

GRANT ANALYSIS FORM OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: **Health Department**

Contact Person & Phone No: **Denise A. Crumble - Ext. 8478**

Category of Request

New Grant

Grant Continuation

Change in Previously Approved Grant

Previous Council File No.

Previous Council File No.

Project/Program Title: **Plain Talk Initiative – United Way**

Grantor Agency: **United Way of Greater Milwaukee**

Grant Application Date: **August 2007**

Anticipated Award Date: **October 1, 2007**

Please provide the following information:

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

Plain Talk is a community-based initiative aimed at helping parents develop the skills and tools they need to communicate effectively with their children about abstinence, healthy relationships, and sexuality, with training and evaluation supported Annie E. Casey. As a nationally recognized evidence-based teen-pregnancy-reducing program, Plain Talk has three components: Community Mapping (surveying the community), Walkers & Talkers (community residents mobilizing their community), and Home Health Parties (for educating parents).

The Milwaukee Plain Talk Initiative (MPT) was selected to be the 12th city in the U.S. for replication of Plain Talk in the Midtown Planning area where the population is among the highest in teen pregnancy and poverty rates (11.4% of the 15-17 year old girls are pregnant every year and 45% of families live in poverty); the racial/ethnic breakdown is 76% African Americans, 15% Hmong, 3% Hispanic and 3% Non-Hispanic-Caucasians.

The MPT Initiative is collaboration between the Milwaukee Health Dept (MHD) New Concept Self Development Center, Inc (NCSDC) and local community based partners. The lead partnering agency is NCSDC, one of the oldest African American social services agencies in the city with a national reputation for innovative work with families. MHD also is partnering with Public Allies Milwaukee and Manpower, Inc. Work with these community partners facilitated the speedy implementation of MPT. The flexibility of working through community partners to locate in the target area, to hire Mappers; Walkers/Talkers and to provide culturally appropriate services, is vital to the success of the MPT.

The project was initiated here in Milwaukee in mid 2006 with in-kind support from the MHD, NCSDC and start-up funding from the State of Wisconsin and the United Way of Greater Milwaukee – Health Girls Project. The MPT also has secured funding from the Faye McBeath Foundation and the Greater Milwaukee Foundation.

The project is currently implementing the Home Health Party/ Community Engagement Phase. Plans for the future involve applications for additional funding to expand efforts into the Hmong community and to specifically recruit “Askable Adult Male in the African American community. Evaluation of this project is through the Annie E. Casey Foundation, and will involve extensive community surveying (see attached PDF).

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

The Plain Talk Milwaukee Initiative directly addresses the MHD goals of reducing unplanned, non-marital adolescent pregnancies, and reduction of STI's. This program also indirectly addresses the MHD goal of reducing infant mortality.

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

The funds from the United Way will fund a portion of salary for the Health Program Coordinator, an extension of the contract with NCSDC to provide Walkers and Talkers from the neighborhood, educational supplies and Plain Talk conferences and meetings.

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

Report deadlines are 12-29-07 for a planning phase report and a year-end report at the end of the grant period, 12-28-08.

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

October 1, 2007 – December 28, 2008

6. Provide a List of Subgrantees:

Sub-contract with New Concept Self Development Center, Inc.

7. If Possible, Complete Grant Budget Form and Attach. **Attached.**