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Entry Poll



Does your organization
connect parents via
technology to build social
capital?

Please complete survey in your table

Austin/Travis County 2-Gen Coalition meeting

Quarter 1 Meeting
March 10, 2020



2-Gen Coalition Members

- Stay up to date on strategic plan implementation;
- Support implementation of Plan strategies relevant to your work;
- Monitor our progress toward community goals;
- Build and sustain relationships across sectors to forward common goals;
- Learn from each other (best practices, common struggles, etc.);



Meeting Goals

- Identify how you fit into the 2020 2-Gen Action Plan
- Equip yourself to connect families to quality financial resources
- Learn effective ways to message 2-Gen
- Connect with new people in the 2-Gen Coalition network



Meeting Agenda

- Introductions
- Updates
- Financial Inventories
- Effective 2-Gen messaging
- Announcements

At your table

Name

Organization

1 recent accomplishment of your organization

Updates

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Strategic Plan Elements

- 5 Goals
- 23 Strategies
- +90 Action Steps
- 17 Performance Measures

STRATEGIC PRIORITIES	EDUCATIONAL SUCCESS	FINANCIAL SECURITY	SOCIAL CAPITAL	HEALTH & WELL-BEING
FAMILIES HAVE ACCESS TO	Early childhood education, out-of-school time, adult education, and training	Financial education, and income-accessible financial products and services	Parenting/caregiving education, social networks, and professional networks	Physical and mental health resources and services
CHILD OUTCOMES	Improved school readiness and academic outcomes	Improved overall stability	Increased support and connection to parents/caregivers	Improved physical and mental health outcomes
PARENT/CAREGIVER OUTCOMES	Education/employment advancement and a family-sustaining wage	Progress toward financial goals	Improved ability to support child through stronger networks and increased awareness of community resources	Improved physical and mental health outcomes
SYSTEM IMPROVEMENTS	Strategic 2-Gen Partnerships Holistic Case Management Parent/Caregiver Leadership Opportunities Immigration Status-Sensitive Services Focus on Underserved Communities Family-Centered Policies			



Let's keep our vision in mind

- More parents attain economic stability
- More organizations are family focused



2020 Action Plan

1. Reviewed and discussed each proposed 2020 action step
2. Assigned action step as high, medium, or low priority for 2020
3. Financial Security Stakeholder work group
4. Rallied 2-Gen Coalition to prioritize health action steps
5. The 2-Gen Leadership Council prioritized top action steps for 2020

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10 Priority Action Steps

**HIGH
PRIORITY**

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10 Priority Action Steps



- Discuss with your table
 - ✓ Which action steps align with the work of your organization?
 - ✓ Which steps are most exciting?
- Share
 - ✓ Pick a dot and place it next to the action step you think will best help families achieve economic stability

Financial Inventory

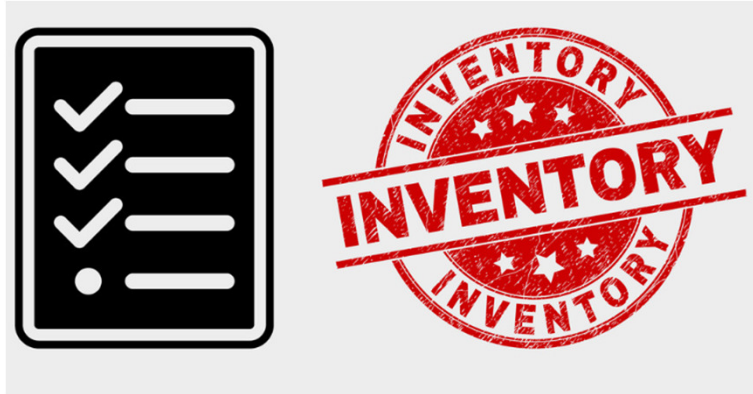


Financial Inventories

- Basic knowledge of financial products families need to achieve economic stability(level setting)
- Information you need to be able to connect families to quality financial resources

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Financial Inventories



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Financial Inventory Partner Work

partner up!



1. Identify

- One new thing you learned
- One resource you want to be sure to share with others
- Any questions

2. How you will share this info with others in your organization?

2-Gen Messaging

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Two-Generation Continuum



2-Gen is an approach that builds family well-being by intentionally and simultaneously working with children and the adults in their lives together

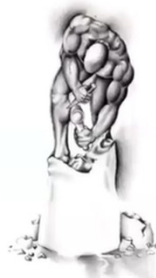
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Effect of Current frames/ mental models



If parents' behaviors are all that matters, solutions thinking is limited to parent education



If personal choice is all that matters, support for policy solutions is weak at best



With little-picture thinking about causes, people assume there is little that can be done collectively

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Two-Generation Messaging

Frames to Avoid

We are breaking the cycle of poverty
We are improving programs and services
We are helping the whole family
We are transforming the system

Frames to Advance

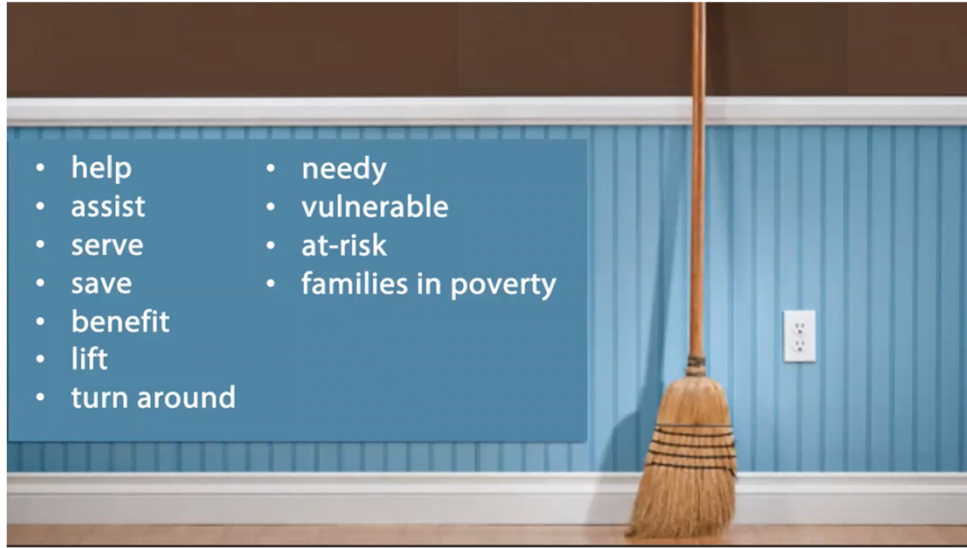
We are maximizing people's potential
We are building well-being
We have realized we need families
We are making sensible adjustments

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Charity cues to clear out

- help
- assist
- serve
- save
- benefit
- lift
- turn around
- needy
- vulnerable
- at-risk
- families in poverty



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Reframe the Problem

For two-generation approach to make sense as a solution, the field first needs to reframe the problem



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Constructing Well-Being



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Top 10 Recommendations for messaging

1. Ground your case in human development
2. Rely on the theme of human potential
3. Talk about 2Gen as way of “constructing wellbeing”
4. Put Families on the “construction Crew”
5. Talk about top-down as outdated; centering families as updated
6. Contrast policies that undermine well-being with those that strengthen it
7. Lead with easy to understand, easy to like examples (Student parents)
8. Incorporate “brain story” when it makes sense
9. Talk about continuous improvement when it makes sense
10. Anticipate, but do not restate the myths

Announcements



Announcements

- **Connect ATX.** Here's a link to claim your program for the time being. <https://www.auntbertha.com/claims>
- **Trainings.** See handouts
- **EOYP surveys** are out

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Wrap Up

- Thank you!
- Please complete a meeting evaluation
- Future meeting dates are listed in MissionBox – please RSVP!
 - *Q2 2-Gen Coalition June 3rd, 2020*
 - *Q3 2-Gen Coalition September 16, 2020*
 - *Q4 2-Gen Coalition December 9, 2020*

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Two-Generation Messaging

Instead of this:

2-Gen approaches help families move away from welfare, out of poverty, and towards economic self-sufficiency.

We build on the strengths of the families we serve, connecting them to a constellation of resources and skills

Try this:

Our work is focused on maximizing the potential that lies within everyone, so that families and communities can thrive. In partnerships that build on the strengths of parents and children together, we bring out the possibilities that lie within us all