



# APPROACHES IN FAMILY-CENTERED COACHING

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# TODAY'S GOALS

1. The Family-Centered Coaching Model
2. Transition to a Family-Centered Approach at Santa Maria
3. Practicing a Family-Centered Approach at Brighton Center
4. Moderated Q & A

FULL- FAMILY FOCUS	Coaches address the interests of all members in a family, including children, elders, and other family members or people identified by a parent. Coaches know that families change over time, and periodically check in on who is in the family circle.		
FAMILY-LED	The work of identifying and achieving a family's goals is led by the family. The family is the agent in setting goals and direction for their lives and the lives of family members. "Family-led" means you help families exercise their own power and agency. You are responsive to families and children together. It also means the family determines the direction of the coaching relationship.	PEER-BASED	Coaches operate from a place of peer respect, knowing that both staff and parent have strengths and challenges that change over time, and that the relationship is collaborative.
RESPECT	Coaches have deep respect for a family's experience and expertise. Respect is fundamental to establishing trust in the coaching relationship.	CHOICE	Families can choose the level and type of support and tools needed over time, based on their interests and results sought. Programs are designed to provide parents access to different coaching tools at different stages in the coaching relationship, knowing that families can be at different stages with different parts of their life. Having a flexible approach to coaching recognizes that families may want different support at different times, depending on the results they are seeking to achieve.
STRENGTH-BASED	Coaches start with an understanding that all families have strengths. The family identifies their strengths, and the coaches utilize these strengths and build others.		
RACIAL EQUITY AND INCLUSION	Family-centered coaching recognizes the impact of implicit bias within the organizations and systems. Staff understands these influences in their own work and the design and delivery of social services, and is responsive to the family and knows that understanding these forces is critical to working with the family.		
		RESPONSIVENESS	Coaching is responsive to family interests, as determined by the family. This means the coaching approach needs to be flexible. Coaches meet parents and families where they are, and are able to change hats as families identify their interests. Family-centered coaching supports coaches to move fluidly among approaches and to develop agility to do so.

## Activity: Sharing Our Values

# ORIGINS OF FCC

Engagement, testing, and feedback from 9 advisers, 21 content experts, and over 50 staff from a range of community organizations, resulted in a set of tools that honor the resiliency and diversity of families.

*"Families don't segment their lives and goals into the silos and systems that have been created."*

Paula Sammons, Program Officer, W.K. Kellogg Foundation







# WHAT IS FCC?



Places the family in the driver's seat.  
Parents are the experts.



Integrates lessons from trauma-informed care, behavioral economics, and executive function skills.



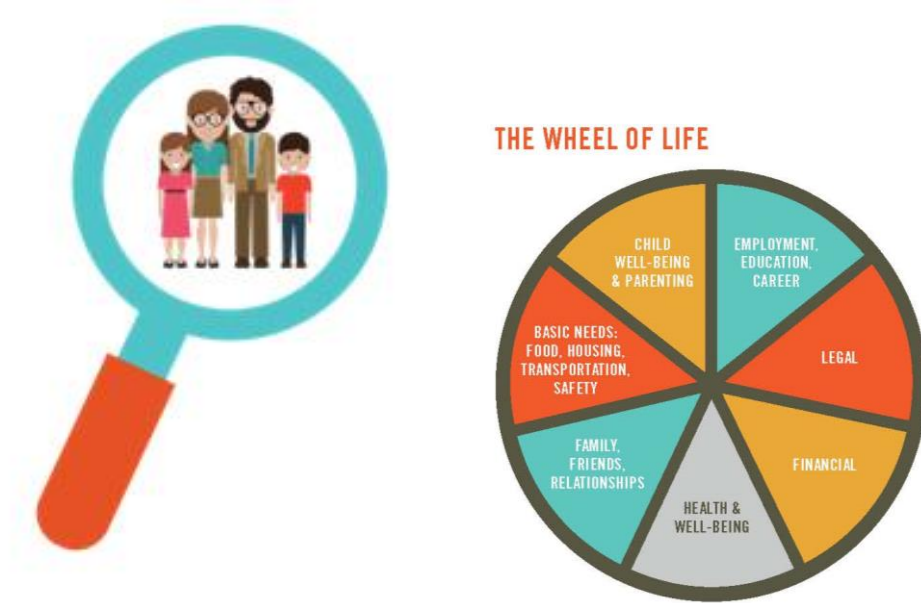
Focuses on the whole family  
through an expanded wheel of life.



Takes in account different approaches  
at different stages of change.

# THE MINDSET: FAMILY-DRIVEN

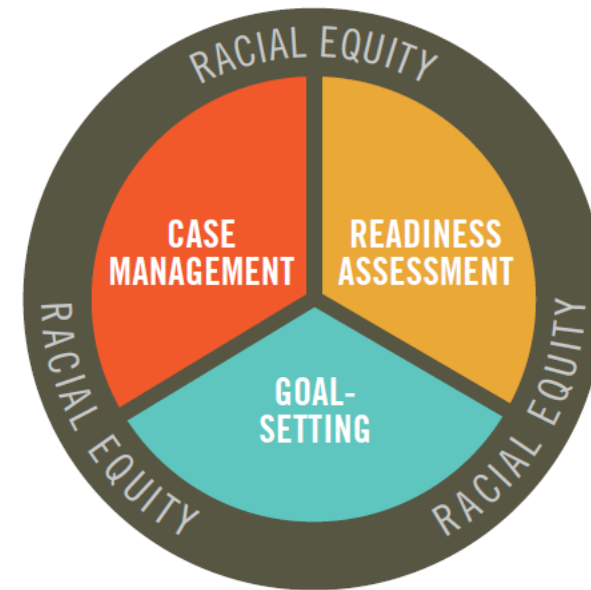
Putting the family at the center



A fundamental shift in the way you work with your participants.

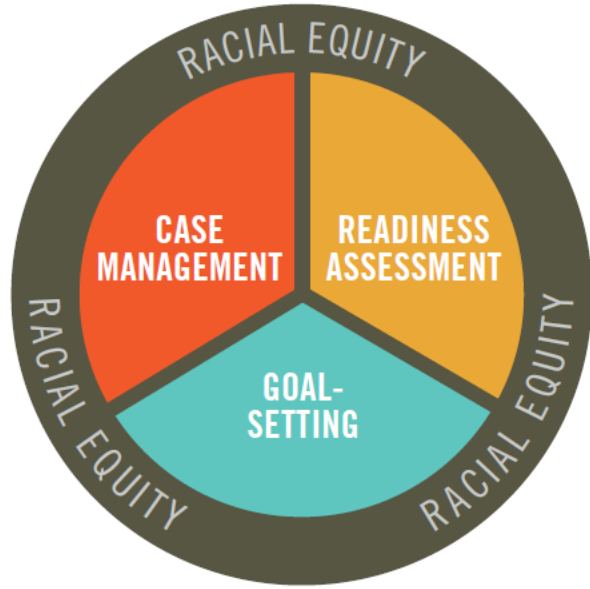
# THE APPROACH: FLUID

The Approach Wheel



A different approach for different stages of change.

# RACIAL EQUITY THROUGH COACHING



Family-Centered Coaching recognizes the impact of institutional racism and implicit bias within the organizations and systems working with families.

You can take action as a coach to explore how individual and systemic bias impact families and reduce the impact of that stress and trauma when meeting with parents and family members.

# FCC PROCESS: SIX STEPS

The six steps of the Family-Centered Coaching approach.



## STEP 1:

PREPARE  
FOR THE  
MEETING



## STEP 2:

BUILD  
THE  
RELATIONSHIP



## STEP 3:

FOCUS  
OUR WORK  
(WHEEL OF LIFE)



## STEP 4:

ASSESS  
STAGES OF  
CHANGE



## STEP 5:

PLAN,  
DO,  
REVIEW



## STEP 6:

SUPPORT  
AND  
ACCOUNTABILITY



### 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.

OUR  
FAMILY

### MY HOPES AND DREAMS

#### MY HOPES AND DREAMS FOR MY OVERALL FAMILY

What are your goals for your overall family? Are there things you would like to achieve in the next 3-6 months?

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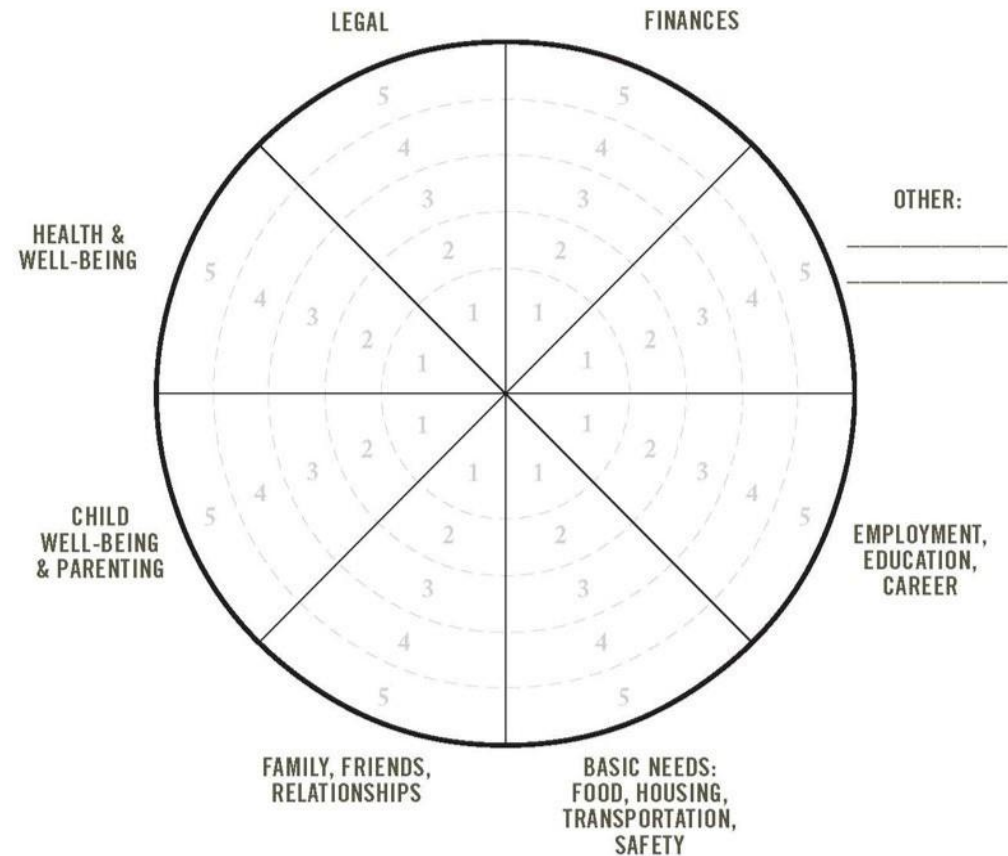
#### MY HOPES AND DREAMS FOR MY CHILDREN

Think about their physical well-being, social well-being, learning and thinking, communication, and ability to take care of themselves. What are some of their strengths and challenges/concerns?

## THE WHEEL OF LIFE

Fill in each of the eight slices in *The Wheel of Life* to gauge the level of balance in your life.

- On a scale of 1 to 5, with 1 being very unsatisfied and 5 being very satisfied, fill in the slice for each category up to the number that reflects your current level of satisfaction. You may use the slice labeled "Other" to add an additional category of your choosing.
- Leave blank any slice that you don't believe applies to your life.
- Consider your completed wheel and what it says about your level of satisfaction in each category, answer the questions that follow, and then list your priorities for helping to bring your wheel into balance.



# Activity: Sharing Some Tools



1. TOOLS



2. ASSESSMENT



3. TRAINING

# GETTING STARTED

[www.FamilyCenteredCoaching.org](http://www.FamilyCenteredCoaching.org)

# Transitioning to a Family-Centered Approach







# Family Centered Approach

## Vision Statement

Santa Maria's vision is for Greater Price Hill to be a vibrant, thriving, and self-sustaining community.

## Mission Statement

Santa Maria is a catalyst and advocate for Greater Price Hill families to attain their educational, financial, and health goals.

## Values

**Partnership, Empowerment, Results, Family, Empathy, Community, Trust,  
Stewardship**

**P.E.R.F.E.C.T. STEWARDSHIP**



Santa Maria has been providing educational tools and resources to build strong families, promote healthy residents and foster neighborhood revitalization for over 120 years. Santa Maria helps over 4,000 individuals help themselves from six locations utilizing 67 staff and more than 418 volunteers.

# **Family Centered Approach**

Goal:

- To share Santa Maria's transition to a Family Centered Approach

# **Transition to a Family Centered Approach**

## **Challenges:**

- 7 different programs
- Programs traditionally operated in silos due to funding
- Programs operate out of 4 different buildings in Price Hill
- No standard policies and procedures across programs
- Did not have a standard registration form across programs
- No standard database across the agency

# **Transition to a Family Centered Approach**

- Formation of Family Centered Leadership Team
- Integration efforts
- Changes

## **Formation of Family Centered Leadership Team:**

- President, Vice President, and 6 Program Directors

## **Santa Maria's FCLT definition of Family Centered:**

Santa Maria's Price Hill Family Centers provide a welcoming environment and the coaching, support, and flexibility to assist families to achieve their identified goals towards stabilization and self-sufficiency.



# **Family Centered Approach - Integration Efforts**

- STEPS - Supporting Transitions to Employment for Parents
- Financial Coaching and Early Childhood Home Visitor integration

# **Family Centered Approach - Integration Efforts**

## **STEPS – Supporting Transitions to Employment for Parents**

### **Key learnings from STEPS pilot:**

- Referrals from Early Childhood Programs to Workforce Program were not working.
- Hired a part-time Employment Support Advocate which was embedded within Early Childhood Program.
- Successfully connected Early Childhood parents with CDA training.

# **Family Centered Approach - Integration Efforts**

## **Financial Coaching and Early Childhood Home Visitor test:**

- Increase the number of families that complete a money snapshot (income/expense assessment)

## **Key learnings from Financial Coaching integration test:**

- Overcame staff fear of talking about finance and administering the form
- Implemented a pre/post test and basic training with Financial Coach
- By conducting money snapshot form, Home Visitor better understood the family's situation and needs
- Discovered that families were open to speaking about their finances
- Adopted test - continued to scale

# **Family Centered Approach – Changes**

## **Workforce Development Program**

- Families welcome at orientation and coaching sessions
- Using parent journals to discuss goals for their children
- Family rooms now available to welcome families with children

## **Early Childhood Programs**

- Now administering money snapshot to better understand a family's financial picture

## **Wellness Program**

- Starting to conduct home visits and concentrate work with fewer families

## **Housing**

- Embedded Housing staff/AmeriCorps members within all SMCS Programs

# **Family Centered Approach – Changes**

## **Other changes at Santa Maria:**

- All programs using Arizona Self Sufficiency Matrix and Money Snapshot
- Formed Training Committee
- Working to standardize policies and procedures
- Exploring uniform data system solutions



# Transition to a Family Centered Approach

## Planned changes moving forward:

- One-on-one employment coaching for adults
- Workforce staff and AmeriCorps members conducting home visits with Early Childhood staff for initial meeting and coaching
- Planning to collaborate with other organizations to offer onsite skills, accreditation, or apprenticeship program with supports for parents
- Adding childcare to High School Equivalency preparation program

## Summary and Conclusion

- Leadership team formed
- Integration efforts
- Changes

# Practicing a Family-Centered Approach



BRIGHTON CENTER  
A COMMUNITY OF SUPPORT



# QUESTIONS & ANSWERS

