



4 COMMUNITY PARTICIPATION, EDUCATION, AND PROJECT PROMOTION

POLICY:

Title X grantees and delegate agencies are expected to provide for community participation and education and to promote activities of the project.

4.1: Collaborative Planning and Community Engagement

Title X grantees and delegate 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 needs for family planning services (42 CFR 59.5(b)(10)).

4.2: Community Awareness and Education

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, make known the availability of services to potential clients, and encourage continued participation by persons to whom family planning services may be beneficial. (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.

PROCEDURE:

Delegate agencies must provide an opportunity for community participation in developing, implementing, and evaluating the project plan. Participants should include individuals who are broadly representative of the population to be served, and who are knowledgeable about the community's needs for family planning services.

The community engagement plan:

- (a) engages diverse community members including adolescents and current clients, and
- (b) specifies ways that community members will be involved in efforts to develop, assess, and/or evaluate the program.



The community education and service promotion plan:

- (a) states that the purpose is 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,
- (b) promotes the use of family planning among those with unmet need,
- (c) utilizes an appropriate range of methods to reach the community, and
- (d) includes an evaluation strategy.

Documentation demonstrates that the community engagement plan and community education and service promotion plans have been implemented (e.g., media spots/materials developed, event photos, participant logs, and monitoring reports).

A periodic assessment of the needs of the community with regard to their awareness of and need for access to family planning services must be completed.

An evaluation must be conducted on project promotion activities.

Program activities should be modified in response to the evaluation.