


City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 19, 2010

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: JAMES K. HARTMANN, CITY MANAGER 

SUBJECT: GRANT APPLICATION FOR TEEN PREGNANCY PREVENTION FUNDING TIER 2 TO THE DEPARTMENT OF HEALTH AND HUMAN SERVICES' OFFICE OF ADOLESCENT HEALTH AND THE ADMINISTRATION ON CHILDREN, YOUTH, AND FAMILIES FOR THE ALEXANDRIA CAMPAIGN ON ADOLESCENT PREGNANCY

ISSUE: Consideration of a five year grant application, in response to the Funding Announcement: Teen Pregnancy Prevention: Research and Demonstration Programs (Tier 2), to the U.S. Department of Health and Human Services' Office of Adolescent Health (OAH) and the Administration on Children, Youth, and Families (ACYF) in the amount of \$514,872.43 (annually) for the Alexandria Campaign on Adolescent Pregnancy (ACAP).

RECOMMENDATION: That City Council:

- (1) Approve the submission of a 5 year grant application to OAH and ACYF for funding in the amount of \$514,872.43 (annually) that would result in the funding of 3 positions to coordinate and execute the Teen Pregnancy Prevention: Research and Demonstration Programs and Personal Responsibility Education Program (Tier 2) grant;
- (2) Approve the hiring of one Coordinator/Community Services Program II, one Health and Community Education Specialist and one bilingual Public Health Nurse. These grant-funded positions would terminate upon the expiration of the grant. The individuals who fill these positions will be notified of this condition of employment at the time they are hired. They will be required to sign an agreement of understanding with regard to this condition. **It should be noted that there are no funds available in the City budget to continue these activities once the grant funds expire;** and
- (3) Authorize the City Manager to execute all documents that may be required prior to the grant application due date of June 8, 2010.

BACKGROUND:

- These new grant funds are made possible through Tier 2 funds for Teen Pregnancy Prevention through OAH and AYCF to support innovative youth pregnancy prevention strategies which are medically accurate and age appropriate. Up to \$25 million from the Teen Pregnancy Prevention program authorized in the Consolidated Appropriations Act, 2010 is available nationally on a competitive basis to develop, replicate, refine, and test additional model and innovative strategies for preventing teenage pregnancy. In addition, a total of \$10 million is available on a competitive basis to implement and test innovative strategies utilizing funds available through the Personal Responsibility Education Program provisions in the Patient Protection and Affordability Care Act 2010.
- OAH encourages organizations whose collaborative efforts have previously shown success in teen pregnancy prevention initiatives to apply. The Funding Opportunity Announcement is for a five year funding period – FY11 through FY15. ACAP is also applying for Tier 1 funding – Teen Pregnancy Prevention: Replicating Evidence Based Program (Docket Memo dated 5/10/2010).
- ACAP is a collaboration between City agencies, community based organizations and interested residents who have together, since 1996, reduced the teen pregnancy rate by 31%. Members include the Alexandria Health Department, Alexandria City Public Schools, Alexandria Recreation, Parks and Cultural Affairs, Alexandria Department of Human Services, Alexandria Community Services Board, Community Lodgings, Northern Virginia AIDS Ministry, National Coalition of STD Directors, Planned Parenthood of Metropolitan DC, The Campagna Center, Healthy Families Alexandria, K.I. Services, Save our Sons and Daughters Inc, Substance Abuse Prevention Coalition of Alexandria, Alexandria Court Services Unit, INOVA Alexandria, Northern Virginia Urban League, and Stop Child Abuse Now.
- ACAP has consulted with all other City agencies that work with Alexandria youth and has acquired their full support and assistance in applying for this grant as well as their ongoing alliance if the grant is awarded to ACAP.

DISCUSSION:

- Alexandria has the third highest rate of pregnancy in girls ages 10-19 in the 8th Planning District and one of the highest in the State of Virginia. Although the City has worked hard to reduce this rate and has seen it decrease by 31% since 1996, there is still much work to be done. In 2008 the teen pregnancy rate for 18-19 year olds was 182.7 per 1000 females ages 18-19 years old as compared to a rate of 84.7 per 1000 for the State of VA and 68.7 per 1000 for Planning District 8. The pregnancy rate for Latina youth was 68.3 per 1000 females ages 10-19 years old compared to an overall rate of 43.2 per 1000 females ages 10-19 years old (inclusive of African Americans, Caucasians and Other as defined by Virginia Department of Health)

- Both nationally and in Alexandria the highest teen pregnancy rates (by age or race/ethnicity) are with 18-19 year old females and Latina youth. OAH has identified both populations as priorities because they are high risk, vulnerable and/or culturally underrepresented and have the highest teen pregnancy rates.
- Therefore, ACAP will initiate a social norms marketing campaign using both traditional and new social media techniques targeted at these two priority populations. A social norms campaign assumes that individuals act in relation to others and that misperceptions, i.e. everyone is having sex, influences others to act in that way. A social norms campaign focuses on promoting the non-problem behavior, i.e. not having sex, to change the misperceptions and ultimately change behaviors. Social norms campaigns have been shown to reduce risky behaviors such as early sex and substance abuse. This campaign will also encourage youth to use the Teen Wellness Center and the Teen Text Message line.
- The bilingual Public Health Nurse will work specifically with the City's priority populations by doing outreach, providing education regarding pregnancy prevention and other health education to youth, and following-up with youth for HIV/STI risk reduction counseling and adherence to a method of birth control. The Coordinator/Community Services Program II position will be the grant coordinator and work directly with the OAH and other partners on implementation and evaluation. The Health and Community Education Specialist will work in the community to form partnerships, provide outreach, and assist the coordinator as needed.
- The Coordinator/Community Services Program II and the Health and Community Education Specialist associated with this grant would be housed in the new department comprised of the Department of Human Services, Mental Health/Mental Retardation/Substance Abuse, and the Office on Women. Vacant offices have been identified and staff will be located at one of three locations - 2525 Mt. Vernon Ave, 421 King St Suite 400, or 720 N. St. Asaph Street. The bilingual Public Health Nurse will be housed in the Teen Wellness Center. A significant portion of their time will be spent in the community facilitating groups and conducting outreach.
- ACAP plans to work with key partners such as Northern Virginia Community College, Alexandria City Public Schools, Alexandria Health Department, ANSHI, Community Lodgings, Tenants and Workers United, and others.
- This grant application falls in line with both the City Council Strategic Plan (Goal 4) and the ACPS School Board Strategic Plan (Goal 1 and 2).

FISCAL IMPACT: The FY2011 budget for this grant is \$514,872.43 with no matching funds required. The funding consists of the following:

- City Personnel - \$249,752.43
- City Non-Personnel - \$85,120
 - Supplies – laptops, cell phones, office supplies
 - Promotional Items
 - Media/Advertising
 - Printing and Mailing
 - Travel (local)
 - Translation services
- Independent Evaluator (required by grant) – \$100,000
- Graphic Designer - \$30,000
- Research Group (focus groups) - \$50,000

The City is responsible for the normal administrative costs associated with this grant. These costs include financial and reporting oversight provided by the administering agency, the Office of Management and Budget and the Finance Department.

There will be no fiscal impact to the City's General Fund as a result of this grant being awarded. It should be noted that there are no monies available in the City budget to continue these activities once the grant funds are expended. The grant-funded positions would terminate upon the expiration of the grant and the individuals who fill the positions would be notified of this condition of employment. Future increases in personnel costs during the 5 year duration of the grant would have to be absorbed within the grant itself to avoid any impact on other General Fund programs and activities.

GRANT PERIOD: October 1, 2010 – September 30, 2015.

ATTACHMENTS: none

STAFF:

Debra Collins, Assistant City Manager
Lisa Baker, Director, Office on Women
Veronica Aberle, Alexandria Health Department
Bruce Johnson, Director, OMB
Ryan Touhill, Budget Analyst, OMB

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U.S. Department of Health and Human Services' Office of Adolescent Health (OAH)

GRANT TITLE	GRANT PURPOSE	GRANT PROJECT	STAFFING	FUNDS REQUESTED	BUDGET HIGHLIGHTS
Tier 1: Teen Pregnancy Prevention: Replicating Evidence-Based Programs	These grants are made available for the purpose of replicating evidence-based programs that have been proven through rigorous evaluation to reduce teen pregnancy, behavioral risks underlying teen pregnancy, or other associated risks.	Implementation of two community-based, multi-session teen pregnancy prevention programs: the Teen Outreach Program and SiHLE, at multiple locations across the City focusing on 12-18 year-old youth.	1 Coordinator/Community Services Program II 2 Health and Community Education Specialist Total FTE-3	\$ 421,678.26 annually for five years.	<u>City Personnel</u> - \$229,357.26 <u>City Non-Personnel</u> - \$107,420 ~TOP membership (required for replication) ~Travel (local) ~Youth incentives ~Community service project expenses ~Supplies – laptops, cell phones, office supplies ~National conference and training ~Printing and copying ~Translation services ~Postal ~Recruiting materials ~Special events (i.e. graduation of TOP members) <u>Partners</u> - NOVAM - \$22,501 CYEP - \$62,400

GRANT TITLE	GRANT PURPOSE	GRANT PROJECT	STAFFING	FUNDS REQUESTED	BUDGET HIGHLIGHTS
<p>Tier 2 : Teen Pregnancy Prevention: Research and Demonstration Programs</p>	<p>These grants are made available to implement and test <i>new and innovative</i> youth pregnancy prevention strategies which are medically accurate and age appropriate for priority populations that are high risk, vulnerable and/or culturally underrepresented and have the highest teen pregnancy rate.</p>	<p>Implementation of a social norms marketing campaign targeted at 18-19 females and Latina youth. Conduct focus groups and surveys with target population to inform the social norms campaign. Independent evaluation will be conducted to assess effectiveness.</p>	<p>1 Coordinator/Community Services Program II 1 Health and Community Education Specialist 1 Bilingual Public Health Nurse Total FTE-3</p>	<p>\$514,872.43 annually for five years.</p>	<p><u>City Personnel</u> - \$249,752.43 <u>City Non-Personnel</u> - \$85,120 ~Supplies – laptops, cell phones, office supplies ~Promotional Items ~Media/Advertising ~Printing and Mailing ~Travel (local) ~National Conference and Training ~Translation services <u>Independent Evaluator</u> (required by grant) – \$100,000 <u>Graphic Designer</u> - \$30,000 <u>Research Group</u> (focus groups) - \$50,000</p>

Additional important information:

ACAP identified 2 programs from a list of 28 evidence-based teen pregnancy prevention programs that would be most ideal for Alexandria. The selection was based on program evaluation results, appropriate geographic setting, population most impacted, implementation setting (i.e. community based, in school, clinic), and curricula and training readily available (required by grant).

The Teen Outreach Program was chosen because of the following:

- Effective at reducing teen pregnancy and other risky behaviors (substance abuse, violence)
- Demonstrated a reduction in school suspensions and course failure rates and has observed a reduction in school dropout rates (aligns with City and school strategic goals)
- Effective in urban setting with Latino, Caucasian, and African American males and females ages 12-17 years old
- Can be conducted in-school, after-school or at community based organizations
- Youth development model with service learning component
- Curriculum and training available
- Chosen by the Alexandria Health Department to be implemented in 2009-2010 school year but funding was decreased making it impossible.

SiHLE - Sisters Informing Healing Living and Empowering Program – was chosen because of the following:

- Evaluation results: adolescents participating in the intervention were significantly less likely to report having a pregnancy and significantly more likely to report consistent condom use
- Proven effective in urban, low-income settings with African American females ages 14-18
- Approximately 40% of Alexandria's school-age youth are African American
- In 2008, the teen pregnancy rate in African American females ages 10-19 was 62.4/1000 compared to an overall rate of 43.2/1000. African American females remain at high risk of contracting HIV, STIs (sexually transmitted infection) and becoming pregnant. Within Virginia, African American females are 21% more likely to contract HIV than white females.
- Northern Virginia AIDS Ministry is certified to conduct SiHLE and has experience implementing in Alexandria at recreation centers and places of worship.

For Tier 1 funding, there were four ranges put forth by the OAH:

- Range A: \$400,000 to \$600,000 per year
- Range B: \$600,00 to \$1,000,000 per year
- Range C: \$1,000,000 to \$1,500,000 per year
- Range D: \$1,500,000 to \$4,000,000 per year

For tier 2 funding, there were two ranges of funding put forth by the OAH:

- Range A: \$4000,000 to \$600,000 per year
- Range B: \$600,000 to \$1,000,000 per year