

Planned Parenthood of Georgia (PPG) – HPV Vaccine Pilot Project

Team Assignment: 1 Request Amount: \$25,000 Annual Budget: \$3,773,569 Project Budget: \$25,000 Grant Award: \$25,000	Kay Scott CEO 75 Piedmont Avenue, Suite 800 Atlanta, GA 30303
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Program Description

PPG is requesting support for the HPV Vaccine Pilot Project. The goal of the *Project* is to increase awareness and accessibility of the HPV vaccine. Through community outreach and education programs at the YWCA, PPG will identify 25 girls and young women whose family income would make it prohibitive for them to afford otherwise.

- **Demographics** – 25 girls, 11—years old and older and their mothers
- **Service Delivery** – Using the YWCA Encoreplus program, a prevention program focused on breast and cervical cancer education, PPG will identify 25 girls through the education of their mothers. The YWCA will convene women with daughters that have not received the vaccination, to educate them about their own risk of cervical cancer, how to be tested for HPV, and about how the risk can be lowered for their daughters accessing the vaccine. The parents will be convened in groups of 5-7 for health education house parties. YWCA Community Advocates will be trained on how to host House Parties that mix girl talk with lessons that help women become more comfortable discussing their sexual health. The objective of the parties/education sessions will be for moms to ask questions about the HPV vaccination and address any concerns they have and clear up any misinformation they have heard about the vaccination.
- **Outreach** – Participants will be recruited from the YWCA Encoreplus program
- **Collaborations** – YWCA of Greater Atlanta
- **Evaluation** –YWCA will conduct pre/post surveys about parent’s knowledge of HPV, the vaccination, and their desires to have their daughters vaccinated. The data from the surveys will be used to determine if survey answers indicate whether a parent would follow through with an appointment for the vaccination. PPG’s clinic computer will track the number of participants in the pilot project and the number of vaccine doses received by each participant.

Site Visit Attendees: DiShonda Hughes

- Planned Parenthood staff will train YWCA staff on HPV, Cervical Cancer and the Gardasil vaccine.
- Program participants (mothers with daughters that have not received the vaccination) will be selected from YWCA’s Encoreplus Program. YWCA will host health education house parties for participants in groups of 5-7, to educate them about their own risk of cervical cancer, how to be tested for HPV, and about how the risk can be lowered for their daughters.
- Once educated, Planned Parenthood will offer the vaccine free of charge to the daughters of participants. There are 3 required doses of Gardasil for each girl, at \$120 per dose.
- According to the Centers for Disease Control, by age of 50 more than 80% of American women will have contracted at least one strain of HPV. HPV is highly communicable. Condoms do not protect against HPV but consistent use can reduce the risk of becoming infected
- Very impressive collaboration

Prior Grants	
Total:	- \$37,500
Number:	- 4
Last Grant Amount:	- \$10,000
Last Grant Date:	- March 2007
Funding Cycles:	- Promoting Women’s Health, Destiny Fund 2007

Board Diversity:	4-AA Female, 17-C Female, 2-L Female, 3-AA Male, 5-Male (31)
Counties Served:	Metro Atlanta



Planned Parenthood[®] of Georgia, Inc.

April 27, 2007

Martha Talbott
Director of Programs
The Atlanta Women's Foundation
The Hurt Building, Suite 401
Atlanta, GA 30303

Dear Ms. Talbott:

Enclosed is a Planned Parenthood of Georgia (PPG) grant proposal seeking \$26,050 in funding from the Atlanta Women's Foundation for a HPV Vaccine Pilot Project. Although PPG is acting as the fiscal agent on this project, this is an ideal partnership between two organizations serving young women throughout metro Atlanta: Planned Parenthood of Georgia and the YWCA of Greater Atlanta.

The goal of the HPV Vaccine Pilot Project is to increase awareness and accessibility of the HPV vaccine to girls and young women in the metro Atlanta area. Both organizations are committed to the health and welfare of young women and serve the population recommended by the CDC to receive the vaccine. With the Atlanta Women's Foundation help, we can take the lead in promoting this new and important preventative health initiative to lower the incidence of cervical cancer in women.

If you need any further information, please feel free to contact Mary Beth Pierucci by phone at (706) 724-5550 ext. 245 or by email at MaryBeth.Pierucci@ppfa.org.

Sincerely,

Kay Scott
CEO and President

Enclosures



PROPOSAL SUMMARY FORM

Check one:

- Challenging Violence Against Women
Due April 30, 2007
- Promoting Women's Health
Due April 30, 2007

Please include this Summary Form with your written proposal, limiting it to one page.

Organization: **Planned Parenthood of Georgia, Inc.**

Project Name (if different): **HPV Vaccine Pilot Project**

Address: **75 Piedmont Avenue, Suite 800, Atlanta, GA 30303**

Contact Person and Title: **Mary Beth Pierucci, Director of External Affairs**

Telephone(s): **706.724.5550 ext. 245** Fax: **404.688.0621**

Email: **MaryBeth.Pierucci@ppfa.org** Website: **www.ppga.org**

Board President/Chair: **Lynne G. Segall**

Mailing Address (Chair): **Accenture, 199 DeGress Avenue NE, Atlanta, GA 30307**

Telephone: **678.657.6005** Email: **lynne.g.white@accenture.com**

Check one:

- The organization has a 501(c)(3) tax-exemption.
- The organization does not have a 501(c)(3). Please include a letter from a fiscal agent and a copy of their 501(c)(3).

Name of organization serving as your fiscal agent: _____

Amount Requested: **\$25,000** Organization's Annual Operating Budget: **\$3,773,569**

Are you interested in recruiting board members from our Women on Board program? **Yes**

Mission Statement: **Planned Parenthood of Georgia's mission is to ensure that every child is a wanted child and to protect reproductive health by providing comprehensive, medically-accurate sex education and quality health care, while advocating for the reproductive rights of women, men and families.**

Have you received AWF funding before, if so when? **Multi-year grant February 2003 - July 30, 2004. Promoting Women's Health grant December 2006 - November 2007, and Destiny Fund grant March 2007 - February 2008**

Please give a brief summary of the program or project for which funds are being requested in the space below:
Planned Parenthood of Georgia will work collaboratively with the YWCA of Greater Atlanta on a HPV Vaccine Pilot project to increase awareness and accessibility of the HPV vaccine to girls and young women in the metro Atlanta area.

The Atlanta Women's Foundation will only provide support to organizations that in their mission, policies and practices demonstrate sensitivity and inclusivity to women of any race, class, sexual orientation, age, disability, political affiliation, national origin or religious beliefs.

ATLANTA WOMEN'S FOUNDATION GRANT PROPOSAL
Planned Parenthood of Georgia's Proposal for
HPV Vaccine Pilot Project
July 1, 2007 – June 30, 2008

PROJECT REQUEST

Planned Parenthood of Georgia (PPG) is seeking \$26,050 in funding from the Atlanta Women's Foundation to work collaboratively with the YWCA of Greater Atlanta on a HPV Vaccine Pilot project to increase awareness and accessibility of the HPV vaccine to girls and young women in the metro Atlanta area.

HISTORY OF ORGANIZATION

Mission & History

Planned Parenthood of Georgia's mission is to ensure that every child is a wanted child and to protect reproductive health by providing comprehensive, medically-accurate sex education and quality health care, while advocating for the reproductive rights of women, men and families. The vision of Planned Parenthood of Georgia is that all women, men and families are able to obtain the reproductive health services they need in a respectful and safe place.

Planned Parenthood of Georgia (PPG) is a member affiliate of the Planned Parenthood Federation of America, the oldest and largest voluntary family planning organization in the country. In 1964, Esther Taylor organized a group of fellow citizens concerned about family planning, and Planned Parenthood of the Atlanta Area was formed. In 1997, this organization merged with Planned Parenthood of East Central Georgia to become Planned Parenthood of Georgia. PPG is currently celebrating 43 years in Atlanta and 38 years as a United Way agency.

Planned Parenthood of Georgia encompasses four health care centers in Atlanta and Savannah that provide affordable well woman care, education, and advocacy. Services in our downtown Atlanta clinic, partly underwritten by Title X government funding and private contributions, are provided on a sliding fee scale for low-income clients. Our fifth clinic in Augusta is incorporated as Planned Parenthood Reproductive Health Services (PPRHS) and operates under a management contract with PPG. Over 26,000 clients receive health care and education services from Planned Parenthood statewide.

Organization Programs & Accomplishment

- **Health Care** – PPG has clinics in downtown Atlanta, Cobb County, Gwinnett County, and Savannah. Providing affordable and confidential health care within a quality care setting is the heart of our mission. Our clinics provide gynecological and wellness exams; contraception; tests for sexually transmitted diseases (STDs) with treatment options for men and women; pregnancy tests and options counseling; anonymous AIDS/HIV tests and counseling; colposcopy; and cryotherapy.

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AWF Grant Proposal – April 30, 2007*

Surgical services are also offered at PPRHS in Augusta. In fiscal year 2006, 19,827 Georgians made Planned Parenthood their choice for healthcare.

- **Education Programs** – Our Community Education Department provides educational services to individuals through schools, youth programs, social, civic and religious organizations. Our educational programs are comprehensive, medically-accurate and stress essential information about the benefits of a healthy lifestyle. Our youth targeted programs are designed to encourage abstinence, to delay sexual involvement, and to prevent teenage pregnancy and other high-risk behaviors, including drug and alcohol abuse. We focus on youth development and leadership skills in all aspects of our youth education programs. Moreover, there are also parent workshops, health seminars for women, and college level sexuality/family life educational programs. Our education and outreach programs reached 20,770 individuals in fiscal year 2006.
- **Advocacy** – The Public Policy Department provides leadership in organizing and directing the advocacy activities of the organization. The department is multifaceted linking legislative strategy with grassroots activism with the primary goal of establishing sound public policy for sexual and reproductive health. Issues commonly addressed include funding for family planning, access to emergency contraception, comprehensive sex education and access to safe legal abortion. In fiscal year 2006, Planned Parenthood increased its statewide activist base network by 50.7% to 20,867 members.

PROGRAM DESIGN

Issue To Be Addressed

The State of Georgia has the fifth highest cervical cancer incidence rate and ranks 13th in a state by state comparison for cervical cancer mortality rates (Kaiser State health facts.org). In the United States, approximately 20 million people are infected with HPV, and approximately 80 percent of females will have acquired HPV by age 50. Cervical cancer is the second most common cause of cancer death in women worldwide, resulting in nearly a half-million diagnoses and 240,000 deaths each year. Based on data from the Georgia Comprehensive Cancer Registry, about 440 new cases of cervical cancer were diagnosed in 2005, and 130 Georgia women died from the disease.

Recently, the U.S. Centers for Disease Control and Prevention (CDC) has recommended that the human papillomavirus (HPV) vaccine be given to girls and women ages 11 through 26. The vaccine is indicated to help prevent cervical cancer caused by HPV types 16 and 18 which account for approximately 70 percent of cases of cervical cancer. The HPV vaccine also prevents against two additional strains 6, 11 which cause 90 percent of genital wart cases. As a result, the vaccine helps protect against the four HPV strains which are responsible for the most HPV disease.

The CDC guidelines state that routine vaccination with the HPV vaccine is recommended for 11- and 12-year old females and for females ages 13 to 26 who have not previously been vaccinated or who have not completed the full series, and that vaccination can be started at nine years of age. Difficulties surrounding the vaccine include the required three dose injections over a six month time period. This vaccination protocol will require significant compliance and parental education will be necessary. In addition, the high cost of the vaccine provides a barrier for many Georgian families.

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The goal of the HPV Pilot Project is to increase awareness and accessibility of the HPV vaccine. Through community outreach and education programs at the YWCA, we will identify 25 girls and young women whose family income would make it prohibitive for them to afford it otherwise.

Using the YWCA Encoreplus program (a prevention program focused on breast and cervical cancer education) they will identify 25 girls through the education of their mothers. The YWCA will convene women with daughters 11 years old or older that have not received the vaccination to educate them about their own risk of cervical cancer and how to be tested for HPV and about how this risk can be lowered for their daughters by accessing the vaccine. The parents will be convened in groups of 5-7 for a health education house party.

YWCA Community Advocates will be trained on how to host House Parties that mix girl talk with lessons that help women become more comfortable discussing their sexual health. A host (YWCA Community Advocate) invites at least five of their friends over for the evening or afternoon, and while chatting about love and relationships, women learn about situations that may put them at risk for HPV, learn how to recognize the symptoms of the virus and cervical cancer and how to educate their daughters about reducing their risk of cervical cancer. Not meant to be lectures, themes can range from poetry to karaoke, and each host is free to choose her theme. At the end of each party, hosts encourage guests to sign-up to have their daughters vaccinated at PPG and to pass what they have learned onto family and friends, and to pledge to visit their gynecologists for Pap tests and/or HPV screenings.

The objective of the parties/education sessions will be for moms to ask questions about the HPV vaccination and address any concerns they have and to clear up any misinformation they have heard about the vaccination. The session will also address issues of compliance with the three shots in the series. "Research suggests that vaccine acceptance will be maximized by effectively communicating the risks associated with HPV infection and the benefits of vaccination. Educational initiatives targeted towards patients, parents, and health care providers will play key roles in fostering positive attitudes towards vaccination." (*Strategies for Fostering HPV Vaccine Acceptance*, Gonik 2005) The YWCA of Greater Atlanta anticipates these strategies of reaching out and educating the mothers of girls will achieve the needed result.

PPG will produce HPV Vaccine outreach materials and provide training to the YWCA staff. The girls would be referred to the pilot program after they and/or their parents complete the required education program through the YWCA. PPG will provide the first 25 metro Atlanta area girls and young women that meet the eligibility requirements for the pilot project the required three HPV vaccines over a six month time period free of charge. Between vaccinations, the girls would receive follow-up by PPG staff in order to ensure compliance with receiving all three doses of the vaccine.

Staffing

PPG staff:

Director of Client Services – oversight of the project
Outreach Coordinator – responsible for outreach materials and training
Clinic Assistants – responsible for registering the clients
Nurse Practitioners – responsible for evaluating the clients
Registered Nurses – responsible for giving the vaccine

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YWCA staff:

Chief Program Officer – oversight of the project
 Encoreplus Coordinator – responsible for outreach education and coordination and tracking
 Encoreplus Volunteers/Community Advocates – responsible for education sessions

Outreach and Recruitment Plans

PPG staff will develop outreach materials about HPV and the vaccine to provide to YWCA staff. PPG and YWCA staff will work together to target eligible participants. The YWCA staff will work with potential participants and their parents to promote the project. The YWCA staff will identify eligible participants using the following criteria:

1. Girls between ages of 11-19
2. Family income at or below 200% of federal poverty level
3. Willingness to participate in health education sessions/house parties
4. Commitment to complete the three dose series of the vaccine over six months

Timetable for Implementation

July - Aug 2007	PPG staff produces HPV education materials
	PPG staff provides HPV education sessions to the YWCA education staff
Sept - Oct 2007	YWCA staff provides education sessions to girls and their parents
	YWCA staff determines eligibility and refers clients to PPG
Oct - Nov 2007	PPG staff administers the first doses of vaccine
Nov - Dec 2007	PPG staff administers the second doses of vaccine
April - Jun 2007	PPG staff administers the third doses of vaccine

Collaborating Partners

This is an ideal partnership between two organizations serving young women throughout metro Atlanta: Planned Parenthood and the YWCA. Both organizations are committed to the health and welfare of young women and serve the population recommended by the CDC to receive the vaccine. With the Atlanta Women’s Foundation help, we can take the lead in promoting this new and important preventative health initiative to lower the incidence of cervical cancer in women.

EVALUATION

The YWCA has set a goal educating 75 women in House Party settings or other gatherings of women. YWCA will conduct pre-and post surveys about parent’s knowledge of HPV, the vaccination and their desires to have their daughters vaccinated. The data from the surveys will be used to determine if survey answers indicate whether a parent would follow-through with an appointment for the vaccination and the series of vaccinations required.

PPG’s clinic computer patient data management software has the capability of tracking demographics on clients. Reports can be generated on a number of variables, including age, race, gender, county of residence, and type of service. Through clinic computer records and data collected at the time of the client visit, we will be able to track the number of participants in the pilot project and the number of vaccine doses received by each participant. A review of the client service records of those enrolled in the

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pilot project will help to identify barriers to compliance and the needed follow up required for clients to receive the full three dose series of the HPV vaccine.

Three (3) Outcomes that will Constitute Success

1. 75 parents and teens will receive information about the importance of the HPV vaccine through our outreach and education program and 25 parents will agree to take their daughters for vaccination.
2. 25 girls and young women in need will be enrolled in the project to receive the HPV vaccination free of charge as measured by clinic service records and date collected at the time of the office visit.
3. 100% of project participants will complete the full series of three HPV vaccination doses as measured by the clinic service records and data collected at the time of the office visit.

Planned Parenthood of Georgia
 Atlanta Women's Foundation - Requesting \$26,050
 HPV Vaccine Pilot Project
 July 1, 2007 to June 30, 2008

	Total Budget	YWCA	Planned Parenthood
REVENUE			
Atlanta Women's Foundation	\$ 26,050	\$ 10,550	\$ 15,500
Individual Contributions	\$ -	\$ -	\$ -
Other source (specify)			
Revenue Total	\$ 26,050	\$ 10,550	\$ 15,500
EXPENSES			
Salaries & Wages (breakdown by individual position and indicate full or part-time			
Encore Plus Coordinator FT	\$ 6,800	\$ 6,800	\$ -
Fringe benefits & Payroll taxes	\$ -	\$ -	\$ -
Total	\$ 6,800	\$ 6,800	\$ -
Program Costs			
Consultant and Professional fees	\$ 3,250	\$ 1,500	\$ 1,750
Travel	\$ -	\$ -	\$ -
Equipment	\$ -	\$ -	\$ -
Supplies	\$ 2,250	\$ 2,250	\$ -
Training/Conference	\$ -	\$ -	\$ -
Printing & Copying	\$ 2,500	\$ -	\$ 2,500
Telephone & Fax	\$ -	\$ -	\$ -
Postage & Delivery	\$ -	\$ -	\$ -
Rent & Utilities	\$ -	\$ -	\$ -
Total	\$ 8,000	\$ 3,750	\$ 4,250
Other Costs (specify)			
HPV Vaccine	\$ 11,250	\$ -	\$ 11,250
	\$ -	\$ -	\$ -
Total	\$ 11,250	\$ -	\$ 11,250
Expense Total	\$ 26,050	\$ 10,550	\$ 15,500

PLANNED PARENTHOOD OF GEORGIA, INC.
FISCAL YEAR 2007 BUDGET

<i>REVENUE</i>	
State / Federal	425,570
Medicaid	40,000
Donations	672,500
Grants	435,500
Events	125,000
Fee for Service	1,891,920
Management Fees & Rent	152,400
Interest and Investment Gains	77,600
<i>Total Revenue</i>	3,820,490
<i>EXPENDITURES</i>	
Salaries & Benefits	2,208,778
Lab Fees	98,613
Contract Personnel	185,058
Supplies	434,264
Occupancy	319,114
Telecommunications	47,118
Travel / Conference	71,561
Insurance	38,958
Dues (Federation)	50,513
Printing	27,880
Postage	27,119
Advertising	37,460
Equipment Lease	41,227
Maintenance & Repairs	22,108
Events	58,500
Payroll, Bank, CC & Misc.	74,022
Depreciation / Amortization	31,276
<i>Total Expenditures</i>	3,773,569
<i>NET CHANGE IN FUND</i>	46,921