

**FAMILY PLANNING PROGRAM****SECTION:** Community Education**POLICY AND PROCEDURE MANUAL****SUBJECT:** Community Education and
Program Marketing

POLICY: All delegate agencies must provide community education. The plan should be based on a needs assessment of the community and should contain an implementation plan and evaluation strategy.

GUIDELINES:

1. The needs assessment should include:
 - a. assessing audience attitudes, political environment, "corporate culture" to tailor presentations.
 - b. identifying local agencies/institutions serving significant numbers of persons in need of family planning.
 - c. identifying organizations currently serving these populations.
 - d. identifying community interagency councils, organizations, or task forces.
 - e. identifying specific populations which are underserved.

2. The plan should include:
 - a. identification of media used.
 - 1) one-to-one presentations
 - 2) group presentations
 - 3) talk shows
 - 4) inservices
 - 5) orientation programs for staff of other agencies
 - 6) school presentations
 - 7) participation in health fairs and other community information projects
 - 8) formal public presentations to the community
 - 9) public service announcements and interviews on radio and TV stations
 - 10) State Family Planning display.
 - b. audience to be addressed.
 - c. specific activities--time framed for accomplishments.
 - d. mechanism for evaluation of success of activities.
 - e. Presentation/media releases should at a minimum include:
 - 1) mission and objectives of the Family Planning Program.
 - 2) range of services of the local agency.
 - 3) contact information for more inquiries.

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- f. Encourage people for whom family planning services are beneficial to take advantage of or continue to receive services.
3. At a minimum, all delegate agencies should be able to speak on the following topics:
 - a. family planning mission and objectives
 - b. range of services
 - c. birth control
 - d. basic STDs/safer sex
 - e. sexual decision making.

Reference:

1. Program Guidelines for Project Grants for Family Planning Services, January 2001, p. 12 Section 6.9 Community Participation, Education, and Project Promotions.