

NEW MOMS

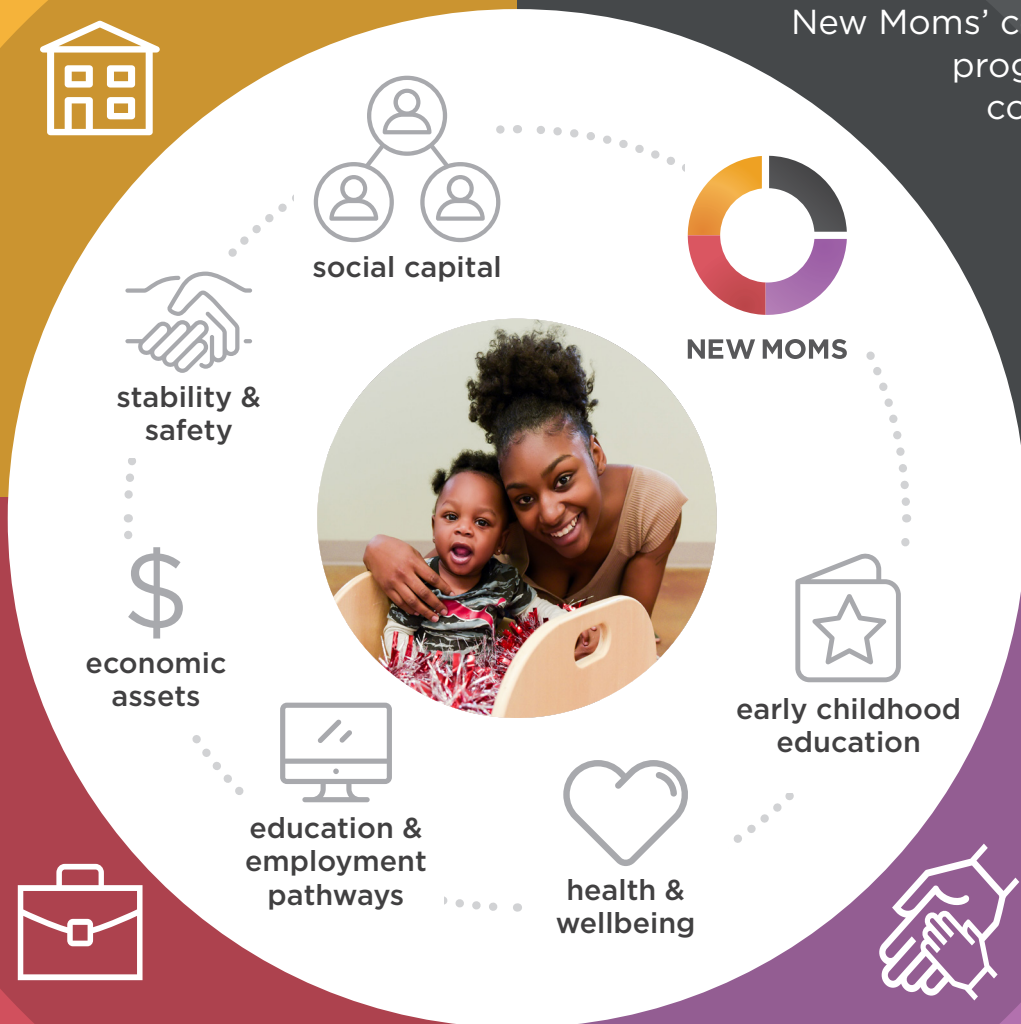
A black and white photograph of a baby's hand resting on an adult's hand. The baby's hand is small and delicate, with fingers slightly curled. The adult's hand is larger and shows signs of age with visible wrinkles. The background is dark and out of focus, featuring a colorful circular logo with segments in orange, yellow, and purple.

SERVICE DELIVERY MODEL

A Two-Generation
Approach for Transformation

HOUSING

New Moms' **Family-Centered Approach** applies brain and behavioral science to services that address the needs and goals of young moms and children experiencing poverty. Built over 36 years of practice, New Moms' comprehensive programming and coaching model strengthens skills, builds confidence, and leads to thriving futures.



JOB TRAINING

FAMILY SUPPORT

I KNOW I CAN
DO THIS.



A FAMILY-CENTERED APPROACH

means that we believe young moms have the strength, ability, and potential to accomplish their goals. With a racial equity lens, our staff partner with families, sharing resources and encouragement that empower young moms to take the lead in their growth and feel supported with the tools they need for long-term success. This umbrella framework integrates various evidence-based methods to achieve greater impact.

family
engagement
& coaching

trauma
informed
care

positive
youth
development

strengths
based

harm
reduction

motivational
interviewing

executive
skills
knowledge

goal
tracking



grounded in and surrounded by a racial equity perspective

Organizational systems that sustain this approach create **LASTING TRANSFORMATION**



measure success

Analyze performance
and make intentional,
data-informed decisions.



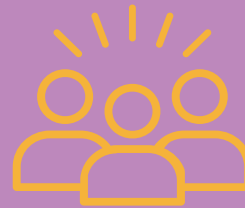
incorporate family input

Ask open-ended questions
to understand and include
all perspectives.



empower equity

Challenge systemic barriers
with and for all stakeholders.



inspire innovation

Seek learning and growth, and
apply promising practices.



compel generosity

Build a community of support and love.



We transform TWO GENERATIONS by...

Applying a **HOLISTIC COACHING APPROACH.**

Creating cycles of opportunity where families **ARE IN THE DRIVER'S SEAT.**

Collaborating with all stakeholders to develop and sustain **SUPPORTIVE SYSTEMS.**

Unleashing untapped
POTENTIAL FOR SUCCESS.