



# 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.

**5** DAYS  
TALKS  
TOOLS



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**



# The Two-Generation (2Gen) Approach



Two-generation (2Gen) approaches build family well-being by intentionally and simultaneously working with children and the adults in their lives together.



# 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

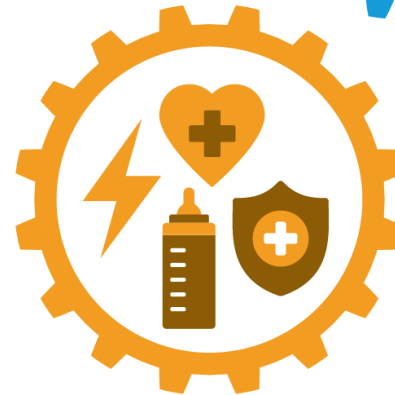
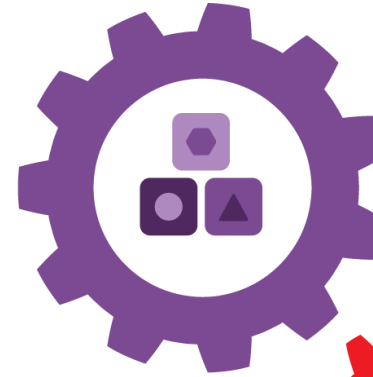
## SOCIAL CAPITAL

peer and family networks  
coaching  
cohort strategies



## EARLY CHILDHOOD EDUCATION

Head Start  
Early Head Start  
child care partnerships  
preK  
home visiting



## 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



## K-12

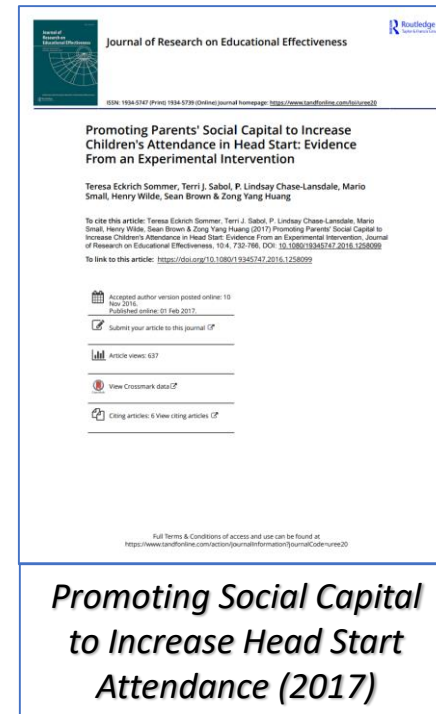
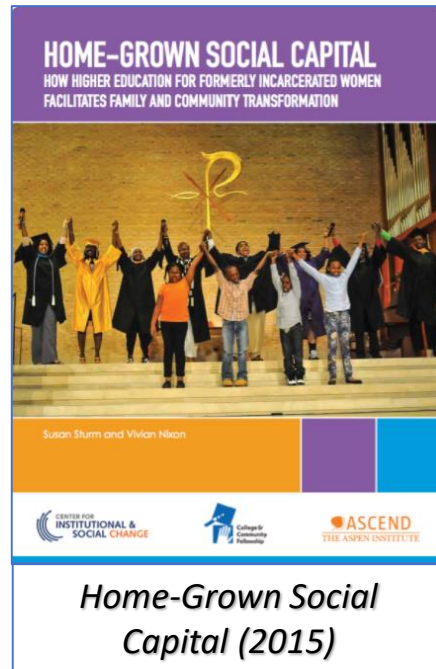
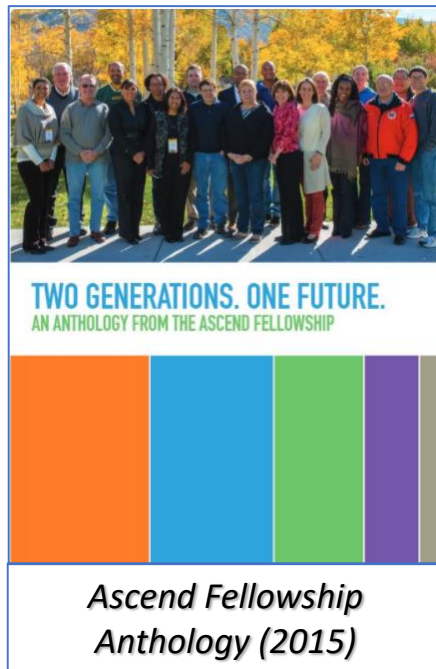
kindergarten ready  
3rd grade reading skills  
parent engagement  
graduation and postsecondary prep



## POSTSECONDARY & EMPLOYMENT PATHWAYS

community college training and credentials  
workforce partnerships

# Ascend's Resources on Social Capital





# 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

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Sofi Martinez

Office of Human Services Policy, ASPE

**U.S. DEPARTMENT  
OF HEALTH AND  
HUMAN SERVICES**

Office of the Assistant  
Secretary for  
Planning and  
Evaluation

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

# The Value of Relationships: Improving Human Services Participant Outcomes through Social Capital

- Definition of social capital
- Overview of the research on social capital
- Principles
- Emerging practices
- Editable worksheets





# How does ASPE define Social Capital?

- 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”)

# Scan of Human Services Programs

- 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

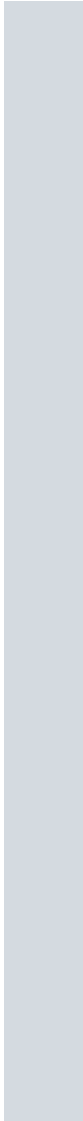

- Accompany every practice
- Help practitioners think through how to implement the practices in their work

## Manager's Worksheet:

### Identifying and Using Technology in Your Program

Although the preceding page includes information on how programs have addressed social capital, there are no "right" answers as to what approaches to use or how to implement them. You and your partners can use this worksheet, combined with knowledge of your program's characteristics, to explore whether or how to adopt or refine this practice to improve individual outcomes.

<b>Technology or Platforms Already Used by Participants (Including Social Media)</b>	<b>Prevalence</b> <i>About what percentage of participants already use this technology or platform?</i>	<b>Program Use</b> <i>How could your program use this technology or platform to help participants build and use social capital and improve their outcomes?</i>



# 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

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

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

Sofi Martinez: [Sofi.Martinez@hhs.gov](mailto:Sofi.Martinez@hhs.gov)

# CAP Tulsa

## 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



## Community Success

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

## Family Success

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



## Organizational Success

Optimize process management and resource stewardship while providing a great place to work



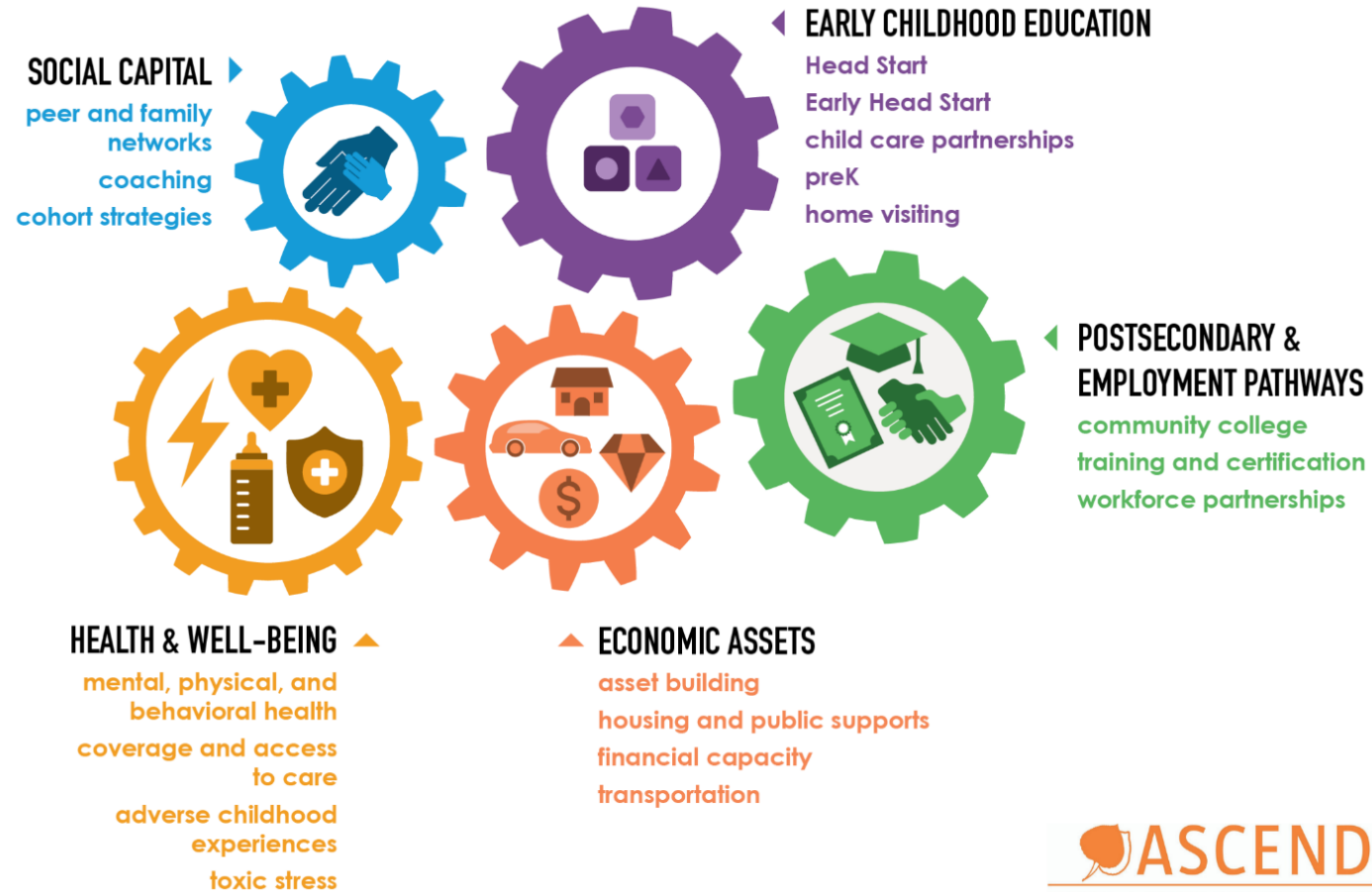


# Whole Family Approach at CAP Tulsa

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



 **ASCEND**  
THE ASPEN INSTITUTE

# 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

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Thank you!