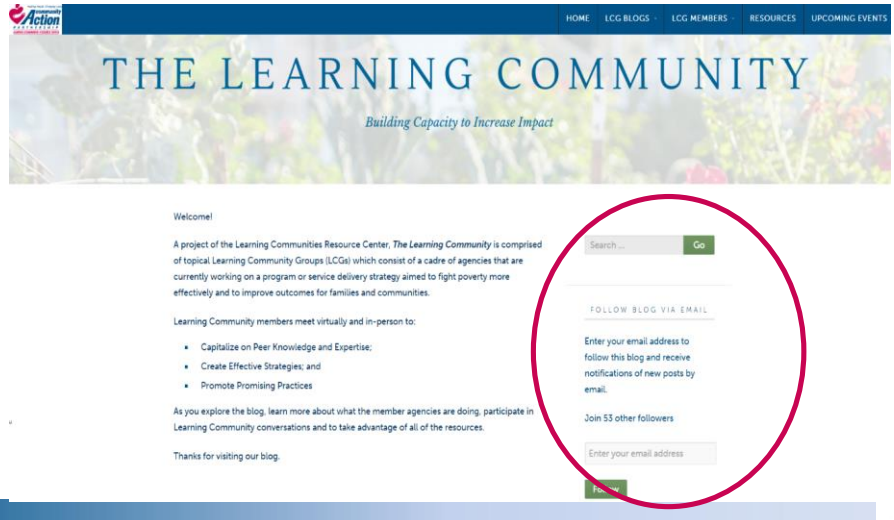
Alicia Atkinson
aliciaa@theprosperityagenda.org





CONNECT WITH US!

Follow the Learning Community Blog
Visit: www.lcrcweb.com
and Subscribe!



CSBG TTA Resource Center

T/TA Submission
Submit a request for training or technical assistance. We will confidentially help you identify issues or areas of improvement, point to resources, and connect you with those that can help.

Consultant Bank
Search through a screened list of consultants who offer T/TA in the CSBG Network.

Discussion Forum
Connect with your peers to ask questions, share experiences, and get announcements.

Resource Bank
Search for resources such as evidence based or informed programs and practices, toolkits and guidebooks, webinar recordings, and more.

Shared Calendar
View a calendar of events in the CSBG Network.

CSBG T/TA Resource Center

www.csbgtta.org

Webinar Wednesdays!



https://www.communityactionpartnership.com/menus/webinars.html



Stay Connected
Continue Learning

Join the online Community Action Academy!

Free, online learning hub for the Community Action Network

1. Go to https://moodle.communityactionpartnership.com & create an account.
2. Once the account confirmation is complete (via email), login.
3. In the Course Categories box to the right of the screen, click Learning Communities.

Engage through online discussion, accessing resources, and agency resource sharing!

Upcoming Webinar Wednesdays

- **June 13 at 2pm ET: Becoming Data Centric Using a Whole Agency Data Approach (Register)**
  - Paige Teegarden and Barbara Mooney
- **June 27 at 2pm ET: Impact & Evaluation of the Social Determinants of Health (Register)**
  - Dr. Dayna Long



Staffing for Service Integration: The Multidisciplinary Team Approach

Wednesday, August 1 at 2:00pm ET

UC Davis Extension's Center for Human Services will be sharing their expertise around service integration, specifically on staffing models and team roles for integrating services. Join this webinar to learn ways to work together more efficiently to provide better customer service and achieve improved agency-wide outcomes. Topics such as team dynamics, communication, supervision of integrated teams, avoiding duplication, and overcoming barriers to coordination will be discussed. UC Davis will also share lessons learned from their work throughout the state of California.

UC DAVIS EXTENSION
CENTER FOR HUMAN SERVICES

Register

Helping People. Changing Lives. community Action PARTNERSHIP
AMERICA'S POVERTY FIGHTING NETWORK

2018 National Community Action Partnership Annual Convention

Register, Advertise, Sponsor Today!

#CAPCON18

Click here to learn more.



LCRC Staff Contact Info:

Tiffney Marley, Project Director, LCRC
tmarley@communityactionpartnership.com

Jarle Crocker, Director of Training and Technical Assistance (T/TA)
jcrocker@communityactionpartnership.com

Courtney Kohler, Senior Associate, T/TA
ckohler@communityactionpartnership.com

Hyacinth (Xandy) McKinley, Program Associate, LCRC
hmckinley@communityactionpartnership.com

Liza Poris, Program Associate, T/TA
lporis@communityactionpartnership.com

Charity Frankowski, VISTA Leader
cfrankowski@communityactionpartnership.com

Jeannie Chaffin, Consultant for CA Economic Mobility Initiative
chaffin.jeannie@gmail.com

This presentation was created by the National Association of Community Action Agencies – Community Action Partnership, in the performance of the U.S. Department of Health and Human Services, Administration for Children and Families, Office of Community Services Grant Number, 90ET0466. Any opinion, findings, and conclusions, or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the U.S. Department of Health and Human Services, Administration for Children and Families.