

Going Behind the Scenes: Effective Partnerships for Primary Prevention



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Capacity Building
CENTER FOR STATES



Objectives for Today's Session

1. **Gain** insights into key elements of being an effective partner and collaborator.
2. **Review** strategies for avoiding pitfalls and addressing speedbumps along the way to implementing effective partnerships for primary prevention.
3. **Learn** applicable strategies for enhancing communication to create more effective collaboration and stronger partnerships.



Key Elements of Effective Collaboration

1. **Identify** a clear mission and purpose.
2. **Support** strong organizational culture that reinforces purpose.
3. **Engage** with key partners, including families.
4. **Employ** realistic strategies.
5. **Develop** a plan to operationalize “big dreams.”
6. **Concentrate** on achieving desired results.
7. **Connect** individual family results with broader systemic change.
8. **Realize** the value of messaging your model.



Effective Partnerships for Prevention: Florida Department of Children and Families and Partnership for Strong Families



Pebbles Edelman
Partnership for Strong Families

Patricia Medlock
Florida Department of Children and Families



Partnership for Strong Families

Serves as
community-based
care agency for 13
counties in North
Central Florida

Contracts with the
Florida Department
of Children and
Families to deliver
comprehensive
child welfare
services

Works with at-risk
families to prevent
child abuse and
decrease the risk of
children entering
the out-of-home
care system

Florida Department of Children and Families

- „ Provides direct services for the hotline, child abuse and protective investigations, child care, economic self-sufficiency, substance abuse, and mental health
- „ Contracts with private providers for prevention, foster care, and adoption services
- „ Is a privatized system of care and has been for over 15 years
- „ Has recently transitioned off of a full state title IV-E waiver



Features of Florida's Partnerships

1

Contract with local nonprofits to perform child welfare and prevention-related tasks.

2

Empower the community to create a system of care and develop the services and resources that help mitigate risks.

Partnership Example: SWAG Family Resource Center

- „ **Background:** Partnership for Strong Families worked with Southwest Advocacy Group (SWAG) to open a second Resource Center in Gainesville, Florida.
- „ **Overview of SWAG:** SWAG is a grassroots organization that aims to address the needs of the community by connecting individuals and families to services and resources through advocacy and from agency and community partners.
- „ **Issues to Consider:** federal guidelines, ownership of the project, staffing, programming, fundraising, policy and procedures, and establishment of a trusting relationship



Lessons Learned: Strategies for Effective Partnerships

1

Involve the right people and the right roles, and recognize that the benefit outweighs concerns.

2

Engage in quick, transparent, and honest communication that puts egos aside.

Considerations for Public and Private Partnerships in Prevention



Kathryn Conroy
Kenworthy-Swift Foundation

Julia Jean-Francois
Center for Family Life



Overview of Center for Family Life (CFL)

- „ **Background:** Serves as a community center in Sunset Park, Brooklyn and is a member of United Neighborhood Houses, a policy and social change organization representing 43 neighborhood settlement houses in New York City
- „ **Community Supports:** Provides food pantry, summer camps and after-school programs, employment programs, small business services, English language learning, and child maltreatment prevention and foster care services
- „ **Reach:** Serves over 15,000 individuals and their families each year



**Center for
Family Life
in Sunset Park**

SCO Family of Services



Building Sustainability With a Private Provider Partnership

- „ CFL applied to Help for Children (HFC), a private philanthropic foundation, to support parenting classes offered in Spanish and Chinese dialects.
- „ Parenting classes were inspired by the evidence-informed Parenting Journey curriculum and incorporated reflective exercises that addressed the parents' immigration journey.
- „ HFC required that CFL demonstrate outcomes for the parenting classes through implementation of a pretest and posttest.
- „ Participants demonstrated gains in social connectedness and in the knowledge of parenting practices.



HFC's Benefits From Collaboration With CFL

Gained holistic view and understanding of how child abuse occurs within the context of families and communities

Became passionate about raising money to strengthen families and communities

Grew locally and internationally from lessons learned and relationship with CFL

Lessons Learned: Strategies for Effective Partnerships

1

Establish and develop relationships with partners.

2

Allow partnerships to serve as a bridge across government contracts to create an accessible, relevant portfolio of services and supports.

3

Provide “the glue” for programs and services by funding general operating costs.

Effective Partnerships for Prevention: Panel Discussion



Reflections From Examples of Effective Partnerships

Engage community members as paid employees.

Remain flexible with partners and communities.

Utilize resources other than money (time, treasure, and talent).

Focus on shared goals.

Emphasize the importance of community development.

Allow funders to learn from agencies.

Building Trust With Partners: State Agency Perspective

1

Build your “data story” around the priorities of the community.

2

Let go of control and let the community guide the work.

3

Recognize the critical role of volunteers and patrons.

Building Trust With Partners: Foundation Perspective

Trust building is grounded in authenticity and transparency.

Reporting requirements should aim to be clear, reasonable, and meaningful.

Successful partnerships can provide examples of successful practices that can be shared more broadly.

Creating Partnerships Aligned With Your Mission and Purpose

1

Keep the mission as your “guide star.”

2

Embed the idea of partnership in your agency’s mission and vision from the beginning.

3

Demonstrate a commitment to listen to the community and a shared vision.

Maintaining Relationships Over Time

Engage in regular, transparent communication.

Emphasize the importance of shared learning by each partner.

Practice openness and transparency when potential issues or problems arise.

Keep outcomes in mind to find common ground.

Effective Partnerships for Prevention: Takeaways

- „ Recognize the importance of maintaining and sustaining relationships so that all partners are focused on a common vision.
- „ Understand that success is the result of planning intentionally, thinking through the details, and having difficult and courageous conversations.
- „ Realize the potential of the Family First Prevention Services Act to support this work.



Roll Up Your Sleeves



Dee Bonnick

Capacity Building Center for States

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Capacity Building
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Roll Up Your Sleeves Sessions: Part 1

- „ **Purpose:** Identify those prevention strategies and interventions that are working well in your agency or organization.
- „ **Tool:** Download the "Roll Up Your Sleeves Part 1: Brainstorming" worksheet located in the handouts window.
- „ **Strategy:** Use the worksheet to document your responses to the guiding questions and share ideas and questions in the chat.
- „ **Timeframe:** 20 minutes

CWVE 2020
Child Welfare Virtual Expo
Strengthening Families Through Prevention and Collaboration

Roll Up Your Sleeves: Facilitated Discussion

This session challenges you to take what you just learned and put it into action giving you a path to making meaningful changes in your work. Using the questions below as a guide, brainstorm how you can utilize the resources, tools, and lessons learned from this session in your organization. You can write down answers in the worksheet, share your ideas in the chat, and/or discuss responses with your team.

1. What prevention strategies are working well at your organization? What steps can you take to amplify this work? Why are these strategies working? How can you amplify this work?	
2. What partners can you identify that will be able to help your agency continue to develop effective strategies for prevention?	
3. What tools, information, or data are you using, or can you use to strengthen prevention strategies and improve collaboration and communication?	
Additional thoughts:	

 



Guiding Question 1: Identify Strategies

What prevention strategies are working well at your organization? Why are these strategies working?

Guiding Question 2: Consider Partnerships

What partners are you currently working with to implement these strategies? Are these partnerships going well? Why or why not?

Guiding Question 3: Measuring Success

What tools, information, or data are you using to measure success?

Up Next!

Thank you for your participation today!

Please be sure to explore the virtual Exhibit Hall, Resource Gallery, and Networking Lounge between sessions.

The next session will begin at 1:00 p.m. Eastern Time.

