



# County of Santa Cruz

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HEALTH SERVICES AGENCY  
ADMINISTRATION

## HEALTH SERVICES AGENCY

P.O. BOX 962, 1080 EMELINE AVENUE  
SANTA CRUZ, CA 95061  
(831) 454-4066 FAX: (831) 454-4770

January 22, 2002

**AGENDA: February 12, 2002**

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

### **SUBJECT: APPROVAL OF GRANT APPLICATION TO EXPAND THE REPRODUCTIVE HEALTH WEBSITE FOR YOUNG MALES**

Dear Members of the Board:

On June 6, 2000, your Board accepted a grant award from the California Telehealth and Telemedicine Center (CTTC) in the amount of \$99,477 that provided funding over a two-year period to develop a reproductive health website targeted at young, high-risk males. The "Teen Telehealth Project" project has been highly successful. The Health Services Agency (HSA) is seeking new funding to expand the project through development of a Latino website for young males. HSA is requesting authorization to apply for \$50,000 in grant funding from the California Consumer Protection Foundation to expand and extend this project through June 30, 2003.

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" expands and enhances HSA's Male Involvement Program (MIP). MIP is a teen outreach program that provides family planning counseling and education to high-risk males. The reproductive health website provides young men with non-threatening access to sex education and information and community resources. The addition of a Latino website will better enable HSA to reach this population of young males.

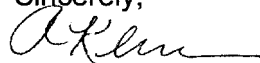


The project proposal requests \$50,000 to provide continued funding for a health educator position that serves as project director. Funding is also requested for related educational materials, equipment, and other services and supplies. The total project is \$69,854 with a local match of \$19,854 to be made from existing Public Health funds, thus no new County dollars are required for this project. The grant application is due February 15 and will be placed on file with the Clerk of the Board.

It is, therefore, RECOMMENDED that your Board:

1. Authorize the Health Services Agency to submit an application on file with the Clerk of the Board to the California Consumer Protection Foundation for an expanded Teen Telehealth Project in the amount of \$50,000.

Sincerely,



Rama Khalsa, Ph.D.  
Health Services Administrator

RECOMMENDED:



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Susan A. Mauriello  
County Administrative Officer

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



# California Consumer Protection Foundation

1583 Schaeffer Road, Sebastopol, CA 95472-5544\* (707) 829-5426\* Fax (707) 829-5494

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## GRANT APPLICATION FORM

Date: Jan. 20, 2002

Application No: \_\_\_\_\_  
(Assigned by Foundation)

Agency: Santa Cruz County Health Services Agency (HSA)

Phone: (831) 454-4297

Address: P.O. Box 962, Santa Cruz, CA 95061

Fax: (831) 454-5048

Contact: Natasha Kowalski

Email: postmaster@askrubberman.com

Title: Senior Health Educator

Website: www.askrubberman.com

Fed EIN:	94-6000534	IRS Code:	Government Agency [501(c)(3) or 501(c)(4)]	Year Incorporated:	1850	Date of Last Annual Audit:	2001
Annual Budget: \$	750,000 (Actual Last Year)	Project Budget: \$	69,854	Amount Requested: \$	50,000	Duration of Grant:	12 Mo.

### Mission & Purpose of Organization:

HSA has been providing public health programs and health care services for over 25 years. Within HSA, the Community Health and Prevention Program (CHPP) creates culturally appropriate, outreach programs in the areas of teen pregnancy, HIV/AIDS, tobacco prevention, dental health, and traffic safety.

### Population Served:

The proposed program would serve males, ages 13-25, living in Santa Cruz County. A strong focus would be on the Latino population. Many of the males attend alternative schools and alternative detention facilities.

### Problem or Issue to be Addressed:

Most family planning clinics are geared towards women. In a typical waiting room, the décor is pink, most of the clients and staff are female, and children's toys are scattered on the floor. It is difficult to imagine a sixteen-year old boy coming into the clinic for information about sexually transmitted infections and feeling comfortable. The lack of services for young males is reiterated by research that has shown that males know less about sexuality, contraception, and pregnancy than females (California Department of Health Services, '99.)

At the same time, the need to reduce teen pregnancy rates in Santa Cruz County is great. Pockets of the county such as Watsonville, parts of Santa Cruz City, and Twin Lakes, have statistically higher rates of births to teens than the statewide average (California Department of Health Services, 1999.) Seven "hot spot" areas have rates ranging from 1½ to 4 times higher than the state average. The majority of teen births in Santa Cruz County is among Latino women (75% in 2000), according to birth certificate data. In Watsonville, where Latino residents make up 75% of the population, teen birth rates ranged from 14.2% to 16.2% between 1997 and 2000, whereas the county hovered around 10%.

### Project Goals & Objectives:

The main goal of the project is to develop a culturally specific website in order to increase young Latino males' access to reproductive health information and community resources. Young males who do not feel comfortable asking a person or clinic questions about contraception or sexually transmitted infections will have a source information that is both safe and tailored toward Latino males. An existing website for all young males in Santa Cruz County, AskRubberman.com, will continue to be updated and promoted.

**Objective 1:** By February 28, 2003, develop and post a website for Latino males, ages 13-25, about reproductive health, contraception, and local resources.

**Objective 2:** By June 30, 2003, the home page for the Latino website will receive between 1,200 and 2,000 hits, and AskRubberman.com will receive between 15,000 and 20,000 hits.



**If you are not independently incorporated, who will be the Payee?**

**0202**

<b>Agency:</b> <u>NIA</u>	<b>Phone:</b> _____
<b>Address:</b> _____	<b>Fax:</b> _____
_____	<b>Email:</b> _____
_____	_____
<b>Contact:</b> _____	<b>Fed EIN:</b> _____
<b>Title:</b> _____	<b>IRS Code:</b> _____

**Is any member of the California Consumer Protection Foundation board or staff affiliated with your organization or project? If so, list their name and affiliation:**

N/A

You may elect to replicate this form on your computer to type in the information. If you would like us to email you application forms, which you can download and complete on your computer, please email your request to [CCPFNH@aol.com](mailto:CCPFNH@aol.com). (*Forms only available in MS Word or Excel.*) In either case please adhere to the established format and length. This requires you to be brief, but makes it easier for us read and compare applications. For more substantive or detailed information, use additional pages.

Any applicant with an annual operating budget over \$250,000 is required to have an independent financial audit to be eligible for funding. Government agencies are exempt from audit requirements.

In response to the Annual Budget question, government agencies, colleges and universities may state their annual program, department or division budget instead of the entire budget of the organization.

**All** grant applications, letters of intents and proposals submitted to the Foundation shall not be returned to the applicant, but shall remain a permanent part of the Foundation's files.

**All** applications are confidential to the Foundation, but may be discussed with other funders, agencies or individuals as it pertains to verifying information or determining the viability or efficacy of the proposed project.

Completed applications should be sent to the address above. If the Foundation is interested in your project, you will be sent instructions on how to submit a full proposal.

The undersigned hereby acknowledges that the information provided in this application is correct to the best of their knowledge and that the applicant's board of directors has approved submission of this request for funding.

\_\_\_\_\_  
(Agency Representative)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)