

### PLANNED PARENTHOOD GOLDEN GATE EVALUATION

The David and Lucile Packard Foundation awarded a grant to Planned Parenthood Golden Gate (PPGG) to support outreach activities of its Teen Services Initiative in Redwood City and Daly City health centers. Outreach methods include various media approaches (such as television [MTV, Unavision], movie theatre slides, and radio) and tell-a-friend methods that have been used effectively to date. For the new project, however, PPGG is proposing a new, more intensive and personalized approach to outreach that is adapted to the cultural context of the Hispanic community. In this approach, “promotoras,” teen Latina outreach workers recruited from the community, will share information about reproductive health, sexuality, and services with other teens. They will conduct grassroots outreach, as well as arrange and conduct a series of “platicas” (small talks) with the aim of encouraging Hispanic teens to become more aware of reproductive health issues, and to become aware of and use the services of PPGG. The method is labor intensive and therefore expensive. The Foundation, therefore, would like to assess the relative effectiveness of this method compared to others, especially within the Hispanic community. It would like to measure the relative cost/benefit of this method in relation to other methods.

Sociometrics conducted a quantitative and qualitative evaluation of the relative effects of various outreach methods used by PPGG, focusing especially on the *teen promotoras* component of the proposed expansion of Planned Parenthood Golden Gate (PPGG) services. Focus groups and key informant interviews made up the qualitative component of the project, while the quantitative evaluation implemented within a non-randomized comparison group quasi-experimental design with baseline and two follow-up surveys at six and twelve month intervals. The combination of qualitative and quantitative methods fortified the research design with substantive quantitative research as well as in-depth inquiry into the perspectives and experiences of program stakeholders. In phase one, Sociometrics’ consultants partnered with representatives and stakeholders of PPGG to finalize the evaluation design and develop quantitative data collection items, using input from focus groups. Additional qualitative inquiry and data collection training of outreach personnel was included in Phase one. In the second phase of the project, Sociometrics conducted data analysis to determine the effectiveness of *teen promotoras* outreach methods relative to various media and community-based outreach activities. The core evaluation questions are provided below.

1. What number and percentage of clients identify *teen promotoras* outreach services as the main impetus for seeking PPGG clinic and educational services; and what are their demographic characteristics?
2. What demographic changes are observed in new clients coming into the PPGG system of care after the launching of the *teen promotoras* component?
3. How are *teen promotoras*-referred clients different from other clients not primarily referred by *teen promotoras* outreach; are there age, gender, or ethnicity differences?
4. Do *teen promotoras*-referred clients utilize PPGG services in different ways as demonstrated by changes in the frequency of clinic visits and type of visit?
5. From a cost benefit perspective, what are the overall contributions of the *teen promotoras* outreach component to PPGG service expansion?

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