

Comparing CPEP and I&E Materials Review Job Aid



This job aid discusses the differences between two Title X Program Requirements: community participation, education, and project promotion (CPEP) ([Code of Federal Regulations 59.5](#)) and informational and educational (I&E) materials review ([Code of Federal Regulations 59.6](#)).

For a deeper dive into the I&E materials review process, see the [I&E Materials Review Toolkit](#), which provides resources that Title X agencies can use to ensure their materials meet I&E requirements and are appropriate for their client populations.

Purpose

Title X agencies are required to implement CPEP—meaning they must provide an opportunity for community participation in the development, implementation, and evaluation of their Title X programs. CPEP has a very broad purpose to: achieve community understanding of the objectives of a Title X program, inform the community of the availability of services, and promote continued participation in Title X by diverse persons to whom family planning services may be beneficial to ensure access to equitable, affordable, client-centered, quality family planning services.

In comparison, the I&E materials review is much more narrowly defined. The purpose of the I&E materials review process is to ensure that informational and educational materials developed or made available under the project reflect the educational, cultural, and diverse backgrounds of the intended population and are suitable for the intended population or community.

Put simply, CPEP focuses on enhancing and promoting the entire Title X program while the I&E materials review focuses on ensuring that Title X materials are relevant and appropriate.

Committee requirement

The CFR pertaining to CPEP makes no mention of a committee—in other words, there is no committee required for CPEP.

The CFR pertaining to the I&E materials review explicitly requires an “Advisory Committee” that comprises individuals who broadly represent the population or community for which the materials are intended. Agencies need at least 5 reviewers for each material, but they don’t need to have the same set of reviewers for each material. The sole purpose of the Advisory Committee as defined in the CFR is to provide this materials review.

Community engagement

Title X agencies are required to engage community members in both CPEP and I&E materials reviews. The types of community members that agencies engage for each process may overlap but will not be entirely the same.

Title X agencies often reach their CPEP goals through community engagement, including conducting routine community assessments, implementing social media campaigns, performing community resource and partner mapping, presenting at community events, volunteering with other agencies, and other community activities.

For CPEP, Title X agencies should engage a wide range of diverse individuals and groups that are broadly representative of the population they serve, including:

- Clients
- Potential clients (those who would benefit from services, but don’t currently receive services)
- Other community members and groups that are knowledgeable about the community’s need for family planning services, such as social service agencies, primary care providers, faith-based organizations, school personnel, youth and client advisory committees, correctional and juvenile justice organizations, homeless shelters, and food banks

For the I&E materials review, Title X agencies should include on the Advisory Committee clients, potential clients, and/or other individuals who reflect the demographics of the agency's service population. The Advisory Committee as a whole must broadly represent the demographics of the population that the materials they are reviewing are intended for.

The bottom line: Title X agencies may involve clients and potential clients in both CPEP and the I&E materials review, but they will also engage other individuals and groups in CPEP activities.

Diversity, equity, and inclusion

Both CPEP and the I&E materials review can support a Title X agency in advancing diversity, equity, and inclusion. Both of these processes are opportunities for agencies to engage individuals from underrepresented groups and groups that experience disparities. By involving individuals from these groups, agencies can improve their ability to communicate about and deliver services to the entire community.

Summary: Comparing CPEP and I&E

	CPEP	I&E
Purpose	<ul style="list-style-type: none">Achieve community understanding of the program's objectivesInform the community of the availability of servicesPromote continued participation in Title X	<ul style="list-style-type: none">Review and approve I&E materials developed or made available under the projectEnsure that I&E materials are suitable for the intended population or community, taking into account the intended audience's educational and cultural backgrounds
Committee requirements	<ul style="list-style-type: none">Not required to have a committee	<ul style="list-style-type: none">Required to have a Committee of at least 5 individuals review all materialThe Committee must broadly represent the population or community for which the material is intendedCan have a different set of reviewers for each materialRequired to document the material review process and feedback
Community engagement	<ul style="list-style-type: none">Must engage diverse people broadly representative (in terms of demographics) of the population they serveMust engage others in the community knowledgeable about the community's needs for family planning services	<ul style="list-style-type: none">Must engage people broadly representative (in terms of demographics) of the population or community for which the materials are intended
Examples of who to engage	<ul style="list-style-type: none">ClientsPotential clientsOther community members and groups that are knowledgeable about the community's need for family planning services	<ul style="list-style-type: none">ClientsPotential clients