

File # 081100 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. Additional funding has been provided for the Plain Talk program over the past 2 1/2 years from the Greater Milwaukee United Way, 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 provides training and evaluation for the program. A final report for the program is due May 1, 2009.
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 is currently implementing the Home Health Party/Community Engagement Phase of the overall plan.

Discussion

1. The City of Milwaukee Health Department's primary partner in implementing the Plain Talk Initiative is New Concept Self-Development Center (NCSDC). Several additional neighborhood organizations are also involved. Subcontracts to

NCSDC and these organizations are funded in the proposed budget for a total of \$18,800.

2. The proposed budget for this grant totals \$25,000 as follows:

Training, Meeting and Outreach Supplies	\$ 4,000
Printing	2,200
Contractual Services	
NCSDC	12,500
Running Rebels	6,300
TOTAL	\$ 25,000

3. This grant is for the period September 1, 2008 through November 30, 2009.
4. The resolution in File #081100 authorizes the City Comptroller to commit \$25,000 grantor share funds within the Project/Grant Parent of the 2009 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels.
5. 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; and to expend funds for training and out-of-town travel of departmental staff from the grant funds.

Fiscal Effect

1. The total amount of this grant is \$25,000 entirely from the grantor. There is no effect on the tax levy.

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