**Community Participation, Education,
and Project Promotion Plan:
Objectives, Activities, and Worksheet** 

**Purpose**This document addresses community participation, education, and project promotion (CPEP) activities in support of the [Title X requirement](https://www.hhs.gov/opa/guidelines/program-guidelines/program-requirements/index.html) for community education, participation, and engagement. It is intended to support Title X family planning agencies, as they develop, implement, and evaluate components of their CPEP plans. 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) states that:

* Title X 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)).

**Benefits of CPEP Activities**Conducting CPEP activities provide opportunities for agencies to advance health within their community by engaging individuals representing current and potential family planning clients. By involving individuals from these groups, agencies can improve their ability to communicate about and deliver services to the entire community.

* Each family planning project must provide for opportunities for community education, participation, and engagement. 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 diverse persons to whom family planning services may be beneficial to ensure access to equitable, affordable, client-centered, quality family planning services” (42 CFR 59.5(b)(3)).

**Process for Identifying CPEP Activities**In order for a family planning agency to identify the CPEP activities most in line with its community and client needs, follow these four steps:

**Step 1: Begin engagement and support awareness.** Engage persons who are representative of the service population and knowledgeable about the community’s needs for family planning with opportunities to help with program planning, implementation, and evaluation. Conduct activities that support clients' awareness of the availability of services and project objectives, access to project services, and retention and continual engagement in project services.

**Step 2: Gather and review data.** Collect internal data, including needs assessments, FPAR data, as well as client outreach, engagement, and satisfaction data. Assess external data such as census and local and state-level data that show trends within specific demographics.

**Step 3: Identify populations.** Consider who is currently being reached by the project, who would most benefit from project services, and who knows about the community’s family planning needs.

**Step 4: Develop or review CPEP plan.** Determine all objectives and identify appropriate methods of communication with clients, including through social media, in-person outreach, text messaging, etc. Remember that outreach strategies will vary depending on the audience to be engaged.

The RHNTC’s [Using Virtual and Remote Outreach to Meet CPEP Requirements Job Aid](https://rhntc.org/resources/using-virtual-and-remote-outreach-meet-cpep-requirements-job-aid) includes steps and virtual outreach strategies to consider.

Meaningful CPEP activities strengthen the pillars of Title X services, including the three defined below:

**Health equity** is when all persons have the opportunity to attain their full health potential and no one is disadvantaged from achieving this potential because of social position or other socially determined circumstances (CFR).

**Inclusion** is when all people are fully included and can actively participate in and benefit from family planning (CFR).

A program, organization or system that is **trauma-Informed** realizes the widespread impact of trauma and understands potential paths for recovery; recognizes the signs and symptoms of trauma in clients, families, staff, and others involved with the system; and responds by fully integrating knowledge about trauma into policies, procedures, and practices, and seeks to actively resist re-traumatization (CFR).

**Examples of CPEP Activities**There are many types of activities that Title X agencies can incorporate into their CPEP plans. Title X agencies should identify activities that apply to their specific objectives, settings, and communities. When selecting CPEP activities, it can be helpful to start with determining what resources are already available in the community and conduct activities that build upon an agency’s current efforts.

Within each of the CPEP-related “who to reach” categories in the table below, family planning agencies should consider strategies specific to the demographic groups, such as youth, clients in rural areas, and other populations, that they serve. Community partners may include mental health and primary care providers, shelters, prisons, faith-based organizations, school personnel, parent groups, social service agencies, food pantries, and other community organizations. The activities in the box below are for in-person engagement.

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| **CPEP Objectives**These objectives are interrelated with the activities designed to build off one another. This table presents specific activities that will support family planning agencies to meet the CPEP objectives.  |
| **Who to Reach** | Provide opportunities for participation in project planning, implementation, and evaluation*42 CFR 59.5(b)(10)* | Achieve community understanding of program objectives and the availability of services *42 CFR 59.5(b)(3)(i-ii)* | Support continued participation of diverse persons in client-centered, quality family planning services*42 CFR 59.5(b)(3)(iii)* |
| **Clients** | * Conduct interviews or focus groups with clients to inform services
* Collect satisfaction and patient experience surveys and feedback forms from clients through the website, telephone, social media, or other platforms, to inform program planning and implementation
* Increase [patient experience](https://rhntc.org/resources/patient-experience-improvement-toolkit) and retention while considering staff time and financial constraints
 | * Develop informational sheets with the purpose of the organization, program services, hours, and eligibility
* Promote your organization and services on project materials
* Develop a *Frequently Asked Questions* document/website page for clients
* Review and revise CPEP plan
 | * Conduct needs assessments and focus groups with current and/or former clients to identify barriers to access, retention, and needs within your service area
* Hold client appreciation events with trivia, prizes, and other activities
* Conduct outreach and clinical services via mobile units, at such locations as schools, parks, churches, etc.
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| **Potential Clients** | * Conduct routine community needs assessments with community members
* Develop mechanisms for obtaining feedback from community members on agency Title X services and materials
* Develop community, youth, and/or patient advisory committees to engage and inform these groups
* Have a tracking system in place to measure the impact of the project promotion plan
 | * Post and distribute up-to-date program information at a range of community venues
* Develop relationships with agencies and businesses that engage your potential clients
* Conduct community events that provide mini-presentations about family planning topics, such as infertility, etc.
* Develop client testimonial videos and presentations
 | * Provide clients with program information to share with peers
* Conduct clinic tours and meet and greets with potential clients
* Conduct focus groups and interviews with potential clients to identify barriers to access and retention in services
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| **Partners** | * Conduct joint community needs assessments with community partners where service areas overlap
* Conduct a survey with community partners about what their needs and services are, and where there might be opportunities for collaboration
* Co-host drop-in office hours with current and potential partners to answer questions about services, technology needs, and other access-related issues
 | * Share program brochures, informational sheets, and fliers with partners to provide to their clients
* Join other agencies’ advisory committees and task forces to ensure mutually beneficial and coordinated relationships
* Conduct informational sessions with partners, including sharing presentations and videos for their client base
 | * Meet with community partners and coalitions to discuss your program and potential referral opportunities
* Conduct a partner appreciation event or activity
* Engage with partners to learn about their best practices for supporting and retaining staff
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**Community Participation, Education, and Project Promotion (CPEP) Plan** Worksheet
Title X agencies can use this worksheet to write in their objectives (and accompanying action steps, intended populations, etc.) that will provide opportunities for CPEP. The worksheet can be adapted, adding objectives and rows as needed.

**Objective:**This objective relates to the Title X requirement to ensure access to equitable, affordable, client-centered, quality family planning services by… (check all that apply):

❑ Promoting awareness and education about project objectives and availability of services

❑ Providing opportunities for participation in project planning, implementation, and evaluation

❑ Support participation of diverse persons in client-centered, quality family planning services

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| **Action Steps** | **(Intended Population (Example: Adolescents)** | **Timeline** |  **Person(s) Responsible** |  **Indicator(s) of Completion** |
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**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 and outlines questions to consider when crafting a needs assessment. Questions include: who is needed, what evidence supports that claim, and why is it important that this population(s) be able to access publicly funded family planning and sexual
health services.
* [Patient Experience Toolkit](https://rhntc.org/resources/patient-experience-improvement-toolkit) helps family planning clinics improve the 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) (15 minutes) 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) 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.
* [Engaging Diverse Community Partners Job Aid](https://rhntc.org/resources/engaging-diverse-community-partners-job-aid) offers guidance on developing partnerships
with community groups, programs, and organizations that represent various sectors and stakeholders, including those addressing social determinants that affect sexual and
reproductive health.

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