
Operationalizing Project Promotion & Outreach



REPRODUCTIVE HEALTH PROGRAM
Adolescent, Genetics, and Reproductive Health

Oregon
Health
Authority

Why are we doing this???

- Its new but not new
- Program Element (PE) 46 is new but it sounds the same
- Who's supposed to do what?!?!?
- This is all CONFUSING

WE HEARD YOU!

Why Project Promotion & Outreach –and why now?

- This has been a Title X requirement forever:

11. COMMUNITY PARTICIPATION, EDUCATION, AND PROJECT PROMOTION Title X grantees are expected to provide for community participation and education and to promote the activities of the project.

- 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 (42 CFR 59.5(b)(10)).
- 11.2 Projects must establish and implement planned activities to facilitate community awareness of and access to family planning services (42 CFR 59.5(b)(3)). Each family planning project must provide for community education programs (42 CFR 59.5(b)(3)). 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.
- 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 (42 CFR 59.5 (b)(3)).

RH Program Certification Requirements

- B.9 Community Participation, Education, and Project Promotion
 - a. Collaborate with Local Public Health Authorities (LPHAs), community partners, and other RH service providers to:
 - 1. Identify ways community members will be involved in developing, assessing and/or evaluating the reproductive health services.
 - 2. Periodically assess the needs of the community with regards to awareness of and need for access to reproductive health services.
 - 3. Develop and implement a community education and service promotion plan to:
 - A. Enhance the community's understanding of the RH Program; and
 - B. Make known the availability of services.

Clinical Providers
Focus is on your RH Services

LPHAs
Focus on access to RH services
anywhere/everywhere in your
community

Community Participation

- Involve community in developing, implementing and evaluating your RH services

Project Promotion & Education

- Marketing your RH services

PE 46

- Developing partnerships to assess and increase access to RH services

What you are already doing!

- Promoting

- ✓ County fairs
- ✓ Radio spots
- ✓ Website
- ✓ Newspaper articles
- ✓ Social media

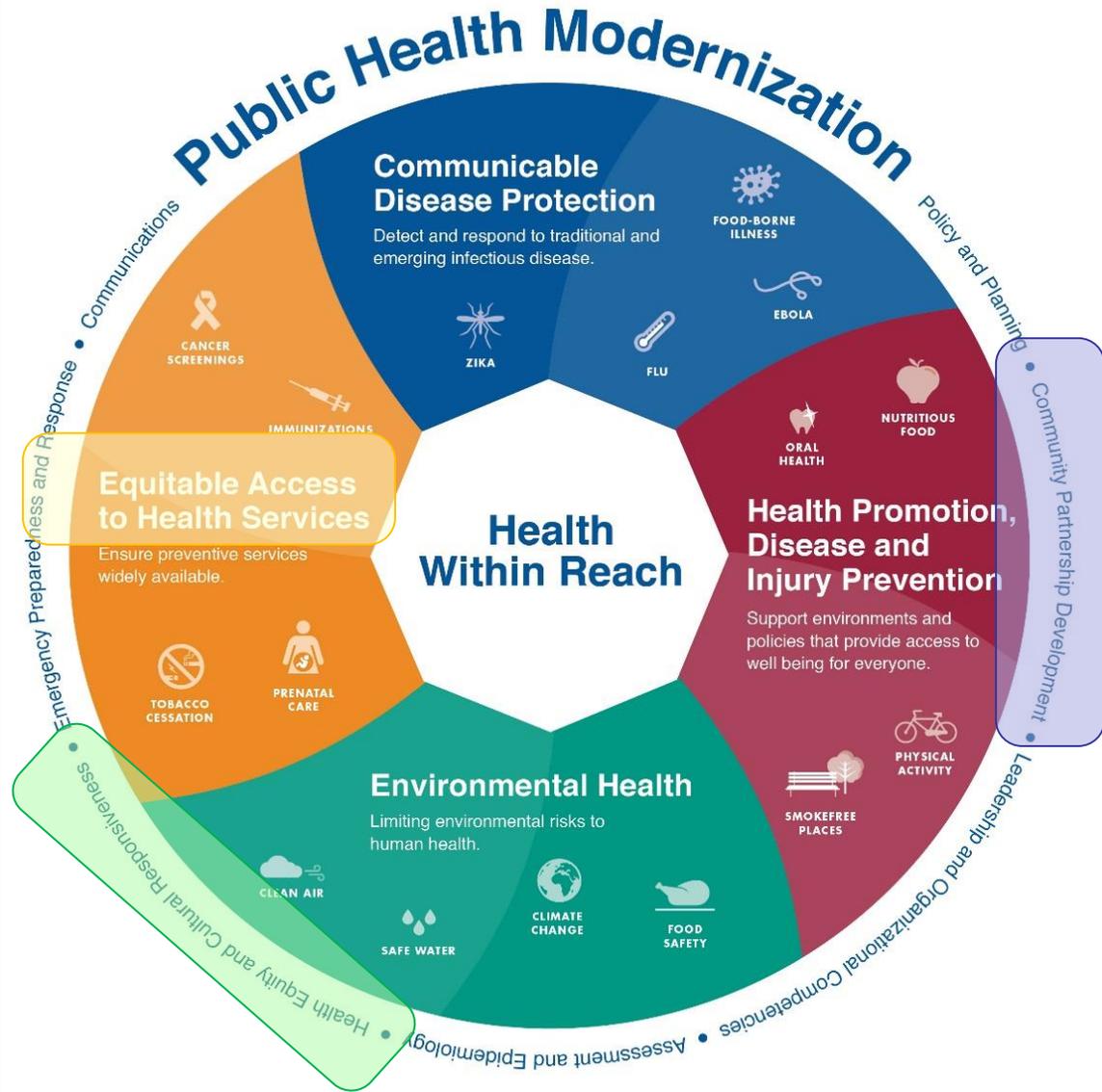
- Educating

- ✓ Talking at school health classes
- ✓ SBHCs
- ✓ Boys and Girls Club
- ✓ Health fairs
- ✓ Participating in coalitions, advisory groups

Community Engagement- Developing/Evaluating your RH services

- Advisory Boards
- Community Member Committee
- FQHC Advisory Committee

- Addresses Public Health Modernization
 - Access to Care
- Assess and increase access to RH services within your community
- Health Equity and Cultural Responsiveness

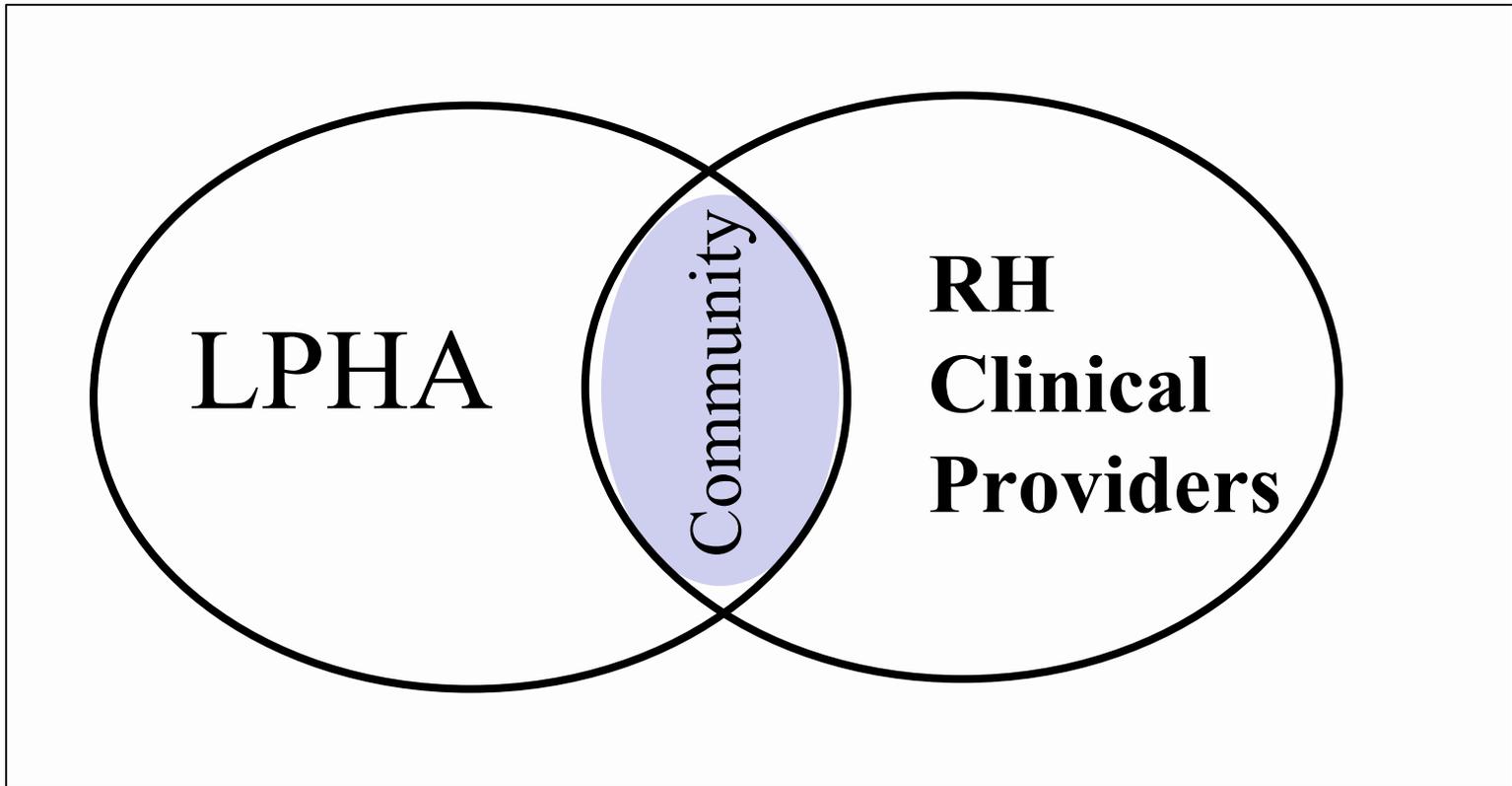


PE 46

Community Partners - Engage and develop partnerships

- New partners
 - *Think outside the box*
 - Faith-based organizations
 - Juvenile services
 - Mental Health
 - Migrant Farm Camps
 - Treatment centers
- Current partners
 - ✓ WIC
 - ✓ NFP
 - ✓ SBHCs
 - ✓ FQHCs

Sometimes the work directly aligns



Washington County



**Washington
County**

Grant County



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