



National Center on  
Parent, Family, and Community Engagement


# Navigating Conversations with Families About Money

Session 5 | May 6, 2021



1

## Your Session Console






National Center on Parent, Family, and Community Engagement

2

2



## Facilitators



**Helah Robinson**  
National Center on Parent, Family,  
and Community Engagement

**Jennifer Lambert**  
National Center on Parent, Family,  
and Community Engagement

National Center on Parent, Family, and Community Engagement 3

3

## Learning Objectives

Examine	Understand	Explore
<ul style="list-style-type: none"><li>• Examine “money mindset” and our values about money</li></ul>	<ul style="list-style-type: none"><li>• Understand why families hesitate to talk about finances and explore strategies to address families’ mistrust in financial institutions as a result of structural racism</li></ul>	<ul style="list-style-type: none"><li>• Explore the Your Money, Your Goals toolkit, which can help guide conversations about money</li></ul>

National Center on Parent, Family, and Community Engagement 4

4



## Talking About Money

Talking about money can be challenging but doing so can also be transformational.

Resource Reminder  
Building Partnerships with Families Series:

- Engaging with Families in Conversations About Sensitive Topics
- Preparing for Challenging Conversations with Families

5

Discussion




Think about the word  
“**money.**”

- What words, phrases, feelings, or other associations come up for you?

6




Discussion 

Think about the word  
“**money.**”

- Where do these associations that inform our attitudes towards money come from?

National Center on Parent, Family, and Community Engagement 7

7

Discussion 

Think about the word  
“**money.**”

- What might this mean when working with families?

National Center on Parent, Family, and Community Engagement 8

8



## Consideration

---

Financial decisions  
are about more  
than money.



National Center on Parent, Family, and Community Engagement

9

## Getting Started

---

How examining our attitudes about money helps us support families to build foundations for economic mobility:

- Gives us a better understanding of our own level of financial empowerment
- Allows us to genuinely reflect on families' attitudes, beliefs, and values and so better partner with them

National Center on Parent, Family, and Community Engagement

10

10



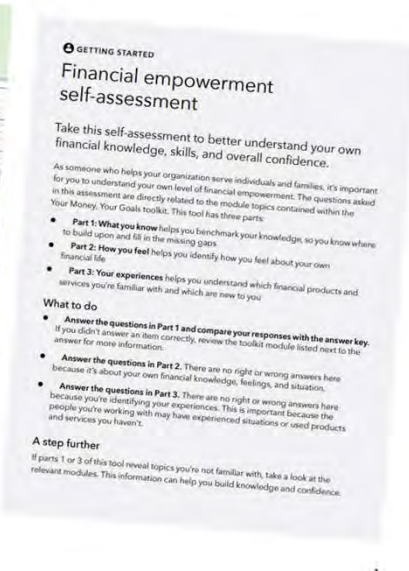
National Center on

Parent, Family, and Community Engagement

## Start with YOU!

Use this tool to:

- Better understand your own knowledge
- Identify how you feel about your own financial life
- Assess your experience and understanding of financial products
- Identify resources you can use to build your comfort



11


## Partner with Families

- Offer questions that explore feelings, values, and motivations
- Use a strengths-based approach



12



Discussion 

Partner with Families

What kinds of question could you ask families in order to learn about their feelings and concerns around money and about what influences their financial decisions?

National Center on Parent, Family, and Community Engagement 13

13

## Partner with Families: Sample Questions

---

- What does money mean to you?
- What is the most difficult thing about money for you? For your family?
- How did your family handle finances when you were growing up? Did you discuss money openly? How do you think this may influence you?
- What do you want your children to learn about money? What do you think they are learning from you now?

National Center on Parent, Family, and Community Engagement 14

14



## Partner with Families

Use a strengths-based approach.

Strengths-based Approach involves the following:

- Acknowledge the strengths of families first
- Respect and learning from differences
- Show openness to adapting practice based on family preferences
- Share decision-making
- Approach families as equal and reciprocal partners in support of their child

15

## Partner with Families

Assessments from  
*Your Money, Your Goals*

**GETTING STARTED**  
**My money picture**

This tool is where the conversation starts. When you feel ready, own or review the toolkit, working with a partner or when a child is ready.

**What to do**

- Have the toolkit ready for your current situation.
- Review the toolkit. This is a good place to start.

**A step further**  
If you keep a copy of the toolkit, completely confidential information secure, to storing and handling.

**Use My money picture to find a place to start your conversation**

If you could change one thing about your financial situation, what would it be?

QUESTION	YES	NO
1. Do you have dreams for you or your children that require money to make them happen?	<input type="checkbox"/>	<input type="checkbox"/>
2. Are you behind on rent, car payments, or other bills?	<input type="checkbox"/>	<input type="checkbox"/>
3. Do you usually have about the same amount of income every week?	<input type="checkbox"/>	<input type="checkbox"/>
4. When unexpected expenses or emergencies happen, do you have some money set aside to cover them?	<input type="checkbox"/>	<input type="checkbox"/>
5. Can you cover all of your bills and living expenses each month with the money, benefits, and other resources you have?	<input type="checkbox"/>	<input type="checkbox"/>
6. Are you having trouble paying student loans or other debts?	<input type="checkbox"/>	<input type="checkbox"/>
7. Has your credit history made it hard to get a car, insurance, a phone, or a job?	<input type="checkbox"/>	<input type="checkbox"/>
8. Do you have an account at a bank or credit union?	<input type="checkbox"/>	<input type="checkbox"/>
9. Do you feel like you're spending too much on things like fees and interest to access and use your money?	<input type="checkbox"/>	<input type="checkbox"/>
10. Have you had issues with a financial product or service like a bank account, loan, mortgage, debt collector, or credit report that you haven't been able to resolve?	<input type="checkbox"/>	<input type="checkbox"/>

16






Activity

---

Money Mindset Cards:  
Build Financial Control



**Money Mindset Steps:**

1. Draw a vertical line down the middle of a piece of paper (or whiteboard in the front of the room).
2. Brainstorm on one half all the ways you feel like your money is out of your control. For example, it could be lack of opportunities to make more money, high expenses, or something else.
3. Brainstorm on the other half all the ways you feel like your money is in your control. For example, you have a plan each month, you save some money regularly, or something else.
4. Talk about ways you can take control of your money. Ask the group: what small step can you make today? What can you do in 2 months or 6 months from now? Write the ideas and solutions in a place where everyone can see them. (Sticky notes are always fun!)
5. Use the coaching questions to facilitate more discussion.

**Coaching Questions:**

- What's in the way? What will help move you forward?
- What will help you gain a little bit more control? What's your first step?
- What would happen if you didn't do anything?

**Helpful Hints:**


- Acknowledge that there are often things outside of us we can't control.
- There is power of the group to provide support, strength, inspiration, and ideas to each other.

National Center on Parent, Family, and Community Engagement

17

17

Discussion



- How do you envision implementing a tool or activity like the Money Mindset cards with families?
- In what setting?
- What challenges do you anticipate?

National Center on Parent, Family, and Community Engagement

18

18



Where It Fits:

---

The Family Partnership Process

Family Partnership Process and Seven Steps for Setting and Reaching Goals with Families

Phase 6: Continuous Program Improvement

Phase 5: Follow-Up and Review

Phase 4: Goal-Setting with Families

Phase 3: Communication with Families

Phase 2: Family and Child Assessment

Phase 1: Recruitment and Enrollment

- Step 1: Set a Goal
- Step 2: Identify Skills
- Step 3: Assess Strengths
- Step 4: Examine Stressors
- Step 5: Explore Strategies
- Step 6: Determine Support
- Step 7: Track Progress and Celebrate Successes

National Center on Parent, Family, and Community Engagement

19

19

Where it Fits: The Family Partnership Process

---

What are ways you see financial goals supporting other goals a family might have but that don't appear on the surface to relate to finances?

20



National Center on

Parent, Family, and Community Engagement

## Resources

---

### Setting and Achieving Financial Goals:

- Your Money, Your Goals
- Economic Mobility Toolkit for Head Start and Early Head Start

21

## Key Takeaways

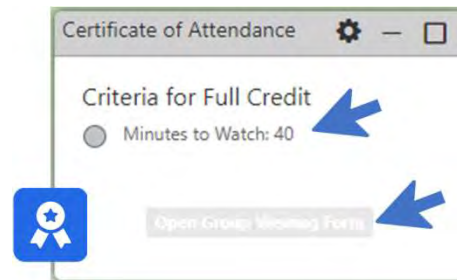
- Financial behaviors, decisions, and feelings are shaped by a person's unique experiences, culture, and values—and structural barriers they've faced in their lives.
- As family service professionals, we hold our own values that shape this work. Self-reflection and engagement in our own learning around these topics strengthens our work.
- There are tools and strategies that can help you have sensitive conversations around money.
- Approaching financial conversations with knowledge, self-awareness, and sensitivity builds a strong foundation for supporting families in setting and achieving financial goals.

22



## Certificates, Session Resources, and Institute Survey

- Download your certificate of attendance and session handouts from the related content tool.
- Complete the Institute Survey at the end of the two-day event.



23

A promotional graphic for COVID-19 vaccination. The background is yellow with white polka dots on the left and blue with white polka dots on the right. At the top, the text "Let's Get Vaccinated!" is written in large, bold, blue letters with a white outline. Below it, "Head Start staff, let's move forward together!" is written in smaller blue text. In the center, a man in a light blue polo shirt is holding a young girl in a yellow dress, both flexing their biceps. To the left, a cartoon nurse in a blue uniform and mask is also flexing her bicep. At the bottom left, there is a logo with the hashtag "#SleeveUp4HeadStart". On the right side, the text "The COVID 19 vaccine is:" is followed by a list of three bullet points: "Safe for adults", "Effective", and "Available in your area".

24



National Center on

Parent, Family, and Community Engagement

Self-care Break

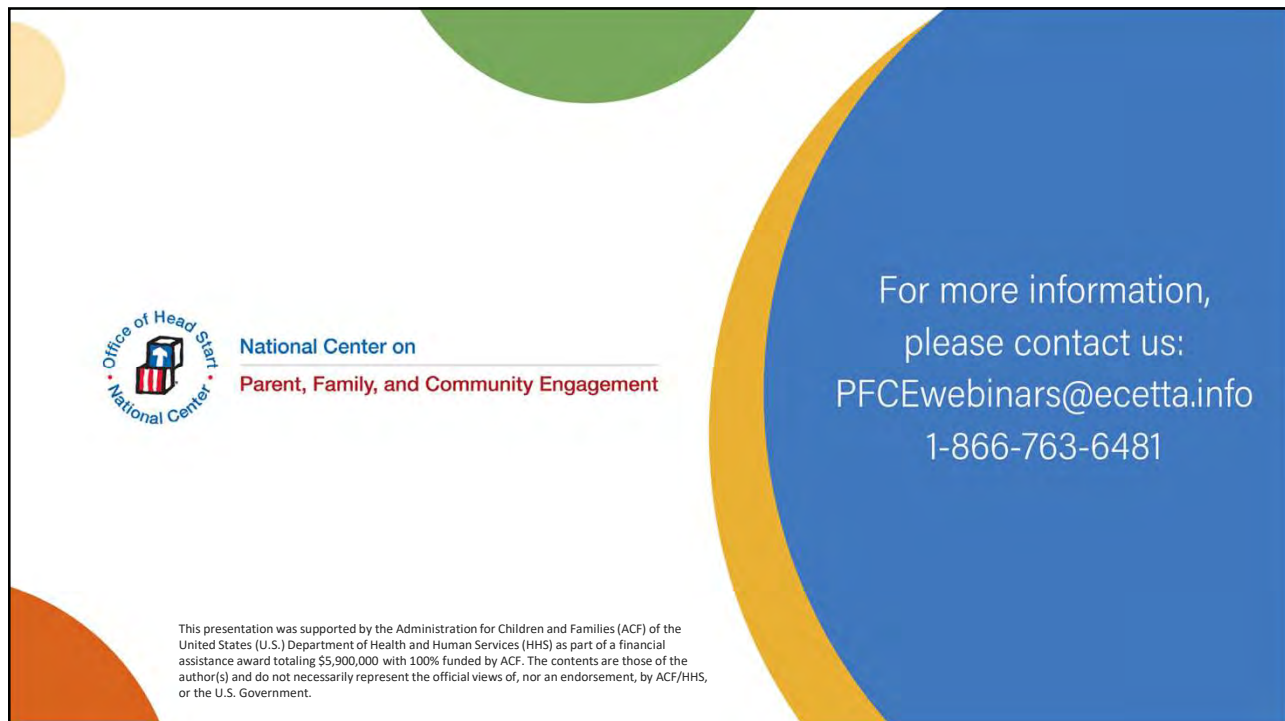



Join us in the  
Engagement Hub.

National Center on Parent, Family, and Community Engagement

25

25



 National Center on  
Parent, Family, and Community Engagement

For more information,  
please contact us:  
[PFCEwebinars@ecetta.info](mailto:PFCEwebinars@ecetta.info)  
1-866-763-6481

This presentation was supported by the Administration for Children and Families (ACF) of the United States (U.S.) Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$5,900,000 with 100% funded by ACF. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACF/HHS, or the U.S. Government.

26



National Center on  
Parent, Family, and Community Engagement