



OFA Regions V-VIII State Technical Assistance Meeting

July 9–11, 2024 • Westin Denver Downtown • Denver, CO

Reimagining TANF Programs through the Lens of Program Participants

Session 7: Effectively Implementing TANF Program Policies and Practices to Improve

July 10th, 2024



ADMINISTRATION FOR
CHILDREN & FAMILIES
Office of Family Assistance



Objectives for the session

- Learn about the key elements of good implementation
- Understand how quality implementation influences families experiences and outcomes
- Inspire YOU to adopt simple implementation strategies





We can all relate to implementation challenges





Good implementation

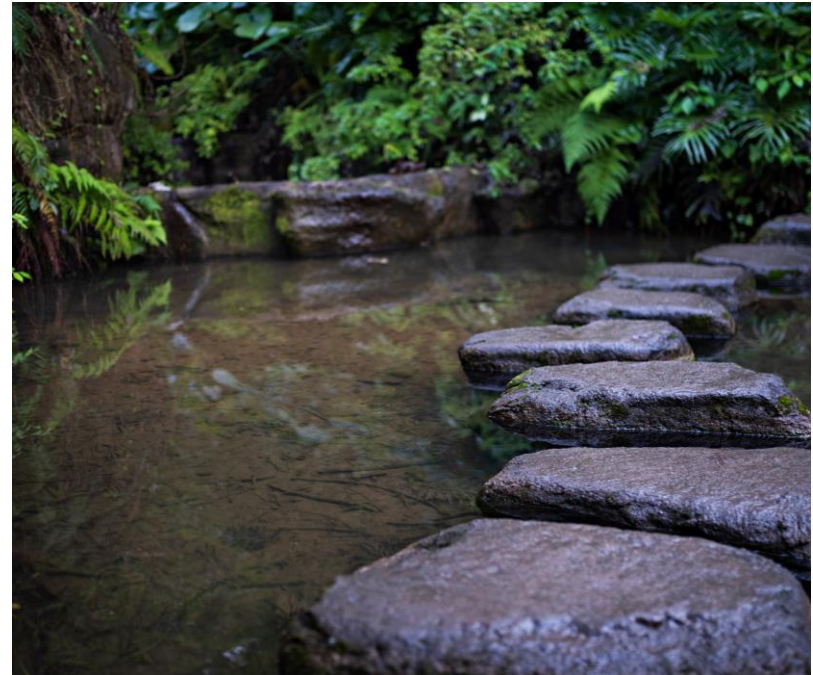
- Define what you want people to do differently
- Clearly communicate the change
- Assess readiness for behavioral change, the person's capabilities, opportunities, and motivation (COM-B)
- Engineer the environment to support those behaviors





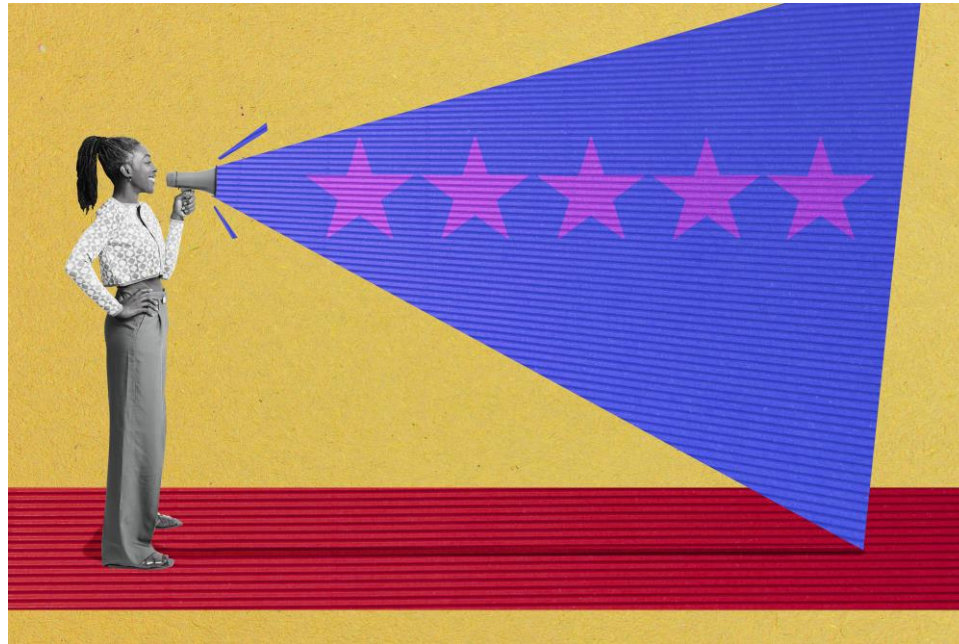
Define what you want people to do differently

- Define who, what, when, where, how often, with whom
- Define what needs to change in existing behavior





Clearly communicate the change





Assess: Are they ready for change?





Use the COM-B

- Do they have the capabilities?
- Do they have the opportunities?
- Do they have the motivation?





Do they have the capabilities?



Physical

- Physical skills



Psychological

- Knowledge; cognitive and interpersonal skills; memory, attention, and decision processes; behavioral regulation





Do they have the opportunities?



Social

- Social influences



Physical

- Environmental context and resources





Do they have the motivation?



Reflective

- Social/professional role and identity, beliefs about capabilities, optimism, intentions, goals, beliefs about consequences



Automatic

- Reinforcement, emotion





Apply the COM-B to implementation

Barrier	COM-B	Implementation strategy
Program leaders have limited bandwidth and competing priorities.	Opportunities	Program leaders will delegate tasks to direct reports and hold biweekly check-ins to follow up with them.
Staff are overwhelmed, stressed, and burned out.	Capabilities	Program leaders will set clear expectations for staff that focus on small, achievable steps and that are realistic to complete.
Staff are resistant to change.	Motivation	Supervisors will hold weekly 1-hour team huddles to talk about the implementation of the 2Gen practice and troubleshoot challenges.
New, inexperienced staff.	Capabilities	New staff will be assigned a “buddy”; new staff will shadow their buddy full-time the first week and at least six hours per month for at least six months.





Structure the environment to support targeted behaviors

- Make it easy for them to do the right things and hard for them to do the wrong things
- Make behavior automatic (e.g., habits and routines)
 - Design the environment for the people (e.g., advocates) and the system (e.g., courts)
 - Change requires reengineering a series of connected behaviors





Why does good implementation matter?



Families thrive!





Practitioner panel





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Panelists

Tara Lamont

Jefferson County Human Services

Gerrie Cotter

Ohio Comprehensive Case Management and
Employment Program (CCMEP)



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Activity: Barriers and facilitators

- Grab a sharpie and at least two blue and two green sticky notes
- Think about a change you are about to implement or a current practice you are implementing right now
 - Identify the implementation barriers or challenges – write them on the blue sticky notes
 - Identify the implementation facilitators – write them on green sticky notes
 - One barrier or facilitator per sticky note
- You will have 3 minutes for this exercise





Share in pairs





Final reflections and “aha” moments





The rock STAR team

