

# New York State Department of Health

## Community Participation, Community Education, and Program Promotion Guidance for the Family Planning Program

This document describes the New York State Family Planning Program (NYS FPP) requirements for **community participation, community education, and program promotion (CPEP)** and corresponding expectations for NYS FPP to comply with these requirements. Questions about allowable or unallowable activities or staffing should be directed to FPP Program Managers.

### 1. All NYS FPP Providers Should:

- Have *at least one Health Educator* who:
  - Is trained as a health educator; and
  - Has dedicated time to Family Planning Outreach and Education.
- Have a process for ensuring competency of health education staff to deliver client-centered family planning counseling and education including information on training/onboarding and evaluation of existing health education/outreach staff.
- Have a *written CPEP Plan* that includes community participation and community education/program promotion activities (*see below*).
- Describe their *process for creating the CPEP Plan* including:
  - How community needs for and access to family planning services are assessed;
  - How plans are monitored and evaluated, including who is responsible and how often the plan is reviewed; and
  - How input from members of priority populations is solicited and incorporated into program planning.

### 2. The CPEP Plan should:

- Establish measurable goals using a SMART (Specific, Measurable, Achievable, Realistic, and Time-Oriented) framework.
- Clearly address plans for both **Community Participation** and **Community Education/Program Promotion**:
  - **Community Participation**--Community partners who are broadly representative of the population served should inform the development, implementation, and evaluation of a FPP agency's project plan.

- **Community Education/Program Promotion** should be based on a needs assessment and should ensure that the community is aware of and encouraged to access family planning services at the FPP agency.
- Include outreach and education activities and/or efforts to increase community awareness of and ability to access FP services. A specific emphasis should be placed on addressing the unique needs of key priority populations including:
  - 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
- Describe how community partnerships are identified and evaluated.
- Describe marketing and communication plan/activities that include using social media as one method to support community outreach and engagement.
- Have **evaluation components** that address SMART objectives and focus on ensuring that FPPs are achieving their stated CPEP goals. The plan might include:
  - Measures of successful **community participation** such as:
    - Number of partners providing input on project plan
    - Increased input from community into FP program
    - Increase staff understanding of community
    - Number of program/policy changes implemented based on participant input
    - Demographic or volume changes in patient numbers
    - Increased patient satisfaction
  - Measures of successful **community education/program promotion** such as:
    - New referral partnerships developed
    - Number of referrals made (by referral partner, by patient demographic)
    - Demographic or volume changes in patient numbers
    - Increased community understanding of program
    - Increased support for FP program in the community
    - Increased access to previously hard to reach populations (presence with faith based organizations, schools, etc.)
  - Measures of the effectiveness of social media efforts (such as impressions, clicks).
  - Descriptive challenges and insights.