



## Whole Family Building Blocks: Aligning High Quality, Intentional, Intensive Services to Parents and Children

November 7, 2018 – 2 pm ET/  
1 pm CT/ 12 pm MT/ 11 am PT



COMMUNITY ACTION PARTNERSHIP

# THE LEARNING COMMUNITY

*Building Capacity to Increase Impact*



# 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.*



COMMUNITY ACTION PARTNERSHIP

# THE LEARNING COMMUNITY

*Building Capacity to Increase Impact*

***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!**

# SUBJECT MATTER EXPERT



**Jeannie Chaffin, CCAP**  
*Consultant, Community Action  
Economic Mobility Initiative*

# SUBJECT MATTER EXPERT

**Gail Hayes**

***President, Hayes Group, LLC***

Gail Hayes serves as a Senior Consultant to foundations and non-profit organizations. Ms. Hayes was the Director of the Annie E. Casey Foundation's Atlanta Civic Site. Ms. Hayes provided leadership for the foundation's work in Atlanta for more than a decade. The Atlanta Civic Site targeted a set of five neighborhoods of highly concentrated poverty. In these historic, African-American neighborhoods near downtown Atlanta, the Foundation employed a two-generation approach.

# AGENDA

- Opening Remarks and Introductions
- Overview of CAA Whole Family Approach Building Blocks
  - Aligning High Quality, Intentional, Intensive Services to Parents and Children
- Exploring a Whole Family Approach
- Parent Engagement
- Success Factors from Practice
- Questions
- Resources

# INCREASING IMPACT

- Many in the CAA Network are looking to increase impact for individuals in poverty and for new solutions to complex problems.
- There is a desire to achieve a bigger impact than the best of what we've done before.



# REDIRECTING STRATEGY

CAA leaders can accelerate change and increase impact by redirecting their strategy from **program** results to creating conditions where the whole agency participates in developing solutions that continually adapt.

**Redirecting Strategy Will Mean Change**  
**Change Requires Leadership**

# A WHOLE FAMILY APPROACH DEFINED

- When services are integrated to meet the needs of parents and children together, efficiency is improved and outcomes are enhanced for parents, children, and families.

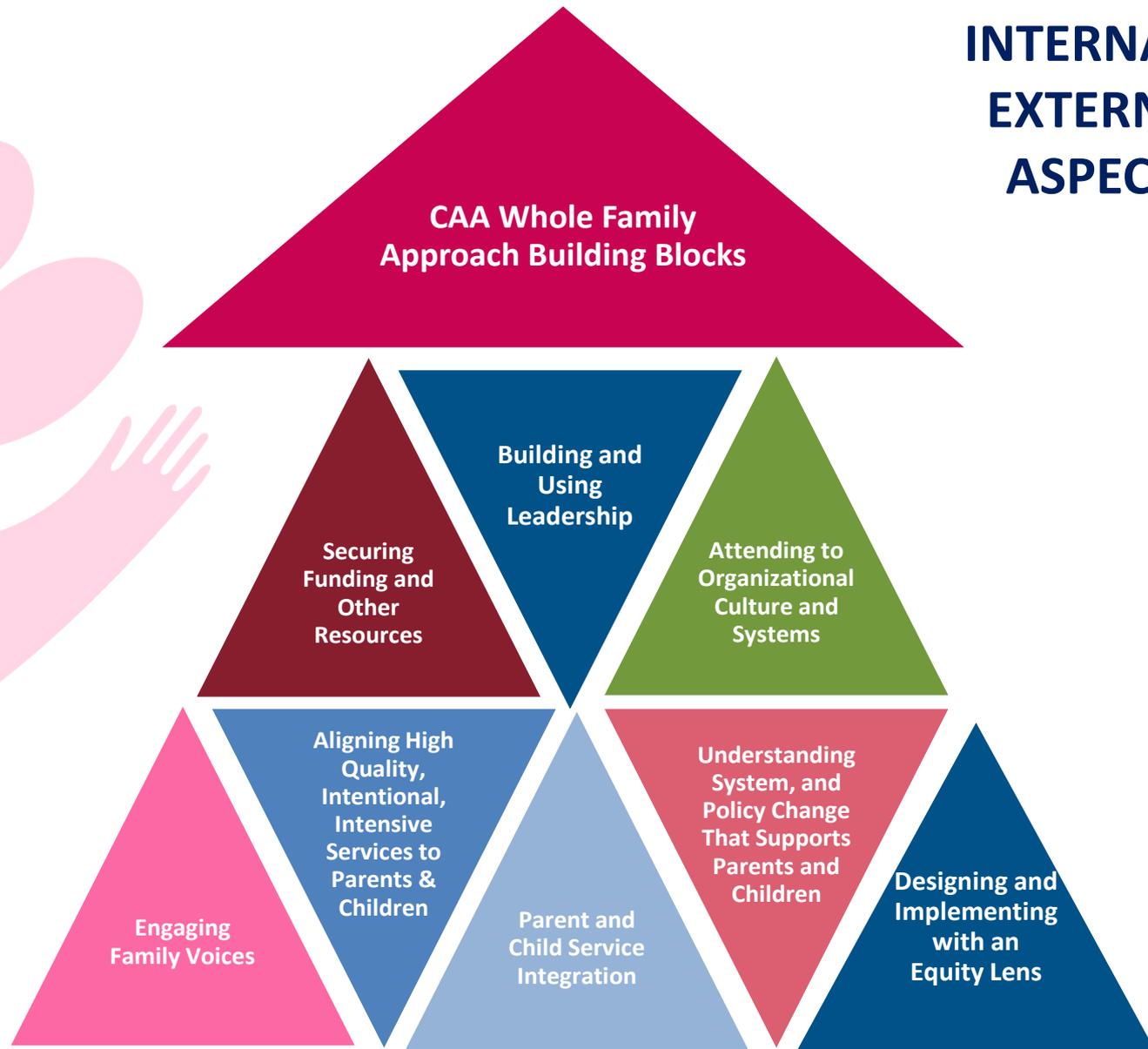


# A WHOLE FAMILY APPROACH

## CHARACTERISTICS

- Family goals shared across programs.
- Goals include outcomes for children, parents and family.
- Alignment of a suite of services for families that respond to their unique needs across a number of domains.
- Easier access to services.
- High quality, intensive, intentional parent and child services at the same time.

# INTERNAL & EXTERNAL ASPECTS



# CAA WFA BUILDING BLOCKS

<p>Aligning High Quality, Intentional, Intensive Services to Parents and Children</p>	<ul style="list-style-type: none"> <li>• Early Childhood Education</li> <li>• Postsecondary &amp; Employment Pathways</li> <li>• Health &amp; Well-Being</li> <li>• Economic Supports</li> <li>• Social Capital</li> <li>• Executive Functioning</li> <li>• Parenting</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement of Partners to Provide Full Range of Aligned Services for Parents and Children</li> </ul>
	<p>Resources:</p> <p><a href="#">Two-Generation Playbook</a>, Aspen Ascend</p> <p><a href="#">Exploration of Integrated Approaches to Support Child Development and Improved Family Economic Security</a>. OPRE Report, ACF, HHS</p> <p><a href="#">Serving Immigrant Families Through Two Generation Programs</a>, Migration Policy Institute</p> <p><a href="#">Investing in Innovation, Reflections on the Families Economic Success-Early Childhood Pilots</a>, Annie E. Casey Foundation</p> <p><a href="#">Breakthrough Ideas That Move Children and Their Parents Toward Economic Success and Economic Security</a>, Community Action Partnership Webinar Series</p> <p><a href="#">Social Capital Building Toolkit</a>, Saguaro Seminar, John F. Kennedy School of Government, Harvard University</p>	<p>Resources:</p> <p><a href="#">Advancing Two Generation Approaches: Developing an Infrastructure To Address Parent and Child Needs Together</a>, Annie E. Casey Foundation</p>



**BUILDING BLOCK 2:  
ALIGNING HIGH  
QUALITY,  
INTENTIONAL,  
INTENSIVE SERVICES  
TO PARENTS AND  
CHILDREN**

# QUALITY, INTENTIONAL, INTENSIVE SERVICES

- Early Childhood Education
- Postsecondary & Employment Pathways
- Health & Well-Being
- Economic Supports
- Social Capital
- Executive Functioning
- Parenting

# QUALITY, INTENTIONAL, INTENSIVE SERVICES

Providing robust and **high-quality service offerings** for both parents and children.

- Research consistently shows that kids do well when their parents do well – and vice versa.
- **Assess full range of families' needs across multiple dimensions/domains** and identify potential gaps in the level of **intention, integration, and the intensity** of child-focused and parent-focused programming.

# THINGS TO CONSIDER

A whole family approach will ideally offer a full set of services to families in a more integrated way. Integrating services may require you to address the following items:

- [Leadership](#) (Guiding Coalition & Common Agenda):
- [Organizational Culture and Processes](#) (Staffing, Internal & External Communications, program performance, family progress measures, data collection, data sharing and data analysis);

**Watch the Webinar Wednesday Presentations on these topics, found on the Partnership website through the hyperlinks above.**

# MORE THINGS TO CONSIDER

The idea of the whole family approach is to “**place children and their parents at the center**” and integrate services that are currently siloed, located in different places, and/or hard for families to find and access. Key considerations are:

- Make it less costly – in time, hassle and \$\$\$ – for families to access all the services and resources they could use to get ahead.
- Make it easier for families to stick with their plan to meet their family goals.
- Build more community and peer connections for families – useful for establishing networks, mentoring, and fostering the encouragement and support that people need to keep going.

# POSSIBLE TACTICS

The following strategies may be necessary:

- Redesign old services or create new ones;
- Integrate services in new ways and new places
- Screen and enroll families into multiple programs at one time and identify the best sequence of service use for each family;
- Develop a consistent tool and process for helping families set goals, no matter which “door” they walk in;

# QUESTIONS TO PONDER

- What **existing services are already available** in your agency/area that you want to bring “into whole family approach” – or connect to – in order to serve children and families together?
- What **services are not already available** in your agency/area that you want to help create and bring “into the whole family approach” – or connect to – in order to serve children and families together.
- What **new links** do you plan to create between services through your whole family approach?
- What ***policies, systems, and resources*** need to be brought into alignment to make this whole family approach effort work now – and be sustainable into the future?

# WHOLE FAMILY APPROACH FRAMEWORKS

For services to be successfully integrated, they need to be intentionally aligned and coordinated, high quality and intensive, and build on parents' and children's mutual motivation.

[Administration for Children and Families, Office of Planning and Evaluation, OPRE Report Number 2017-84](#)

## REPORT



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**Exploration of Integrated Approaches to Supporting Child Development and Improving Family Economic Security**

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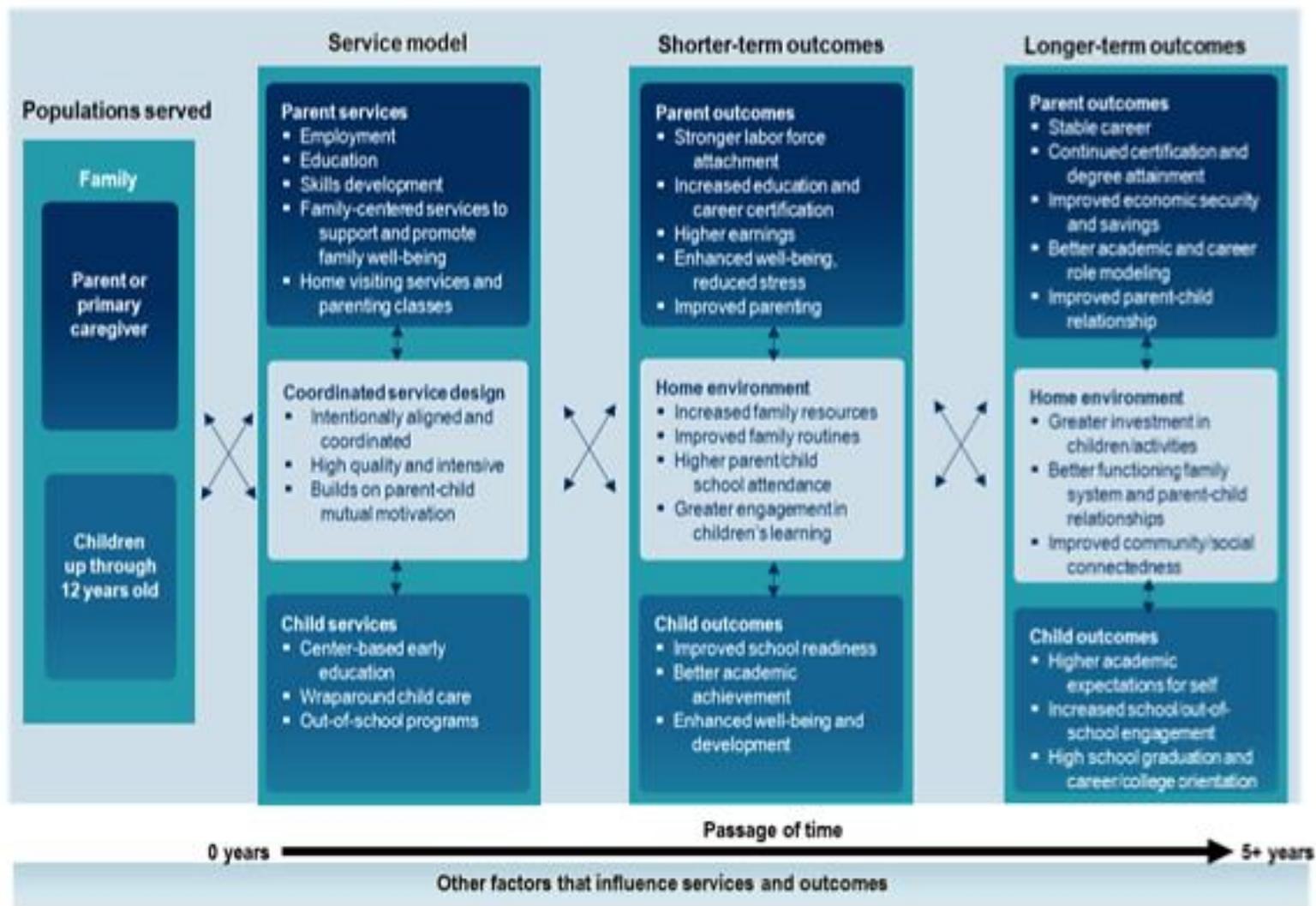
OPRE Report Number 2017-84  
November 2017

# WHOLE FAMILY APPROACH FRAMEWORKS

## OPRE Report Number 2017-84 Exploration of Integrated Approaches to Supporting Child Development and Improving Family Economic Security

- Literature review of integrated approaches to supporting child development and family economic security
- Conceptual Framework for programs that serve parents and children
- Features of contemporary programs aimed at achieving family economic security and child well-being

# WHOLE FAMILY APPROACH FRAMEWORKS





## Exploring a Two- Generation Approach

# A Two-Generation/Whole Family Definition

The goal is to strengthen low-income families through a two-generation approach -- **children and families do better when they both have every opportunity to succeed in school, in work, and as parents.**

The *theory of change* is: If we provide low-income parents and children with opportunities to **simultaneously** access

- family economic supports,
- essential skill-building for parents, and
- high-quality early education for children

Then we put the family on a path to permanent economic security

# The Approach: Strengthening the Whole Family

## Financial Stability

- Education and job training
- Essential skill building
- Access to income and work support benefits
- Financial coaching; access to affordable financial products

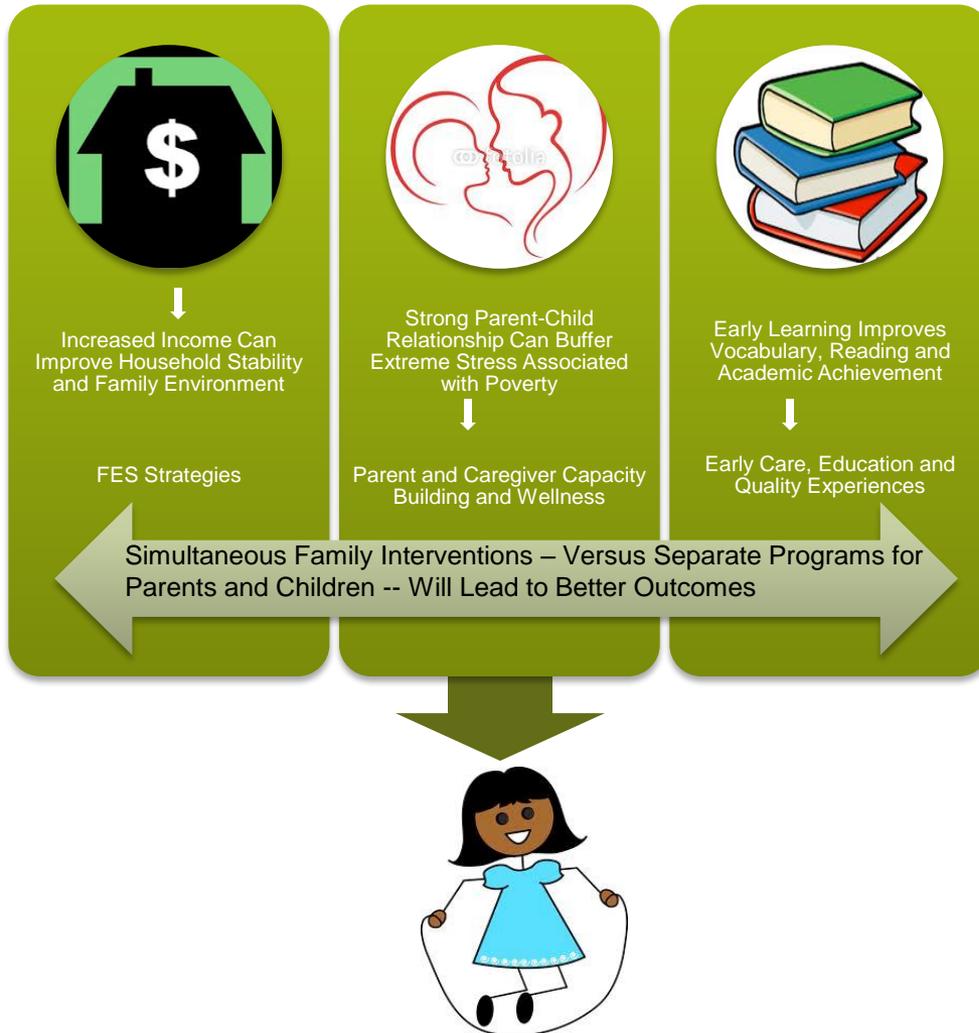
## Parent Engagement

- Treating parents as assets and experts on their kids
- Essential skill building
- Culturally competent staff
- Addressing family stress
- Enhancing social networks

## Quality Early Care and Elementary Education

- Access to high-quality early education programs
- Successful transition to elementary school
- Quality elementary school experiences
- Focus of third grade reading

# New Research and Science Lead Us to A Two-Generation Theory of Change



## Two Generation Benefits From:

### Higher income - \$3-4,000 (Duncan)

- Household stability and lower stress
- Better environment for parenting and learning
- Improved child well-being and readiness for learning

### Improved parent skills

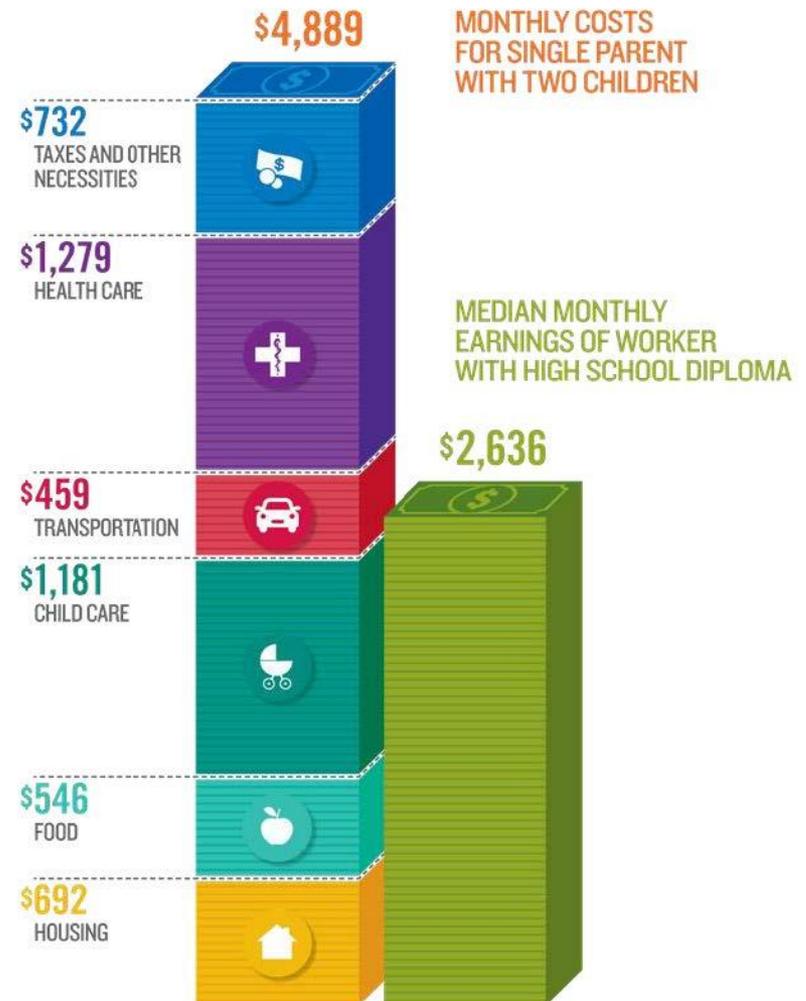
- Strong relationship with child and reduced stress
- Increased nurturing and improved social and emotional development

### High quality of education

- Increased vocabulary and literacy
- On path for school achievement

# Families Are Struggling to Make Ends Meet

- Limited skills, low wages, inflexible work schedules
- Only half with full-time work
- Nearly 80 percent lack postsecondary degree
- Many have difficulty speaking English
- Child care cost is nearly half of the income of a family of three living at the poverty level



# Programs and Agencies in Isolation

Workforce



Early  
Childhood



Education

- Separate and inflexible funding streams
- Organizations that serve children or adults but rarely both
- Hard to get distinctive and separate child and adult programs to work together

# Why All This Matters

Poverty can take a **serious toll** on child and parent health and well-being.

A **child's first eight years** lay a critical foundation for academic and life success. The timing of poverty is very important, especially during preschool and early school years.

A combination of **job training, financial coaching and access to income-support programs** can help low-income families get on a path to stability — allowing them to better support their kids.

# More Opportunity for Family



## PARENT/CAREGIVER OUTCOMES

- Less parental stress
- Stronger parenting skills to better support children
- Parents develop confidence as their child's first teacher and best advocate
- Parents recognized as leaders and experts on caring for their kids

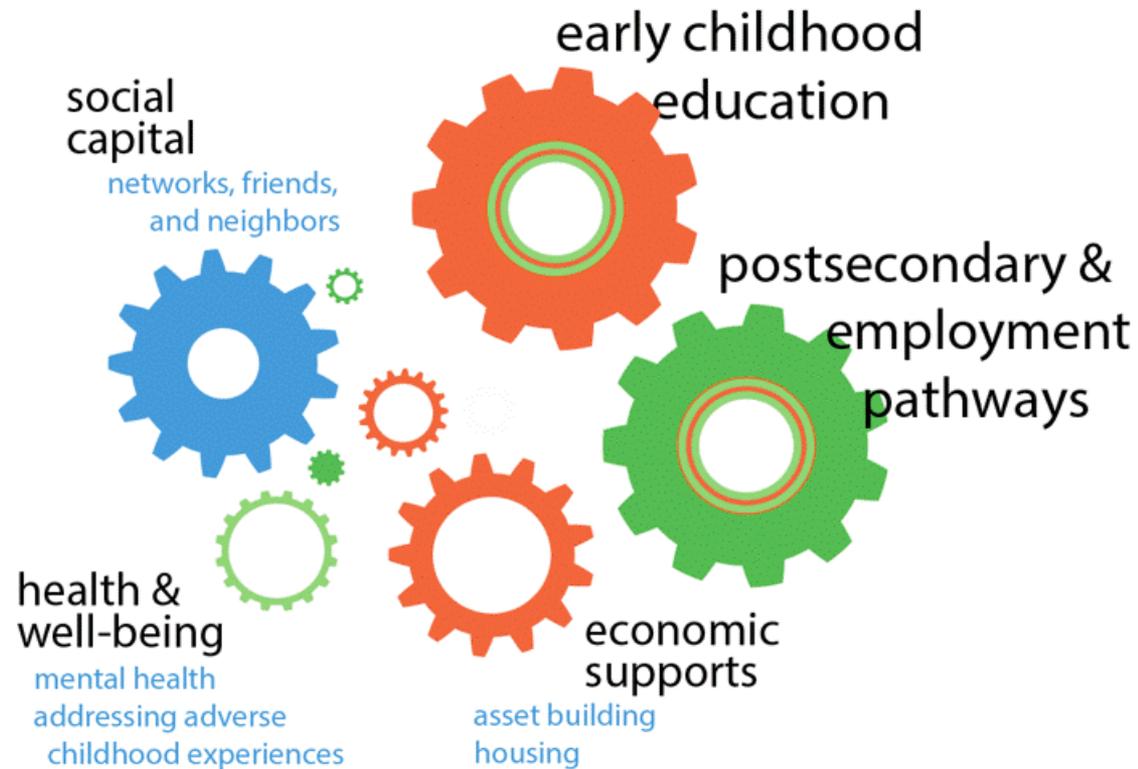
## FAMILY ECONOMIC OUTCOMES

- Better able to meet basic needs such as food, housing, transportation
- Greater income = financial stability, ability to achieve major economic outcomes (i.e., buying a car, getting out of debt)
- Housing stability

## CHILD OUTCOMES

- More positive, high-quality interactions with parents and caregivers
- Improved social-emotional development
- Ready for school
- Continue to meet school and life milestones

# Core Components



# The Approach: Strengthening the Whole Family

## Financial Stability

- Education and job training
- Essential skill building
- Access to income and work support benefits
- Financial coaching; access to affordable financial products

## Parent Engagement

- Treating parents as assets and experts on their kids
- Essential skill building
- Culturally competent staff
- Addressing family stress
- Enhancing social networks

## Quality Early Care and Elementary Education

- Access to high-quality early education programs
- Successful transition to elementary school
- Quality elementary school experiences
- Focus of third grade reading

## Parent Engagement Self-Assessment Tool: *Engaging Parents and Developing Leaders*

Parent engagement is a process

Tool is designed to be responsive to the field

Organizes work with parents along 4 domains

Provide 3 levels within each domain

Levels offer ways to go deeper with engagement

Includes a Resources Guide

# Coaching Parents on Competence and Confidence Skills

## LEVEL 2

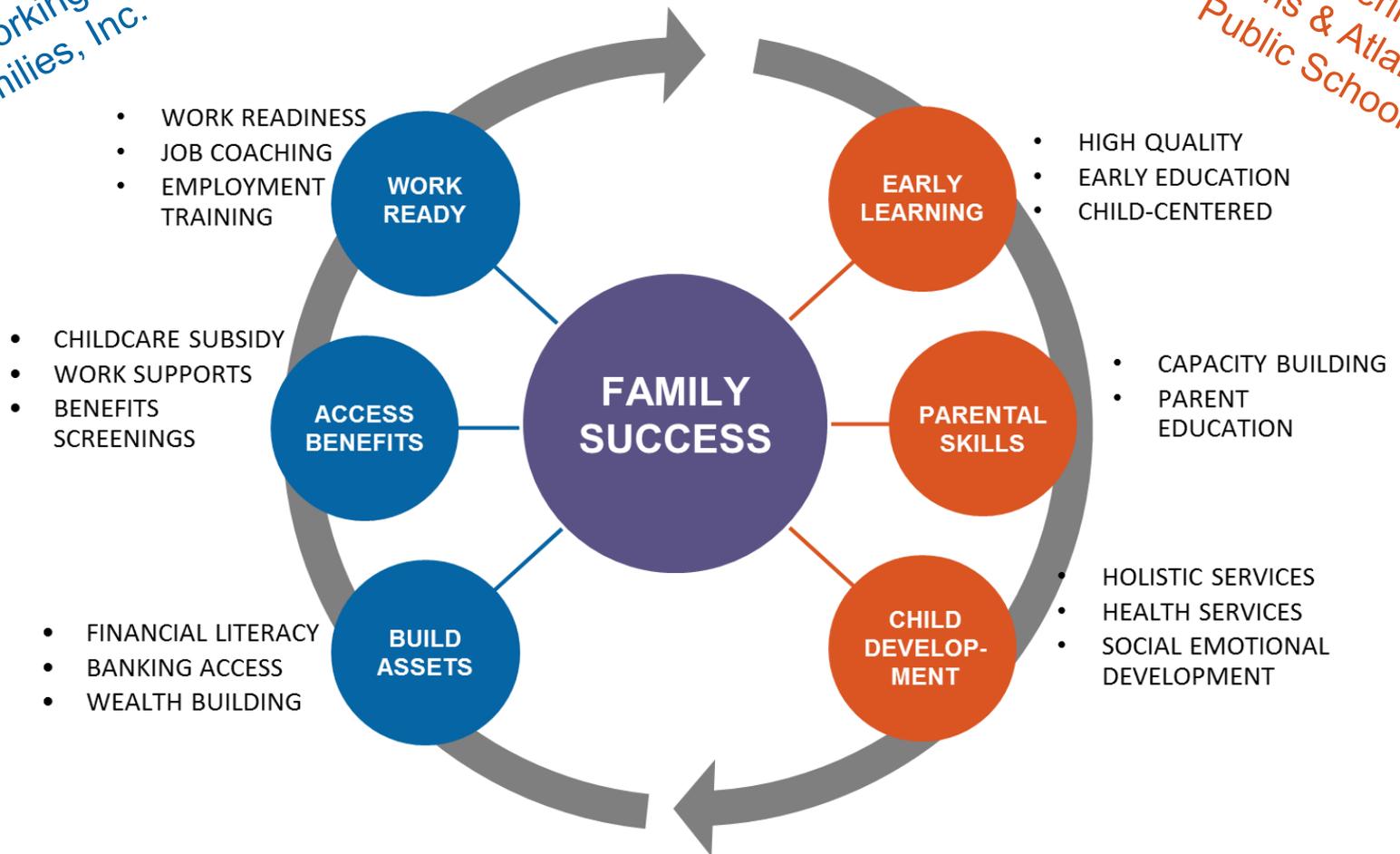
Q5	Do you provide opportunities for parents to connect with one another to build relationships, collaborate and support one another?
Q6	Do parents have opportunities to practice the skills or knowledge shared in workshops or training?
Q7	Does your staff understand the impact of stress and adversity on families, and are they familiar with strategies to reduce that stress?
Q8	Does your organization offer services that help families take direct action to increase their financial stability?

Do you provide opportunities for parents to connect with one another to build relationships, collaborate and support one another?

# Atlanta Civic Site Two-Generation Approach

*The Center for  
Working  
Families, Inc.*

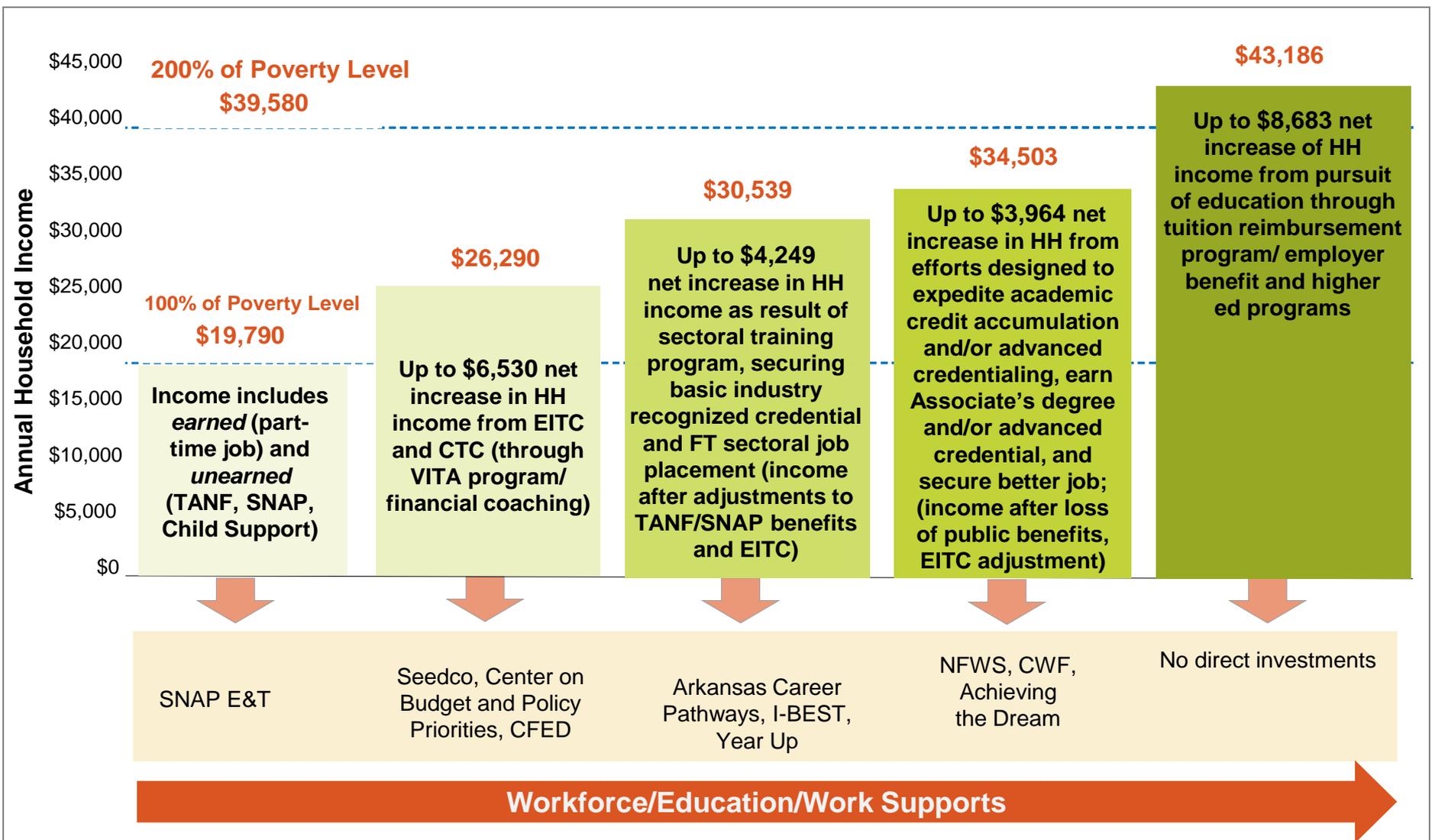
*Sheltering  
Arms & Atlanta  
Public Schools*



# Identifying Critical Success Factors

# Increasing Household Income as a Lead Indicator

## For Family of Three (1 Parent, 2 Children) Starting at 100% of Poverty Level



# Platforms for scale



**Head Start**

**Community colleges**

**United Ways**

**Women's funds &  
community foundations**

**Community Action  
Agencies**

**Promise Neighborhoods**



# Integrating Child and Adult Services



# Engaging the Whole Family

Shifting from case management to coaching

Putting families at the center

- Focus on relationship building
- Get parent input to improve design and decision making
- Help families build social capital



# Advice From the Field: Three Important C's



## **COMPETENCE:**

Parents' sense of competence to set goals and make decisions

## **CONFIDENCE:**

Parents' sense of confidence in their role as parent and worker

## **CONNECTIONS:**

Parents' sense of connectedness to family, other parents and the community

# Two Generation Threshold Outcomes

Investments in Two Generation Programs need to be *results focused* and expect to yield:

- Increases in education or income for parents
- Increases in developmental milestones, literacy, or social and emotional development of children, and
- Improvements in the confidence, social connections and competence of parents as workers and parents

# Two-Generation Approach

**Goal:** To strengthen families through a two-generation approach that gives low-income parents and their children **the opportunity to succeed together**.

- 1) We want to connect parents with the tools they need to **get a good job** and **increase economic opportunities** for themselves and their families.
- 2) We know that children thrive when their parents can **be involved in their lives**.
- 3) While parents gain new **skills**, children receive **high-quality early care and education** in the community and elementary schools.



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WEDNESDAYS**

**Fall 2018**

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Promising Anti-Poverty Practices

**Nov 7:** Whole Family Building Blocks: Aligning High Quality, Intentional, Intensive Services to Parents and Children

**Nov 28:** How a Kitchen for Head Start Kids Can Become a Social Enterprise

<https://communityactionpartnership.com/events/category/webinars/>

# NEW! Partnership Resource Library



[www.communityactionpartnership.com](http://www.communityactionpartnership.com) > Tools & Resources > Resource Library



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# 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.



[www.csbgtta.org](http://www.csbgtta.org)

# Contact Info

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