

# GRANT ANALYSIS FORM

## OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS

Department/Division: Health Department

Contact Person & Phone No: Denise A. Crumble 286-8478

### 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 – Jane Bradley Pettit Foundation

Grantor Agency: Jane Bradley Pettit Foundation

Grant Application Date: September 15<sup>th</sup>, 2007

Anticipated Award Date: December 26, 2007

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 Plain Talk Milwaukee 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 Planning 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 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 Jane Bradley Pettit Foundation will fund a portion of the salary for the MHD Health Project Coordination who manages the Plain Talk Milwaukee Initiative and potential sub-contracts with Public Allies Milwaukee, Hmong Women's Center, the Hmong-American Friendship Association, and the Lao Family Community.

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

A final report will be due on or around 12/31/08.

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

January 1, 2008 through December 31, 2008

#### 6. Provide a List of Subgrantees:

N/A

#### 7. If Possible, Complete Grant Budget Form and Attach to Back.