Community Action Partnership
Annual Conference

Building a Two-Generation Approach
to Improving Family Economic Security and Well-Being

September 1, 2016
Learning Objectives

• Develop an understanding of two-gen approaches
• Learn about ACF commitment to and support for two-gen approaches
• Hear about two concrete examples – CAP Tulsa and Rural IMPACT
• Get your hands dirty with some two-gen components that might be relevant to your work
• Meet new colleagues
Agenda

• Who’s in the room (20 minutes)
• Two-gen overview + Two-gen at ACF + Opportunities for Two-gen in CSBG (40 minutes)
• Table conversation & Sharing – Why might my CAA take on a two-gen approach? What is exciting? What is challenging (5 minutes)
• Case studies: CAP Tulsa and Rural IMPACT (15 minutes)
• Two-gen Logic Model (10 minutes)
• BREAK (15 minutes)
• Partner brainstorm (15 minutes)
• Data brainstorm (15 minutes)
• Walk through a Journey Map (10 minutes)
• Build your own Journey Map (30 minutes)
• 3-5 things to remember / noodling (10 minutes)
Who’s in the Room?

• Introductions
• What exposure have you had to two-gen?
  – Webinars, plenaries or breakouts at other conferences, we do two-gen at our CAA
  – On a scale of 1 to 10, rate your current familiarity with the two-gen concept
The Challenge

• More than 1 in 5 children in the U.S. live in poverty
  – That’s about 16 million children
• But poverty varies by race and ethnicity
  – 39% of African American children
  – 36% of American Indian children
  – 32% of Hispanic children
  – 13% of white children
• Rural areas also have a higher poverty rate
  – About 25% of rural children in poverty
A Promising Solution:
Two-Generation Approach
Why Use a Two-Generation Perspective?

• Funding streams and programs typically address the needs of parents and children separately
• Workforce programs often treat children as a barrier to connecting a parent to a job
• Child Care staff may be unaware of the efforts a parent is putting into training or employment
• Two-gen approach recognizes parents and kids succeed when they are both getting what they need
The Two-Generation Approach

From Ascend at the Aspen Institute
The Goal: Better Outcomes for Families

PARENT OUTCOMES
- Less parental stress
- Stronger parenting skills
- Parent confidence as child’s first teacher

CHILD OUTCOMES
- Child is ready for school
- Improved social and emotional development
- More positive high-quality interactions with parents

FAMILY OUTCOMES
- Increased family income and financial security
- Ability to meet basic needs
- A stable and secure environment
Which Services?

- **Parent centered:**
  - Occupational training
  - Post-secondary education
  - Adult Basic Education / GED
  - English as a Second Language
  - Financial coaching
  - Parenting skills
  - Home visiting
  - Health & Well-Being

- **Child centered:**
  - Early Head Start / Head Start
  - High-quality child care
  - Home visiting
  - Health & Well-Being
Social Capital – the Secret Sauce
Two-Gen as a New Way to Do Business – Not a New Program

• It is an approach not necessarily a model or initiative (but some are testing and trying to figure out program models)
• It is not asking a system or program to do it all
• It is putting the burden of alignment and coordination off of parents and onto programs, systems and policies
• Intentionally linking services is what makes two gen different
• Quality of services is important. Linking mediocre services will not have the same impact
A Two-Generation Approach
Meets the Needs of Children and Parents Together.

ACF brings a **two-generation philosophy** to its efforts, and works to support and advance two-generation approaches through its research, technical assistance, and program and policy guidance.
Our Commitment

ACF is committed to:

- **identifying opportunities** to apply these principles to programs we administer,

- identifying the best ways to **support** their adoption in state, tribal, and local efforts, and;

- advancing a **research agenda** that will enhance our understanding of effective two-generation approaches and their impacts for children, parents, and families.
ACF Promotes and Supports...

- linkages between high quality educational services for children and workforce development services for their parents;
- programmatic efforts to help parents gain the skills, knowledge, and resources to support their child’s development;
- ensuring that families have access to the economic and social supports needed for stability and resilience and healthy child development, and;
- helping families build social capital that can support both resilience and upward mobility.
ACF – Technical Assistance

- OFA: Systems to Family Stability National Policy Academy
- TANF Regional Conferences
- OFA TA Webinar
- OCS Community Action Partnership National Webinar and National Conference
- OHS – Building Foundations for Economic Mobility Webinar
- OCSE – Child Support Noncustodial Parent Employment Demonstration Project
- ACF Regional Administrators Webinar
ACF – Guidance

✓ Staking out two-gen principles for ACF
✓ Information Memorandum to TANF
✓ Information Memorandum to CSBG
✓ Letter to the Human Services Commissioners
  • Webinar with the Commissioners
  • Webinars to further engage Regional Administrators, Regional Program Managers, and State Staff
ACF - Research

• Early Head Start University Partnerships: Buffering Toxic Stress – an evaluation of 6 different parent-child interventions

• Head Start University Partnerships: Dual Generation Approaches – an evaluation of 4 models

• Two-Generation Approaches to Improving Family Self-Sufficiency – a comprehensive literature review & two-gen scan to build knowledge for future evaluation & research
Opportunities for Two-Gen in CSBG

- Planning & Coordination
- Supporting Economic Security
- Two-Generation Innovation
Planning and Coordination

• Community Needs Assessment and Community Action Plan
  • How can the CAA be a hub for services for children, parents, and families?

• Coordination of Services
  • It’s more than a referral

• Using Data to Identify Service Gaps
  • How can a CAA help a community set shared goals and share data to track families?
Supporting Economic Security

• Employment
  • Build two-generation elements such as parenting or executive function skill-building into employment programs

• Income
  • Design best-practice programs to help parents earn more income, and support their child’s development at the same time

• Asset Building
  • Build staff capacity to work with families on financial security
Two-Gen Innovation

• Discretionary Funds
  • Seed innovative pilot programs
• Learning Communities
  • Bring innovators together in trainings and workshops to learn from each other
• Social Capital
  • Local agencies can design ways for families to get to know each other and build supportive relationships
Table Discussion (10 minutes)

Individually reflect & jot down thoughts on the following questions:

• Why might my CAA take on a two-gen approach now?
• What is exciting or appealing about the two-gen approach?
• What might be challenging about making it happen?

Discuss as a group
Two-Gen at CAP Tulsa

Head Start

Cap Tulsa
Helping Families Succeed

Career Advance ©

Health Profession Opportunity Grants
What does Two-Gen look like to a CAP Tulsa Family?

• Two-gen message infused in marketing & recruiting materials:
  • Children enter school prepared for success.
  • Families create a nurturing & secure environment for their children.
  • Families are connected to one another.
• Two-gen message at intake & enrollment
• Two-gen message in Family Handbook
• Specific Two-gen programs discussed during Family Success Plan conversations
A Two-Gen CAP Family

• This mom started in CareerAdvance nursing track when she had a 3-year old and a 4-year old enrolled at the Disney Early Childhood Education Center.

• Her classes and her children’s classes were scheduled for the same time.

• She had a CAP Tulsa Career Coach and her Head Start Family Support Specialist. Her community college instructors received training in the CareerAdvance model.
CareerAdvance® Expected Outcomes

• Advance from having a “job” to having a “career” in a high-demand occupation with family-supporting wages and opportunities for wage growth
• Improve family economic stability
• Increase self-confidence, self-efficacy, and expectations for success
• Develop behaviors conducive to success in the academic and work worlds, which they model for their young children
CareerAdvance® Expected Outcomes

- Increase children’s school attendance
- Improve children’s cognitive and socio-emotional assessments over time
- Develop families’ skills for better managing the combination of work, school, and raising children through effective time use and household organization
CareerAdvance© Key Program Components

- Cohort enrollment to build social networks
- Career coaching
- Stackable credentials
- CORE course to prep for college work
- Child care and transportation
- Performance-based incentives
- Links to employers
Two-Gen Focus at Partner Meeting

• CareerAdvance® Partner meetings build peer support, soft skills, and strategies for being student-parents.
• Learning Games to talk about teachable moments and making the most of busy schedules.
• Mindfulness techniques help parents manage stress and model self-regulation.
CareerAdvance® Key Program Partners

- Tulsa Technology Center
- Tulsa Community College
- Union Public Schools
- Tulsa Area Workforce Investment Board & Service Provider
- OK Department of Human Services
- OK Employment Security Commission
- UT-Austin and Northwestern University
Goal:
• Reduce child poverty in rural and tribal areas

**HOW:**
By improving the well-being of children, parents and families

**THROUGH:**
A two-generation approach that will address the needs of both vulnerable children and their parents together.
The Ten Demonstration Sites
## Rural IMPACT Sites

<table>
<thead>
<tr>
<th>Location</th>
<th>Backbone Organization</th>
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<tbody>
<tr>
<td>Oakland, MD</td>
<td><strong>Garrett County</strong> Community Action Committee &amp; <strong>Allegany County</strong> Human Resources Development Commission, Inc.</td>
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<tr>
<td>Berea, KY</td>
<td>Partners for Education at Berea College (Knox County)</td>
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<tr>
<td>Marshalltown, IA</td>
<td>Mid-Iowa Community Action, Inc. (Marshall County)</td>
</tr>
<tr>
<td>Jackson, MS</td>
<td>Friends of Children of Mississippi, Inc. (Sharkey, Issaquena, Humphreys Counties)</td>
</tr>
<tr>
<td>Hillsboro, OH</td>
<td><strong>Highland County</strong> Community Action Organization, Inc.</td>
</tr>
<tr>
<td>White Earth, MN</td>
<td>White Earth Reservation Tribal Council (Mahnomen, Clearwater, Becker Counties)</td>
</tr>
<tr>
<td>Machias, ME</td>
<td>Community Caring Collaborative (Washington County)</td>
</tr>
<tr>
<td>Blytheville, AR</td>
<td><strong>Mississippi County</strong>, Arkansas Economic Opportunity Commission, Inc.</td>
</tr>
<tr>
<td>Blanding, UT</td>
<td>The San Juan Foundation (San Juan County)</td>
</tr>
<tr>
<td>Hugo, OK</td>
<td>Little Dixie Community Action Agency, Inc. (Choctaw, McCurtain, Pushmataha Counties)</td>
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Rural IMPACT: (Rural Integration Models for Parents and Children to Thrive)

By the Numbers:
• 10 community driven action plans outlining two-gen strategies & desired outcomes
• 13 actively engaged Federal agencies & partners
• 20 AmeriCorps VISTA volunteers to augment local capacity

Examples of Strategies:
• Physical co-location of services in Maine, Arkansas, Kentucky
• Shared measurement systems in Maryland and Iowa
• Centralized intake in Ohio, Minnesota, Utah, Oklahoma and Mississippi
What We’ll Have After One Year

• Examples of innovative models that respond to local needs and strengths
• Innovations in practice or integrated service delivery
• Examples of families that received services in a new and better coordinated way
• A descriptive report
• Momentum to continue and scale
Two-Generation Logic Model FRAMEWORK
Developed by Ascend at the Aspen Institute and tailored for the Rural IMPACT Two-Generation Demonstration Initiative

**Target Population**
- The families you’re working with as part of your two-gen effort

**Inputs**
- Financial, Material, Personnel, Technology … *the things that make your 2G effort possible!*

**Activities & Services**
- Adult Activities/Services
- Parent Participation and Engagement

**Outputs**
- Complementary and mutually reinforcing

**Short-term Outcomes**
- **Parent:**
  - Health and well-being results
  - Postsecondary education and workforce results
  - Economic asset building
  - Social capital
  - Parenting capacity

**Medium-term Outcomes**
- Longer and better parent, child, and family results
- Multiplier effects across generations

**Long-term Outcomes**
- Return on investment for communities

**Children**
- Health and well-being results
- Quality early child care and education
- Ready for school
- Academic success
- Stronger bond with parent

**Children Activities/Services**
- Child Participation

**Activities**
- Parent Participation and Engagement
- Adult Activities/Services

**Target Population**
- Child

**Activities**
- Child Participation
- Child Activities/Services
15 Minute Break!
Team Assessment – Services and Partners
(20 minutes)

• What services would you align to promote:
  – The educational development of parents and children?
  – The economic security of the family?
  – The health and well-being of children and parents?
  – The social capital of families?

• Who provides this service right now?

• Do you already have a relationship with them?
Team Assessment – Data
(15 minutes)

What do you already know about the children, parents, and families you serve?

As a team, complete the data matrix on what data you already collect, how you collect it, and how you use it.

• For items that you do not currently collect, discuss whether it might be helpful and how you could collect it.

• What other measures would you need to collect?
What is a Journey Map?

• Identifies key moments for your customer as they experience your service(s)
  – How customer first becomes aware
  – How they make a decision to enroll
  – What their first interaction is like
  – Any subsequent steps they have to go through
  – How they might become a repeat user

• Focus on the 3-5 most critical touchpoints
Example of CAA Customer Journey

1. Fill out Head Start application
2. Fill out financial education application
3. Fill out job training application
4. Family Assessment, goal setting & Partnership agreement
5. Financial Assessment and goal setting
6. Assessment, testing, and goal setting
7. Attend weekly classes
8. Attend job training classes
9. Take child to school every day
What does YOUR Customer Journey Map look like?

- Using sticky notes, identify key touchpoints for customers seeking to improve their education and economic security.
- On flip chart paper, arrange them in order.
How can you make your customer’s journey more two-gen?

1. At the top of your flip chart paper, write your key objective in building a two-gen approach.

2. Review your list of two-gen services and potential partners and consider:
   - Which ones do we need to meet our key objective?

3. Move your sticky notes around and add new ones as appropriate to build a two-generation design.
   - Are there other two-gen elements you want to reflect here?
Wrap-Up

• Write down 3-5 things you want to take back home with you.

• What is one thing you could do in the next 2 weeks to begin or deepen your two-gen work?
Two-Gen Resources


Two-Gen Resources


Contact Information

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