

LRB-RESEARCH AND ANALYSIS SECTION

PUBLIC SAFETY COMMITTEE

SEPTEMBER 16, 2009

ITEM 24, FILE # 090442

File # 090442 is a resolution relating to the application, acceptance and funding of the Plain Talk Milwaukee initiative from the United Way.

Background

1. This resolution authorizes the Milwaukee Health Department to apply for, accept and fund the Plain Talk Milwaukee Initiative from the United Way.
2. This is a continuing grant-funded program beginning in mid 2006. The United Way of Greater Milwaukee provided partial support for the Plain Talk Health Project Coordinator position in 2008 and 2009. Additional funding has also been provided for the Plain Talk program over the past 3 years from the Greater Milwaukee Foundation, the Faye McBeath Foundation and the Jane Bradley Petit Foundation.
3. Plain Talk is a community-based initiative designed to assist parents in developing skills and tools needed to communicate effectively with their children about abstinence, healthy relationships, and sexuality.
4. Plain Talk is a nationally recognized, evidence-based teen-pregnancy-reducing program with three components:
 - Community Mapping (surveying the community)
 - Walkers & Talkers (community residents mobilizing their community)
 - Home Health Parties (for educating parents).
5. Milwaukee was selected to be the 12th city in the U.S. for replication of Plain Talk.
6. The Annie E. Casey Foundation has provided training and evaluation for the program. A preliminary progress report is expected in December of 2009 and a final report is anticipated in June of 2010.
7. The target area for the Plain Talk initiative is the Midtown Planning Area which has one of the highest rates of teen pregnancy and poverty in the City. In this area, 11.4% of 15-17 year-old girls become pregnant annually and 45% of families live in poverty. The racial/ethnic breakdown of the population in the Midtown Area is 76% African Americans, 15% Hmong, 3% Hispanic and 3% Non Hispanic Caucasian. Additional funding will be sought to extend the program in the African American community to "Askable Adult Males." Efforts have also been expanded to assist the Hmong community.
8. The Plain Talk initiative has implemented the Home Health Party/Community Engagement Phase of the overall plan. This past summer a new phase was begun involving community mapping. This phase of the program surveys for attitudes and knowledge related to sexuality and pregnancy issues.

Discussion

1. The proposed grant is for \$50,000, an amount double the \$25,000 award in the previous award.
2. The proposed budget for this grant is as follows:

Personnel (Health Project Coordinator –grade 004)	\$25,482
Fringe (41%)	10,448
Participant Incentives	2,000
Training, Meeting and Outreach Supplies	2,000
Printing and Graphics	2,825
Phones	1,700
Staff Training and Travel	1,000
Indirect Costs*	4,545
TOTAL	\$50,000

*The term "Indirect costs" refers to an amount effectively contributed by the City in overhead including such costs to the City as space, equipment, utilities and similar costs.

3. This grant is for the period July 1, 2009 through June 30, 2010.

Fiscal Effect

1. The total amount of this grant is \$50,000, with \$45,455 from the grantor and \$4,545 recognized as City indirect costs.
2. There is no effect on the tax levy.

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