

Youth Engagement and Title X

Wisconsin Department of Health Services
Reproductive Health and Family Planning Program
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Learning Objectives

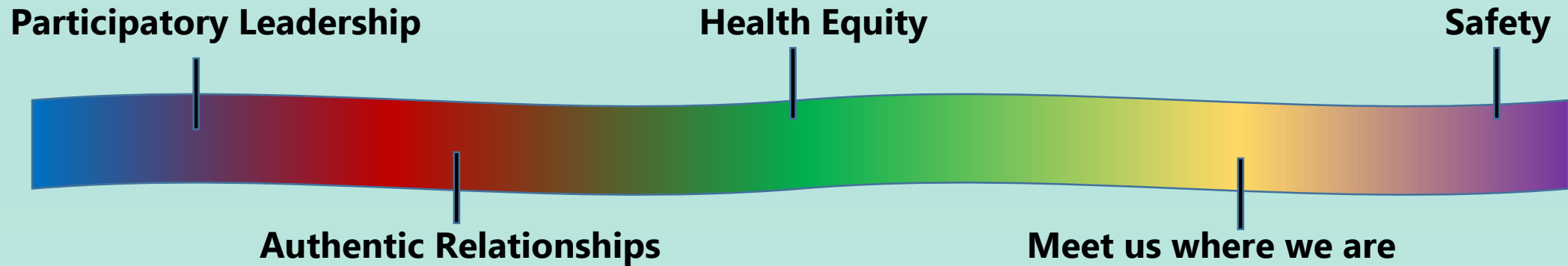
- Describe one benefit and one challenge to youth engagement.
- Identify 1-2 youth engagement activities that your service site may utilize (either current or future).
- Explain one benefit of utilizing a Community Participation, Education and Project Promotion (CPEP) plan.

What is Authentic Youth Engagement?

- Young people are involved in responsible, challenging actions to create positive social change.
- Youth are involved in planning and in making decisions that affect themselves and others.
- It happens in youth-adult partnerships that are structured, so that both groups contribute, teach, and learn from each other.



Youth Engagement Guiding Principles



To protect and promote the health and safety of the people of Wisconsin.

Characteristics of Authentic Youth Engagement

Youth:

- Are respected, valued, and trusted.
- Feel appreciated, safe, and comfortable.
- Voices are heard—youth are listened to and their opinions are valued.
- Make decisions.
- Gain leadership skills.
- See their ideas realized.
- Participate in the social aspects of their involvement.
- Create change and make progress.
- Are experts.
- Are partners.



Challenges to Youth Engagement

- Youth lack access to care, transportation, flexibility in their schedules
- Limited resources to support youth to feel their time is valued, including staff, budget, compensation, or incentives
- Need for confidentiality, due to family involvement and insurance coverage
- Retention issues

Challenges to Youth Engagement

- COVID has limited connections and engagement opportunities
- Restrictive bills and pushback from parents about sexual and reproductive health education and activities
- Not able to harness power of social media
- Youth not aware of program or how they access health care



Benefits to Youth of Engagement

Youth gain access to:

- Confidential and safe environments
- Culturally competent care
- Options for information disbursement
- Hired positions

Youth are supported to:

- Engage in mutual learning and teaching
- Engage in care, including preventive care, reproductive health, and family planning



Youth Engagement Activities

- Partnerships with:
 - Adolescent and teen prevention programs and providers
 - Local schools, colleges and organizations
- Social media platforms and campaigns
- Workshops and evidence-based programs
- Youth advisory councils and inclusion in Information and Education Review Committee
- Educational materials and promotional incentives
- Medical mobile unit
- Implementing youth standards

Community Participation, Education, and Project Promotion Plan (CPEP): Title X Program Requirements

- CPEP ensures **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 need for family planning services.

Reference: [\(42 CFR 59.5\(b\)\(10\)\)](#),

Community Participation, Education, and Project Promotion Plan (CPEP): Title X Program Requirements

- **Community education** should serve to achieve community **understanding** of the objectives of the project, **inform** the community of the availability of services, and **promote** continued **participation** in the project by persons to whom family planning services may be beneficial.

Reference: [\(42 CFR 59.5\(b\)\(3\)\)](#)

Community Participation, Education, and Project Promotion Plan (Template)

This document addresses the [Title X requirement](#) for community participation, education, and project promotion (CPEP). This tool can support Title X family planning grantees as they develop, implement, and evaluate components of their CPEP plan. The [Code of Federal Regulations \(CFRs\)](#) state that:

- Title X grantees and subrecipient agencies must provide "to the maximum feasible extent, 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 need for family planning services" (42 CFR 59.5(b)(10)).
- Each family planning project must provide for community information and education programs. Community education should serve to "achieve community understanding of the objectives of the project, inform the community of the availability of services, and promote continued participation in the project by persons to whom family planning services may be beneficial" (42 CFR 59.5(b)(3)).

Examples of CPEP Activities

Examples of activities that Title X agencies can incorporate into their CPEP plans are included below. Note that Title X agencies should identify objectives and activities that apply to their specific settings. CPEP activities can be focused on the thoughts and perspectives of existing clients (e.g. in-reach) such as collecting client satisfaction surveys and also focused on the community and potential clients (e.g. outreach) such as conducting community presentations or participating in a joint community needs assessment with partners.

Community Participation	Education/Project Promotion
<ul style="list-style-type: none"> • Conduct routine community needs assessments. • Conduct joint community needs assessments with community partners 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 Title X services and materials. Mechanisms may include a community advisory committee, youth advisory committee, or 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 clients or community partners. 	<ul style="list-style-type: none"> • 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. Meet with community partners and coalitions to discuss family planning program and potential referral opportunities. • Post up-to-date program information at a 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, Education, and Project Promotion (CPEP) Plan

This template plan can be used to identify objectives and actions that a Title X agency will undertake to engage and educate the community. Title X agencies can adapt this template and add rows as needed.

Objective 1:

This objective relates to the Title X requirement for: community participation education/project promotion

Timeline	Intended Audience	Action Steps	Responsibility	Evaluation

Objective 2:

This objective relates to the Title X requirement for: community participation education/project promotion

Timeline	Intended Audience	Activity/Action Steps	Responsibility	Evaluation

How to Use the CPEP Plan

- Use it as a planning tool at the beginning of the grant year.
- Conduct community/patient surveys.
- Identify any new strategies or partnerships you could create.
- Plan outreach schedules and send out emails to schools, social service agencies, and partners to get them scheduled.
- Schedule events months in advance.

*****This tool does not replace the impact of having genuine conversations with youth!**

Framework for Implementing Change



- Form a change team, identify the service type, develop the implementation plan.
- Train personnel in new processes and protocols related to the new service innovation. Implement the new service.
- Conduct periodic review of outcome data for continuous quality improvement. Institutionalize recommendations in policies and procedures.

Resources

- [Jim Casey Youth Opportunities Initiative - The Annie E. Casey Foundation](#)
- [Youth Engagement Toolkit](#)
- [Engaging Young People for Health and Sustainable Development](#)
- [Initiating Youth Engagement: Assessment Tool](#)
- [Guiding principles | Walking the talk](#)
- [Community Participation, Education, and Project Promotion Plan Template](#)

