

KEY MESSAGES

In response to county requests, Linkages has developed a set of “key messages” to use when communicating about collaboration. The following three points provide a message framework for talking about the value of CalWORKs and Child Welfare programs working together. The framework is intended for overall communication use and can be tailored with supporting messages that have been developed for individual audiences, including County Directors, Managers and Staff (see “Linkages Message Chart”).

CalWORKs and Child Welfare Collaboration is:

1. Effective.

- *For Families* – Working together, we achieve better outcomes for the families we serve. We help families to become self-sufficient and children to have safe, stable lives.
- *For Programs* – By leveraging resources from both programs, we achieve our program goals of increased workforce participation rates and reduced child maltreatment.

2. Efficient.

- *Leveraged resources* – When we collaborate, we leverage resources and strengths from both programs. Each program can do what it does best.
- *Less duplication* – We decrease the duplication of service referrals and supportive services when we work together. Families receive streamlined services and benefit from coordinated case planning.
- *Team approach* – Collaboration creates a team approach to working with vulnerable families. More people are available to help solve problems.
- *Prevents maltreatment* – Early and consistent collaboration provides families the resources they need to prevent child abuse and neglect.

3. Essential.

- *Our success is connected* – Our programs have similar missions and serve many of the same families. Our success in treating family issues in one area impacts family well-being in another.
- *Working smarter* – We save time and money in the long run by collaborating. Otherwise, many of the same family challenges recur and we fail to use available resources to address unmet needs.
- *Critical in tight budget times* – Collaboration is more important than ever in tight budget times when social service funding is especially limited. We work to maximize every dollar.