

Ideas on how to utilize TANF Out-of-Wedlock Birth Prevention funds for Local Health Departments

Public Education/media campaigns prioritizing at-risk populations:

Examples include:

1. Social Media Ads such as Facebook, Twitter, Instagram, etc.
2. Barbershop/Hair/Nail salon Ads
3. Newspaper Ads
4. Radio Ads
5. Ads in Local News circulars, bathroom, apartment/condo etc.
6. Movie theater Ads
7. Billboards (paper or digital)
8. Bus and cab Ads
9. Gas pump topper Ads
10. Poster Contests
11. Development, field test and print Local Health Department Family Planning program brochures or flyers to be used at outreach events
12. Purchase educational posters, fact sheets, flyers, brochures etc. on contraception, puberty, healthy relationships, etc.

Note: Education/media campaigns must be approved through the Family Planning Media Review process. And, remember to email or mail a copy of the education/media campaign advertisements to the Family Planning Program Consultant during your annual Media Review submission to the State.

Outreach and recruitment activities that prioritize at-risk populations.

Examples include:

1. Presentations/outreach to community sites on local Family Planning Services.
2. Presentations for adolescents in the clinic or at community sites including schools, faith-based organizations, after-school programs, etc. using approved evidence-based/evidence-informed program models (i.e., Be Proud! Be Responsible!; Draw the Line/Respect the Line; Making Proud Choices, Seventeen Days, Love Notes)
3. Presentations at local community sites for people of child-bearing age (i.e., community/technical college, university/college, fraternity/sorority, church, singles club/event, bar/nightclub).

Note: Family Planning staff providing education and outreach will be contacted by the State Family Planning Program Consultant to conduct at least one site visit observation.

If you have any questions or would like additional information, please contact the State Family Planning Program Consultant at 919-707-5700.