

LRB-RESEARCH AND ANALYSIS SECTION

PUBLIC SAFETY COMMITTEE

ITEM 10, FILE # 060856

November 1, 2006

RICHARD L. WITHERS

File # 060856 is a resolution relative to the application, acceptance, funding and expenditure of a proposed award from the Faye McBeath Foundation for creation of the Plain Talk Initiative-Faye McBeath.

Background

1. Plain Talk is a community-based initiative designed to assist parents in developing the skills and tools they need to communicate effectively with their children about abstinence, healthy relationships, and sexuality, with training and evaluation support by the Annie E. Casey foundation.
2. Plain Talk is a nationally recognized, evidence-based, teen-pregnancy-reducing program consisting of 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 was selected to be the 12th city in the U.S. for replication of Plain Talk.
3. The target area for this initiative is the Midtown Planning area. Midtown has one of the highest rates of teen pregnancy and poverty in the City. 11.4% of girls ages 15 to 17 become pregnant each year in the area. 45% of families live at or below poverty levels. The racial/ethnic breakdown is 76% African American, 15% Hmong, 3% Hispanic and 3% Non Hispanic Caucasian.
4. The City of Milwaukee Health Department has partnered with New Concept Self Development, Inc. and will subcontract with several additional agencies to implement the program. Candidates include: the Hmong Women's Center, the Hmong American Friendship Association, the Lao Family Community and Public Allies Milwaukee.

Discussion

1. This proposed award of \$30,000 is intended to support one intern from Public Allies Milwaukee at \$7,400 and subcontracts for "Walkers and Talkers" at \$22,600 during the grant period.
2. The grant period will be 11/01/06 to 10/31/07.
3. Additional funding for the Plain Talk initiative is proposed from the United Way in the amount of \$50,000 that will separately support a project coordinator position (File #060855).
4. The resolution in File #060856 authorizes the City Comptroller to commit \$30,000 grantor share funds within the Project/Grant Parent of the 2006 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels.

5. The resolution further authorizes the Health Department, consistent with the terms of the grant, to: expend from these budgeted amounts; enter into subcontracts and leases; and to expend funds for training and out-of-town travel of departmental staff from the grant funds in 2006.

Fiscal Impact

1. This proposed \$30,000 in non-O&M funding will support new activities and will have no impact on the tax levy.

Prepared by: Richard L. Withers
LRB-Research and Analysis Section
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Cc: Marianne C. Walsh
W. Martin Morics
Bevan Baker
Yvette Rowe
Denise Crumble