



April 15, 2025

Advancing a Holistic Approach to Strengthen Families: Family Centered Coaching



Agenda

Welcome and Introduction

Dana DeMaster, Health and Wellness Director of Innovation and Strategy

What and Why of Family Coaching

Hannah Corbett, Early Childhood Coordinator

Elder Mary K. Boyd

Family Coaching Organizations

Family Values for Life: Alyshia Jackson, Healthy Moms Healthy Babies Coach

Economic Mobility Hub for American Indians: Rachel Smith, Family Coach

American Indian Family Center: Richard Antell, Family Services Manager

Next Steps

Hannah Corbett and Dana DeMaster

History and Background

2020 – 2021

COVID-19 Pandemic.

Equity Action Circle convened to address community needs due to COVID-19.

Equity Action Circle's Family and Youth Subcommittee recommends Family Coach.

Received state Preschool Development Grant in partnership with the Equity Action Circle.

2021 – 2023

Launched family coaching services for families with children birth to eight years at Family Values for Life and, later, the Economic Mobility Hub for American Indians.

Public Health leveraged MDH Title V MCH Block Grant to launch family coaching services at American Indian Family Center and expanded services at Family Values for Life.

2024 – present

Family and Youth Equity Committee (FYEC) established out of the original EAC Family and Youth subcommittee.

Family Coaching services expanded by including families with children under 18 and hiring additional coaches.

In progress: Additional Training, Community of Practice for coaches, evaluation.

What is Family Coaching?

- Kellogg Family Foundation Family-Centered Coaching Model.
- Culturally responsive, community-based, whole-family approach.
- Empowering families to reach personal goals.
- Launched with:
 - Preschool Development Grant funds.
 - Continuing support from the American Rescue Plan Act funds.
 - Title V Maternal and Child Health Block Grant funds.
 - County strategic priority funding, both via Holistic Approach to Strengthen Families and Intergenerational Wealth in partnership with Workforce Solutions.

More info & video:



Current and Historic Inequities

- Focus on serving residents who have historically been the most marginalized and suffered harm due to systemic inequities.
- Family Values for Life serves Black and African American identifying families.
- The Economic Mobility Hub for American Indians and American Indian Family Center serve American Indian families.

Current State

- Eight coaches across four organizations

Agency	# of coaches	# of current families	Total # of families ever served
Family Values for Life	2	26	102
The Hub (2 orgs)	3	33	42
American Indian Family Center	3	30	60

- Promote use of family coach model across county.
- Creation of a coaching Community of Practice.

The Impact

"Helen has been so much more than just a life coach to me. She has been a friend who has never judged me or counted me out...Mentally and emotionally I wouldn't be where I am today if it wasn't for their services...I thank all of you for making this program possible."

"I appreciate all that Alyshia has done, her strength in this whole thing has made me into a strong person, a more confident person & I love me more than anything."

"I was able to get resources that I needed for my children...it helped me love myself & be there for my kids more emotionally."

"I love my coach and all she does with resources and knowledge to help me and my family to succeed in life."

"Because she treats you like family, she doesn't treat you like a statistic or just another number to get her numbers up, she actually cares and she treats you like you're family from day one."

"My experience with my family coach has just been beyond genuine, the emotional, and the mental support. I can definitely feel the difference from the help I've received versus other places in my life."

"My coach has been very supportive and more than a mentor. She has become such a huge cheerleader in my life and positive person for me to talk to."



**Deep Dive into Family Coaching at:
Family Values for Life
The Economic Mobility Hub for American Indians
& American Indian Family Center**

Family Values for Life

- Speaker: Alyshia Jackson, Healthy Moms Healthy Babies Coach.
- Programs:
 - Family Centered Coaching.
 - Healthy Moms Healthy Babies.
- Guidance and support in navigating the unique challenges of motherhood.
- Break cycles of adversity and instill values that promote strong family bonds.
- Ultimately, the goal is to create a robust network of resources that empower families to thrive and build a brighter future together.



Economic Mobility Hub for American Indians

- Speaker: Rachel Smith, Family Coach.
- Programs:
 - Culturally-based family-centered coaching.
 - One-on-one supports, referrals, and resources.
 - Group activities – educational and FUN!
 - 26 families are receiving basic income (\$500/mo for 24 mos).
- The Hub facilitates and coordinates low-income American Indian families' use of culturally-responsive resources and services that are proven to build and maintain family financial stability and mobility that flows through generations.



**INTERFAITH
ACTION** OF GREATER
SAINT PAUL
DEPARTMENT OF INDIAN WORK



**Montessori
American Indian
Childcare Center**

American Indian Family Center

- Speaker: Richard Antell, Family Services Manager.
- Programs:
 - Ombi'Ayaa Anishinaabe-Ininiwug (Rise Up Original Men).
 - Wakanyeja Kin Wakan Pi (Our Children Are Sacred).
 - Family Spirit Home Visiting.
- Build trust – then utilize family coaching to help families overcome obstacles to uplift themselves.
- The ultimate goal is having men and their families obtain self-sufficiency to reduce the need for public assistance and reduce barriers to provide for their families.



Next Steps

- Increase the footprint of family coach.
 - Increase services for dads.
 - Expand to include other racial and ethnic communities.
 - Spread the person-centered approach across other service areas within the county.
- Community of Practice implementation.
- Evaluation Request for Proposals in development.
- Support sustainably.
- Deep rooted systems issues are keeping African American and American Indian families held back from increasing their stability and economic mobility. We partner with those communities to identify innovative and culturally responsive solutions to these issues.



Questions?