



## Highlights from the Field

### *Did you know?*

Each Proof Point Community (PPC) is working to strengthen their case-making for family partnership. Most PPCs are receiving support and coaching from Family Voices through their four-part training series: *Building a Case for Family Engagement*. Participants in the series are working to identify not only their PPC's vision, goals, challenges and objectives, but also, strategies, solutions and sample messaging that will create lasting change. As a quick peek into the focus of this endeavor, here's how each PPC answered the following question: "What are some approaches your PPC has tried (or is planning to try) to seed the idea of a culture shift to one of partnership and co-creation with families?"

### Bay Area, CA

The Bay Area team is working with their Family Advisory Boards to strengthen family engagement in pediatrics. Their focus is on the creation of an early relational health (ERH) curriculum for future pediatricians and the local implementation of Medicaid policies and programs to optimally support young children and their families. The Bay Area PPC values shifting power and culture, particularly through the way the Family Accountability Boards (FABs) and the Toxic Stress Network Improvement Collaborative (TONIC) are structured and how teams co-design resources and products. Their FABs are co-led by family leaders, and they utilize an iterative creative process to develop clinical resources, policy papers and trainings. Shifting culture means shifting deeply held assumptions and beliefs. They actively seek opportunities for the FABs to have a broader impact, and it has contributed to projects with state and national impact, including the Center for Advancing Dyadic Care in Pediatrics and FAN (Facilitating Attuned Interactions). They are building relationships between families and providers, but also between clinicians, administrative teams and community providers. By grounding decisions in the standards families set and recognizing the expertise they bring to the table, they are co-creating a practice culture where partnership is foundational.

### Durham, NC

The Durham PPC is working to embed family partnership into every level of their pediatric practice. They are accomplishing this in part through their Parent Advisory Team that co-designs the clinic environment, reviews policies and communications, and co-hosts community literacy events. They have also launched a Parent Education Suite that builds caregiver capacity, are circulating monthly parent-facing newsletters to highlight clinic and community resources and aim to ensure family voices shape both physical spaces and program offerings. By treating families as true collaborators rather than passive recipients, their practice has begun seeding a culture where co-creation and shared decision-making are the norm.

### Los Angeles, CA

The Los Angeles PPC has embedded systems-change in the clinical space to center and prioritize parents. This team is focused on ongoing, co-designed improvement of their care model, including revisions to the parent intake and introduction processes. They are also co-designing an enhanced version of the Benefits Explorer Tool to focus on parent and family priorities at key life stages (and connect families to benefits and programs to support ERH and financial well-being). Parent leaders and staff are co-creating family engagement policy, including clear job descriptions for parent leaders. The LA PPC aims to scale their efforts and raise both awareness and funding.

### Onondaga, NY

Onondaga's team has co-created several parent leadership positions, pathways and policies in their case-making efforts. Their team has co-designed with family leaders and launched "Better Together Onondaga," an evolving space designed by parents for parents. Their family-focused Facebook group is currently beta-testing with a local production company who will help them assess their findings and determine next steps. The Onondaga PPC has conducted branding focus groups, which include parents from their various advisory and support groups, which will help them carve out, enhance and promote their family engagement efforts.

### Pierce County, WA

Pierce County's family engagement efforts include a shift to strengths-based language by creation of an ERH screening tool and choosing a social determinants of health (SDOH) screening tool that focuses on what the family requests rather than cataloguing a list of needs. Family partnership has also led to improved missed appointment policies and workflows including the creation of formal written policies. They have a new data analyst on board to better collect/analyze data. The Pierce County team aspires to create stable funding for their family engagement work including family leader payments and ongoing funding for quarterly Family Nights. This team is also exploring opportunities to co-present at conferences with family partners, embed family leaders on a variety of important practice committees and share compelling and increasing research in primary care about the benefits of family partnership.

## 💡 Spotlight: How Building the Case for Family Engagement Impacts Culture Shift

When an organization or clinic sets out to make the case for family engagement, it's important that staff not only focus on one aspect of their goal or project, but rather frame the endeavor as an overarching, long-term strategy for improving outcomes across multiple areas of their work. When teams clearly connect family engagement to measurable results and organizational goals, they help shift everyone's mindset from seeing it as something that is "nice to have," to recognizing it as *essential*. The business case can then become part of the vital shared language among staff, leadership and partners — shared language that informs culture and extends its reach. When an organization's culture prioritizes family engagement and partnership, it sparks new practices, deeper collaboration and an enduring commitment to centering families in decision-making. As an example, when some nonprofits that Family Voices works with focused on building their cases for family engagement, they went from leadership that was unaware of the full positive impact family voice has on organizational culture, to having team members, leadership and family leaders all on the same page.

## Resources

### **Business Case Resources**

Because PPCs are working on case making, the Family Voices team has curated two more resources for you to explore on this topic:

- This [Transforming Child Health Care Through an Anti-Racist, Family-Centered Focus infographic](#) is an example of an illustration that highlights how key strategies and practical action steps lead to transformation.
- [How to Make a Compelling Case for Support](#) offers examples of persuasive requests nonprofits can make to gain support. This article outlines key elements of a compelling case, tips for crafting a narrative and more!

## Upcoming TA Opportunities

- **Communities of Practice (CoP)**
  - **Integrating ERH into Practice Workflow CoP** is meeting on the second Thursdays of the month with a *newly extended time from 3-4:30 PM EDT (12-1:30 PM PDT)*. Participants are focusing on ways to expand clinician, family and whole clinic involvement in improving engagement with ERH.
  - **The Sustainability CoP's** next meeting for **Pitch Practice with Peers & Funders** is happening Tuesday, August 26, from 1:30-3 PM EDT (10:30-12 PM PDT).
- **Family Voices Offerings**
  - **Office Hours:** Please note the **new time** for these twice-monthly office hours offered as an informal opportunity for teams to share their concerns, issues or questions. These **Zoom calls** are on the first and third Thursdays of the month from **1-2 PM EDT (10-11 AM PDT)**. Registration is not required, and you can send questions to Roseani Sanchez ahead of the meetings.
  - **Training Series:** The **Building a Case for Family Engagement** training series launched on June 4 and is meeting on the first Wednesdays through September from 1-2:30 PM EDT (10-11:30 AM PDT). Participants are learning how to effectively communicate the value of family engagement, and much more!
  - **Training Opportunity: [Branding Yourself](#)** (for Family Leaders): Wednesday, September 17: 12:30-1:30 PM EDT (9:30-10:30 AM PDT).
  - **Training Opportunity: [How to Identify a Champion for Family Engagement](#)** (for PPC staff and Family Leaders): Wednesday, September 24: 1-2 PM EDT (10-11 AM PDT).
- **Individualized Technical Assistance**
  - **Family Voices'** Family Engagement consultant is scheduling monthly family engagement TA sessions for PPCs. [Email Roseani Sanchez](#) to set up a time.
  - **ZERO TO THREE** is always available to provide TA upon request — please [reach out to Sarah MacLaughlin](#).



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