

Using Effective Communication to Advance Systems Transformation & Build Partnerships



National Child Welfare
Workforce Institute

LEARNING, LEADING, CHANGING



SHARE WHAT YOU DO

- Direct Service Provider
- Supervisor/Manager
- Director/Executive/Deputy/Commissioner
- Professor/Researcher
- Student/Intern
- Legal/Polycymaker
- Advocate
- Other



SHARE WHERE YOU WORK

- Public child welfare
- Tribal child welfare
- Behavioral/mental health agency
- Juvenile justice program
- Early education program
- Other non-profit agency
- University/School
- Self-employed
- Other



DISCUSSION POINTS

The impacts of improved communication

Framing the narrative

Crafting and sharing messages



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WHY IT'S IMPORTANT

THE IMPACTS OF IMPROVED COMMUNICATION



Build support



**Improve partnerships and
community collaboration**



Strengthen the workforce



Change perceptions

THE NARRATIVE

Narratives are commonly held ideas about people and society, which result from the language, stories, and messages we hear every day from many different sources.

We use narratives to make sense of the world: we rely on them as a means of ordering, simplifying, and attributing meaning to the information we receive and the events we experience.

Narratives are powerful because they have the potential to influence the beliefs and behaviors of individuals and shape institutional practices (ORS Impact, 2019).



WHAT'S THE CURRENT NARRATIVE?

What root causes have led to
this perception?



CHANGING THE NARRATIVE

FOR CHILD WELFARE PROFESSIONALS

FIRST

Articulate both the new narrative and the existing, dominant one. Get input and find champions.

SECOND

Share the new narrative in many places, in many ways, to many audiences.

THIRD

Assess and keep going until the new narrative becomes the dominant narrative.

5. *Collective Identity*



WHAT'S OUR ASPIRATIONAL WORLDVIEW?

(I.E. THE NEW NARRATIVE)

Where does your work fit within movement building?

How will you show up and be vulnerable and brave?

WHAT WILL BE THE ADAPTIVE CHALLENGES?

Technical work:

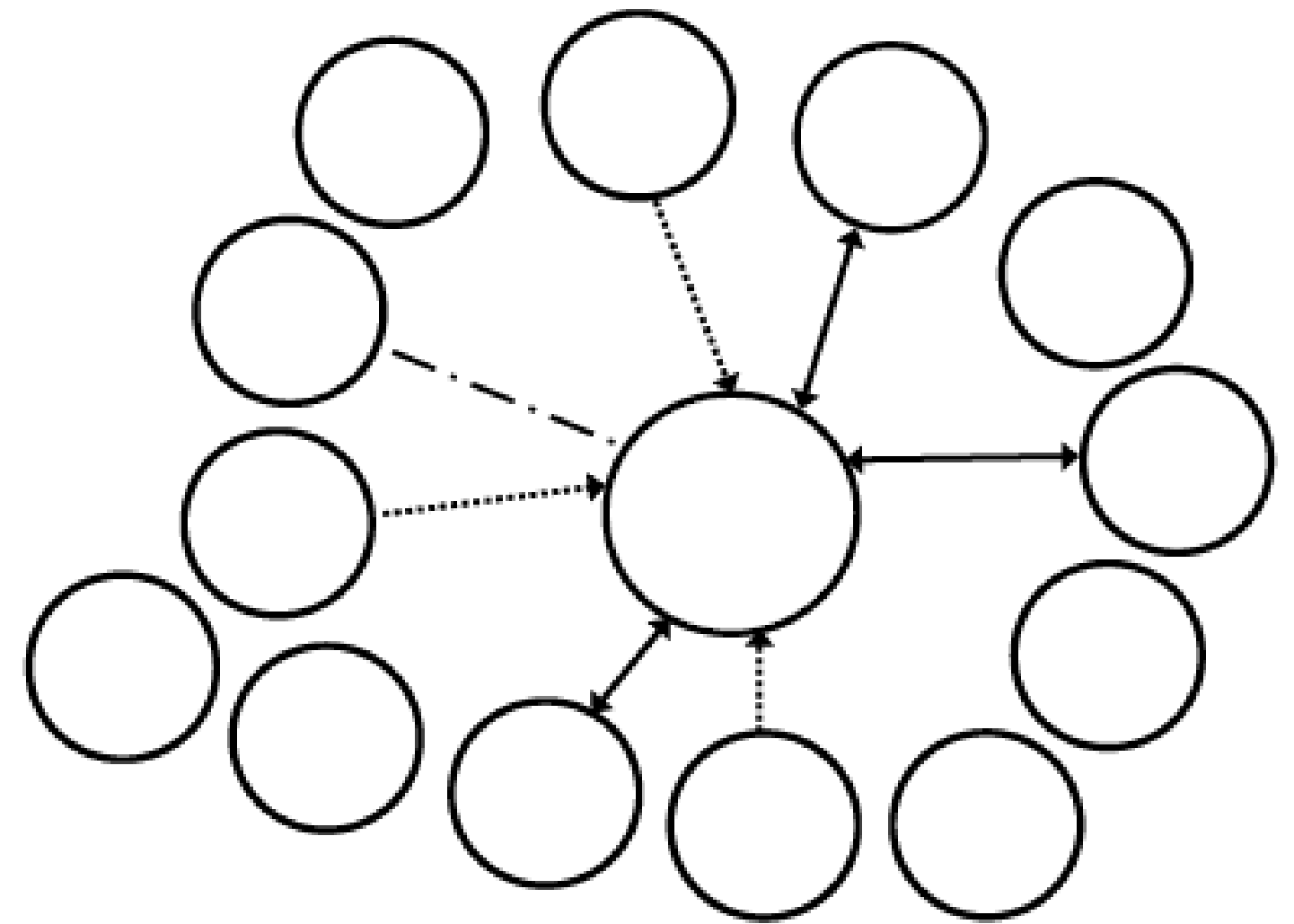
- Perspectives are aligned
- Definition of the problem is clear
- Solution and implementation are clear
- Primary locus of responsibility for organizing the work is leadership

Adaptive work:

- Legitimate, yet competing, perspectives emerge
- Definition of the problem is unclear
- Solution and implementation unclear; require learning
- Primary locus of responsibility is not leadership



HOW CAN WE ENGAGE WITH PARTNERS?

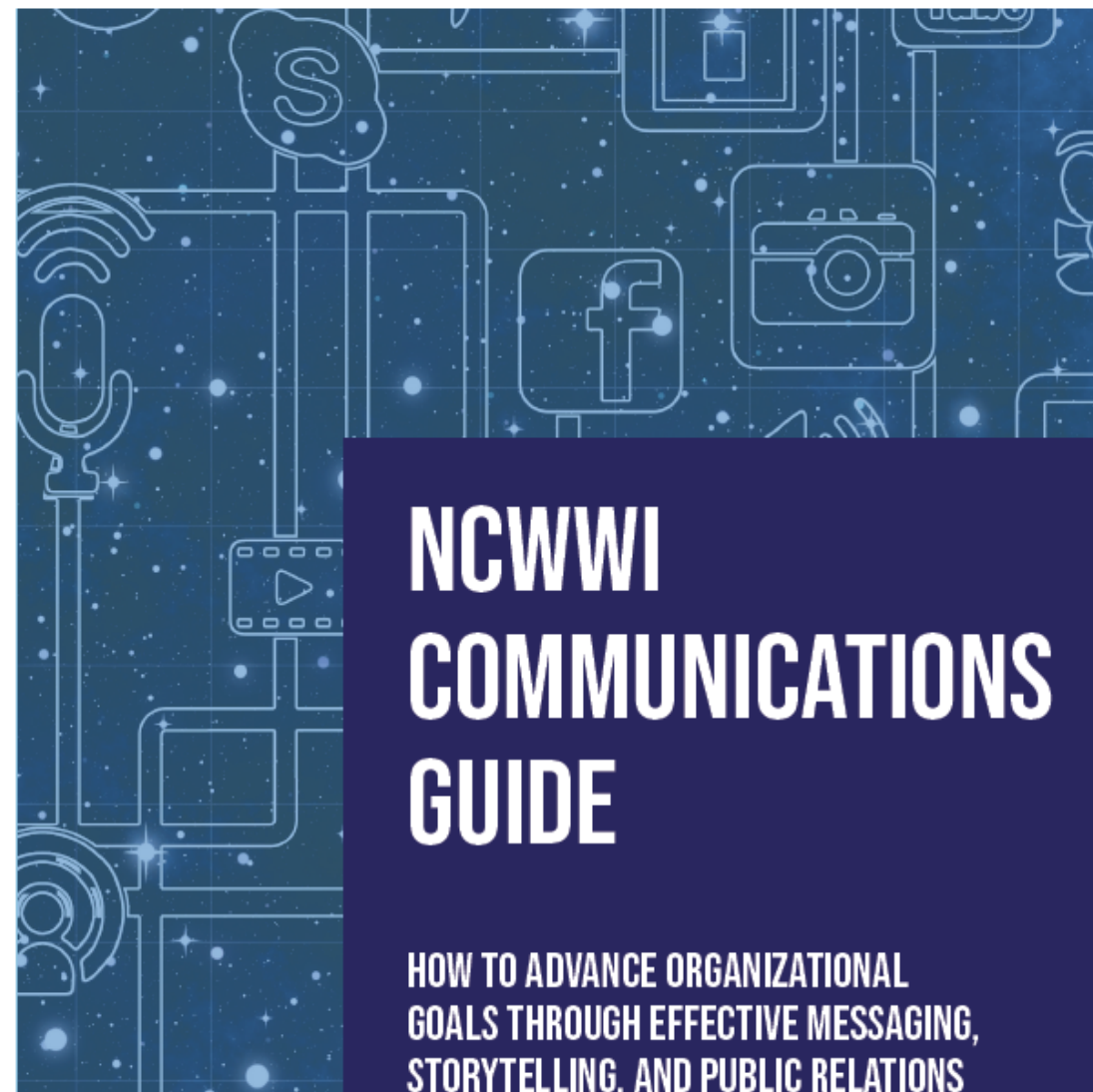


LEGEND	
	Strong relationships, funds, energy, goodwill flow here (arrows show whether one-way or reciprocal).
	Weak relationship, characterized by no or low communication.
	Stressful relationship, characterized by conflict.
(No line at all)	Relationship missing, no communication at all.

Ecomap activity available in 3 Tools to Guide Change Efforts: [NCWWI.org/online-learning](https://ncwwi.org/online-learning)

**WHAT RESOURCES COULD
NCWWI PROVIDE TO HELP
CHILD WELFARE PROGRAMS
REACH THE ASPIRATIONAL
WORLD VIEW?**

COMMUNICATIONS GUIDE



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TIP SHEETS INCLUDED

1

SOCIAL MEDIA

2

MEDIA

3

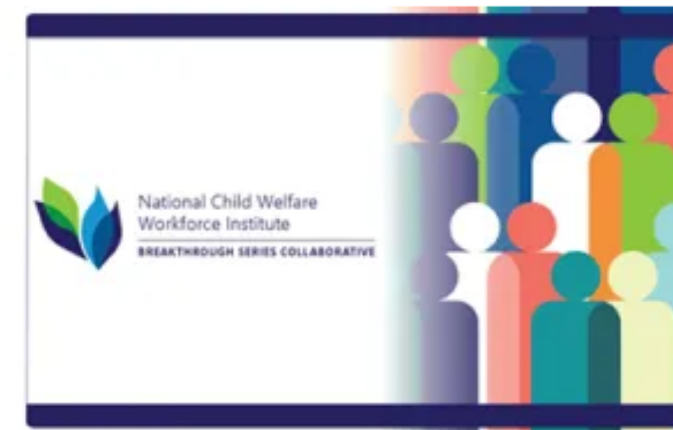
VIDEO

4

WEBSITE

Leadership Development

Access tools to build your leadership skills.

[Learn More](#)[1 Page Summaries and Infographics](#)[Frameworks & Tools](#) >[NCWWI Webinar Series](#)[Newsletters](#)[Online Learning](#)[Real Stories From The Field](#)[Videos](#)[We Are Child Welfare](#)[Workforce Development Month](#)

WE ARE CHILD WELFARE

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**We connect**

- Families with meaningful services to build on their strengths
- With our community partners to meet the unique needs of families
- Students, universities, and programs to strengthen the workforce

**We support**

- Building resilience in children, youth, families, and caregivers
- Promoting healthy growth and development
- Providing concrete supports in times of need
- Changing systems so families come first

**We lead**

- Prevention and early intervention programs
- Efforts to achieve racial equity
- Program and practice improvements
- Community connections

We Are Child Welfare!



NCWWI.org | September 2019 

Supporting children and families in your community: You can make a difference.

 **Short on time? These actions take just a few minutes.**



Check out this [NCWWI infographic](#) to learn how child welfare workers support families, youth, and children.

Add our [#WeAreChildWelfare Facebook frame](#) to your profile picture.



Do you have a personal story of positive experiences with foster care or child welfare? Share your story! You can also [post a video or message on our site](#).



Review this [Prevention Resource Guide](#) to learn what you can do to support children and families in your community.

Able to donate? [Contact your local child welfare agency](#) to learn about the current needs of families.

Have time to spare? These actions take a little more time but will have a greater impact.



Volunteer in your community. [Volunteer Match](#) can connect you with a local organization.



Do you know new parents, foster parents, or a neighbor who is struggling?

- Offer to help with errands, supplies for a school project, or an hour of babysitting to give them a break.
- Coordinate a meal sign-up calendar or a school carpool.
- Offer lightly-used children's clothes and toys.

Organize a block party so families can meet one another.

Get to know the children in your neighborhood and ask how they're doing.



NCWWI.org/WeAreChildWelfare

A wooden signpost with two directional signs. The top sign is a wooden arrow pointing right with the word 'QUESTIONS' in large, bold, black capital letters. The bottom sign is a wooden arrow pointing left with the word 'ANSWERS' in large, bold, black capital letters. The signpost is made of weathered wood and is set against a bright blue sky with scattered white clouds.

QUESTIONS

ANSWERS



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BUT WAIT... THERE'S MORE

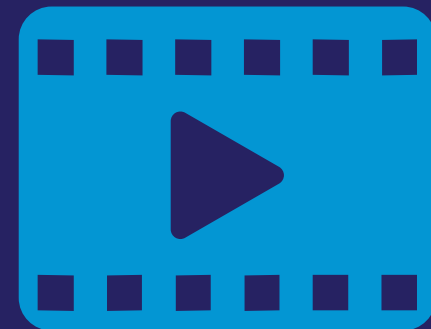
NCWWI.ORG



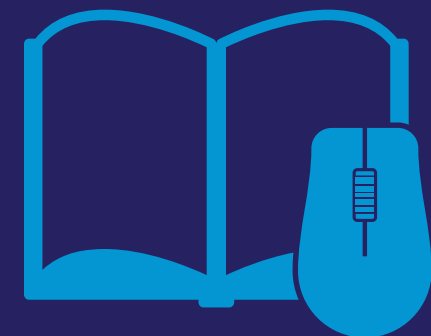
Skim Research



Make a Plan



Access free courses & videos



Search the Library

CHILD WELFARE WORKFORCE DEVELOPMENT MONTH



September 11-15: Child Welfare Worker Appreciation Week

September 12: Child Welfare Worker Recognition Event

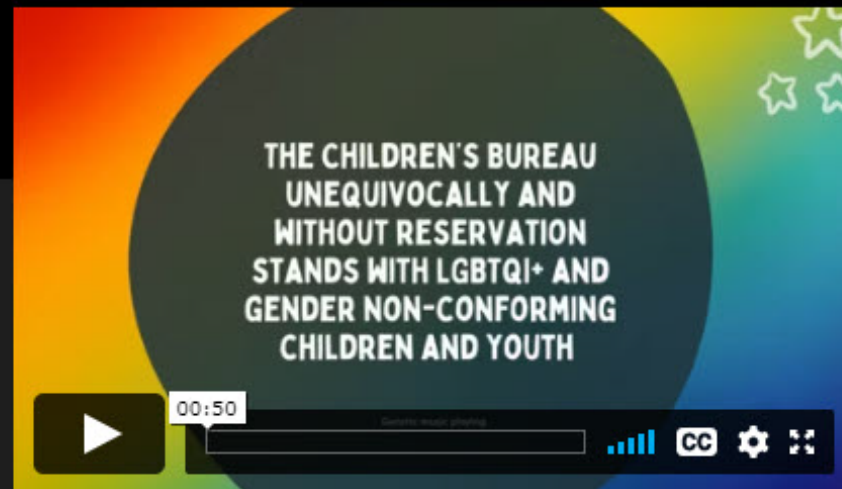
[NCWWI.org/CWworkforce](https://ncwwi.org/CWworkforce)

Reflecting on Racial Equity & Inclusion


These short (one minute or less) videos provide reflection questions and link to a racial equity and inclusion resources. We hope you will use them to reflect on your racial equity efforts, share them with your colleagues and friends, and make an action plan.

1 - 12 of 33

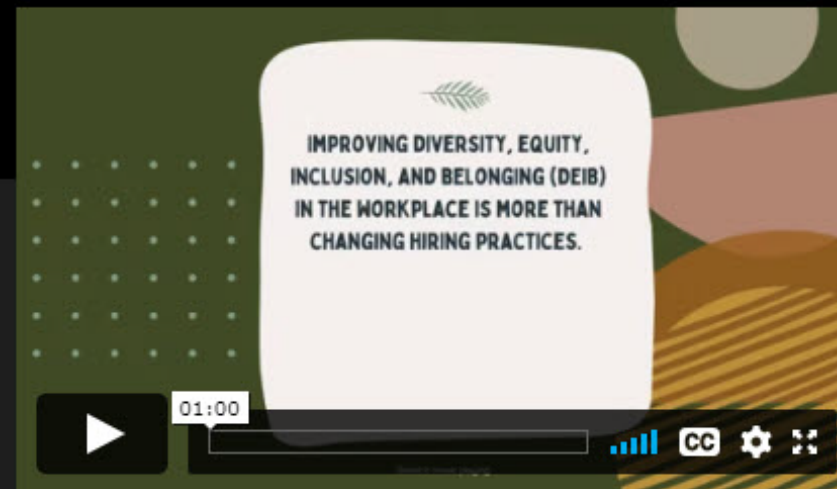
Share




Supporting & Protecting LGBTQ...

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How will you support LGBTQ+ children and youth?
#pridemonth



Improving DEIB in the Workplace

 National CW Workforce Institute

What strategies could you champion at your workplace?
<https://bit.ly/3PO12NI>




Gender Inclusive Mental Health...

 National CW Workforce Institute

How can you support the parents of transgender and nonbinary children and teens? <https://bit.ly/38iJecJ>



Cultural Responsiveness

 National CW Workforce Institute

Which aspects of cultural responsiveness will you work on today? <https://bit.ly/3AdRT9Y>

<https://vimeo.com/ncwwi>

<https://vimeo.com/showcase/9238842>

PAIR UP

**What is one thing you'll commit
to doing in the next 2 weeks?**

Data can persuade people, but it doesn't inspire them to act; To do that, you need to wrap your vision in a story that fires the imagination and stirs the soul."

MONARTH & KASE, 2007



GET IN TOUCH WITH US

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