

LRB-RESEARCH AND ANALYSIS SECTION

PUBLIC SAFETY COMMITTEE

ITEM 3, FILE # 071303

JANUARY 24, 2008

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File # 071303 is a resolution relative to the application, acceptance, funding and expenditure of the Plain Talk Milwaukee Initiative-Pettit Foundation Grant from the Jane Bradley Pettit Foundation.

Background

1. Plain Talk is a community-based initiative designed to help 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 the Annie E. Casey Foundation.
2. 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).
3. 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.
4. The City of Milwaukee Health Department has joined with a number of local groups, community and neighborhood organizations to implement this program.
5. Foundation and grant supporters of the Plain Talk program include The Greater Milwaukee Foundation, the Faye McBeath Foundation, the Annie E. Casey Foundation, and the United Way.

Discussion

1. The grantor proposes an award of \$30,000, grantor share only, to the Plain Talk initiative of the Milwaukee Health Department to be allocated as follows:

Personnel Costs	Project Coordinator *	\$17,730
Fringe Benefits (41%)		7,270
Neighborhood Contractors**		5,000
Total		\$30,000

* The grant budget provides for a portion of the currently authorized coordinator position, already budgeted for 2008.

** Based on historical partners, the potential community contractors include Public Allies Milwaukee, Hmong Women's Center, Hmong American Friendship Association and the Lao Family Community.

2. The period of the award is January 1, 2008 to December 31, 2008.
3. The grantor requires a final report by December 31, 2008, including a description of completed objectives and program accomplishments.
4. The Milwaukee Health Department anticipates the opportunity to apply for and receive future awards from the Pettit Foundation for the Plain Talk Initiative.
5. The resolution in File #07303 authorizes the City Comptroller to commit \$30,000 grantor share funds within the Project/Grant Parent of the 2008 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels. The Comptroller is further authorized to establish City Share Project Values.
6. The resolution further authorizes the Health Department, consistent with the terms of the grant, to: expend from these budgeted amounts; enter into subcontracts; expend for specific items of equipment and to expend funds for training and out-of-town travel of departmental staff from the grant funds in 2008.

Fiscal Impact

1. This resolution provides for application, acceptance and funding for the Plain Talk initiative in the amount of \$30,000 for fiscal 2008, entirely grantor share.
2. There is no impact on the tax levy.

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