

LESSONS AND REFLECTIONS FROM FAMILY-CENTERED COMMUNITY CHANGE

Welcome and Overview



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Agenda

- Communicating During the Webinar
- The Vision of Family-Centered Community Change (FCCC)
- The FCCC Evaluation and FCCC in Practice
- Integrating Efforts and Achieving Community Change
- Panel Discussion
- Lessons for the Future
- Your Questions
- Resources for Learning More

Our Presenters



Lakeshia Bragg
United Way of San Antonio
and Bexar County



Kenya Peoples
Buffalo Promise Neighborhood



Marla McDaniel
The Urban Institute



Chasity Edwards
Community Properties of Ohio
Impact Corporation



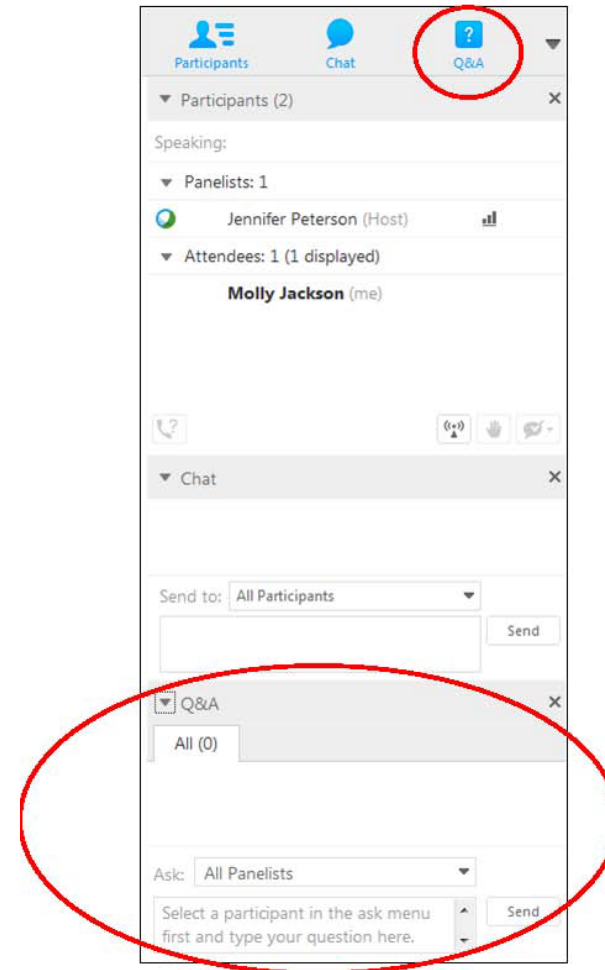
Theresa Anderson
The Urban Institute



Amelia Coffey
The Urban Institute

Communicating During the Webinar

- Communicate with us using the Chat or Q&A window in the lower right corner of your screen.
- Type questions for the panel at **any time** during the webinar; no need to wait for the end!
- This webinar **is being recorded** and will be available later at aecf.org/webinar.



The FCCC Vision

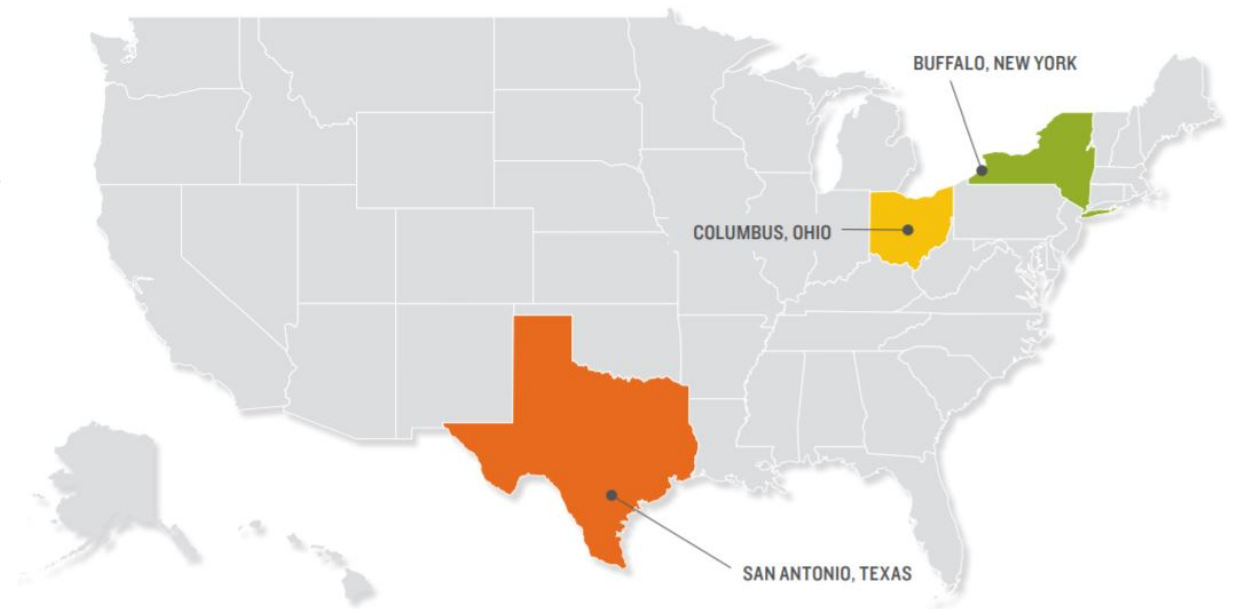


The Annie E. Casey Foundation develops solutions to build a brighter future for children, families and communities.

Family-Centered Community Change (FCCC)

The Foundation joined three partnerships, providing technical assistance, trainings and peer learning opportunities to strengthen two-generation approaches and race equity in:

- Buffalo, New York
- Columbus, Ohio
- San Antonio, Texas



What are Two-Generation Approaches?



- Aim to address the needs of parents and their children simultaneously
- Designed to help families achieve financial stability and children to develop well
 - Job training
 - Financial coaching
 - Early childhood education
- Integration of programs, staff and data
- Increasing focus on equity

The FCCC Evaluation and FCCC in Practice

Evaluating FCCC



Urban Institute Evaluation (2013-2019)

Initiative co-engagement in evaluation design

Longitudinal in-depth implementation study/process study

Descriptive cost study



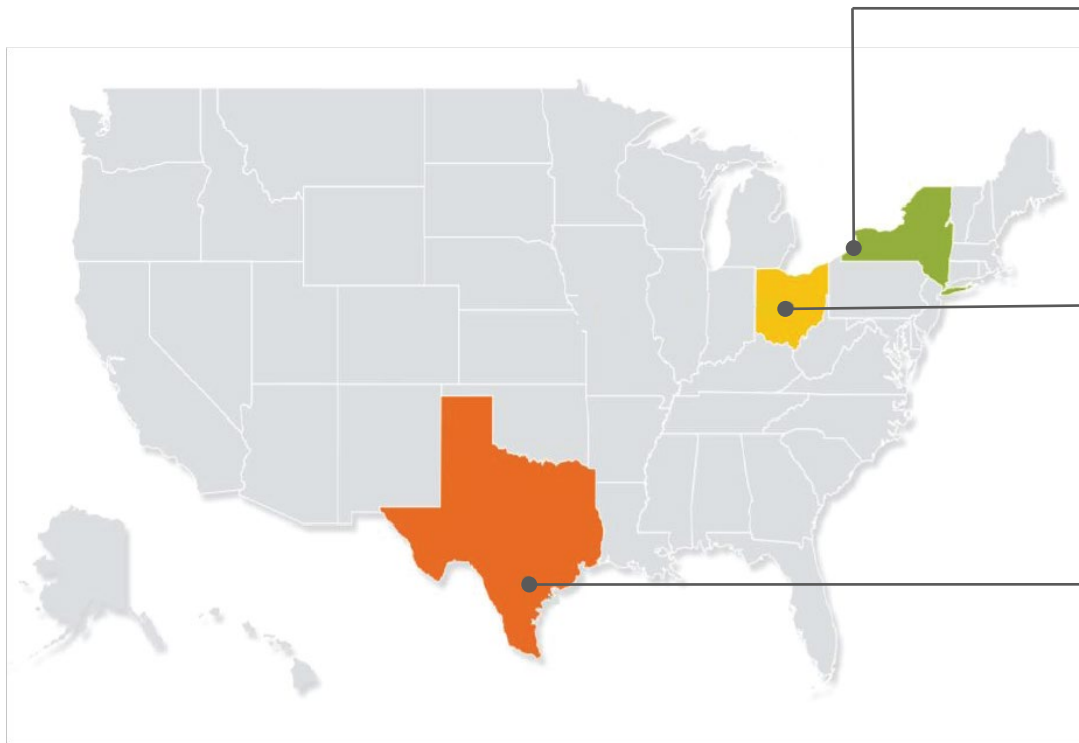
Data sources

Interviews and focus groups with program staff, administrators and participants

Program data on participant and family characteristics and program activities

Costs of staff time spent on FCCC-related activities

What Was FCCC in Practice?



Buffalo, New York

Enrolled 274 families (47% high-touch)

- 82% female
- 55% more than high school education
- 88% Black, 8% Latino

Columbus, Ohio

Enrolled 112 families (78% high-touch)

- 94% female
- 45% more than high school education
- 78% Black, 5% Latino

San Antonio, Texas

Enrolled 461 families (44% high-touch)

- 92% female
- 27% more than high school education
- 33% Black, 62% Latino

Community Profile: Buffalo

- What was FCCC building on within your community when it started?
- What did your FCCC intervention look like for families?
- How did two-generation strategies further this?



Kenya Peoples
Buffalo Promise Neighborhood

Community Profile: Columbus

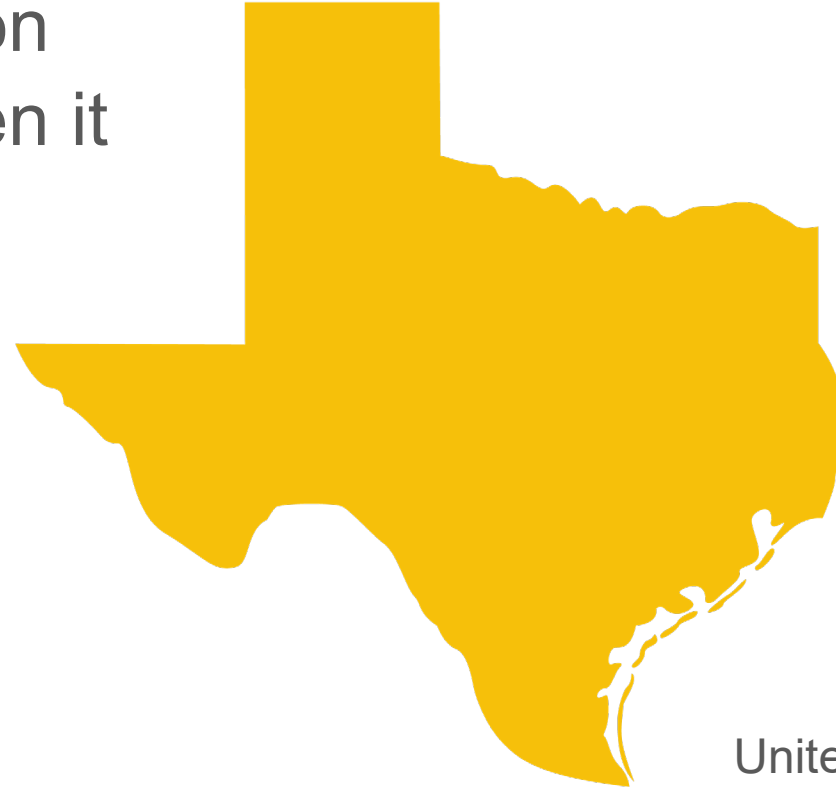


Chasity Edwards
Community Properties of Ohio
Impact Corporation

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Community Profile: San Antonio

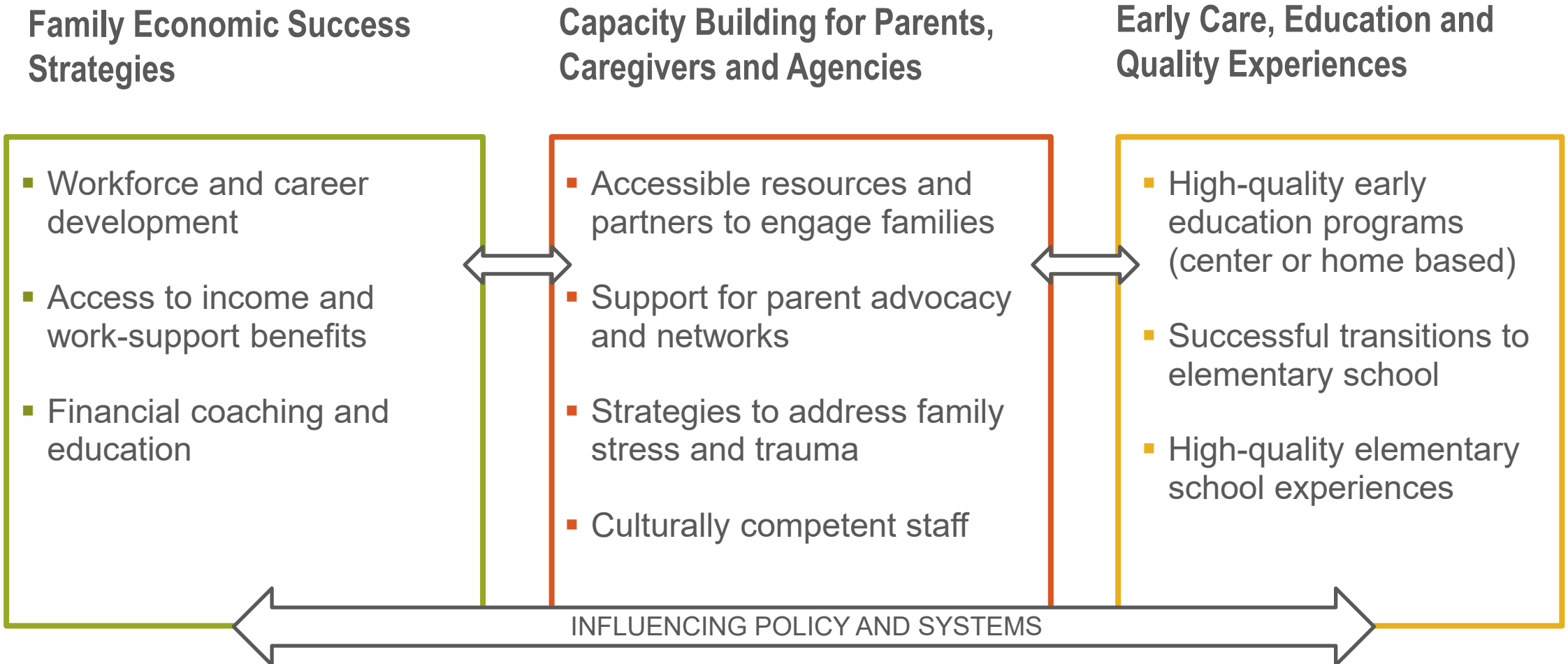
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Lakeshia Bragg
United Way of San Antonio
and Bexar County

Integrating Efforts and Achieving Community Change

Did the Partnerships Succeed at Creating Integrated Two-Generation Services?



What FCCC Achieved Across the Casey Framework

Family Economic Success Strategies

- Job and employment services were targeted to adults' goals.
- Through coaches, families connected with income and work support benefits.
- Buffalo and San Antonio offered consistent financial coaching.

Capacity Building for Parents, Caregivers and Agencies

- Capacity-building goals were partially met through family coaching and peer groups.

Early Care, Education and Quality Experiences

- Targeted interventions for individual children were limited.
- Children may have been more likely to get quality education and care.

How Communities Brought Together Adult and Child Services for Families



Used coaching as primary common component among services for families. (Many adults set a “two-generation goal.”)



Brought two-generation awareness to existing child and adult services



Developed partnerships that could lace together a complementary set of family services for community members




Co-located services and created common intake procedures that smoothed many barriers to access

Did the Partners Get to Meaningful Community Change?

- ⇒ Left a legacy in all three communities
- ⇒ Created or strengthened connections with schools and early childhood education providers
- ⇒ Established a mutual commitment among organizations to focus on families living in the communities
- ⇒ Developed new partnerships and new commitments

Panel Discussion

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What **values** are key to sustain when
implementing Family-Centered
Community Change?

2

How significant was the expertise of **frontline staff** to the development of your community's approach to the work?

3

In your community, what were
common barriers families
experienced on their journeys to
be better off?

4

How did you **shift work** during the pandemic — and will any of these changes be permanent?

Lessons for Future Work

Lessons for Future Work

1

Responding to new challenges

Service providers and other stakeholders will want to **consider a purposeful approach** to deal with social recovery and the processing of continued trauma from 2020 and 2021, **rather than going back to “business as usual.”**

2

Understanding the context

Local residents and long-established community-serving organizations are **experts on many contextual challenges** and can provide important insights, **alongside a traditional scan of community data indicators.**

3

Incorporating a broader understanding of equity

Going beyond local context to **understand and mitigate the continued effects of racism** and exclusion for families will help advance meaningful community change.

Lessons for Future Work

4

Defining the framework and goals

Setting out a framework for two-generation initiatives that includes not only the types of services but the nature of the glue that should bring them together could improve family experiences.

5

Ensuring racial and ethnic inclusion

Disrupting racist paradigms requires real power sharing, where families and communities are included and centered in developing strategies to break their own cycle of intergenerational poverty, with resources and tools to take action.

6

Engaging partners at multiple levels

Engaging the policy and service ecosystem, individual organizations and resident families in planning and design may allow for new, creative opportunities to emerge.

Lessons for Future Work

7

Defining partnership dynamics

Specifying key elements of **partnerships** in a way that all partners are comfortable with will increase the chance of **successful, sustained organizational relationships**.

8

Understanding impact

Documenting the **effectiveness** of an intervention helps inform meaningful change efforts and **makes the case for continued investment** of energy, time and financial resources.

Your Questions

Learn More About Family-Centered Community Change

- Read the Urban Institute FCCC context and equity reports at <https://www.aecf.org/blog/external-forces-affect-efforts-to-serve-parents-and-children-together/> or [on the Urban Institute's website](#).
- Read lessons from the Urban Institute about FCCC partnerships: <https://www.aecf.org/blog/building-strong-local-partnerships-5-lessons-from-family-centered-community/>
- **Stay tuned** for the upcoming release of the overall FCCC evaluation and cost study.





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*Developing solutions to build a brighter future
for children, families and communities*

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