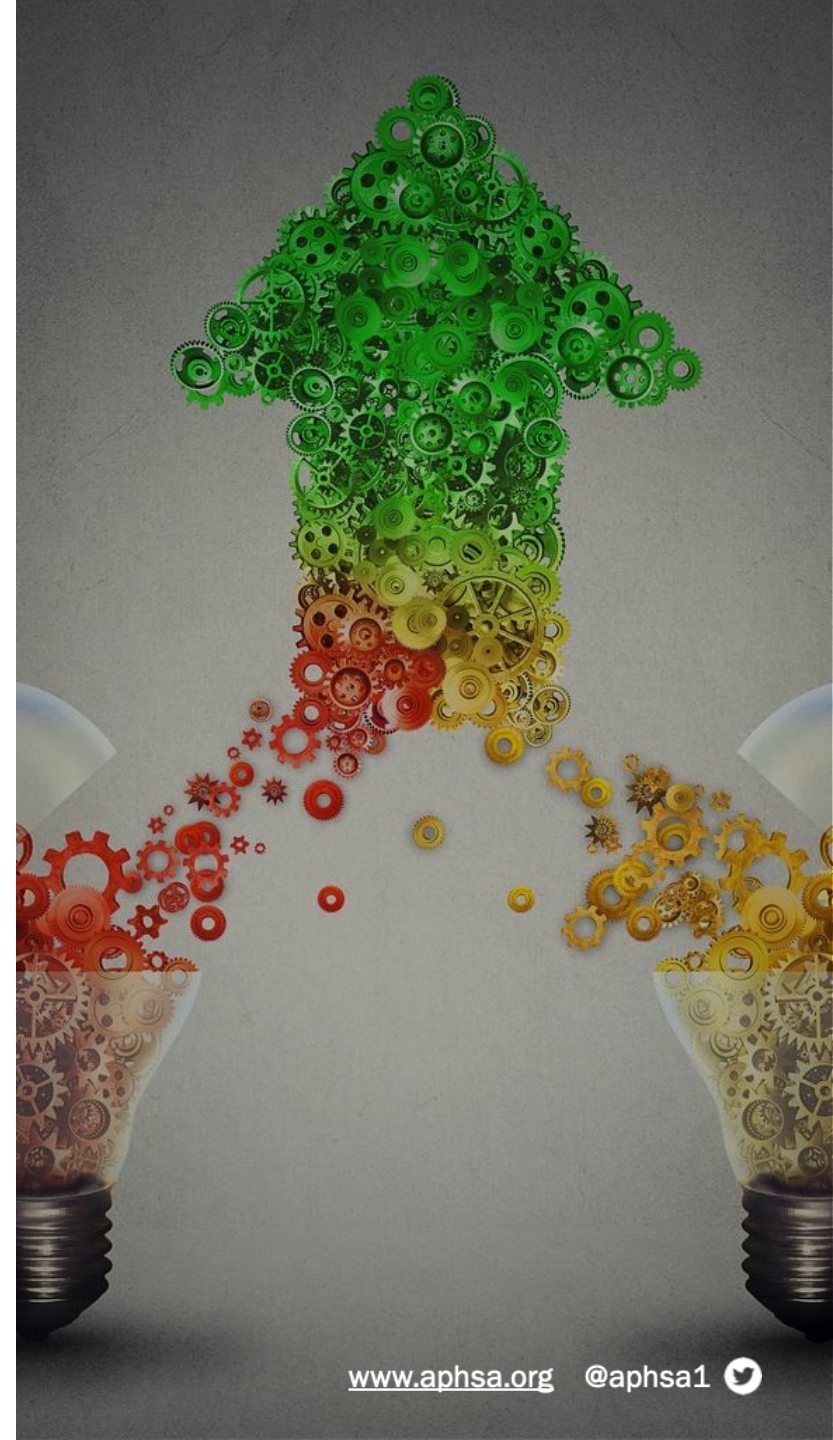


# Aligning Systems to Advance Family and Community Well-Being

A Partnership Playbook for Community Action and Human Services Agencies



# Who We Are

## American Public Human Services Association



### WE REPRESENT

The cabinet-level leadership of state and local health and human services agencies and the subject matter experts that help execute their missions.



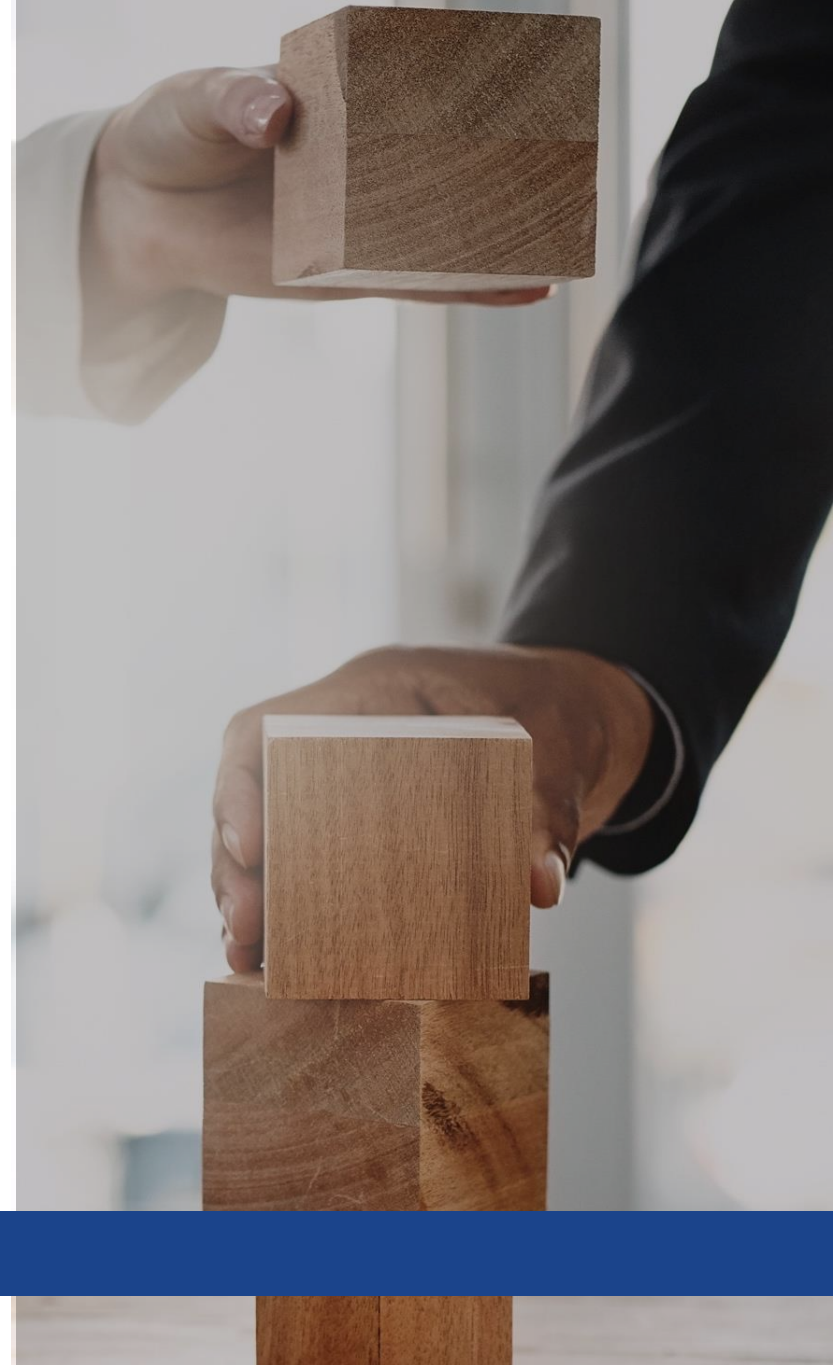
### MEMBER EXPERTISE

Our members administer and align services that build resilience and bolster family well-being through access to food, health care, employment, child care, and other key building blocks. They are also leading experts in performance measurement and data analysis, IT systems, workforce development and training, and the legal dimensions of the health human services field.



### WE SEEK TO

*Influence* modern policies and practices, help our members *build* capacity for their teams, and *connect* them to other human-serving organizations and policymakers.



*We build well-being from the ground up.*

# Who We Are

## WE REPRESENT



1000+ Community Action Agencies (CAA), nonprofit and public groups funded by the Community Services Block Grant (CSBG), 50 state and regional associations, and 11 regional consortiums.

## MEMBER EXPERTISE



CAAs are locally driven organizations that facilitate partnerships to address the causes and conditions of poverty and improve communities.

CAAs provide a wide range of programs and services to address the local needs of individuals and families experiencing poverty.

## WE SEEK TO



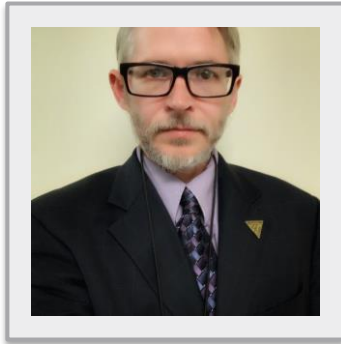
Fulfill the Promise of Community Action:

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.



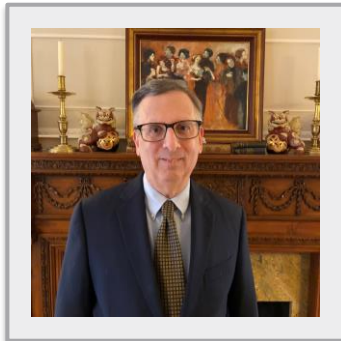
# National Community Action Partnership (NCAP)

# Today's Speakers



## **MATT FITZGERALD**

Director, Office of Economic Opportunity  
*Virginia Department of Social Services*



## **JIM SCHUYLER**

President and Chief Executive Officer  
*Virginia Community Action Partnership*



## **KEVIN OTEY**

Chief Operating Officer  
*Hampton Roads Community Action Program*



# Today's Session Moderated by



**LANA SHOPE**

CARES T/TA Project Director

*National Community Action Partnership*



**MATTHEW LYONS**

Director, Policy & Research

*American Public Human Services Association*



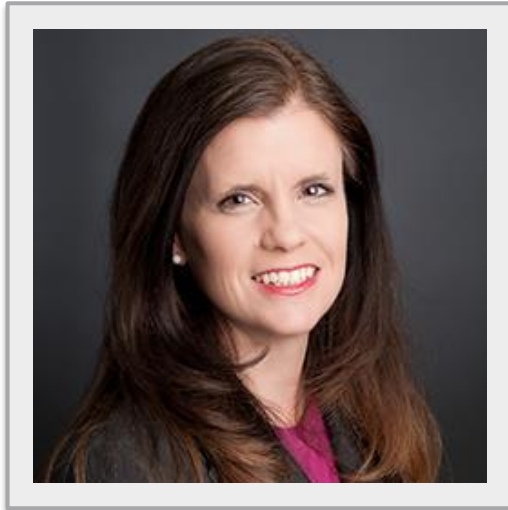
# Welcoming Remarks



**DENISE HARLOW**

Chief Executive Officer

*National Community Action Partnership*



**TRACY WAREING EVANS**

President and CEO

*American Public Human Services Association*



# Overview: Partnership Playbook



Shared  
Mission



Human  
Services  
Value Curve



Partnership  
Opportunities



Pandemic  
Response  
and Recovery



# Human Services Value Curve – A Way Of Looking At What We Do

- It's a Lens
- From the Consumer's Point of View
- Not "One More Thing"



# Human Services Value Curve



# Graduating Through The Value Curve



## Regulative

- A person walks into a drug store and asks for cough medicine and gets it. The product works as expected and is the same regardless of which drug store it's purchased from



## Collaborative

- The same person walks in and also needs an ankle wrap, and gets that too, even though cough medicine and ankle wraps are produced in very different ways from very different places.



## Integrative

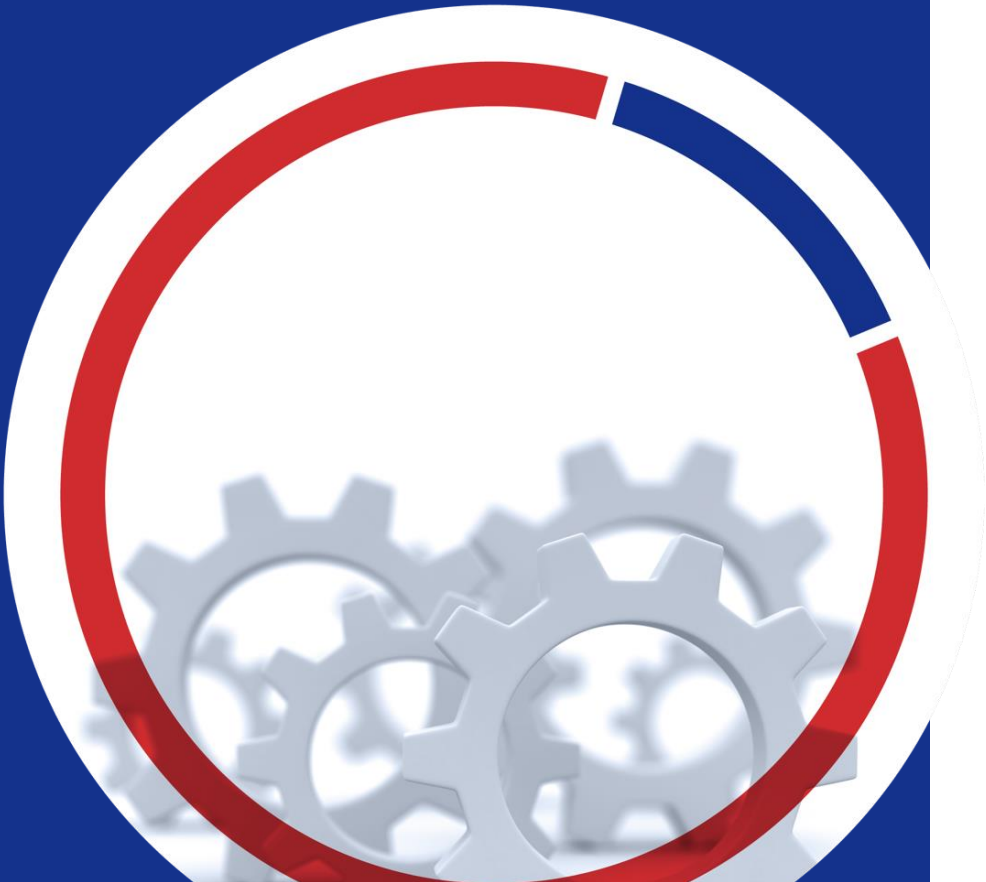
- The same person is now asked by the pharmacist, "Why do you have a cold and a bad ankle?" The discussion unearths a cold house and too much drinking, brought on by a recent job loss. This deeper understanding eventually leads to a treatment program, interim housing support, and workforce reentry support, so this person can get back to their strengths and thrive again



## Generative

- The pharmacist and others look at data for all their consumers and see alcohol abuse and unemployment spiking in a specific neighborhood, one with many strengths clouded by some current struggles. They bring prevention-oriented counseling as well as proactive employment counseling services to that place. Longer-term, the community attracts a new employer with skill requirements fitting their high-potential labor pool, and this in turns brings in a farmer's market right next to the drug store

# Opportunities for Alignment



# Opportunity for Alignment: SNAP Employment & Training

## Minnesota DHS and Tri-County Community Action Program

- Targeted use of 100% SNAP E&T funds to seed development of CAA SNAP E&T programs
- Development of financial reporting system to streamline SNAP E&T claiming and reporting
- Monthly third-party partner meetings focused in TA, growth, and innovation
- COVID-19 reinforced the importance of trusted community partners

We had a lot to learn when we first started doing SNAP E&T. It took time to really maximize the benefits and serve more people. Partnering with DHS was critical to our ultimate success bringing this fabulous program to our community

Lori Schultz  
Tri-County Community Action Program

## Oregon DHS and Community Services Consortium

- Building off TANF and WIOA contracts to establish integrated SNAP E&T programming
- Use of OR DHS “i-Match skills database” and state navigators to streamline referrals to CSC
- Expansion of participant reimbursements to include laptops and cell phones
- State contracting stipulation to target underserved communities and include wrap-around services and supports to SNAP E&T

CSC has been a great partner because they are committed to helping the people they serve succeed. They bring new ideas, services, and resources that we haven't always thought of and this only makes SNAP E&T stronger. Our partnership with CSC works because we both come in good faith to go beyond compliance and focus on the best interest of the participant.

Candi Quintall  
Oregon Department of Human Services

# Opportunity for Alignment: Addressing Structural Inequities

## Perry County (OH) JFS and HAPCAP

- Longstanding investments in relationship building, partnering, and transparency
- Co-location of JFS and HAPCAP staff with data sharing and common intake
- Integrated services through contracted TANF youth-employment services and resource navigator assistance
- Use of Regional Call Center and mobility managers to overcome transportation barriers in rural communities

When we talk about strategy, I think Kelly [HAPCAP] and I always understand that it doesn't matter who does the work. What matters is the experience the customer has.

Cheryl Boley  
Perry County Job and Family Services

## Montgomery County (MD) Department of Health and Human Services

- Leveraging role as a public CAA to foster and embed community voice into broader agency mission
- Use of heat maps to show disproportionate impact of COVID and drive vaccine outreach through [Latino Health Initiative](#)
- Navigation training for HHS staff showing pathways to accessing services and skills to support customer needs

One thing that I feel is not as optimized in many agencies is being able to use your Board to generate change. There is a place for organizations to build that capacity – by having the people you serve to be the spokespeople, it speaks to the larger Community Action role to create change and build opportunity.

Sharon Strauss  
Montgomery County Department of Health and Human Services

# Opportunity for Alignment: Whole Family Supports

## Western Maryland

- Establishment of statewide 2-Gen commission to advance whole family strategies and priorities
- Potential for greater alignment to be achieved through enhanced data sharing and common intake via [MD THINK](#)
- Shared challenges and opportunities for partnership in tackling broadband gaps
- Challenges balancing crisis response with whole family, cross-agency coordinated interventions

What I think is important is that we are committed to continuing to advance on that human services value curve and that we all see our role as partners as very important to that process

Courtney Thomas-Winterberg  
Allegany County Department of Social Services

We're in a rural community where we all depend on each other. Here in Garrett County there is a culture of collaboration among providers that has helped make coordination during the pandemic happen more quickly and easily.

Duane Yoder  
Garrett County Community Action Committee





**INFLUENCE  
BUILD  
CONNECT**

# Virginia 2-Gen Pilots

Roundtable Discussion

**INFLUENCE  
BUILD  
CONNECT**

**Matt Fitzgerald – [matt.fitzgerald@dss.virginia.gov](mailto:matt.fitzgerald@dss.virginia.gov)**

**Kevin Otey – [kevinotey@hrcapinc.org](mailto:kevinotey@hrcapinc.org)**

**Jim Schuyler – [jschuyler@vacap.org](mailto:jschuyler@vacap.org)**

**Lana Shope – [lshope@communityactionpartnership.com](mailto:lshope@communityactionpartnership.com)**

**Matt Lyons – [mlyons@aphsa.org](mailto:mlyons@aphsa.org)**



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