

#152

COMPLETE

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Page 1

Q1 Name of your organization.

Planned Parenthood Gulf Coast, Inc.

Q2 Grant #

20160400

Q3 Grant Period

August 1, 2016 - July 31, 2017

Q4 Location of your organization

City	Houston
State	Texas

Q5 Name and Title of person completing evaluation.

Andrea Lazar, Director of Institutional Giving & Strategic Partnerships

Q6 Phone Number:

713-831-6516

Q7 Email address.

andrea.lazar@ppgulfcoast.org

Page 2: Key Outcomes and Results

Q8 Total number of clients served through this grant funding:

4,577

Q9 Describe the project's key outcomes and results based on the goals and objectives. Use the following format: State the Goal: State Objective 1: Describe the Activities, Results and Outcomes for Objective 1: State Objective 2 (if applicable): Describe the Activities, Results and Outcomes for Objective 2: State Objective 3 (if applicable): Describe the Activities, Results and Outcomes for Objective 3:

Goal: PPGC's goal for our education outreach program is to change the culture around reproductive and sexual health so that we change the health outcomes of our communities.

OBJECTIVE #1 -- Promotoras Program:

Conduct approximately 150 community presentations and parent-child communication workshops (approximately 150 hours); reach an estimated 2,000 people within Spanish-speaking communities.

Attend nearly 200 health fairs and outreach events and conduct neighborhood canvassing (approximately 800 hours); reach almost 7,000 people with sexual health education, information about PPGC's services, and distribute free condoms.

RESULTS:

PPGC's Promotora program conducted 102 community presentations, parent-child communication workshops, and youth sessions. Four of these sessions included our newly-expanded Promotoras program which offered Evidence-Based Intervention modules (EBI) to youth. Through these presentations, the Promotoras educators reached 1,512 people within Spanish-speaking communities, including 1,480 adults (who received 1,480 hours of education) and 32 youth (who received 46 hours of education).

PPGC's two Promotoras educators attended fewer outreach events than anticipated, attending a total of 3 health fairs and 61 community outreach events and reaching 2,000 individuals (see explanation below).

OBJECTIVE #2 -- Sexual Health Education

Deliver evidence-based, multi-session sex education to approximately 300 parents through Real Life, Real Talk (approximately 45 hours); and launch education initiatives for youth focused on the prevention of STD/STIs and HIV through evidence-based sex education; discussion of attitudes and beliefs about HIV, AIDS, and Safer Sex; and skill-building exercises (condom use, negotiation, and refusal skills). Educate an estimated 600 teens through community partners (approximately 80 hours).

RESULTS:

PPGC's education team reached 152 adults with 219 hours of education using Real Life, Real Talk and introducing the EBI module of Get Real.

We educated 773 youth with 3,456 hours of education. PPGC also launched a new initiative called Sister Saving Sisters, a risk-reduction intervention program for teenage women of color; and TeenREACH, a program that educates and empowers teens to become school and community leaders and peer-educators about sexuality and healthy decision-making and inspires them to use their voices to advocate for just and humane sexual attitudes and policies.

OBJECTIVE #3 -- Community Training/Education

Deliver Lunch & Learn healthy sexuality sessions every other month (6) for nonprofit community leaders and educators; and reach 100 professionals through sexual and reproductive health workshops.

RESULTS:

PPGC's education team conducted five healthy sexuality sessions for nonprofit community leaders and educators; and reached 140 professionals with a total of 654 education hours through sexual and reproductive health workshops.

Q10 Please describe any challenges/obstacles the organization encountered (if any) in attaining goals & objectives.

PPGC's biggest challenge in attaining the objectives was a departmental shift in focus to Evidence-Based Intervention (EBI) education. EBIs have been rigorously evaluated, supported by research, and proven to track positive behavior changes when implemented, such as reducing risky behavior and transmission of STIs/STDs. Delivering EBI's is the most effective way for PPGC's education team to have an impact on health outcomes in marginalized communities.

In order to support this departmental shift, PPGC needed to utilize our Promotoras in a different way, reducing the number of hours spent on attending health fairs and outreach programs (where they shared general information with the public) and increasing their capacity to deliver impactful education through EBI curriculum in a classroom setting. This significant change in focus required intensive training of all staff. The re-design of the Education department took over five months to develop, market, and implement.

The other challenge we experienced was language-based. The EBI curriculum we use is in English. This posed a challenge because the Promotoras' primary language is Spanish. Only one of the two Promotoras could be trained on the EBI which affected the outcome results.

Q11 How did you overcome and/or address the challenges and obstacles?

We were able to split the two Promotoras' duties between delivering EBI education and attending community outreach events. One Promotora received the EBI training in English and served as a co-facilitator with our Health Educators; in doing so, she received in-class training hours. The second Promotora took responsibility for attending all outreach events and health fairs. We are in the process of translating one EBI curriculum into Spanish; once complete, our second Promotora will be fully-trained to deliver EBI education.

Q12 Describe any unintended positive outcomes as a result of the efforts supported by this grant.

Once the EBI modules were introduced to the community, requests for implementation exceeded our capacity to deliver education. In the coming year, we will be in a better position to meet the community's needs.

Q13 Briefly describe the impact this grant has had on the organization and community served.

The impact of this grant was to help broaden the scope of PPGC's Promotora Program in the Hispanic community to include EBI education for youth. Currently, PPGC provides EBI sexual health education for two public charter schools that serve predominantly Hispanic students. In the coming year, PPGC plans to continue the Get Real program for Middle School students (ages 11-14) at both of these charter schools, and expand to five additional sites.

S.L. Gimbel Foundation Fund

Q14 Please provide a budget expenditure report of the approved line items. Include a brief narrative on how the funds were used to fulfill grant objectives.

Instead of hiring two additional part-time Promotoras as planned in our grant request, we determined that it would be more beneficial to increase both the number of hours and pay rate of our two existing Promotoras, both of whom have over 13 years tenure with PPGC and are extremely well-known and respected in the Latino/Hispanic communities. Increasing their hours allowed them to spend additional time securing partner sites to help expand our EBI-based program.

Line Item Request -- Promotoras Educators

Budgeted Line Item Explanation -- 4 educators x 20 hours/week x \$13/hr x 52 weeks

BUDGETED EXPENSE -- \$62,467

ACTUAL EXPENSE -- \$57,786

Requested Amount From TCF -- \$ 50,000

Support From Other Funders -- \$7,786

Page 4: Success Stories

Q15 Please relate a success story:

Faculty and Staff of Sanchez Charter School:

"Thank you Planned Parenthood team for educating our students and bringing awareness in a topic so important. The "Get Real" curriculum was a great experience for Sanchez students!" Beatriz Velazquez, Parent Coordinator, Sanchez Charter School

"Thank you for properly educating our students and empowering them to make healthy choices for their lives." Jeremy Hains, Middle School Teacher, Sanchez Charter School

Q16 Please relate a success story here:

Respondent skipped this question

Q17 Please relate a success story here:

Respondent skipped this question

Page 5: Organizational Information

Q18 Which category best describes the organization. Please choose only one.

Medical/Health/Public Agency

Q19 What is the organization's primary program area of interest?

Health & Human Services

S.L. Gimbel Foundation Fund

Q20 Percentage of clients served through grant in each ethnic group category. Total must equal 100% **Respondent skipped this question**

Q21 Approximate percentage of clients served from grant funds in each age category.

Youth ages 13-18	60
Adults	40

Q22 Approximate percentage of clients served with disabilities from grant funds. **Respondent skipped this question**

Q23 Approximate percentage of clients served in each economic group. **Respondent skipped this question**

Q24 Approximate percentage of clients served from grant funds in each population category. **Respondent skipped this question**
