



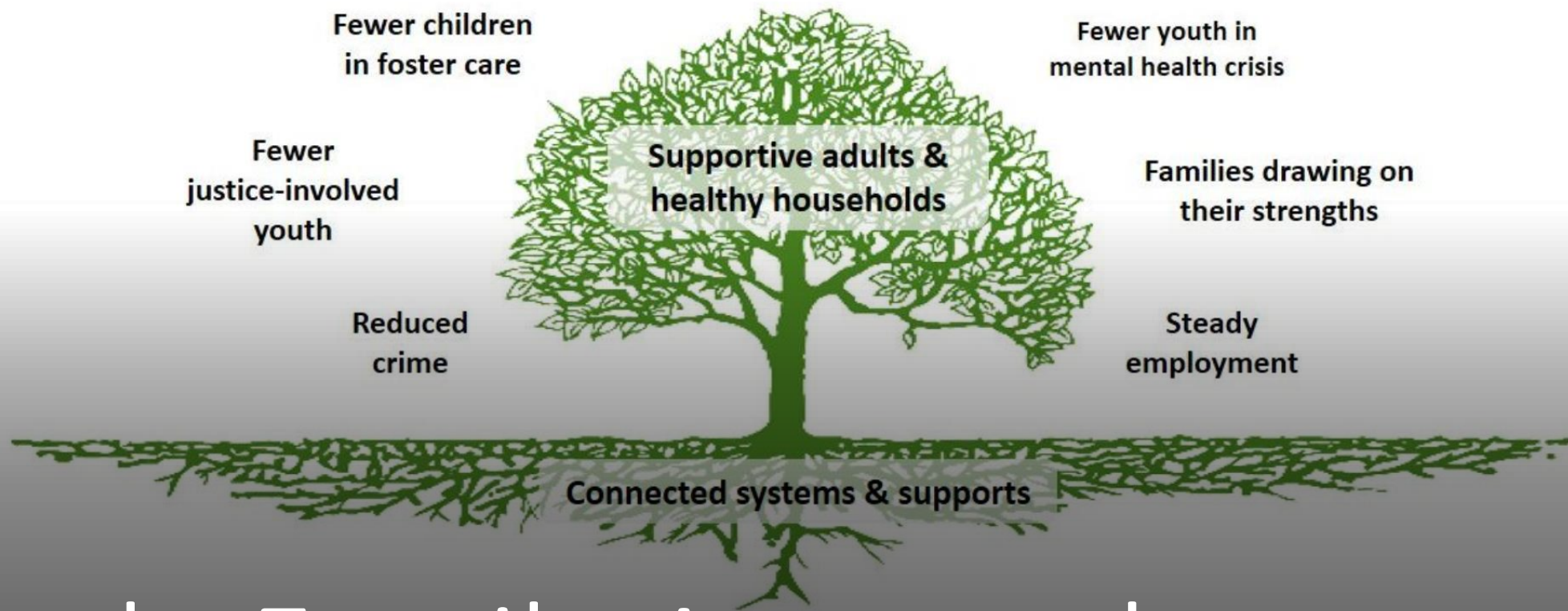
NATIONAL ASSOCIATION FOR STATE COMMUNITY SERVICES PROGRAMS

## **How States can Support the Whole Family Approach**

**July 23, 2020**

# Presenters

- Matt Fitzgerald, Program Manager, Virginia Department of Social Services
- Stuart Campbell, Director, Office of Community Services Programs, Maryland Department of Housing
- Tiffney Marley, Vice President, Practice Transformation, National Community Action Partnership
- Jeannie Chaffin, Senior Advisor, National Community Action Partnership and Principal, Jeannie Chaffin, LLC



# Whole Family Approach

# Why A Whole Family Approach?

- Builds the capacity of families because they have the potential to grow and change.
- Children thrive, when their families thrive.
- Creates a legacy of family well-being that passes from one generation to the next.
- Communities do better if everyone achieves their full potential.

# GOAL

Create a legacy of well-being and social and economic mobility for children and the adults in their lives that passes from one generation to the next.

# HOW

By helping parents achieve family-supporting jobs and healthy children meet developmental milestones.

# THROUGH

Providing integrated, high-quality, intentional supports to parents and children at the same time through a Whole Family Approach.

# North Star Outcomes

## Parents

- Healthy Parents
- Family Supporting Jobs

## Children/Youth

- Healthy Children
- Meeting Developmental Milestones

## Family

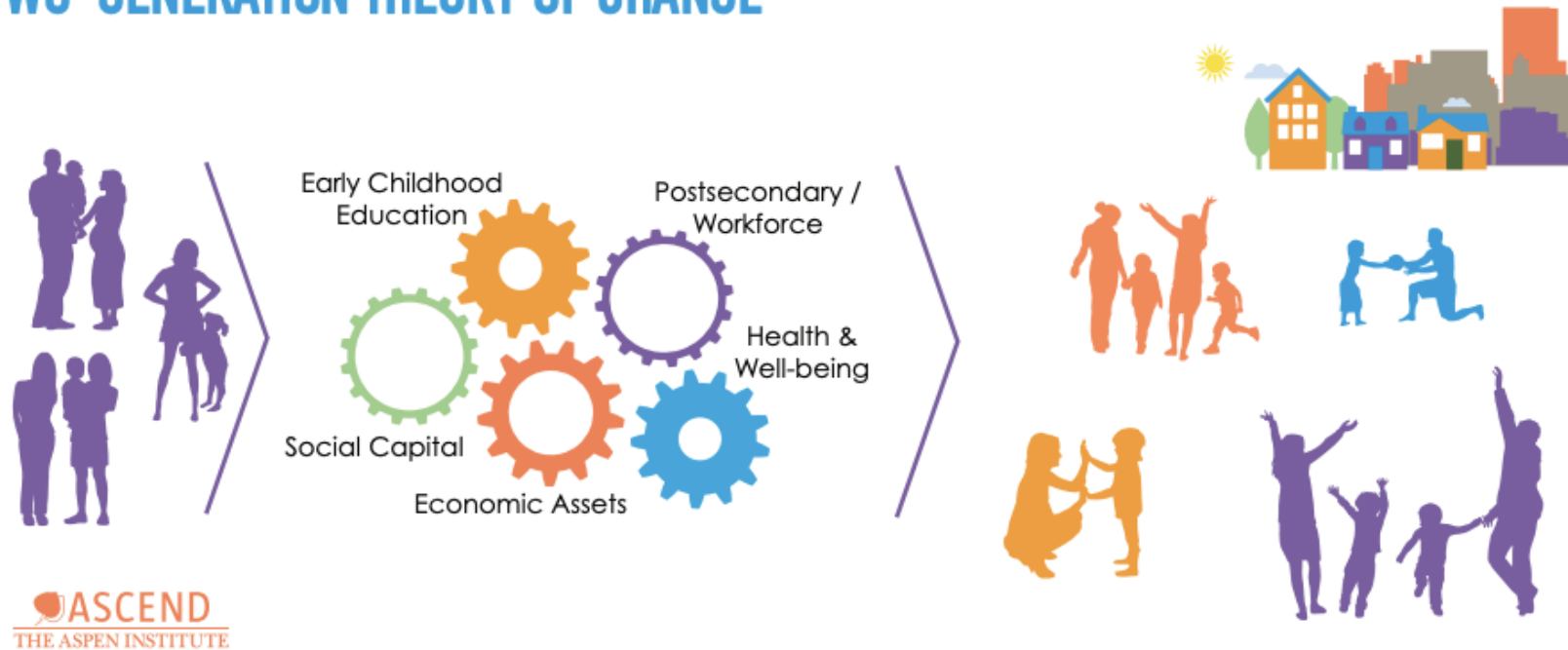
- Parents and children are engaged in family life
- Healthy relationship between parents and children
- Cycle of poverty is broken

## Community

- Families better connected and able to participate in civic life
- Community has an ecosystem of partners that work together to support young families and children

# Aspen Ascend Theory of Change

## TWO-GENERATION THEORY OF CHANGE



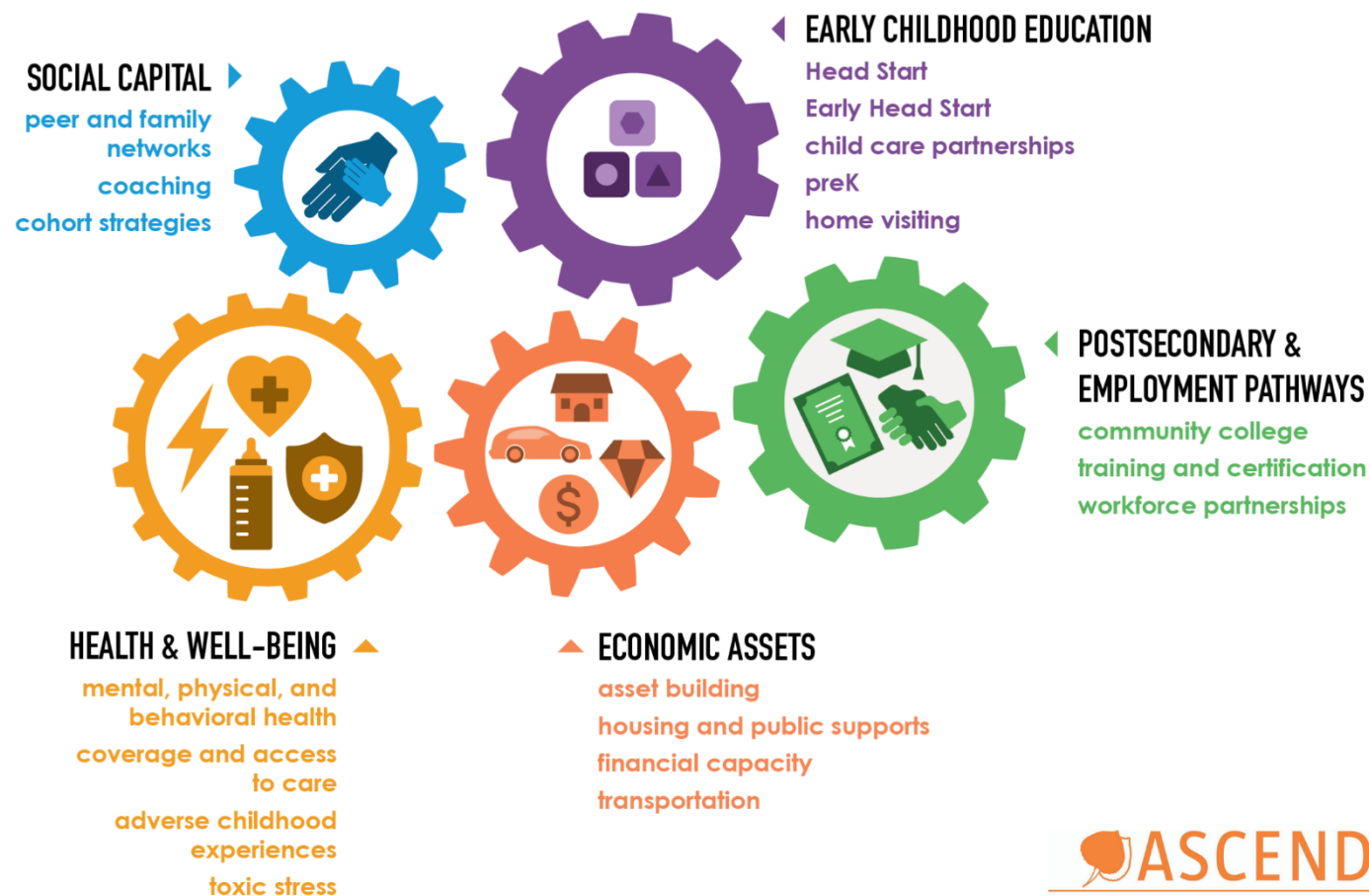
*This graphic illustrates, in very broad terms, the 2Gen theory of change: a family forms and together all members draw on education, economic supports, social capital, and health and well-being. When this occurs, current and successive generations enjoy economic security and stability.*

# Aspen Ascend 2Gen Continuum





# Aspen Ascend Theory of Change



# 2Gen/WF Approach Hallmarks

- **Center on families**—Experts and Co-designers
- **Integrate services**—Alignment of Intentional, High Quality, and High Intensity Supports, Systems and Funding
- **Remove barriers**—Access, Remove, Repeat
- **Coach**—Shift from Case Management
- **Partner**—Creative Internal and Community Collaborations
- **Center in equity, particularly, racial equity**—Practices and Policies that Build Opportunities For Everyone
- **Measure child, parent, and family outcomes**

Target?

# WFA In the Time of COVID-19

Crisis v.  
Human Dev.

Needs During COVID-19	WFA
Crisis needs- rent, utilities, food and other basic needs due to reduced or missing income.	WFA recognizes the strengths, needs, and potential for change of the <u>whole family</u> . WFA uses Family Centered Coaching and service integration to meet the needs of all family members across all domains. <b>These services can help families maintain hard won gains and not slip back into financial instability.</b>
Many children are home due to childcare/school closures or remote learning.	WFA supports and services can help families navigate educational challenges with supplemental resources and coaching.
Parents are laid off or unemployed.	WFA can connect parents with training and new job opportunities.
Families might be experiencing extreme isolation during periods of physical distancing.	Agencies with WFA efforts are convening parents online for peer engagement, counseling and support.



# State Models



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## Virginia Community Action Network History

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- 31 Agencies, 22 Private, 6 Public, 3 Statewide
- About  $\frac{3}{4}$  of the Privates run Head Start
- Many run Healthy Families
  - **Healthy Families Virginia home visitors are living, breathing** how-to manuals, supporting parents as they establish nurturing parent-child relationships, develop positive parenting skills, provide safe homes, and learn to support healthy child development.
- Many offer Employment Services, Financial Management, Child Care, Parenting Classes, any number of elements that assist parents in families.

# Whole Family/Two- Gen Learning Cohort

State Association/State Office Collaboration

Any interested agencies could participate

Developing Training/Technical Assistance around  
Whole Family

Developing resources

Mentoring between agencies





# Network-led Lobbying Efforts

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- Requested \$2.25 million in TANF funds
  - “The goal of this pilot project is to test and evaluate concepts and specific interventions that represent two-generation or whole family strategies to alleviate multi-generational poverty. The pilot project will accelerate the development of two-generation or whole family strategies that will move families out of poverty in a variety of communities throughout the Commonwealth. The Department of Social Services shall evaluate these pilot programs and disseminate information about successful projects throughout the Commonwealth to promote adoption of effective two-generation or whole family strategies to alleviate multi-generational poverty.”

Received \$1.125 million first year, chance for 4 more years

State Association sought State Office lead on design/administration

RFP for a consultant, RFA for selecting agencies

- All applications required a Program Design (how families would be identified, how the agency would support)
- Community inventory and community partner collaboration information (to show that they knew their partners and how to work with them)
- Selected 6 agencies
  - Had Pools, \$5million and above, or less than \$5 million for agency budget
  - Selected 4 above, 2 below. Agencies chosen from all regions of state (not NoVA, no agencies applied)
- Working with consultant (selected Community Action Partnership), developed a Community of Practice (Family Coach Peer Group, Agency Support)
  - Development of individual Program Designs
  - Coordination of Training Needs
  - Coordination of Resource Development
  - Continuous Learning Loop



# Program Design (Pilot Project is the key)

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- Most Whole Family/Two-Gen projects begin with the approach, changing the agency before starting the work
- Ours is a bottom up model
  - Agency hires Family Coach (dedicated only to this project, not an existing staff with other duties)
  - Pilot Project uses a Community of Practice to have all chosen agencies work together in program design, training, learning, resource development
  - Family choice, family assessments (5 to 15 families)
    - Community of Practice is determining a matrix for intake that can feed into any Family Assessment
  - Determine all services needed by assessment
    - Develop a revised budget based on services
  - Delivery of services and primary work with families for first year
    - We know it will take more than this first year to bring a family to self-sufficiency





# So many things sprout once you start...

- Statewide Convening had been planned for April, now looking at September/October
- Statewide and local DSS offices, Community Action Agencies, Local Departments of Health, Workforce Investment Boards
  - Beginning conversations on how these different systems/entities could function within a community to better align

# Maryland Network

- 17 Community Action Agencies
  - 3 Public Agencies
- Seven agencies have Head Start



# Early Approach

- Early leadership & buy in from key state officials in the whole family approach
  - Governor issued Executive Order that created Two Generation Commission
    - State Office was on this commission
- State discretionary funds were competitive and encouraged use of 2 gen approaches
- Legislature and Governor created funding opportunity to support whole family approaches in the state
  - Funds were identified within the state's Family Investment Administration



# Maryland Model

- State office advocated for 2-gen model within state agencies – trusted partner
- State office encouraged collaboration and adoption of 2-gen among other CAAs.
- Joint learning- State Office joins trainings on whole family topics
- Department of Human Services administers the funds from the Legislature
  - Two Generation Officer reports directly to the Secretary
  - State Office works with DHS to coordinate efforts
- MCAP receives funding from the Department of Human Services to coordinate and lead 2-gen approach
  - MCAP successfully advocated for this funding
- State Office attends board meetings and regular calls to continue coordination efforts

# Local Agency Perspective



Local agencies requested the creation of the 2Gen Commission – to specifically include the State CSBG Office and State Association



This support from the State CSBG Office made other state agencies more receptive to partnering with CAAs and embracing 2Gen



This support led to CAAs being included in other initiatives, including the state's Workforce Investment and Opportunities Act (WIOA) Alignment Group



DHCD was instrumental in encouraging collaboration among the whole CAA network in Maryland

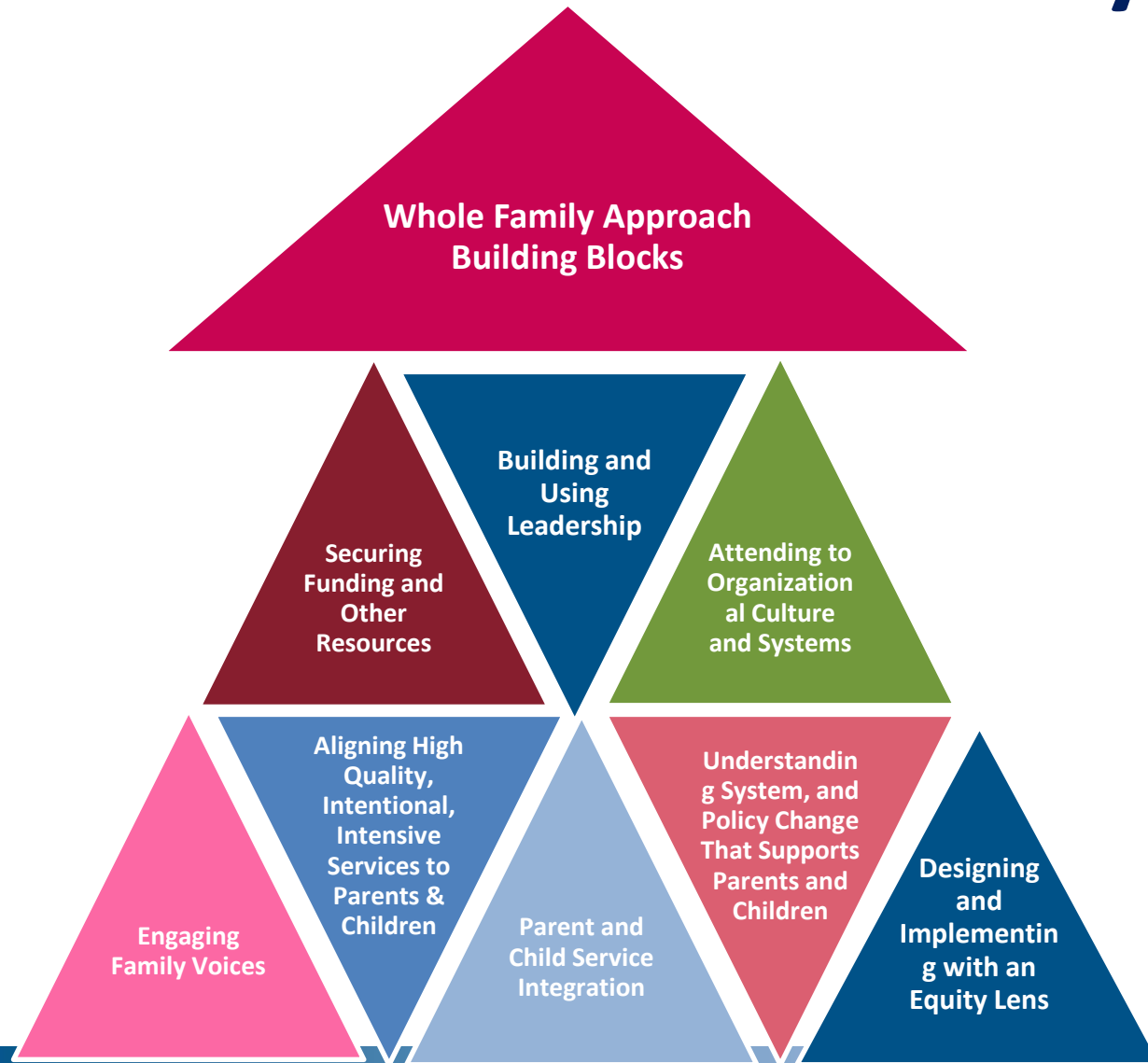




# States Supporting the Whole Family Approach



# Whole Family Approach Efforts



The Partnership's Whole Family Approach work across the Community Action network:

- The Learning Communities Resource Center, federal T/TA resources—7 years
- Communities of Practice (Rural IMPACT, AECF COP, WFA LCG, Service Integration LCG)
- Statewide efforts in VA, MD, TN, MN, ME and NH



	Key Components
Monthly Technical Assistance Update Calls	✓
Peer-to-Peer Learning Opportunities	✓
Access to Specialized Content on Community Action Academy	✓
Access to Subject Matter Experts	✓
Focus Area Related National Webinar Series events	✓
Piloting/Implementation Support	✓
Monthly Coaching	✓
Regular webinar check-ins on progress with peers	✓
Identification and provision of resources for sharing across the network	✓
Learning opportunities at the Partnership's Annual Training Events	✓
Travel Support to Whole Family Approach Convenings	✓
Timeframe	1-2 years

# Readiness



Service  
Integration



Parent  
Services



Infant and  
Child Services

Quality, Duration, and Intensity

# Start Where You Are!

- In WFA we talk about meeting families where they are and where they dream.
- No matter where you, the CAAs, and CAA Association are you can move forward. Even during COVID-19!
  - ✓ Start talking with the CAAs about their vision for parents, children, and families (or other innovations).
  - ✓ Discuss ideas with the CAA Association.
  - ✓ Include learning (service integration, coaching, WFA) in State CSBG Training Plan
  - ✓ Build capacity to track and report outcomes for parents, children and families.

# Start Where You Are!

- ✓ Use CSBG discretionary funds for a learning community, capacity building, or WFA pilot.
- ✓ Encourage and support other State funding for CAAs to pursue WFA.
- ✓ Plan WFA related training at state conference or other training venue.
- ✓ Connect with other state officials in early education, workforce, public health and share info on CAA capacity, outcomes, and expertise.
- ✓ Contact the Partnership and discuss a learning community for your state.
- ✓ In Ak, KY, MT, MN, ND, SD, WA, and WI encourage CAAs to apply for a new [Partnership Regional WFA COP](#) (Deadline Aug 15).
- ✓ Watch for an upcoming Partnership Ecosystem COP opportunity announcement this fall that will include state officials, local CAAs, their partners, and customers.

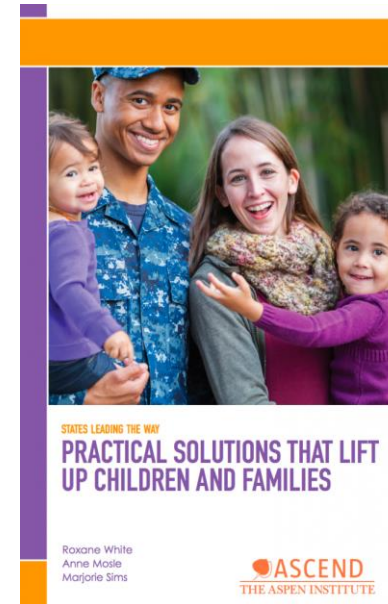
# Resources

- Partnership [Economic Mobility Initiative web page](#) and [Tools and Resource](#) web page
- Partnership [Design Plan](#)
- Family Centered Coaching and Readiness Assessments
  - [Community Action Academy](#)
  - [The Prosperity Agenda](#)

# Resources

## Aspen Ascend

- [States Leading the Way: Practical Solutions that Lift Up Children and Families](#)
- [Making Tomorrow Better Together](#)
- [2Gen Outcomes Bank](#)
- [2Gen Toolbox](#)
- [101 Trying on a 2Gen Approach](#)
- [201 2Gen Action Plan](#)
- [301 Community Guide to 2Gen Approaches](#)





# Contact Information

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