



HEALTH SERVICES AGENCY
ADMINISTRATION

COUNTY OF SANTA CRUZ

HEALTH SERVICES AGENCY

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February 28, 2000

AGENDA: March 14, 2000

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

SUBJECT: HEALTH SERVICES AGENCY GRANT PROPOSAL TO ESTABLISH A
REPRODUCTIVE HEALTH WEBSITE FOR YOUNG MALES

Dear Board Members:

The Health Services Agency's Health Education unit was invited by the California Telehealth and Telemedicine Center (CTTC) to submit a grant proposal to develop a reproductive health **website** targeted at young, high-risk males. HSA is requesting authorization to apply for \$99,477 in grant funding to implement this program, called the "Santa Cruz County Teen Telehealth Project." A local match of \$10,488 over two years will be made from existing Public Health funds, thus no new County dollars are required for this project. A copy of the grant proposal is attached.

The proposed **website** will provide young males with increased access to reproductive health information and local community resources. The **internet** is an ideal way to reach young men; not only can the **website** be tailored towards young males, but youth can anonymously seek answers to potentially embarrassing questions. The **website** will also include a local resource guide to help youth find and utilize services such as clinics, HIV testing, legal services, and job listings.

The "Teen Telehealth Project" will expand and enhance HSA's Male Involvement Program (MIP). MIP is a teen outreach program that provides family planning counseling and education to high-risk males. During a recent focus group of MIP clients, male teens emphatically stated that they would feel more comfortable getting sexual health information from the **internet** than from a person or clinic. Building on the relationships already established through MIP, the **website** will be heavily promoted to young males at alternative schools, detention facilities, and youth clubs. Preliminary research shows that males have access to the **internet** at these sites. Teachers and outreach workers at other health organizations will be enlisted to promote the **website** to the youth they serve.

The project proposal requests \$99,477 over two years to fund a part-time Health Educator to serve as project director. Funding is also requested for related educational materials, equipment, and other services and supplies.

The "Teen Telehealth Project" is one of two grants that HSA has submitted to CTTC. After an initial competitive screening process, HSA received two invitations from CTTC to apply for funding. On February 1, 2000, your Board approved an HSA proposal to develop a **website** covering a broad area of health topics and a wide range of age groups to be made available through public access terminals located at key HSA service locations. The "Teen Telehealth Project" focuses on young males and reproductive health issues and involves various local agencies and organizations to promote **internet** access to health information.

It is therefore RECOMMENDED that your Board:

Authorize the Health Services Agency to submit the attached \$99,477 application to the California Telehealth and Telemedicine Center (CTTC) to develop a reproductive health **website** for young males.

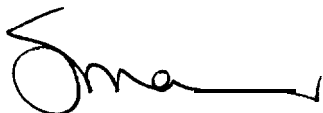
Sincerely,



Rama Khalsa, Ph.D.

Health Services Agency Administrator

RECOMMENDED:



Susan A. Mauriello
County Administrative Officer

cc: County Administrative Office
Auditor-Controller
County Counsel
HSA Administration