



BRODHEAD Service Program

Follow-up Experiences for DukeEngage Program Alumni in North Carolina and Beyond

Organization: Family Success Alliance (Orange County Health Department)

Mission: The Family Success Alliance (FSA) is a collective impact initiative to close the achievement gap and end generational poverty in Orange County, North Carolina. We are building a movement to strengthen the pipeline of success from cradle to college and career.

FSA engages in individual-level and systems-level work to strengthen the pipeline of success from cradle to college and career. To do this work, FSA brings together community members, school systems, local government agencies, non-profits, and other community leaders to strategize and align efforts. We also partner directly with students and their families through direct programming, such as a Kindergarten Readiness camp and a peer navigator program. The work is facilitated by a core group of staff located at the Orange County Health Department, and overseen by the Family Success Alliance Advisory Council and the communities that make up each zone. More at: <http://www.familysuccessalliance.org>

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Brief Description of Possible Project(s) for a Brodhead Service Program: The FSA team is engaged in a wide variety of projects, and we look forward to learning about and aligning the work of an intern with his or her interests and passions. Examples of some current opportunities are listed below.

Communications: FSA aims to shift the public narrative and discourse about “poverty” in Orange County.

- Research successful efforts to reframe common perceptions about families who are struggling to make ends meet.
- Review communication strategies employed by long-standing college-to-cradle/career collaboratives such as Harlem Children’s Zone or Northside Achievement Zone
- Work with FSA Communications Manager to design and implement new communications strategies that are consistent with FSA’s values and priorities
- Creative and innovative strategies for increasing social media presence.
- Expand existing written and visual/digital materials that tell the story of FSA.

Coordinating Resource Opportunities: FSA works with 125 families through our navigator program. Through a variety of community partnerships, we coordinate a number of projects that connect families to needed resources.

- Coordinate projects when resource opportunities arise. In the past these have included distribution of laptops to families, installation of Little Libraries in FSA neighborhoods, and a distributing Baby Boxes for infant sleep safety.
- Proactively identify, pursue and coordinate new opportunities to connect families to needed resources.