

Please do not write more than 1-3 paragraphs per question but only when needed. Concise is best. Do not redesign or reformat this form. Work in this form only!

A. Executive Summary

Provide a brief narrative of your proposed AmeriCorps*VISTA project, including population to be served, issue areas, history of your organization's activities in these issue areas, and the type of service activities you expect the AmeriCorps*VISTA members to accomplish.

Our proposed VISTA project is called "Six Rivers Planned Parenthood Youth Ambassador." Our targeted population is low income young people age 18-35. Established in 1975, Six Rivers Planned Parenthood has served the North Coast with low cost, high quality reproductive health care for 34 years. Our mission is to ensure access to reproductive and sexual health care for all; to educate about healthy, responsible sexual behavior and reproductive choice, ensuring that sexuality is understood as a lifelong aspect of being human; and to advocate for the passage of laws and policies that guarantee access. To that end, last year we saw 20,000 patient visits, provided 8,000 education contacts and worked tirelessly against legislation that would limit access to care. Historically, we have reached out to donors, volunteers, and other stakeholders very successfully but we have been lacking in our communication to young people. Our hope is that this VISTA position would expand our current relationships with community supporters to include many more people ages 18-35. This expansion would improve our chances to pass along organizational history and keep our issues in the forefront of society. An additional challenge would be to establish systems to maintain these donors and supporters over time.

B. Needs and Activities

1. State in measurable and quantifiable terms the specific poverty-related need(s) identified by the community(ies) that the AmeriCorps*VISTA project will address, including the number of low-income people directly affected by the problem(s).

Access to public benefit programs that provide for low cost no cost birth control, sexually transmitted disease education and testing, pregnancy testing and counseling is crucial for ending the cycle of poverty. In Humboldt County, access to care for people in poverty is limited for a number of reasons. Humboldt County is designated both a medically underserved (MUA) and a health provider shortage area (HPSA). In other words, we have a severe shortage of health care providers which increases the wait times for care, and delaying care can often lead to more serious complications. Humboldt County has higher rates of poverty indicators such as unemployment, lower average wages and disease rates. The median household income is \$33,281 compared to the state at \$49,894, hospital admissions for drug or alcohol treatment are almost double the state average, and almost 20% of the population of the county falls below the federal poverty line, so we have more people living in poverty who need care than the baseline across the State. The effect of the State budget crisis has forced some private practices that used to accept public benefit program payments like Medi-Cal and FamilyPACT to stop doing so because reimbursements are far too low and the system for doing so far too cumbersome. Finally, the current health care crisis has hit our low income community the hardest; they have the hardest time finding a provider, wait the longest to be seen, and have the most difficult transportation issues. Planned Parenthood is a unique entity in the health care field because of our focus on education. Strengthening our efforts amongst young people will increase support for access to care for the poor and underserved, will empower tomorrow's generation of leaders to engage in reproductive health issues and make their voices heard, and energize our aging donor base. We expect to increase our visibility amongst young

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people aged 18-35 by 50% (measurable in terms of numbers of donors and volunteers) and patient visits amongst this age group by 5% over the 12 month period of VISTA engagement.

C. Strengthening Communities

1. Describe how the new infrastructure or organizational capacity created by your project will bring individuals and, ultimately, the community out of poverty.

Our Youth Ambassador will work to educate the community about access to care issues by engaging Humboldt State University and College of the Redwoods students and other young people as well. Our Youth Ambassador will increase the number of young supporters and philanthropists by staging events both on and off campus to educate and raise money for reproductive health care. The increase in the number of supporters we have will help ensure more stability in the future as more young people are donating to us and spreading the word about Six Rivers Planned Parenthood. The additional financial resources captured by our VISTA member will fund our efforts going forward and enable us to keep our audience informed about current issues and events and the successes they participated in.

2. How will you involve the community to ensure the sustainability of the proposed project?

The Youth Ambassador, with support from Six Rivers Planned Parenthood staff, will use our existing networks, including but not limited to our Board of Directors, Spare Change program, Major Donors, North Coast Clinics Network, Tapestry collaborative at Humboldt County schools, Latino Net and AIDS task force. Once the program is in full swing, we think we can keep our group engaged over time, and their momentum will bring wider community support.

How, if at all, will you collaborate with other national service programs (AmeriCorps, Senior Corps, RSVP, NCC) in order to support the proposed project?

We will coordinate with our local National Service Corps program as opportunities arise.

D. VISTA Assignment Description

1. **List** the tasks and activities AmeriCorps*VISTA member(s) must perform to implement the strategies described in the project plan(s). These tasks and activities should logically relate to the overall project goals and activities you propose in your VISTA Assignment Description. This section will include more detail on the actual service activities.

The Member tasks and activities for Year 1 will include:

1. Organize and recruit students for a VOX (Voices for Choice) student group at Humboldt State University.
2. Organize and recruit students for a VOX (Voices for Choice) student group at College of the Redwoods.
3. Increase education efforts online and through social networking.
4. Improve and maintain the MySpace page.
5. Improve and maintain the Facebook page.
6. Increase email communications with our supporters.
7. Market philanthropy to young people by having two “young philanthropy” events.
8. Find and utilize ways to reach out to young people in terms of marketing.
9. Provide support to the Marketing & Development and Public Affairs Departments.

2. **List** the recommended skills and qualifications that an AmeriCorps*VISTA member should have to successfully complete the project plan.

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Recommended skills and qualifications include:

1. An interest in the mission of Six Rivers Planned Parenthood and working on patient access to care in the low income community;
2. Excellent writing, computer, communication and social networking skills;
3. Experience coordinating a project or group of volunteers;
4. Experience with event planning is desirable;
5. Experience with youth programs is desirable.

E. Project Management

1. Describe plans for daily supervision of AmeriCorps*VISTA members. Specify who will supervisor and if supervision will be their full-time or part-time responsibility.

Beth Bray, our Director of Marketing and Development will be the overall, full time supervisor for our VISTA person. In addition, our VISTA member will work with Tia Baratelle, Director of Public Affairs, who is a half-time employee. Beth will directly supervise and support our VISTA member on the goals and activities of the young philanthropy piece, and Tia will advise, direct and the VISTA member on the education/outreach piece.

2. Are 51 percent or more of the persons on your board of directors' members of the low-income community? If not, please describe how your agency has developed, or will develop, an advisory council for the AmeriCorps*VISTA project that consists of members or representatives of the low-income community served by the proposed project.

The Six Rivers Planned Parenthood Board of Directors currently stands at 22 members with one member on leave. We do not have 51 percent of Board from the low income community. One of our activities is to re-start our Voices for Choice (VOX) student group on the HSU campus, and they will serve as the Advisory group to the VISTA. In addition, we will recruit a member of the Board to act as a liaison between the Board and Advisory Council.

F. Organizational Capacity

1. What in-kind resources will you provide to ensure the success of the proposed project?

We will provide staff support from within the organization including health center staff, education department staff, and the executive director. We'll provide office space, computer, phones, technology support, copier, fax and internet access.

2. Describe current activities your organization and other organizations are undertaking to address the problems identified in your need statement. Describe how the proposed project will complement this work.

All of the five member clinics (Open Door, Redwoods Rural, Southern Trinity, Mobile Medical and Six Rivers PP) of the North Coast Clinics Network are concerned about patient access to care, especially for our low income population. We work together to assess the needs of our community and figure out which clinic might best provide the care for any given population. At Six Rivers Planned Parenthood, we're known for the excellent care we deliver to our 18-35 year old population (as well as other ages). We were the first health center to offer a teen-only clinic, and we have a nationally recognized peer education program for high school aged youth. In addition, our medical outreach program operates at HSU and CR, serving students with their reproductive health needs. Our project will focus on youth and will increase awareness and visibility for all the community clinics.

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3. Describe the accessibility of services provided to members of the community with disabilities. Is your organization able to accommodate AmeriCorps*VISTA members with disabilities?
Yes. Our facility is ADA compliant.

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