



# ENGAGING THE WHOLE FAMILY

TAKING THE WHOLE FAMILY APPROACH FROM THEORY TO PRACTICE

PART 2





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THANK YOU!!!!



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# AGENDA

- Review of the Whole Family Approach & Key Concepts
- Discuss steps to plan a Whole Family Approach

# WHAT IS THE WHOLE FAMILY APPROACH?

- A **family-led** strategy that intentionally and simultaneously works with children and adults in their lives to achieve their goals together.
- Preventative
- Long-term change
- Stability
- Well-being
- Data driven and deeply rooted in evaluation
- Grounded in equity
- Centers around partnerships

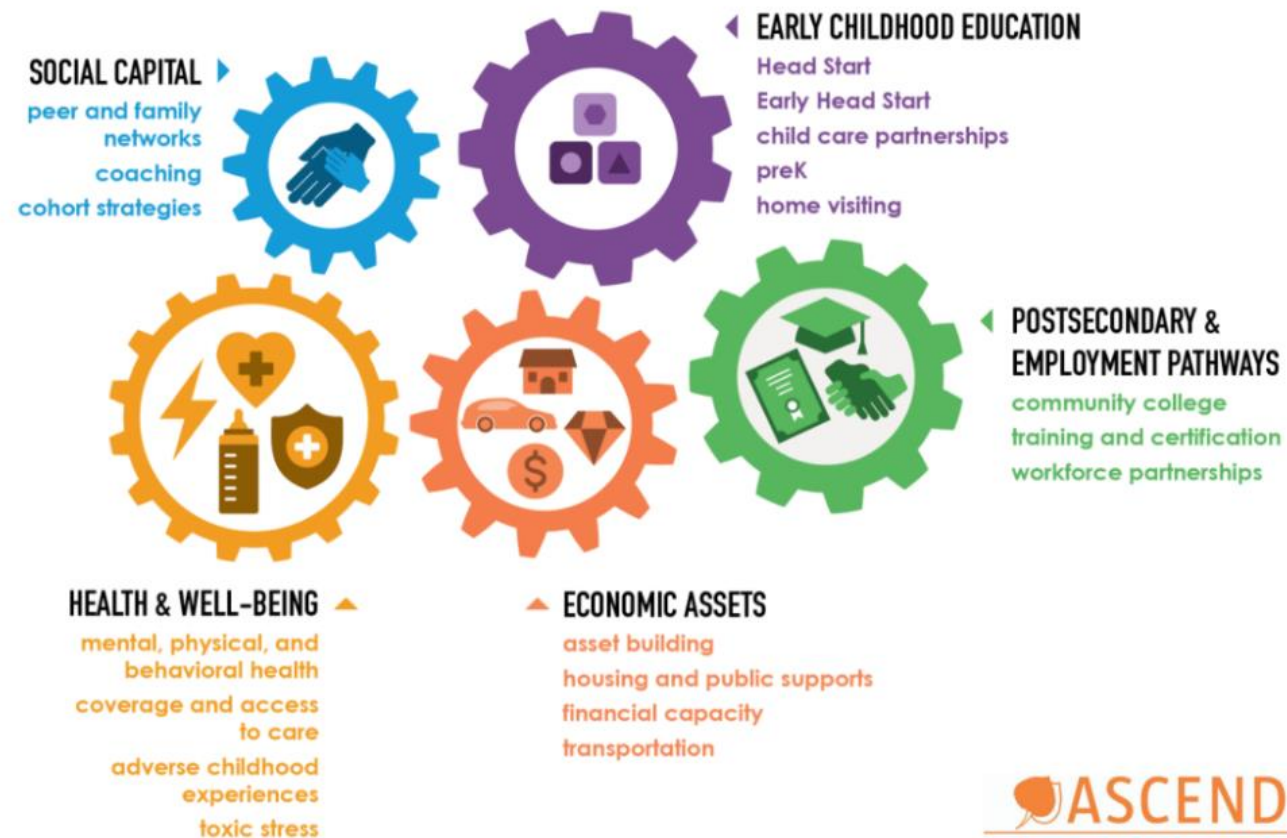
# CONCEPTS OF THE WHOLE FAMILY APPROACH

It recognizes that each family unit is defined differently and has unique needs.

It recognizes that families know what they need and want in life.

Family members work together to set goals, create a plan, establish, and maintain their stability and well-being.

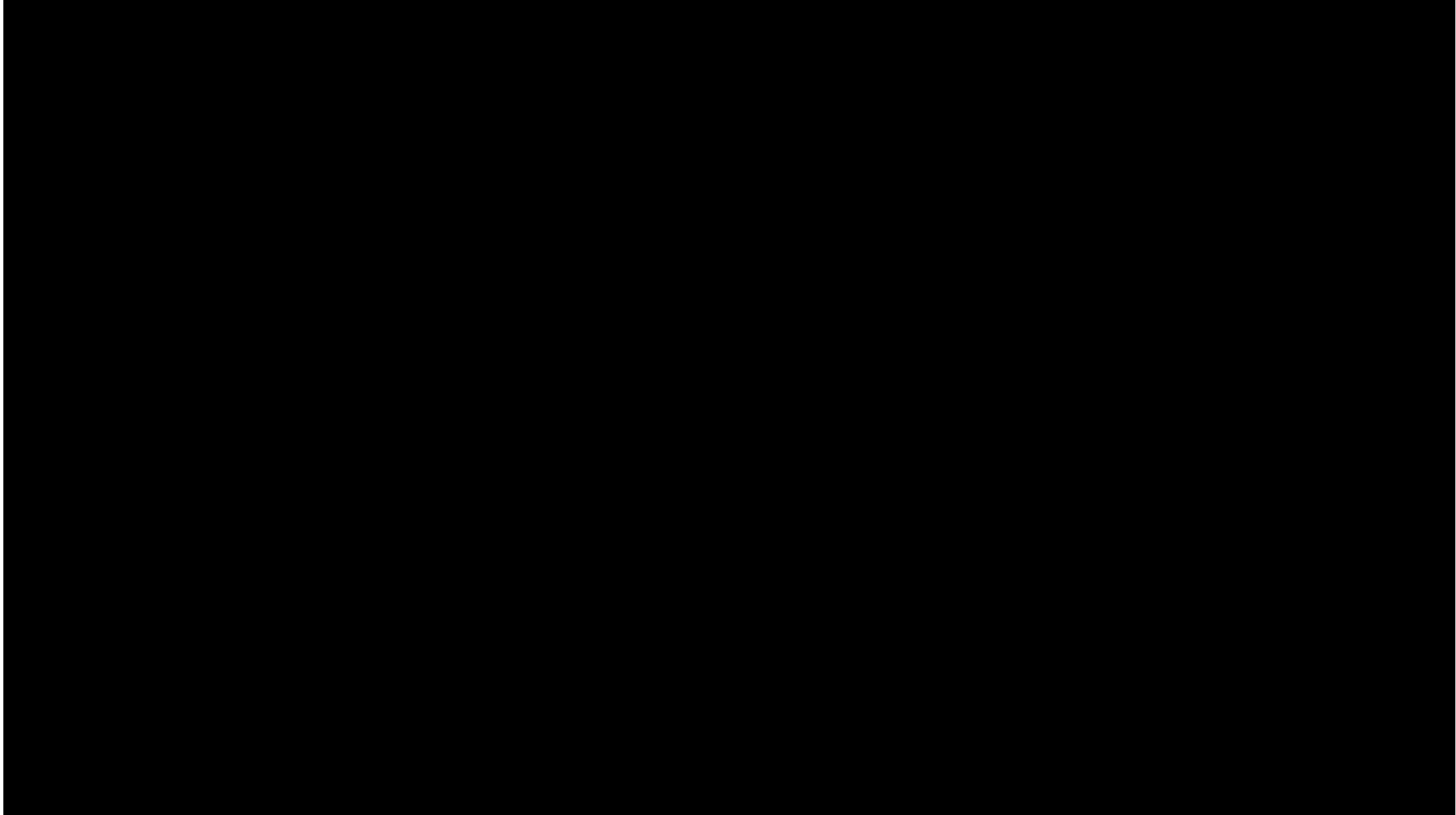
# FIVE KEY COMPONENTS OF THE WHOLE FAMILY APPROACH





# WHOLE FAMILY APPROACH REVIEW

- Family Led—The family is the expert of their needs
- Integrates services and deepens partnerships—alignment of intentional, high quality supports,
- Coaching—vs case management
- Centered in equity, particularly, racial equity
- Intentionally measures child, parent, and family outcome
- Foster innovation and evidence together
- Align and link systems and funding streams
- Continuous improvement





# PLANNING & IMPLEMENTATION

AGENCY ACTIVITIES



# DESIGN PLAN

- Identify the problem, population, and needs
- Document anticipated goals
- Build a coalition
- Link organization activities to the Whole Family Approach
- Establish data measures
- Develop a theory of change and logic model

# FIRST THINGS FIRST: PLAN TO PLAN

- Commit to equity
- Bring the data (census data, labor statistics, needs assessment, strategic plans, data collected from your programs, evaluations, internal program offerings, external partnership and their program data)
- Start small, remember you can scale up



# IDENTIFY THE PROBLEM, POPULATION, NEEDS

## Guiding Questions:

- Look at data related to the issue.
- What problem will the WFA help solve?
- Who is most impacted?
- Who could benefit the most?
- What is the root cause of the problem?
- How can you support families in reducing this disparity?

\*It is recommended to address no more than 5 problems to start off prioritizing: What is most important? (use the data, and consider your resources when prioritizing)

# IDENTIFY THE PROBLEM

## Worksheet 1.1: Identifying the Problem

The first part of identifying the problem, or answering the “*what*” question, is making sure that the problem to be addressed is actually a problem and that it can be clearly defined through data analysis and communicated to others.

Write a brief statement about the problem. Is it an unmet need, an identified need for improvement or an unaddressed mandate? Use multiple sources of data to identify or confirm this is a problem.

After identifying the problem, the next step is to identify the root cause of the problem. This can be done through a process called [Root Cause Analysis](#). A key principle of Root Cause Analysis is that the underlying causes of a problem must be understood before the problem can be addressed. The basic approach of Root Cause Analysis is to continue asking and answering why the problem exists until the problem’s cause or causes are understood.

# IDENTIFY THE TARGET POPULATION

## Worksheet 1.2: Identifying the Target Population

After the problem has been identified, describe who is at risk of experiencing it. In other words, who is the target population? Remember WFA approach focuses on serving children and their parents or caretakers. Your agency may serve a much broader population, but when planning for WFA we are focused on children and parents simultaneously.

Describe the overall target population and include any data or evidence you have collected to more clearly define the target population.

What is the specific geography you want to serve during this time?

What family population will you target as your priority through your WFA? For example:

- *"Families that have a child enrolled in the Springfield Head Start program"*
- *"Families in X town or Y neighborhood living at or below 200% of poverty with children aged 0-4"*

As of [current date], what was the baseline number of these Target Families in the geography you are covering? How many of these Target Families do you aspire to serve in the first year of implementing your WFA or a pilot WFA? In the first two years?

What are the top five most important situational, demographic, economic, social and/or cultural characteristics of these Target Families that you need to consider as you design your WFA?



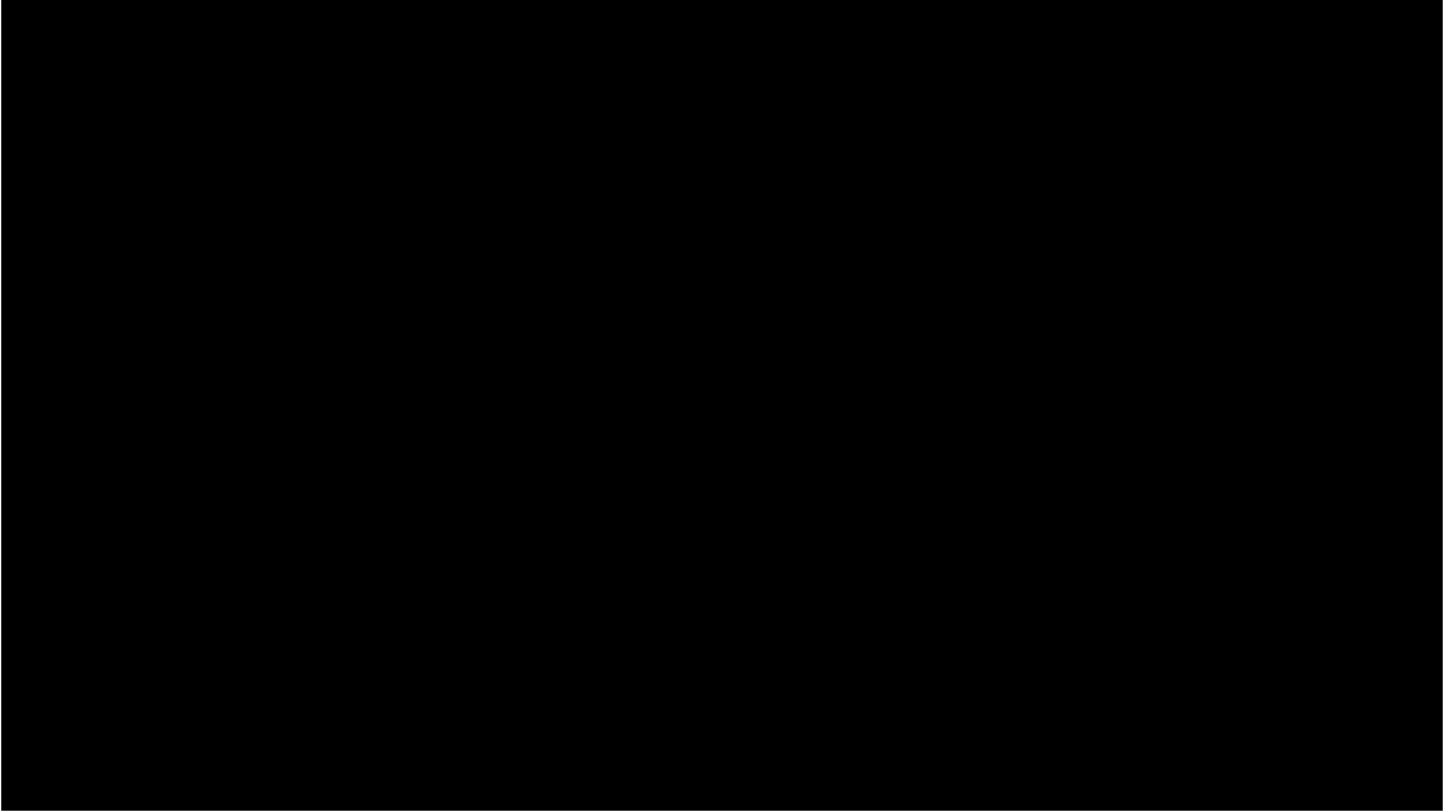
# TARGET POPULATION NEEDS

## Worksheet 1.3: Describing Target Population Needs

Describe the needs of the target population. Identify needs that should be remedied for families to reach success.

Based on what you have discovered and are discovering from Target Family consultation and feedback, partner and staff experience working with families, and data you have collected, please describe the **three to five top** obstacles facing your Target Families that you are trying to make sure your WFA “solves.” For example:

- *Family has to go to multiple locations*
- *Parents have no access to training programs*
- *Current services don't accommodate non-English speakers*



# ADVISORY COUNCIL

- Start involving the target population into the planning process. Invite them to share their experiences, and potential goals and barriers they have experienced. (Confirm the problem you identified is the problem.)
- Compensate them for their time and expertise.
- Ask how you can better serve and engage the target population.
- Conduct a focus group or survey of the target population, find out how they feel about your services and any new services they may need.

# DRAFT YOUR VISION

- Describe a vivid picture of a better place that is in the future.
- Appeal to the heart and mind.
- It should be specific enough to drive decision making.
- It should be flexible enough to be adaptive to changing conditions.
- It should be easy to communicate.



# GOAL SETTING

- What are you trying to accomplish?
- What are the intended results based on the root causes and identified problems?
- Is the problem you identified within your control?

## Example:

- Goal:
  - Families are more financially stable
- Measures:
  - The parents' credit rating has increased by X%.
  - Each child in the family has a savings account for college.
  - The family has reduced its debt burden.

# DEFINE YOUR GOALS

## Worksheet 1.5: Defining Your Whole Family Approach Goals

Please use this page to identify the intended results or what you are trying to accomplish by developing your WFA. The intended results should be based on the root cause and identified problems you developed earlier and the needs and characteristics of the target population.

- In Column A, please list the “Five Big Results” that you want to become true for families that come in the agency’s “door.” You might think of these as your goals (and theirs!) for the families. *An example entry in column A might be “Families are more financially stable.”*
- In Column B, please list the three to five most important things that would indicate to you that you and the families had achieved the results in Column A. You might think of these as what you would measure. *Examples for this column that align with “Families are more financially stable” might be:*
  - *The parents’ credit rating has increased by X%*
  - *Each child in the family has a Children’s Savings Account for college*
  - *The family has reduced its debt burden*

	Goals	What to measure
1		
2		
3		
4		
5		

## NEXT STEPS

- Begin sharing the draft vision and goals with staff and key stakeholders
- Review internal engagement materials, how well do they align with the target audience and goals identified.
- How often and well are you serving the target population?



# PLANNING AND IMPLEMENTATION

## COALITION PLANNING





# ESTABLISH YOUR GUIDING COALITION

- Who needs to be at the table in order for your families to meet their goals?



# MEETING OF THE MINDS

- Review with partners the steps you've taken already.
- Make a list of services you all want to include in your WFA.
- Begin learning how your services align, or do not align with one another.



# JOURNEY MAPPING

Journey Map the services you plan to include in your Whole Family Approach.

- Include the target population in this discussion.
- What is the current journey like?
- What would a family's journey look like with aligned and integrated services?
- What has to change for the envisioned journey to happen?

# COORDINATION OF SERVICES

- Discuss how you can connect your services **internally** and **externally with partners**?
- What systems or policies need to change?
- What new programs or partnerships do you need to develop?
- Include frontline staff that know the internal working of programs that will need to be connected.



## Worksheet 2.6: Aligning Existing Services

What existing services are already available in your organization/area that you want to bring “into WFA” – or connect to – in order to serve children and parents *together*?

*Please organize the information in a table like the one below and on the next page. Include more information as you see fit.*

Existing whole family service that we want to provide or connect to	For whom in the family is this service needed/relevant? <i>(e.g., parent, young child, teen, etc.)</i>	Organization/ Program(s) currently providing the service	Where can the Target Families currently access this service?	Other Pertinent Information



## NEXT STEPS

- Discuss what beliefs, skills, behaviors, or attitudes of the target population that would have to change?
- What internal policies, systems, and resources are needed to make your plan successful?
- Begin researching software that may be needed to collect client information and track program and family goals and progress.
- Engage with any additional partners identified.



# PLANNING AND IMPLEMENTATION

FINALIZING THE PLAN





# DATA MEASURES

- List outcomes you currently measure.
- Identify new outcomes and how you will measure them.
- Ensure that equitable data practices are used by finding measures created for your target population.
- Begin researching evaluation tools.

# THEORY OF CHANGE



## Appendix A. Whole Family Approach Theory of Change Example (Illustration)

### What is the desired change?

Parents achieve a level of economic success that shortens the spell of poverty experienced by their children, and child education and social and economic development is improved. Family connections to healthy professional and non-professional support increase.

### What are the child, parent, and family outcomes?

Increases in: Family income; skill training, education levels, social and emotional well-being, executive functioning and connections to others outside the home.

### What activities are facilitating this change?

High-quality, intensive, coordinated parent and child services: family-centered coaching; customized skill training; early childhood education; tutoring; family counseling; mentoring; executive functioning and financial capability skill building; family cohort experience.

### Why do you expect to see changes?

We will work with families for as long as they need. We will meet each family where they are and help them craft their plan to build their capabilities and unlock their full potential. We will treat families with dignity and respect and support them on their journey. We will connect families together and work with them to identify structural and systemic barriers that are blocking their progress, and we will all work together to address these barriers at the community or systems level.

### Vision

Families reach their full social and economic potential.

### Theory of Change Statement

If we provide comprehensive, customized support to children and the adults in their lives to help them achieve developmental milestones, social connectedness, and economic stability then we have the best opportunity to break the intergenerational cycle of poverty in our community.

# LOGIC MODEL



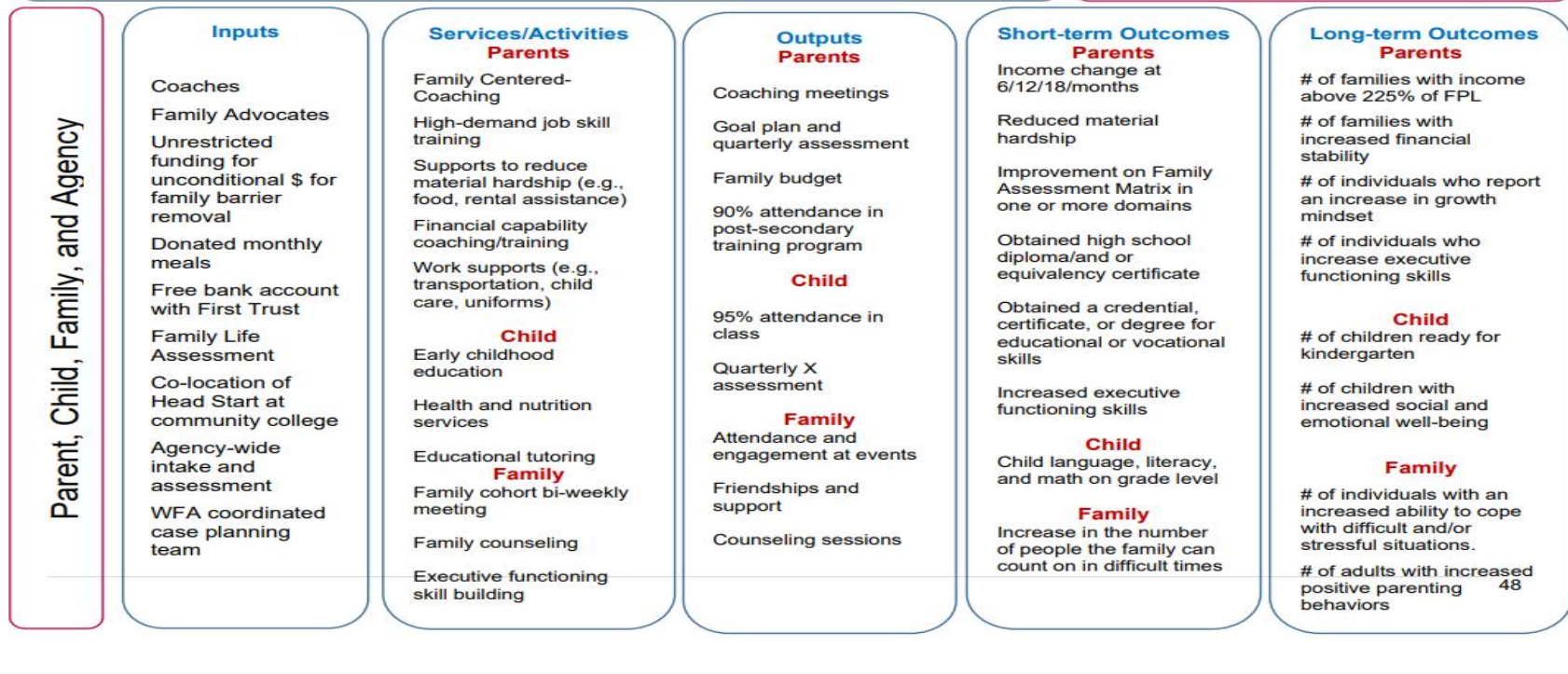
## Appendix B. Whole Family Approach Logic Model Example (Illustration)

**Theory of Change Statement:** If we provide comprehensive, customized support to children and the adults in their lives to help them achieve developmental milestones, social connectedness, and economic stability then we have the best opportunity to break the intergenerational cycle of poverty in our community.

### Vision

Families reach their full social and economic potential.

**Target Population:** Families in Sunflower County below 200% of FPL with children ages 0-5, and parents/caretakers 16-25 in age.



# REVIEW

- Include the target population early in your planning process.
- Ensure equity is embedded in the heart of your planning process.



THANK YOU!!!

JOIN US AGAIN ON JULY 23<sup>RD</sup> @ 12 PM CST

