

# 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 – Faye McBeath**

Grantor Agency: **Faye McBeath Foundation**

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),

Planning

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. 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 Faye McBeath Foundation will fund the sub-contracts with New Concept Self Development, Inc., Hmong Women's Center, the Hmong-American Friendship Association, the Lao Family Community and Public Allies Milwaukee.

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

Report deadlines are May 31, 2007 for a progress report and a Final report will be due on 12/3/07.

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

11/01/06-10/31//07

**6. Provide a List of Sub grantees:**

Sub-contracts with 3-4 of the following agencies are planned; New Concept Self Development, Inc., Hmong Women's Center, the Hmong-American Friendship Association, the Lao Family Community and Public Allies Milwaukee for Plain Talk Walkers and Talkers. Final Subcontract grantees are to be determined after the implementation planning phase/ training with Plain Talk/ Public Ventures.

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

Attached.