

LRB-RESEARCH AND ANALYSIS SECTION

PUBLIC SAFETY COMMITTEE

ITEM 14, FILE # 070822

OCTOBER 11, 2007

RICHARD L. WITHERS

File # 070822 is a resolution relating to the application, acceptance and funding of the Plain Talk Initiative Grant from the United Way.

Background

1. This resolution authorizes the Milwaukee Health Department to apply for, accept and fund the Plain Talk Initiative Grant from the United Way.
2. The Plain Talk Initiative (MPT), formerly referred to as "Plaintalk," is a continuing program funded from several non-public sources including the Greater Milwaukee Foundation, the Faye McBeath Foundation, and also supported with training and evaluation by the Annie E. Casey Foundation.

Discussion

1. The Plain Talk Initiative 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.
2. The Plain Talk Initiative 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).
3. Milwaukee was selected to be the 12th city in the U.S. for replication of the Plain Talk Initiative.
4. The target area for MPT 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 become pregnant annually and 45% of families live in poverty. The racial/ethnic breakdown of the population in the Midtown Area is 76% African-American, 15% Hmong, 3% Hispanic and 3% Non Hispanic Caucasian.
5. The City of Milwaukee Health Department has partnered with New Concept Self-Development Center to implement the MPT. Two additional local partners are Manpower, Inc. and Public Allies.
6. This grant is for the period of October 1, 2007 through December 28, 2008.

7. The resolution in File #070822 authorizes the City Comptroller to commit \$50,000 grantor share funds within the Project/Grant Parent of the 2007 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels.
8. 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; to expend 2007 budgeted grants for equipment deemed necessary to the operation of the program; and to expend funds for training and out-of-town travel of departmental staff from the grant funds in 2007.

Fiscal Impact

1. The total amount of this grant is \$50,000 entirely from the grantor.
2. The grant budget provides continued partial funding for the salary and fringe benefits of a Health Project Coordinator (pay range 4), \$5,050 for miscellaneous program supplies and materials, \$1,790 for conferences, training and meeting expenses, and \$17,160 for the extension of the current contract with the New Concepts Self Development to January 31, 2008.

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October 5, 2007

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