

# LESSONS AND REFLECTIONS FROM FAMILY-CENTERED COMMUNITY CHANGE

# Welcome and Overview

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Burgundi Allison  
Program Associate  
The Annie E. Casey Foundation

# Agenda

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- 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

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**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



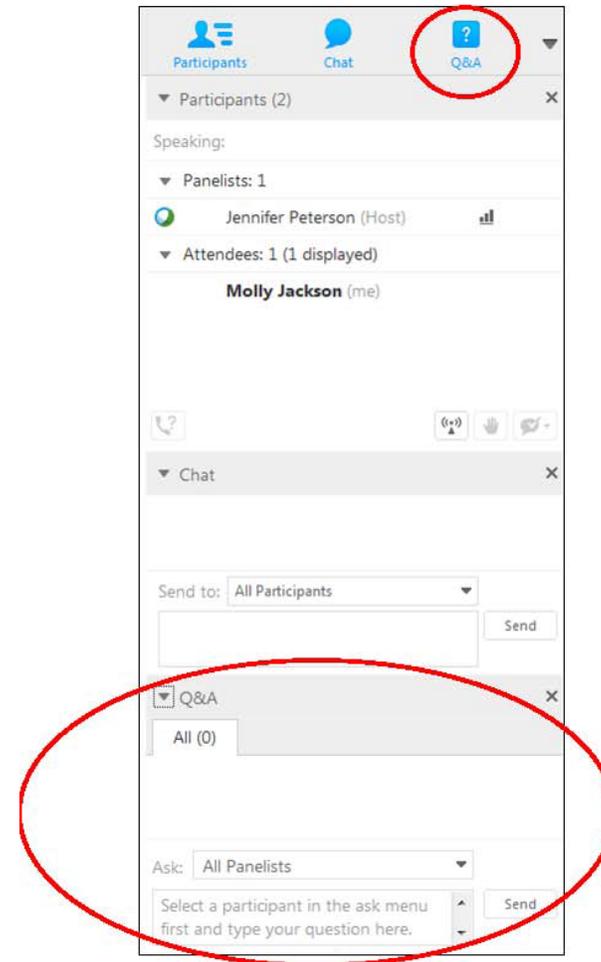
**Theresa Anderson**  
The Urban Institute



**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](http://aecf.org/webinar).



# The FCCC Vision



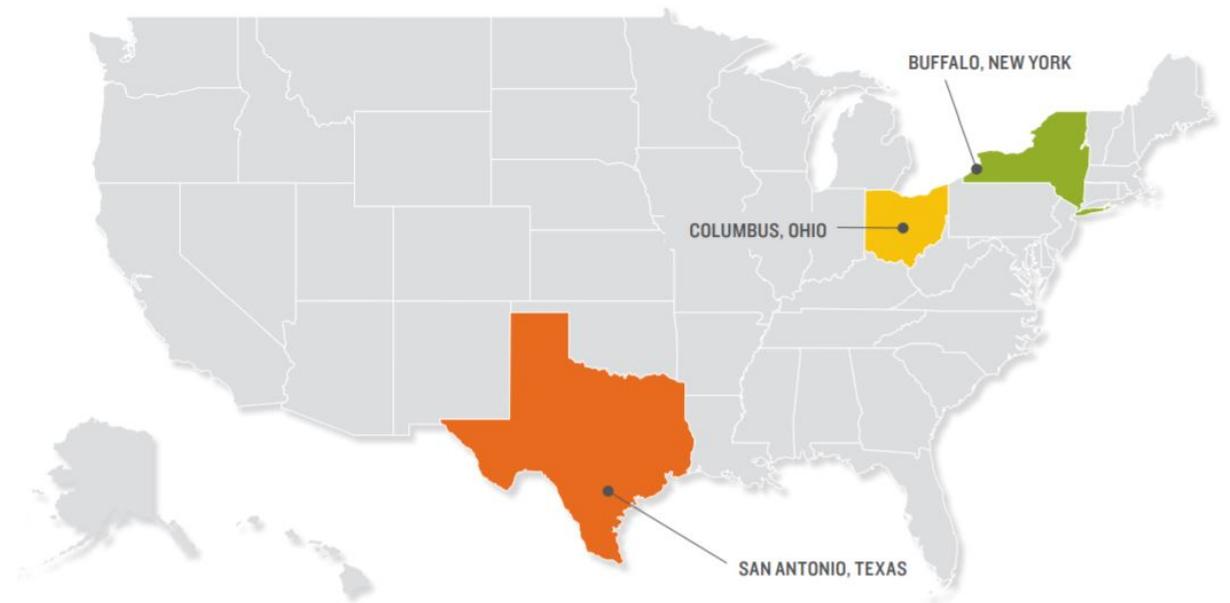
**The Annie E. Casey Foundation develops solutions to build a brighter future for children, families and communities.**

# Family-Centered Community Change (FCCC)

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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?

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- 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

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## Urban Institute Evaluation (2013-2019)

Initiative co-engagement in evaluation design

Longitudinal in-depth implementation study/process study

Descriptive cost study



## Data sources

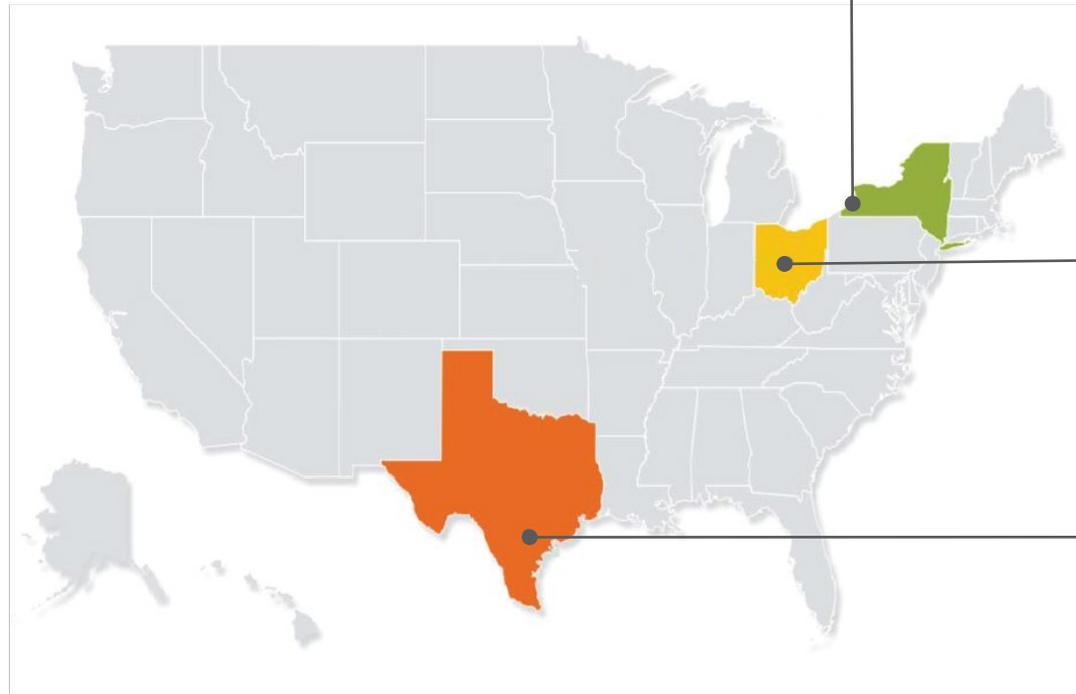
Interviews and focus groups with program staff, administrators and participants

Program data on participant and family characteristics and program activities

Costs of staff time spent on FCCC-related activities

# What Was FCCC in Practice?

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## **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

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- 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

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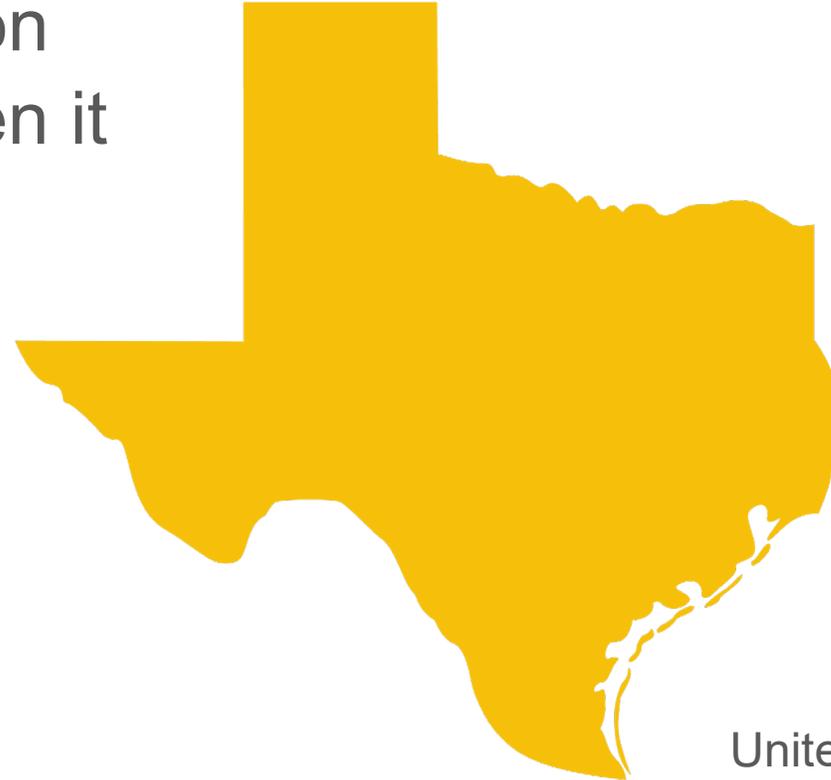
**Chasity Edwards**  
Community Properties of Ohio  
Impact Corporation

- What was FCCC building on within your community when it started?
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# Community Profile: San Antonio

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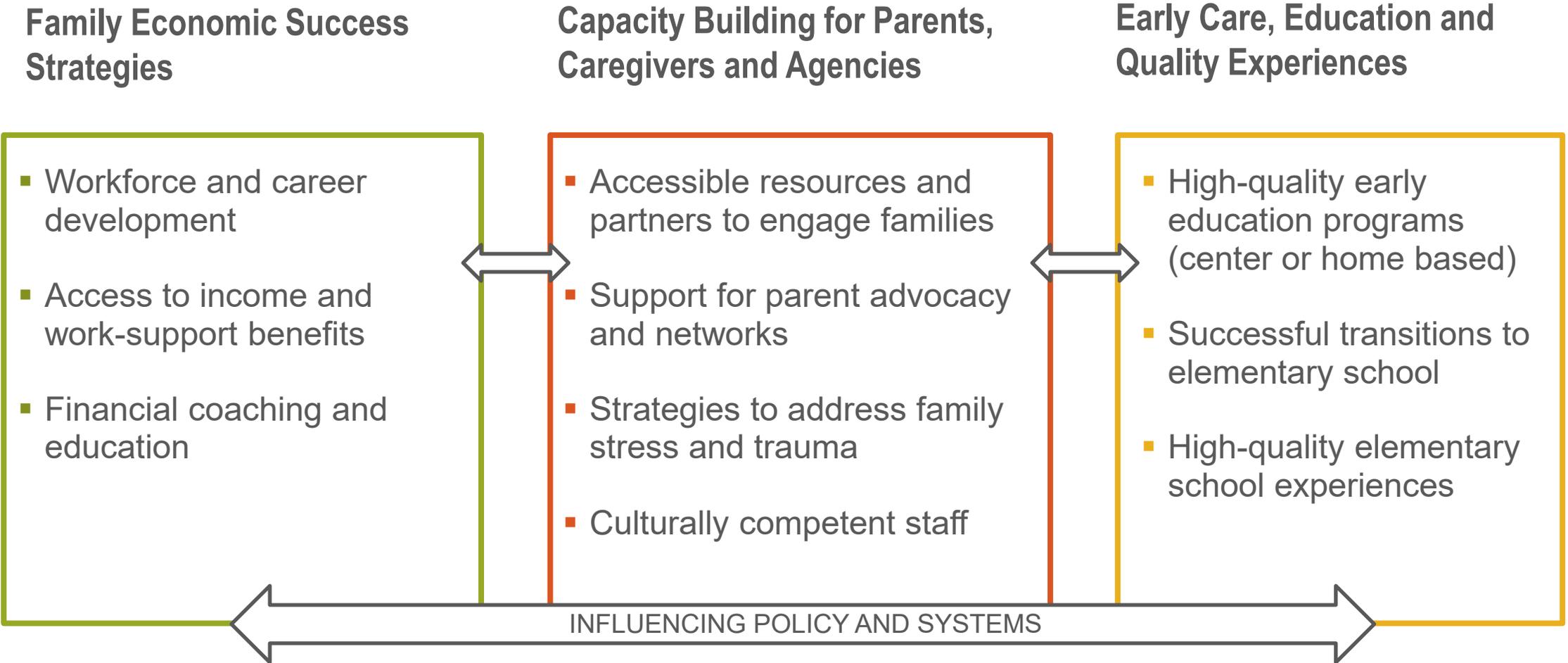
- What was FCCC building on within your community when it started?
- What did your FCCC intervention look like for families?
- How did two-generation strategies further this?



**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

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## 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

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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?

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- ⇒ 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



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

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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

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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

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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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## Fostering Racial and Ethnic Equity and Inclusion (REEI)

Lessons from Three Comprehensive Community Initiatives in Buffalo, Columbus, and San Antonio

Marla McDaniel, Amelia Coffey, Marcus Gaddy, Adaeze Okoli, Charmaine Runes, Susan Popkin, Theresa Anderson  
December 2019

The Annie E. Casey Foundation launched Family-Centered Community Change (FCCC) in 2012 to support local partnerships in three high-poverty neighborhoods as they develop more integrated sets of services—including housing assistance, high-quality education, and job training—to help parents and children succeed together in a “two-generation approach.” Rather than creating something new, the Foundation collaborated with partnerships located in Buffalo, New York; Columbus, Ohio; and San Antonio, Texas, and provided technical assistance, trainings, and peer-learning opportunities to build on their existing community-change efforts—a role the Foundation refers to as strategic colinvestor. FCCC is a seven-year demonstration project that supports these three comprehensive community initiatives (CCIs) as they establish partnerships and programming, participate in an evaluation, and develop plans to sustain the work beyond the Casey Foundation’s investment (The Annie E. Casey Foundation 2019).

Since 2013, the Urban Institute has been evaluating each initiative’s design, implementation, and outcomes for families. The theory behind the demonstration is that “two-generation approaches that coordinate high-quality programs and services for children and parents, can help break intergenerational poverty and move families with low incomes toward greater economic independence. This paper is part of a series of reports based on what we have learned from five years of observations and research.

**FAMILY-CENTERED COMMUNITY CHANGE**

supporting families,  
strengthening neighborhoods

THE ANNIE E. CASEY FOUNDATION



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

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