

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health DepartmentContact Person & Phone No: Joe'Mar Hooper x3175

Category of Request

 New Grant Grant Continuation Change in Previously Approved Grant

Previous Council File No. _____

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Project/Program Title: 414AllGrantor Agency: Diverse and ResilientGrant Application Date: 1/1/14Anticipated Award Date: October 1, 2014

1. Description of Grant Project/Program (Include Target Locations and Populations):

Beginning in February, Diverse and Resilient began undertaking a new campaign to increase the use of condoms among younger populations to reduce the incidence of STI transmission in Milwaukee. The campaign is titled 414All and uses condom distribution, social marketing, community organizing and education to make accurate, evidence-based information, as well as condoms, available, accessible, and acceptable for young people. The Grant funding will be used by MHD to facilitate the purchase of outdoor advertising in support of the campaign.

2. Relationship to City-Wide Strategic Goals and Departmental Objectives:

This campaign will confront head on, two of the Health Department's strategic goals, the reduction in the incidences of teen pregnancy and the reduction of the transmission of sexually transmitted infections.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

N/A

4. Results Measurement/Progress Report (Applies only to Programs):

Results of this awareness effort will be measured through the number of condoms distributed by Diverse and Resilient, and on a more long term scale, the hopeful reduction in the incidence of teenage pregnancy and transmission of sexually transmitted infections among the targeted population.

5. Grant Period, Timetable and Program Phase-Out Plan:

January 1, 2014- December 31, 2014

6. Provide a list of Subgrantees:

N/A

7. If Possible, complete Grant Budget Form and attach to back.

See Attached.