

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

This document addresses the [Title X requirement](https://www.hhs.gov/opa/guidelines/program-guidelines/program-requirements/index.html) 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)](https://www.ecfr.gov/cgi-bin/text-idx?SID=c1cbd72e13f7230f1e8328fa52b57899&mc=true&node=sp42.1.59.a&rgn=div6) 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 join community needs assessment with partners.

| **Community Participation** | **Education/Project Promotion** |
| --- | --- |
| * 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. | * 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 |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

**Objective 3:**

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

| Timeline | Intended Audience | Activity/Action Steps | Responsibility | Evaluation |
| --- | --- | --- | --- | --- |
|  |  |  |  |  |

**Suggested CPEP Resources:**

* [Needs Assessment Template](https://www.nationalfamilyplanning.org/file/Needs-Assessment_ResourceGuide.pdf) was created by the National Family Planning and Reproductive Health Association.
* [Patient Experience Toolkit](https://www.fpntc.org/sites/default/files/resources/fpntc_peit_full.pdf) was developed by the Family Planning National Training Center (FPNTC) to help family planning clinics improve patient experience and increase patient retention at low or no cost. The toolkit includes a patient satisfaction survey, phone audit tools, focus group tools, and mobile phone patient satisfaction survey tools, among others.
* [Prioritizing the Patient Experience: Strategies for Family Planning Video](https://www.fpntc.org/resources/prioritizing-patient-experience-strategies-family-planning-video) from the FPNTC highlights three Title X-funded family planning clinics. Learn why and how simple changes can improve every visit and keep patients coming back.
* [Reducing Patient Wait Time Video](https://vimeo.com/154991156) (3 minutes) from the FPNTC discusses the principles of Lean Process Improvement to decrease wait time at a clinic to keep patients coming back.
* [Using In-Reach and Outreach to Effectively Promote Male Services Podcast](https://www.fpntc.org/resources/using-reach-and-outreach-effectively-promote-male-services-podcast) (10 minutes) was developed by Cardea and shares tips on how one model clinic successfully made serving men a top priority.

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