

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

Previous Council File No.

Change in Previously Approved Grant

Previous Council File No.

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

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

Grant Application Date: **August 2006**

Anticipated Award Date: **October 3, 2006**

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 support by 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 was selected to be the 12th city in the U.S. for replication of Plain Talk. The target area for this initiative is the Midtown area which has one of the highest rates of teen pregnancy and poverty. (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 Caucasian. The City of Milwaukee Health Department has joined with New Concept Self-Development Center and several local groups to implement this program.

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 and a portion of the contract with Public Allies Milwaukee.

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

Report deadlines are 12-29-06 for a planning phase report and a year-end report at the end of the grant period, 12-28-07.

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

October 1, 2006 – December 28, 2007

6. Provide a List of Subgrantees:

Sub-contract with Public Allies Milwaukee for an intern.

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

Attached.