

#### **Family-Centered Coaching: Speakers**



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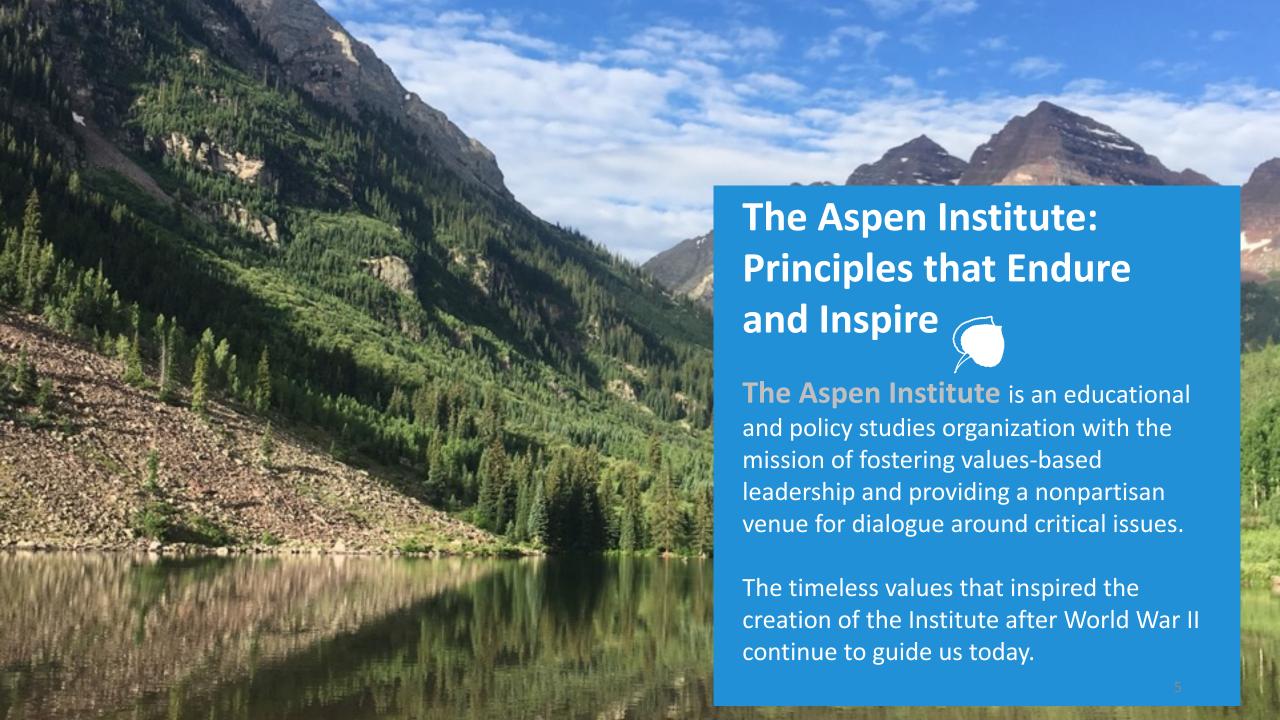
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#### **Goals of the Webinar**

#### **Goals for Discussion:**

- Share mission, strategies, and tools and resources of Ascend at the Aspen Institute
- Offer history and principles of family-centered coaching approach
- Share practitioners' perspective, including successes and challenges, in implementing family-centered coaching approach
- Offer time and space for questions and responses on challenges and opportunities in family-centered coaching



### Ascend at the Aspen Institute: A New Way Forward for Children and Families

Ascend at the Aspen Institute is the national hub for breakthrough ideas and collaborations that move children and the adults in their lives toward educational success, economic security, and health and well-being.

#### **How We Work:**

- Convene and communicate
- Build leadership and a national network
- Advance practice and policy solutions

We embrace a two-generation approach and a commitment to racial equity and a gender lens.

## Why a Two-Generation Approach

New research from Nobel-winning economist James Heckman demonstrates a **13**% return on investment in high-quality early childhood for each year of a child's life. And a college degree **doubles** a parent's income.

For families with young children who have an annual income of

\$25,000 or less, a \$3,000 increase during the years of early childhood yields a 17 percent increase in adult earnings for those children.

Recent brain research shows that the brains of new parents undergo major structural changes just as babies' brains do. Studies also show that parents with health insurance are more likely to seek care for themselves and their children.



#### **2Gen Core Components**

adverse childhood experiences,

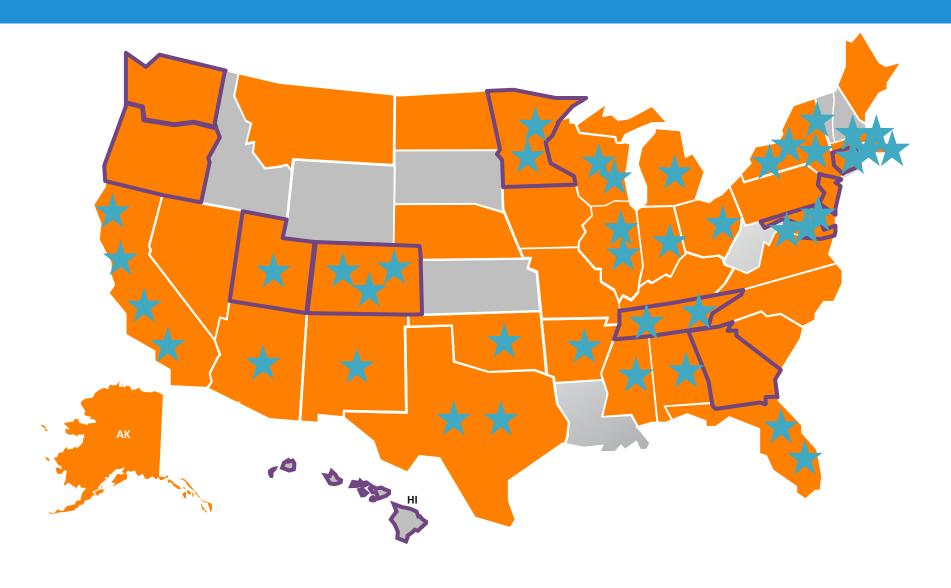
toxic stress



#### Principles to Put Children & Families at the Center

- Measure and account for outcomes for both children and their parents
- Engage and amplify the voices of families
- **DEnsure equity**
- Foster innovation and evidence together
- Align and link systems and funding streams

#### **Ascend National Network & Momentum**











# FAMILY-CENTERED COACHING

A TOOLKIT TO

Transform Practice & Engage Families

#### **INTRODUCTION – W.K. KELLOGG FOUNDATION**

- The W.K. Kellogg Foundation has a range of two-generation investments focused on working with parents and children at the same time.
- Through tracking two gen investments and discussions with STEPS sites and others, recognized gap in field in how to approach working with families, whether in two-gen sites or among practitioners in other fields related to two-gen approaches
- There is not much coaching curricula that is truly family centered and serving needs of whole family; it is often focused on the adult or child only and thru a single issue context or program goal; often not based in the latest brain research; and also proprietary or costly







#### WHY FAMILY-CENTERED COACHING?

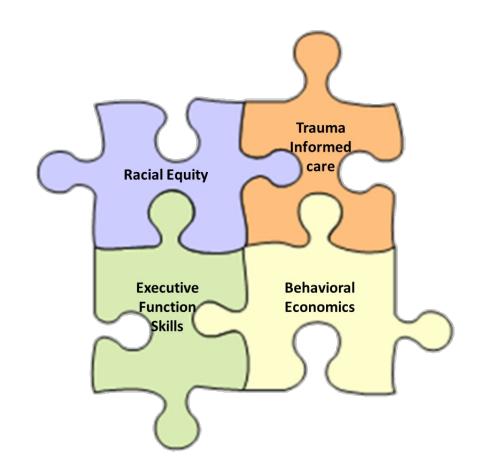
- Many organizations are "coaching" participants yet the term is loosely defined and often includes case management, mentoring, coaching and counseling.
- Most programs coach towards a particular program goal or participant outcome and do not take the whole family and their interests/needs into consideration.
- By taking the whole family and their needs and interests into account, employment, child well-being/development, and other outcomes can be improved





#### WHY FAMILY CENTERED COACHING NOW?

- Emerging two-generation field is focused on the whole family
- Research points to strategies and methodologies that can improve approaches with families (racial equity lens, behavioral economics, trauma informed care, executive functioning)
- Increasing evidence that coaching is effective in improving outcomes







#### WHAT IS FAMILY-CENTERED COACHING?

- Family centered coaching is a continuum of approaches that uses key skills—including case management, readiness assessment through motivational interviewing, and coaching—to address the whole family's needs and interests.
- A range of types of coaching for families- from only adult centered work to coaching all family members together.
- We are focusing on family-centered coaching with the parent/caregiver as a starting place, because this is how most organizations approach their work with families.

#### **GOALS OF FAMILY CENTERED COACHING**

- Create a set of tools and gather best practices to support organizations in delivering family-centered coaching
- Build the field of family-centered coaching by providing open access resources and tools and related training.
- Ultimately improve family outcomes by working with families to identify their interests and needs





#### FOUR PHASE OF FCC INITIATIVE

- Phase I (Jan-Apr. 2016): Laying the groundwork-consultants; landscape analysis; development of FCC; feedback
- Phase II (Apr.-Aug. 2016): Tool development and refinement; interim grantee-CBPP
- Phase III (Sept.-March 2017): Testing and Refinement; convening
- Phase IV (Mar.-Aug. 2018): Refinement/finalization, Launch of FCC-convening, selection of owner organization-TPA

# Introduction to Family-Centered Coaching

#### Devin Stubblefield

**Consulting Trainer** 

The Prosperity Agenda

What is Family-Centered Coaching? How is it different?





- The parent is in the driver's seat and takes the lead in identifying goals for their defined family.
- Families need different things and at different times. Coaches use a variety of approaches, ultimately moving towards a goal-setting approach that supports what the family wants.
- While many organizations focus on particular aspects of parents' lives, this approach aims to bring all aspects together to better focus on and support the whole family.
- The effects of systemic racism and poverty are at the root of many family challenges. This approach recognizes the impact of implicit bias within organizations and systems working with families.

# The Family-Centered Coaching Mindset

#### Values

- Full-Family Focus
- Family-Led
- Respect
- Strength-Based
- Racial Equity and Inclusion

#### Principles

- Fluidity of Approach
- Transparent
- Peer-Based
- Choice
- Responsiveness

### Integrated Lessons From Other Disciplines

- Trauma-Informed Care
- Scarcity and Executive Skills
- Behavioral Economics





#### STEP 2:

**BUILD THE** RELATIONSHIP



#### STEP 3:

**FOCUS OUR** WORK



#### STEP 4:

PARENT TOOLS:

ROLES A COACH

CAN PLAY

**ASSESS WHAT** PLAN, DO. **ROLE TO PLAY** REVIEW



#### STEP 6:

PLAN FOR SUPPORT AND **ACCOUNTABILITY** 

PARENT TOOLS:

WHO IS IN MY FAMILY?

> MY HOPES AND DREAMS

COACH RESOURCES:

FAMILY-CENTERED COACHING

STEP-BY-STEP GUIDE TO FAMILY-CENTERED COACHING WITH PARENTS

**BECOMING AN** ACTIVE LISTENER PARENT TOOLS:

THE WHEEL OF LIFE

**COACH RESOURCES:** 

CONTENT MODULES

TEMPLATE FOR **DEVELOPING A LOCAL** RESOURCE GUIDE

THE SIX FAMILY-CENTERED COACHING STEPS: ROLES OF PARENT AND COACH

**COACH RESOURCES:** 

WHAT APPROACH DO I USE? ASSESSING READINESS FOR CHANGE

TRANSITIONING **AMONG THE APPROACHES** 

FAMILY-FOCUSED **POWERFUL** QUESTIONS

PARENT TOOLS:

PLAN, DO, REVIEW

STEP 5:

COACH RESOURCES:

**HOW TO HAVE** EFFECTIVE BRAINSTORMING SESSIONS

PARENT TOOLS:

PLAN, DO, REVIEW

COACH RESOURCES:

HOW TO HAVE **FFFFCTIVE** BRAINSTORMING SESSIONS

Below are some things you can do before each coaching session with a parent to help you get into a family-centered coaching mindset and be fully present.
HOW CAN I HELP CLEAR MY MIND TO BE FREE FROM DISTRACTIONS DURING THE COACHING SESSION?
Olf your mind is racing, jot your thoughts on a piece of paper.
O Draft your to-do list.
Make note of work you want to address after the parent leaves.
Take a few minutes to practice mindful breathing. Take six deep breaths in and out.
HOW CAN I GET INTO A FAMILY-CENTERED MINDSET?
OThink of two strengths you bring to the coaching session and two strengths the parent brings.
Oldentify a phrase to support you such as, "I am ready to enter into an equal partnership with my parent," or "The parent is the expert and the coach guides the process."
OSpend a minute in self-reflection to explore whether you have any hidden biases (e.g., race, gender, or class stereotypes) that may impact the coaching conversation.
HOW CAN I PREPARE MY SPACE?
OTurn off your electronics and silence your cell phone.
Silence additional additional phones in the office.
Oclear away any clutter in the room and on your desk.
Ensure that comfortable seating is available.
ADDITIONAL THINGS TO DO TO PREPARE FOR COACHING (ADD YOUR OWN IDEAS TO GET READY BELOW):

#### **Everyday Strategies for Working with Parents**

# Defining Who Is In the Family and What Are Their Hopes & Dreams

#### WHO IS IN MY FAMILY?

Remember that families can be created and thought of as a circle of support, not necessarily defined by blood or biology, and not necessarily permanent, since the people included and not included can change at different times.



 Write the name of each person who plays an important role in your family.

Think about children, mothers, fathers, grandparents, aunts, and uncles, as well as friends and neighbors that you really consider family.

Draw lines to show your relationship to each person.

Draw a solid line to the names of people who are important in your day-to-day life, and a dotted line to those who are important to you but may not play as large a role in your dayto-day life.

Draw a circle around the names of people who provide support for your daily activities. Think about who you are regularly engaged with and rely on, and who relies on you.

Consider which family, friends and neighbors are critical to helping manage your daily life.

#### EXAMPLE:



#### MY HUPES AND DREAMS

What are yo 3-δ months	our goals for your overall family? Are there things you would like to achieve in the nex ?
	REAMS FOR MY CHILDREN t their physical well-being, social well-being, learning and thinking, communication,
Think about	
Think about	t their physical well-being, social well-being, learning and thinking, communication,
Think about	t their physical well-being, social well-being, learning and thinking, communication,

#### MY HOPES AND DREAMS FOR N

What are your biggest worries about each child?

What are your goals or hopes for yourself? Are there goals or things you'd like to do differently?

# Assessing What Role Coaches Can Play

#### THE APPROACH WHEEL

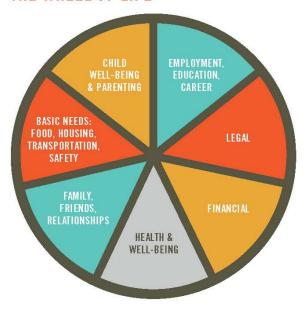


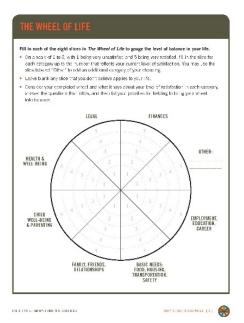
WHAT ROLE CAN YOU PLAY TO BE MOST RESPONSIVE TO A PARENT'S STAGE OF CHANGE?

# Using the Wheel of Life from a Whole Family Perspective

Coaches don't need to be an expert to coach on a topic.

#### THE WHEEL OF LIFE





CONTENT MODULE: EMPLOYMENT, EDUCATION, AND CAREER.

CONTENT MODULE: LEGAL...

CONTENT MODULE: FINANCIAL...

CONTENT MODULE: HEALTH AND WELL-BEING...

CONTENT MODULE: FAMILY, FRIENDS, RELATIONSHIPS...

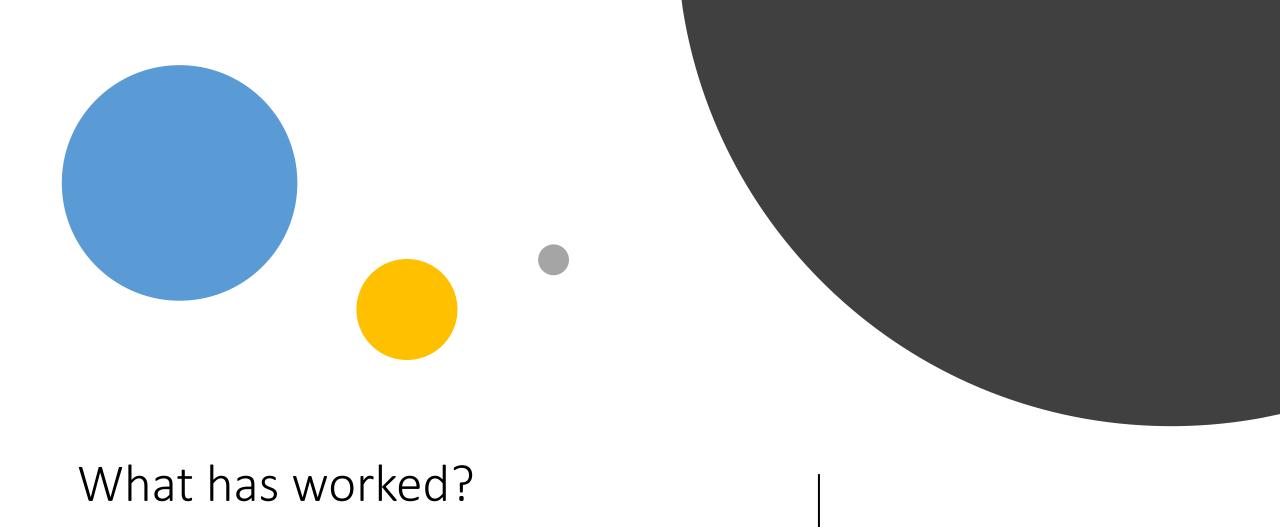
CONTENT MODULE: BASIC NEEDS: FOOD, HOUSING, TRANSPORTATION, SAFETY....

### Perspectives from the Pilot

#### Taneka Thomas

Workforce Development Specialist Goodwill Industries of Battle Creek

- Piloted FCC as part of STEPS (Supporting Transitions to Employment for Parents)
- Trained in November 2016 and trained others in August 2017.



What are the challenges?

## **Moving Forward**

#### Rachel Brooks

**Program Director** 

The Prosperity Agenda



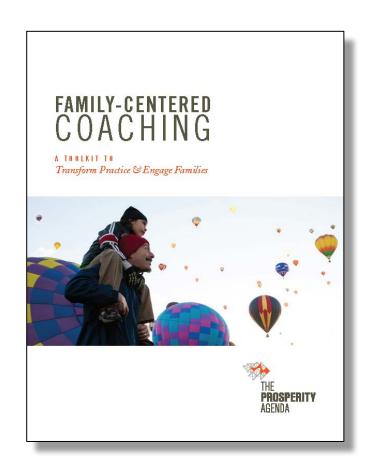
The Prosperity Agenda is honored to continue the work of W.K. Kellogg Foundation and the Center for Budget and Policy Priorities and carry Family-Centered Coaching forward.

Our vision is to build relationships—through learning and collaboration—that translates into achievable leadership.

Join us to transform the way we engage and serve families in our communities.



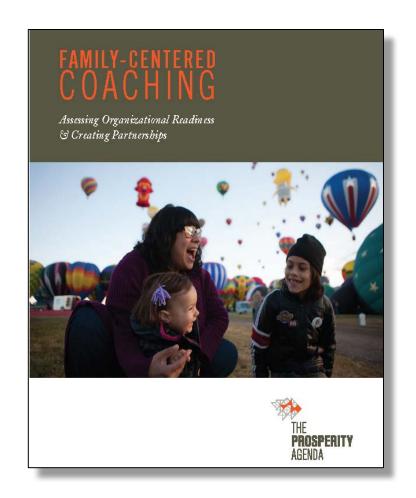
Family-Centered Coaching Toolkit



#### familycenteredcoaching.org

Includes the tools and content modules—plus links to resources on self-care, and training on supervising and supporting coaches.





#### familycenteredcoaching.org

Includes assessments on coaching and whole-family readiness, steps to move towards FCC, and a process for building partnerships.

Building a
Community of
Learning &
Practice

Whether you want to train, learn, or practice Family-Centered Coaching, contact Rachel Brooks at The Prosperity Agenda at <a href="mailto:rachelb@theprosperityagenda.org">rachelb@theprosperityagenda.org</a>.

- We offer training in the coaching approach and the Family-Centered Coaching Toolkit.
- We're building an online learning community to support training and implementation.

