

# #200

**COMPLETE**

**Collector:** Gimbel Foundat...nd Evaluation (Web Link)  
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Page 1

**Q1** Name of your organization.

Planned Parenthood of the North Country New York Inc.

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**Q2** Grant #

20160264

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**Q3** Grant Period

Dec '17 - Dec '18

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**Q4** Location of your organization

City	<b>Watertown</b>
State	<b>NY</b>

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**Q5** Name and Title of person completing evaluation.

Lauren Zimmerman-Meade, Regional Director of Community Engagement

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**Q6** Phone Number:

3157821818 x219

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**Q7** Email address.

lauren.meade@ppncny.org

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Page 2: Key Outcomes and Results

**Q8** Total number of clients served through this grant funding:

4072

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**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: Decrease the overwhelmingly high incidence of teenage pregnancy and sexually transmitted infections among the 13-19 age group in the Jefferson and Lewis County New York areas by an average of 10% through peer education and teen clinic events by the year 2020.

Objective: Increase knowledge about HIV/AIDS, and other Sexually Transmitted Infections and reduce sexual risk behaviors and teen pregnancy rates through enhanced outreach, peer education, and teen clinic sessions. Using the evidence based curriculum "Be Proud! Be Responsible!" as well as Planned Parenthood sexual health lesson plans, peer education staff will implement programming through the 10 targeted zip codes with the highest rates of infection and teen pregnancy in order to reach over 300 participants by the end of the grant cycle.

Activity I: We implemented programming built around the evidence-base curriculum "Be Proud! Be Responsible!", along with PPNCNY evidence-informed lesson plans, in our 10 targeted areas throughout Jefferson and Lewis counties, in classrooms, at our outreach center, and in community groups. Programming was completed both by PPNCNY staff and Peer Educators to reach 1581 adolescents, 13-19 years of age, well surpassing our goals and bringing much needed sexual health and pregnancy prevention education to our rural areas.

Activity II: Peer Education staff and PPNCNY conducted enhanced outreach within the 10 high-risk zip codes identified, reaching 2491 adolescent residents in Jefferson and Lewis Counties. During these sessions we provided short-term encounter education to increase the interest in educational programs and our teen clinic, and built relationships that translated into appointments being made for reproductive health services, including those focusing on teen pregnancy prevention and STD testing and treatment.

Activity III: PPNCNY staff and Peer Educators scheduled over 50 on-site appointments at various locations throughout the 10 high-risk zip codes to remove barriers of scheduling telephone or walk-in appointments. As a result, we've seen a higher turnout at teen programming in general, a more streamlined means for teens to access reproductive care, and greater trust in Peer Educators and PPNCNY staff throughout the community as resources for quality information and appointments.

Activity IV: PPNCNY health educators and Peer Education staff contacted at least 2491 area adolescents throughout the 10 high-risk zip codes and explained the Family Planning Benefit Program guidelines and application process. This program is run by New York State and expands access for teens and those uninsured or underinsured to be able to receive reproductive health services for free or low cost, creating larger opportunities for care to be obtained by our adolescent target demographics.

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

Our rural area is always a challenge when accessing clients, especially clients like teenagers who typically have no means of transportation, or access to funds, and certainly for those that are not able to have conversation with their parents or guardians. This combined with overwhelmingly conservative ideals in many local towns makes our agency and programming difficult to present in the area as a whole.

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

We are accustomed to working within this environment and have found ways to access the population to overcome this issue. Many of the local schools are welcoming to our educators, which increasing our access to adolescents and gives us an opportunity to promote the TAP program and teen drop in hours at our outreach center, where they can be more open and honest about their questions and needs. The Peer Educators do a fantastic job at making sure they're addressing their home-school communities, interacting with their peers 1:1 and building the relationships to encourage their peers to attend services and appointments. Overcoming this obstacle has been challenging but we have persevered well!

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

As a result of this grant, we have increased our access to the priority population exponentially. We have had numerous instances where the Peer Education staff have been able to seamlessly connect their peers to care, or at least to PPNCNY staff, to ensure they get the prevention care that they need, including multiple teens accessing emergency contraception outside of normal clinic hours. Opening up these emergency lines of communication and ensuring that teens have access to care when they can safely do so has been a major unanticipated outcome of this grant cycle that we hope will continue into 2019 and beyond.

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

Through this grant period we have been able to do many more community events and programs which has brought awareness not only to the TAP program and PPNCNY, but to our agency as a whole. Our outreach has increased exponentially and we have participated in multiple large-scale community events this year which have engaged our community in ways that we have not been able to previously. As a result, we have seen a larger increase in teens joining our educational programming opportunities, and accessing reproductive healthcare.

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Page 3: Budget

**Q14** Please provide a budget expenditure report. Also, provide a budget narrative that explains how the funds were utilized, what was purchased, what were the expensed items based upon the budget that was submitted.

From the start of this grant, funds were used to train and foster four Peer Educators from local high schools that in turn provided multiple educational sessions and were the cornerstones towards building our successful Teen Advocacy Program. We provided the Peer Educators with stipends at to provide education and increase TAP program attendance, purchased materials and provided healthy snacks and drinks to the program attendees, making it all the more enticing for teens to visit the outreach center and the clinic. We also purchased advertisements in local musical and theatre performance Playbills to increase the awareness of TAP for adolescents and parents in high school circles.

We purchased incentives in the form of promotional products and gift cards for attendance and group participation, which we made use of through various endeavors, including a larger-scale programming that averaged 30+ teens and truly opened the door for teens to recognize that Planned Parenthood is not a scary place, rather one at which they can access exceptional care without judgement.

Some funds were also allocated towards the Project Coordinator to oversee the educators and coordinate activities and programming opportunities. Funds were also used to accommodate for travel over this large rural area that we serve.

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Page 4: Success Stories

**Q15** Please relate a success story:

During this grant cycle we had a teen couple approach PPNCNY staff at the Community Outreach Center that were referred from our Peer Education staff that they had talked to in their home school district. The teens were seeking Emergency Contraceptives, and although our health center staff had already closed the clinic, and the staff had gone home for the weekend, our PPNCNY staff was able to make sure that they had the Emergency Contraceptive they were looking for at that time without having to risk waiting an additional 48 hours for care, ensure that they for that medication at no-cost as they were unable to pay, and schedule an appointment to follow up and discuss their contraceptive options for the future. Overall, this couple was so grateful for our confidential and quick care and was a direct result of our Peer Education staff doing their best work!

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**Q16** Please relate a success story here:

A local school health educator approached our PPNCNY staff in hopes that we would be able to provide some 1:1 counseling for two teens in their district during their lunch period. PPNCNY staff worked with a Peer Educator to talk with two teens to discuss contraceptive use and negotiation tactics to avoid sexually risky behaviors. The teens that were counseled were in unhealthy relationships and after discussing these topics with our staff and Peer Educators broke off their relationship understanding that they were not benefitting from the relationship and were dedicated to taking better care of their sexual health in the future.

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**Q17** Please relate a success story here:

Our Peer Education staff identified a student/peer in their district that was struggling with the possibility of being HIV positive due to his risky sexual behaviors and continued relationships with much older partners from online dating apps. The Peer Educators connected the teen to PPNCNY staff who was able to schedule an appointment for HIV testing and discuss healthy relationships and the risky behavior he was engaging in. He subsequently began coming to TAP programming and has benefited greatly from the connection our Peer Educators made.

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Page 5: Organizational Information

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

**Medical/Health/Public  
Agency**

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

**Health & Human  
Services**

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

African American	6
Asian/Pacific Islander	2
Caucasian	76
Native American	1
Hispanic Latino	3
Other	12

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S.L. Gimbel Foundation Fund

<b>Q21</b> Approximate percentage of clients served from grant funds in each age category.	Children Birth-05 years of age	<b>0</b>
	Children ages 06-12 years of age	<b>10</b>
	Youth ages 13-18	<b>60</b>
	Young Adults (18-24)	<b>20</b>

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<b>Q22</b> Approximate percentage of clients served with disabilities from grant funds.	No clients served with disabilities	<b>90</b>
	Physically Disabled	<b>2</b>
	Deaf & Hearing Impaired	<b>2</b>
	Mentally/Emotionally Disabled	<b>2</b>
	Learning Disabled	<b>2</b>
	Other Disability	<b>2</b>

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<b>Q23</b> Approximate percentage of clients served in each economic group.	At/Below Poverty Level	<b>40</b>
	Homeless/Indigent	<b>5</b>
	Migrant Worker	<b>0</b>
	Working Poor	<b>40</b>

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<b>Q24</b> Approximate percentage of clients served from grant funds in each population category.	LGBTG	<b>25</b>
	Military	<b>30</b>
	Students	<b>100</b>

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