**Community Participation and Community   
Education/Program Promotion Plan (Template)**

This document addresses New York State Department of Health (NYSDOH) requirements for a community participation, education, and promotion plan (CPEP). This tool can support New York State Family Planning Program (FPP) agencies as they develop, implement, and evaluate components of their Community Participation and Community Education/Program Promotion (CPEP) plan.

NYSDOH Family Planning Providers should refer to the *New York State Department of Health Community Participation, Community Education, and Program Promotion Guidance for the Family Planning Program* document to ensure that plan activities address NYSDOH expectations. Providers should also ensure that materials used in CPEP activities that are educational in nature and geared towards clients and potential clients are approved by Information and Education Committees.

**Example CPEP Activities**

Examples of activities that FPP agencies may incorporate into their CPEP plan are included below. Note that FPP agencies should identify objectives and activities that apply to their specific context.

|  |  |
| --- | --- |
| **Community Participation** | **Community Education/Program Promotion** |
| * Conduct routine community needs assessments. * Conduct joint community needs assessments with community partners – especially those also funded by NYSDOH BWIAH (i.e. CAPP/PREP, MICHC, and Sexual Violence Prevention Programs) where service areas overlap. * Administer client satisfaction surveys and use results for program planning. * Collect feedback from clients through social media platforms. * Develop mechanism for obtaining feedback from community members on agency FPP services and materials. Mechanisms can include community advisory committee, youth advisory committee, patient advisory committee. * Present at community meetings and solicit feedback. * Conduct a survey with community partners (mental health and primary care providers, shelters, prisons, faith-based organizations, school personnel, parent groups, social service agencies, food pantries, and other community organizations). * Conduct focus groups with patients or community partners. | * Conduct presentations to inform community partners (mental health and primary care providers, shelters, prisons, faith-based organizations, school personnel, parent groups, social service agencies, food pantries, and other community organizations) of services, locations, and hours. Note that NYSFPP does not fund implementation of Evidence Based Practice curriculum. Adolescent programs should be facilitated by CAPP/PREP whenever they are able. * Meet with community partners and coalitions to discuss family planning program and potential referral opportunities. * Post up to date program information at a wide range of community venues including virtual platforms (websites, social media, etc.) * Put out press releases. * Distribute and post flyers. * Distribute program information at community events. * Provide clients with program information to share with peers. |

**Template Community Participation and Community Education/Program Promotion (CPEP) Plan**

The below template plan may be used to identify objectives and actions that a FPP agency will undertake to engage and educate the community. FPP agencies may adapt this template and add rows as needed.

| **Community Participation and Community Education/Program Promotion (CPEP) Plan** | | | | | |
| --- | --- | --- | --- | --- | --- |
| **Objective 1:** This objective relates to the requirement for: [ ] community participation [ ] community education/program promotion | | | | | |
| Timeline | Target Audience | Action Steps | | Responsibility | Evaluation |
|  |  |  | |  |  |
| **Objective 2:** This objective relates to the requirement for: [ ] community participation [ ] community education/program promotion | | | | | |
| Timeline | Target Audience | | Activity/Action Steps | Responsibility | Evaluation |
|  |  | |  |  |  |
| **Objective 3:** This objective relates to the requirement for: [ ] community participation [ ] community education/program promotion | | | | | |
| Timeline | Target Audience | | Activity/Action Steps | Responsibility | Evaluation |
|  |  | |  |  |  |

**Suggested CPEP Resources:**

* [Needs Assessment Template](https://www.nationalfamilyplanning.org/file/Needs-Assessment_ResourceGuide.pdf) created by the National Family Planning and Reproductive Health Association.
* [Patient Experience Toolkit](https://www.fpntc.org/sites/default/files/resources/fpntc_peit_full.pdf) developed by the Family Planning National Training Center (FPNTC) to help family planning clinics improve patient experience and increase patient retention at low or no cost. The toolkit includes a patient satisfaction survey, phone audit tools, focus group tools, and mobile phone patient satisfaction survey tools, among others.
* [Prioritizing the Patient Experience: Strategies for Family Planning Video](https://www.fpntc.org/resources/prioritizing-patient-experience-strategies-family-planning-video) from FPNTC that highlights three family planning clinics. Learn why and how simple changes can improve every visit and keep patients coming back.
* [Reducing Patient Wait Time Video](https://vimeo.com/154991156) (3-minutes) from FPNTC that discusses the principles of Lean Process Improvement to decrease patient wait time at your clinic to keep patients coming back.
* [Using In-Reach and Outreach to Effectively Promote Male Services Podcast](https://www.fpntc.org/resources/using-reach-and-outreach-effectively-promote-male-services-podcast) from FPNTC.
* [How to Hire a Youth Advisor: The Secret Roadmap to Sustainable Youth-Adult Partnerships](https://2018adolescenthealthsummit.com/documents/How%20to%20Hire%20a%20Youth%20Advisor%20(Feb%202018)%20(002).pdf) toolkit developed by the Colorado Department of Public Health & Environment.