The Secret Sauce: Strategies to Include Social Capital in Human Services
#2GENLEVELUP
OCTOBER 26–30

It’s time to level up our work with families.

10/29 at 10:00 am
Poetry Slam on Measuring Impact

10/30 at 11:00 am
2Gen Leaders on Scaling up
Goals of this Webinar

- Describe how human services program build social capital to improve participant outcomes;
- Discuss some of the challenges around creating programs with social capital building components;
- Surface emerging practices and policy solutions around integrating social capital building in programs and initiatives; and
- Share ASPE’s social capital handbook with the Ascend Network.
Speakers

Marjorie Sims
Managing Director
Ascend at the Aspen Institute

Charles Keckler
Senior Advisor, Immediate Office
of the Secretary
U.S. Department of Health and
Human Services

Eddy Angélica Encinales
Program Associate
Ascend at the Aspen Institute
Speakers

Sofi Martinez
Social Science Analyst
U.S. Department of Health and Human Services, Office of the Assistant Secretary for Planning and Evaluation

Janae Bradford
Director of Project Management & Strategic Initiatives
CAP Tulsa

Diana Campos
Parent Ambassador
CAP Tulsa
The Aspen Institute: Principles that Endure and Inspire

The Aspen Institute is a global nonprofit organization committed to realizing a free, just, and equitable society. Founded in 1949, the Institute drives change through dialogue, leadership, and action to help solve the most important challenges facing the United States and the world.

Headquartered in Washington, DC, the Institute has a campus in Aspen, Colorado, and an international network of partners.
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.

We embrace a two-generation approach and a commitment to racial equity and a gender lens. How we work:

• **Convene and communicate**
• **Build leadership and a national network**
• **Advance practice and policy solutions**
Two-generation (2Gen) approaches build family well-being by intentionally and simultaneously working with children and the adults in their lives together.

The Two-Generation (2Gen) Approach
Principles to Put Children and Families at the Center

- Measure and account for outcomes for both children and their parents
- Engage and amplify the voices of families
- Ensure equity
- Foster innovation and evidence together
- Align and link systems and funding streams
2Gen Core Components

- **Social Capital**: Peer and family networks, coaching, cohort strategies
- **Early Childhood Education**: Head Start, Early Head Start, child care partnerships, preK, home visiting
- **K-12**: Kindergarten ready, 3rd grade reading skills, parent engagement, graduation and postsecondary prep
- **Postsecondary & Employment Pathways**: Community college training and credentials, workforce partnerships
- **Health & Well-Being**: Mental, physical, and behavioral health coverage and access to care, adverse childhood experiences, toxic stress
- **Economic Assets**: Asset building, housing and public supports, financial capacity, transportation
Ascend’s Resources on Social Capital

- Ascend Fellowship Anthology (2015)
- Promoting Social Capital to Increase Head Start Attendance (2017)
- Social Capital Leads to Postsecondary Innovation (2020)
Charles Keckler
Senior Advisor, Immediate Office of the Secretary
U.S. Department of Health and Human Services
Improving Human Services Participant Outcomes through Social Capital: Overview ASPE’s New Handbook

Sofi Martinez
Office of Human Services Policy, ASPE

https://aspe.hhs.gov/social-capital
Definition of social capital
Overview of the research on social capital
Principles
Emerging practices
Editable worksheets
Connections, networks, or relationships among people and the value that arises from them that can be accessed or mobilized to help individuals succeed in life.

- Produces information, emotional and financial support, and other resources.

- Could be with:
  - people like us ("bonding");
  - people different from us ("bridging"); or
  - institutions/individuals in positions of power ("linking").
• Programs don’t typically use the term “social capital”
• Programs build and leverage social capital in different ways that can be hard to categorize
• Mentoring and peer-to-peer supports are among the most common social capital strategies
• Social capital is most often one piece of a larger intervention
• Evidence base was very strong for a few programs, but social capital component is rarely evaluated separately
Principles and Emerging Practices
Social Capital Principles

1. People at the Center
2. Relationships as Assets
3. Staff and Participants as Partners
4. Cultural Competence
5. Emotional Intelligence
1. Use Cohort Models to Engage Participants
2. Engage with Participants Meaningfully through Time and/or Intensity
3. Build and Leverage Social Capital among Organizations to Foster Individual-Level Social Capital
4. Use Technology to Build Individual Social Capital
5. Use Data to Build Organizational Capacity in Decision-making and Evaluation

6. Create the Space and Opportunity for Organic Connections to Happen

7. Include Qualified Individuals with Similar Experiences as Participants, or Qualified Alumni, in Programming and Staffing

8. Emphasize Accountability
• Accompany every practice
• Help practitioners think through how to implement the practices in their work
Additional Available and Upcoming Tools
Select Dissemination Tools

Complete

- **Webinar** and **brief** on measuring and evaluating social capital in programs
- **Podcasts** on select emerging practices
- Social capital considerations during COVID-19 **memo**
- **Case studies**
- **Virtual training series** on social capital for incarcerated/reentering populations

Upcoming

- Peer supports strategies for reentering individuals and survivors of domestic violence and trafficking
Contact Information

Please be in touch about how we can support your work!

https://aspe.hhs.gov/social-capital

Sofi Martinez: Sofi.Martinez@hhs.gov
The Secret Sauce:
Strategies to Include Social Capital in Human Services

28 October 2020
CAP Tulsa Overview

Our mission is to help young children in lower-income families grow up and achieve economic success.

Our vision for the future is that children grow up and achieve economic success so that their children are not born into poverty.

Our method is to combine high-quality early childhood education with innovative family services and resources.
Key Strategies

Child Success
Ensure children receive high-quality education and care services from birth through third grade

Family Success
Partner with families to create a nurturing and secure environment for their children

Community Success
Work collectively with other organizations to improve the broader system supporting child and family success

Organizational Success
Optimize process management and resource stewardship while providing a great place to work
Whole Family Approach at CAP Tulsa

We placed our bets on developing the highest quality early education program we could while partnering with others in the community to provide services to the parents of participating children. We wanted to FOCUS our resources on these families with young children.
Whole Family Approach

- **Social Capital**
  - Peer and family networks
  - Coaching
  - Cohort strategies

- **Early Childhood Education**
  - Head Start
  - Early Head Start
  - Child care partnerships
  - PreK
  - Home visiting

- **Health & Well-Being**
  - Mental, physical, and behavioral health
  - Coverage and access to care
  - Adverse childhood experiences
  - Toxic stress

- **Economic Assets**
  - Asset building
  - Housing and public supports
  - Financial capacity
  - Transportation

- **Postsecondary & Employment Pathways**
  - Community college
  - Training and certification
  - Workforce partnerships
Early Childhood Education

Home Visiting - Socializations for kids and parents

School-Based – Monthly Family Connections, First Five Years parenting classes, Informal coffee chats
Quality Programs for Parents

CareerAdvance®
- Cohort-based
- Peer support encouraged

English as a Second Language
- Cohort-based
- Peer support encouraged
- Conversation Club
Distance learning

- Social capital is more important than ever during this time of isolation.

- CAP Tulsa is continuing to build connections among parents virtually.
Thank You!

Janae Bradford, MBA, PMP
Director of Project Management & Strategic Initiatives
CAP Tulsa
www.captulsa.org
jbradford@captulsa.org
918-382-3360
Thank you!