

# **Community Participation, Community Education, and Program Promotion (CPEP): More Than Just Meeting a Requirement**

November 14, 2018



# Agenda

- Welcome and Introductions
- Defining community
- Title X and NYSDOH Requirements
- Outcomes
- Developing CPEP plans
- Peer Learning Group (PLG) Preview
- Wrap-up

# Welcome & Introductions

- Expectations
- Introductions
  - Name
  - Agency
  - Role
  - One thing you want to get out of today's session/why you picked this session



# Defining Community

# Title X Requirements

- 11.1 - Title X grantees and sub-recipient agencies must provide an opportunity for participation in the development, implementation, and evaluation of the project by persons broadly representative of all significant elements of the population to be served; and by persons in the community knowledgeable about the community's needs for family planning services.
- 11.2 – Projects must establish and implement planned activities to facilitate community awareness of and access to family planning services. Each family planning project must provide for community education programs. The community education program(s) should be based on an assessment of the needs of the community and should contain an implementation and evaluation strategy.



# Title X Requirements (Cont.)

- 11.3 – Community education should serve to enhance community understanding of the objectives of the project, make known the availability of services to potential clients, and encourage continued participation by persons to whom family planning may be beneficial.

# NYSDOH Expectations

- Have at least one trained Health Educator with dedicated time to family planning outreach and education
- Have process for ensuring competency of health education staff
- Have written CPEP Plan
- Describe Process for creating CPEP Plan:
  - Needs assessment
  - Plan monitoring and evaluation
  - How input from members of priority populations are solicited and incorporated in to Plan

# NYSDOH Expectations

- CPEP Plans should:
  - Use Specific, Measurable, Achievable, Realistic, and Time-Oriented (SMART) framework
  - Address both:
    - Community Participation
    - Community Education/Program Promotion





# NYSDOH Expectations

- CPEP Plans should include:
  - Activates/efforts to increase community awareness of and ability to access FP services
  - Specific emphasis on unique needs or priority populations:
    - Racial/ethnic minorities
    - Adolescents
    - Individuals at or below 100% of the Federal Poverty Level
    - Males
    - Other populations not included above but identified through the community needs assessment.

# NYSDOH Expectations

- CPEP Plans should:
  - Describe:
    - how community partnerships are identified and evaluated
    - marketing and communication plan/activities
  - Include measures
    - to demonstrate successful Community Participation
    - to demonstrate successful community education/program promotion
    - of effectiveness of social media efforts such as impressions/clicks



# NYSDOH Expectations

Specific questions on allowable or unallowable activities or staffing should be directed to your NYSDOH FPP Program Manager.

# Title X and NYSDOH Requirements

- What do each of these components mean to you?
- Small group activity
  - Meeting requirements/expectations
  - Challenges in meeting them
  - How to overcome barriers
  - Report out

# Outcomes of CPEP Activities

- What does success look like for this area?
- What evaluation measures would be sensitive to success on this measure?

# Developing CPEP Plans

- Small group activity
- Teams will work to complete the plan for at least one CPEP activity relevant to your FPP, including evaluation
- Report out

# Peer Learning Group (PLG)

- Monthly 1 hour virtual meetings start beginning of 2019
- Mix of presentation of evidence/best practices and discussions hosted by the Training Center
- Share new information and experiences to identify community participation, education, and promotion strategies
- Topics such as effective outreach to partners; effective outreach for clients; strategies to measure efforts
- Registration forthcoming



**Questions?**

