

9. PURCHASE OF SERVICE AGREEMENTS: PLANNED PARENTHOOD OTTAWA

COMMITTEE RECOMMENDATIONS

1. That Community Services Committee recommend and Council approve the following recommendations:
2. That the \$25,000 for Insight Theatre from the Health Department's sustaining grants be transferred to the Healthy Sexuality Programme budget;
3. That a Purchase of Service Agreement for \$33,000 (Annex A) be made with Planned Parenthood of Ottawa-Carleton for enhanced Insight Theatre and Théâtre des leurs production and presentations targeting all grades 7 through 9 within the English Public, French Public, French Private and French Catholic Boards;
4. That a Purchase of Service agreement for \$64,000 (Annex B) be made with Planned Parenthood of Ottawa-Carleton for counselling, information and referral programmes required to meet the Mandatory Health Programs and Services Guidelines.

DOCUMENTATION

1. Medical Officer of Health report dated 9 June 98 is immediately attached.

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON
 MUNICIPALITÉ RÉGIONALE D'OTTAWA-CARLETON

REPORT
 RAPPORT

Our File/N/Réf. RC
 Your File/V/Réf.

DATE 9 June 1998

TO/DEST. Coordinator
 Community Services Committee

FROM/EXP. Medical Officer of Health

SUBJECT/OBJET **PURCHASE OF SERVICE AGREEMENTS:
 PLANNED PARENTHOOD OTTAWA**

DEPARTMENTAL RECOMMENDATIONS

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2. That the \$25,000 for Insight Theatre from the Health Department's sustaining grants be transferred to the Healthy Sexuality Programme budget;
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4. That a Purchase of Service agreement for \$64,000 (Annex B) be made with Planned Parenthood of Ottawa-Carleton for counselling, information and referral programmes required to meet the Mandatory Health Programs and Services Guidelines.

BACKGROUND

For more than 20 years the Ontario Ministry of Health Family Planning Section provided funding for several provincial community based agencies including Planned Parenthood organizations.

The Planned Parenthood of Ottawa-Carleton branch received core funding of \$80,000 from the Ministry of Health. This funding was provided annually as part of the Health Department's Sexual Health budget (100% provincially funded).

The Health Department began funding Planned Parenthood Ottawa-Carleton's Insight Theatre and Théâtre des leurs in the early 1990's through grants and purchase of service agreements. This service had previously received funding from the Social Services Department.

The Healthy Sexuality Programme of the Ottawa-Carleton Health Department has been working with Planned Parenthood Ottawa-Carleton towards ensuring that the funds transferred to Planned Parenthood Ottawa assist the Region in meeting its Sexual Health mandate as described in the Province's Mandatory Health Programs and Services Guidelines December 1997, are complementary to other services offered by the region and take advantage of Planned Parenthood's unique positioning within the community.

DISCUSSION

Insight Theatre and Théâtre des leurs

Traditionally, Planned Parenthood Ottawa has provided Insight Theatre and Théâtre des leurs drama troupe presentations to French and English schools in the Region in an attempt to sensitize youth to sexual health and lifestyle issues. It has also provided a peer model to reach youth en masse while allowing for a very innovative interactive education session.

In the past, due to limited supply, not all schools have had the opportunity to have performances. The proposed Purchase of Service Agreement will provide more equitable access for all schools wishing to have presentations. The cost of presentations would be standardized and quite affordable. The presentations would be subsidized to provide equitable access for every interested school in the Region. In accordance with the Province's Mandatory Health Programs and Services Guidelines regarding stipulated hours of sexual health education to specific grades, the theatres will be offered primarily to schools with grades 7, 8 and 9. Further detail is provided in Annex A.

This increased level of service requires an increase in cost from \$25,000 to \$33,000. Staff has also reserved an additional amount which will be offered as incentive for the Ottawa-Carleton Catholic School Board to provide a "home grown" drama troupe for their schools that will meet equivalent objectives in relation to grade 7 to 9 sexual health education and respecting the Roman Catholic philosophy. The Board has demonstrated the capability of delivering this service in a pilot project conducted in the 1997-1998 school year with seed money from the Health Department

We will be able to better co-ordinate Insight Theatre with other Health Department Programs for youth. Health Department staff will promote the performances and assist with coordination. A Public Health Nurse will be available to ensure immediate intervention or referral as necessary as topics sometimes elicit the need for individual follow-up.

Counselling, Information and Referral Programs

Planned Parenthood Ottawa has over 30 years of experience in providing bilingual services on all aspects of healthy sexuality in Ottawa-Carleton with a large volunteer component. They have many years of experience in partnerships and have worked collaboratively with the Health

Department on sexual health projects such as conferences for professionals, individual counselling and advocacy.

Planned Parenthood Ottawa-Carleton offers unique volunteer training and peer mentoring models. A non-credit Sexuality Awareness Course is well established in the community and attended by service providers, educators, parents and youth. Further detail on the services to be provided is found in Annex B. Planned Parenthood has the ability to operate at a more grass roots level where certain segments of the population may feel more comfortable accessing information and services and thus can complement the services offered directly by the Department.

It is staff's opinion that Planned Parenthood Ottawa-Carleton are uniquely equipped to be sole suppliers of this comprehensive accessible service. They have a proven history of mobilizing volunteers and providing a range of sexual health services and programs in a community based atmosphere.

FINANCIAL IMPLICATIONS

Funds to cover this expenditure are contained in account number 012-51541-2330 Healthy Sexuality Programme budget, and in the Sustaining Grant for Insight Theatre.

PUBLIC CONSULTATION

The proposed approach is supported by the board of Planned Parenthood of Ottawa-Carleton. Further consultation was not done as it is an adaptation to previously approved arrangements.

CONCLUSION

The proposed approach allows the Region to maintain and strengthen a long standing and fruitful relationship with Planned Parenthood of Ottawa-Carleton while better meeting its obligations under the Health Protection and Promotion Act.

*Approved by
Robert Cushman, MD, MBA, FRCPC*

GCD/ph

Attach. (2)

FINANCE DEPARTMENT COMMENT

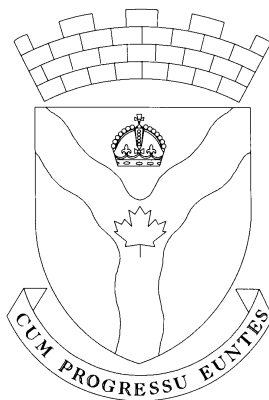
Funds in the amount of \$25,000 are available for transfer from the Health (Insight Theatre) grant to the Healthy Sexuality Programme. Funds are available for the purchase of service agreements as indicated.

Subject to Council Approval.

*Approved by C. Colaiacovo
on behalf of the Finance Commissioner*

PURCHASE OF SERVICE

AGREEMENT



Service Provider: PLANNED PARENTHOOD OF OTTAWA-CARLETON

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON

06/96
Version

SCHEDULE A

For the period of January to December 1998

INSIGHT THEATRE AND THEATRE DES LUEURS

The Ottawa-Carleton Health Department will purchase performances of Insight Theatre and Théâtre des Lueurs from Planned Parenthood Ottawa-Carleton (PPOC) and support the transition to a theatre program geared to a younger audience. The total cost of the service agreement is \$33,000.00.

1. DESCRIPTION OF SERVICES

The services to be provided by PPOC are:

1. recruitment of the troupes, including grade 9 students;
2. training of the troupes;
3. skit development and production;
4. publicity, including pamphlets and T-shirts;
5. performances;
6. program evaluation; and
7. cooperative student program participation and evaluation.

Provision of these services will require the participation of:

- two theatre coordinators;
- two drama coaches; and
- PPOC supervisory staff (the Executive Director).

Responsibilities of the Health Department

Outreach/Promotion and Recruitment

1. The Health Department will promote theatre presentations to all target schools (those including grade 9) on a yearly basis, in May, and in October/November.
2. Liaison between the schools and PPOC will be facilitated by the Health Department on an on-going basis.

3. In mid-October, the Health Department will invite target grade 9 schools to the premiere performances of Insight Theatre and Théâtre des Lueurs so that they can see what is being offered.

Bookings

The Health Department will identify possible clients for a performance but will **not** actually book performances. Health Department staff will forward names and telephone numbers of potential clients to the appropriate theatre coordinator. The coordinator then will contact the client to arrange for a date for the show. **Planned Parenthood cannot guarantee the availability of the troupe unless the troupe coordinator arranges the bookings.**

Conditions of Agreement

Time Lines

The time lines for theatre presentations are as follows:

January to June	PPOC will manage the transition to the new target groups while completing the current theatre year
May and June	PPOC will recruit new troupe members
July to October	PPOC will train the troupes and develop age-appropriate skits
May, June, Sept, October	Health Department staff will promote the program in the schools
October to December	The troupes will perform in the schools

The work required for the transition to the new target groups will be undertaken **in addition to** the completion of the performance phase of the 1997/98 theatre year. The 1998/99 theatre year begins in May 1998.

Target Groups

The emphasis in 1998 will be on the youth population in Ottawa-Carleton, particularly focusing on students in schools that include grade 9.

1. For English public boards, the Health Department will promote presentations by Insight Theatre to all schools with grade 9. Insight Theatre will plan to present 26 performances in these schools between October 1998 and June 1999 (approximately 8 performances will be completed before December 1998). These performances depend on the success of Health Department staff in generating sufficient response from the schools. PPOC will offer a maximum of 34 Insight Theatre performances to all audiences under the Purchase of Service Agreement.
2. For French public, French Catholic and French private boards, the Health Department will promote presentations by Théâtre des Lueurs to all Ottawa-Carleton schools with grade 9. Théâtre des Lueurs will plan to present 18 performances in these schools between October 1998 and June 1999 (approximately 8 performances will be completed before December 1998). These performances depend on the success of Health Department staff in

generating sufficient response from the schools. PPOC will offer a maximum of 26 Théâtre des Lueurs performances to all audiences under the Purchase of Service Agreement.

Content

1. Sexual health content: based on new mandatory sexual health guidelines, Health Department staff will notify PPOC before May 1 to establish content for the new performance year. The number and type of skits will be determined by the troupes, in consultation with the coordinator, however, at a minimum, one skit will be developed for each of the following topics: unintended pregnancy, STDs, HIV/AIDS, sexual readiness, birth control, sexual orientation and safer sex.
2. Content of all other skits: troupe training will follow the “tried and true” format of previous years, with troupe members determining the issues and developing the skits. PPOC’s theatre coordinators will provide guidance to the troupes about the details of the skit, age appropriateness, etc.

Performance Fees

Planned Parenthood will charge \$100.00 for the 44 school performances in schools that include grades 7,8 or 9 (the Purchase of Service Agreement will provide a subsidy of \$100 each for these performances). Fees for non-subsidized performances (not including grades 7,8 or 9) may be charged at the full rate of \$200.

Evaluation

Presently, at the end of each performance the client is given a questionnaire with space for comments, to be mailed to PPOC. Audience members also are asked to complete a brief evaluation form at the end of the performance. Comments from both sources are used to modify performances. The coordinators also periodically evaluate troupe members based on their performance, leadership and dramatic skills as well as their ability to work as a team. There is a formal evaluation of troupe members who are enrolled in cooperative education programs and a process for quarterly evaluation of the cooperative education program itself. This involves:

- establishing learning goals and objectives for the student;
- negotiating a one year contract with students and teachers; and
- participating in 3 day evaluation process.

Transition to a Younger Audience

In 1998, PPOC will begin the transition to performing for a younger audience by recruiting and training more grade 9 students for the troupes and by adjusting program content, format, troupe training and evaluation. The new show must be appropriate to the age group and acceptable to the school boards and teachers.

Consultations with Clients and Targeted Groups

A successful transition will require consultation with school board staff, principals, teachers, targeted students and parents. The Health Department will be the initial liaison between the schools and the theatre coordinators. The theatre coordinators will assemble an information package for the schools and will set up a number of meetings with interested and/or concerned individuals, including parents, to discuss issues, concerns, possible skit topics and approaches. Health Department representatives are welcome to attend these consultations.

Development of Age Appropriate Material

Coordinators will use information gathered during consultations and work with the drama coaches to modify the training for the troupes and the development of the shows.

Audience Size

Every effort will be made to keep audience size between 75 and 125 people. If necessary, two back-to-back performances will be booked in order to reduce the size of the audience.

Post Performance Discussion

The present performance format includes a facilitated question and answer session. This format is not considered suitable for large audiences (those over 150) because the students are less likely to ask questions in large groups. In cases where the audience is too large for effective questions and answers, and resources permitting, PPOC will work with the Health Department to develop effective ways of following up after theatre performances with younger audiences.

Evaluation

Since it now will be working with a younger audience, PPOC requires a student evaluation tool which is youth friendly, easy to use and quick to implement. During the transition period, PPOC will examine the existing evaluation process and solicit input during the school board/teacher/parent consultations. An evaluation tool appropriate to a younger audience will be developed.

2. TOTAL AMOUNT (INSIGHT THEATRE/THEATRE DES LUEURS)

Note: Funding for the calendar year 1998 will support the completion of the current theatre performance year, January to June, the transition to a modified program and the delivery of the new program from May to December. The remainder of the new performance year will be funded through the 1999 purchase of service.

Revenue (Based on estimated number of performances)

Performance fees	
44 performances @ \$175.00 (current fee-January-June)	\$7,700.00 ¹
16 performances @ \$100.00 (subsidized fee-October-December)	1,600.00
Total revenue	9,300.00

Expenditures

Professional fees	
Coordinators-\$900/month for 12 months (av. 40 hours/month) x 2	21,600.00
Consultations re: changes to program	2,500.00
Development of new material and evaluation tool, changes to training format	2,000.00
Drama coaches-fixed fee	3,450.00
Speakers' honoraria	1,200.00
Rehearsal room rental	2,000.00
Telephone and fax	900.00
Office supplies and materials	667.00
Transportation to performances	2,100.00
Miscellaneous troupe expenses (food, taxis, etc.)	600.00
Consultation expenses	800.00
Publicity	1,350.00
Overhead (8%)	3,133.00
Total expenditures	42,300.00
Purchase of service request	\$33,000.00

¹ In future years, reduced income from fewer full-fee performances will be offset by lower development/modification costs.

Budget Notes

Transition to a Younger Audience

Development of a show for a new target audience, changes to the training program to ensure its effectiveness with younger troupe members, revisions to promotional materials now geared to an older audience, and a revised evaluation method will require additional time on the part of the theatre coordinators and the Executive Director during the months of May to September.

Subsidized Performance Fee

Presently, theatre performance fees are \$175.-200. per performance. Under the new Purchase of Service Agreement, PPOC will charge \$100. for performances in schools including grade 9. Other performances will be charged at a fee of \$200.

Organizational Overhead

Organizational overhead is shared among all PPOC programs and covers costs such as overall supervision by the Executive Director, audit and book-keeping services, liability and property insurance, equipment lease and maintenance, office supplies, and general publicity. *The low overhead cost assigned to the Theatre Program is dependent on the Health Department purchasing other services from PPOC.*
(See part 2).

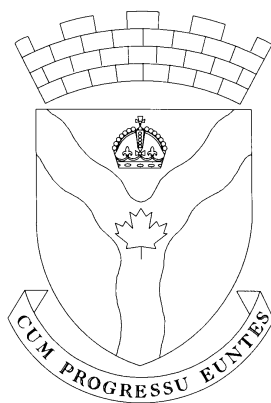
3. PAYMENT SCHEDULE

The Service Provider shall submit an invoice to the Corporation upon successful completion of each milestone which shall provide sufficient details of the Services rendered. The Corporation shall pay the Service Provider thirty (30) days after receipt and acceptance of an invoice.

Payment will be made bi-annually commencing in March 1998 and then in September 1998.

PURCHASE OF SERVICE

AGREEMENT



Service Provider: **PLANNED PARENTHOOD OF OTTAWA-CARLETON**

REGIONAL MUNICIPALITY OF OTTAWA-CARLETON

06/96
Version

SCHEDULE A

COUNSELLING, INFORMATION AND REFERRAL PROGRAMS

1. DESCRIPTION OF SERVICE

Services to be purchased include:

1. pregnancy options counselling, referrals and follow-up done by telephone and face-to-face.
2. Sexuality Awareness Program (training for community service providers, professionals, community members, volunteers);
3. sexuality resource centre (emphasis on youth, parents, and the general public; service providers also welcome).

The services to be provided by Planned Parenthood Ottawa-Carleton (PPOC) will require the participation of:

- the Service Coordinator;
- the Options Counselling Program Coordinator; and
- PPOC supervisory staff (the Executive Director).

PPOC has over 30 years of experience providing services on all aspects of healthy sexuality in Ottawa-Carleton. Volunteers carry out many of PPOC's services. Services are available after hours and in both English and French. Quality assurance is maintained through extensive training, close supervision and ongoing evaluation of our volunteers and our services. For details of how PPOC trains, supervises and monitors volunteers in one of our programs, see Appendix A.

PPOC collaborates with government and community agencies, works in partnerships and enters into other alliances in order to reduce duplication, keep costs down and enhance services. PPOC is able to stretch funds by seeking additional funding from the United Way, community grants and corporate sponsors. Additional services that PPOC offers on an ad hoc basis include: conferences for professionals on sexual health, e.g., multiculturalism and sexuality, menopause, and youth and sexuality; community partnerships to provide services to special needs groups; speakers bureau; post-abortion counselling; research and advocacy on sexual health issues. PPOC is prepared to negotiate formalizing any of these services as required in the Region.

Options Counselling Program

The Options Counselling Program provides comprehensive information, one-to-one support and appropriate referrals to individuals and couples faced with an unintended pregnancy. Recent cutbacks in health and social services have resulted in a significant decrease in the provision of this type of counselling in hospitals and other settings. Clients are seeking unbiased facts about all of their options so they can make an informed decision. Through PPOC's options counselling, information is provided in a non-judgemental manner and confidentiality is assured. The program is delivered by specially trained volunteer counsellors under the supervision of a clinical volunteer teacher, and presently operates two evenings a week.

Counsellors do the following:

- give information and correct misinformation related to life choices, conception, contraception, pregnancy, birth, adoption and therapeutic abortion;
- consult with appropriate resources;
- assess and refer clients to appropriate community resources (e.g., prenatal classes, clinics, physicians, adoption resources);
- if necessary, advocate for the client; and
- provide post counselling as needed.

(See Appendix A for more details.)

Information and Referral Services

Information and referral services on all aspects of healthy sexuality are provided through telephone and face-to-face contacts with individuals, couples, parents seeking information for their children, youth workers, counsellors working with persons with developmental delays, and many others. Staff with many years of experience in this field and well-trained and supported volunteers provide this service daytime and after hours. In 1996, 4,153 people received information and referrals on a range of issues such as birth planning, contraception, sexually transmitted infections, infertility, and various other aspects of healthy sexuality. Information is provided in an informal, non-judgemental manner and confidentiality is assured. Referrals are made to the Ottawa-Carleton Health Department and other clinics, youth services, physicians and many service organizations working with specific populations. Clients also receive printed information such as fact sheets and pamphlets, and are given sample condoms, contraceptive sponges, etc. **This service compliments the AIDS-Sexual Health Information Line operated by the Ottawa-Carleton Health Department.**

In addition, PPOC responds to requests for speakers in both official languages. Experienced staff and trained volunteers do presentations on a range of sexuality topics for youth in care, medical students, parents, church groups, and others. Through close liaison with other community service organizations, including the Health Department PPOC operates as an informal speakers bureau and refers requests to other organizations specializing in the topic of interest.

Sexuality Awareness Program

PPOC offers an eight-week training program on sexuality issues several times a year. Ongoing evaluation and partnerships with other community service organizations allow regular updates of content and quick responses to changing training needs within the community. The program is attended by teachers, guidance counsellors, health professionals, social workers, youth workers, parents, community members and volunteers who want to increase their knowledge and remain up-to-date on current concerns, new medical breakthroughs and community services related to sexuality and sexual health. Topics include: attitudes and values, basic anatomy; contraception, pregnancy options; reproductive technologies; infertility; sexually transmitted infections; gay, lesbian and bi-sexual issues; and techniques for sexuality education.

Expert resource people (PPOC volunteers and community professionals) present information in an adult learning format, utilizing lectures, discussions, experiential exercises, role plays, games, etc. Participants' learning is closely evaluated and certificates are provided for those successfully completing the course. All PPOC volunteers must successfully complete this program. Many graduates of PPOC's training participate as peer educators in a variety of community settings.

Resource Centre

PPOC maintains a large, up-to-date resource centre with a community focus. Materials are available in both English and French to members of the public including parents, students, teachers, youth groups, community educators, service providers and others. Holdings include: 900 books, 100 pamphlets and information sheets and 75 audio-visual materials (videos, films, display material, etc.) on a full range of topics related to sexuality and sexual health. Materials are lent to community educators, youth program coordinators and teachers on a regular basis. Students can use materials on-site and have access to experienced and informed staff to answer questions.

2. TOTAL AMOUNT (COUNSELLING, INFORMATION AND REFERRAL PROGRAMS)

Expenditures (portion attributed to these programs)

Salaries and Benefits *	49,550.00
Book-keeping, audit and bank charges	900.00
Office rental	4,420.00
Office supplies, postage, printing, telephone	2,090.00
Equipment rental, maintenance and depreciation	1,586.00
Volunteer support	910.00
Transportation	916.00
Insurance	2,128.00
Resources	1,500.00
Total expenditures	64,000.00
Purchase of service request	\$64,000.00

* Salary and benefits for staff to conduct:

- recruitment, training and maintenance of volunteers who serve as counsellors, trainers and providers of telephone and in-office information and referral services. (For details of these responsibilities for one program, see Appendix A, Additional Information on the Options Counselling Program.)
- coordination of programs: options counselling, sexuality awareness program (training), and speakers.
- promotion (speaks, brochures, kiosks, direct marketing) of programs/services to specific community agencies/organizations and community at large.
- evaluation and revision of services.
- staffing telephone line for information and referral including scheduling volunteers for after-hours service.
- resource centre management and systems.
- administration (staff and volunteer meetings, reports, records, correspondence, payroll, etc.).

3. PAYMENT SCHEDULE

The Service Provider shall submit an invoice to the Corporation upon successful completion of each milestone which shall provide sufficient details of the Services rendered. The Corporation shall pay the Service Provider thirty (30) days after receipt and acceptance of an invoice.

January/February/March	in January	\$16,000
April/May/June	in April	\$16,000
July/August/September	in July	\$16,000
October/November/December	in October	\$16,000

4. SPECIAL CONDITIONS

Additional Information On The Options Counselling Program

Requirements for Volunteer Options Counsellors (VOC)

Volunteer options counsellors are required to:

- participate and successfully complete the Options Counselling Training Program and other on-going volunteer development;
- have a university degree or college diploma in social services, health science, or women’s studies or equivalent;
- have experience (either paid or volunteer) providing individual information and support;
- hold pro-choice values and agree with the mission statement and philosophy of PPOC; and
- commit to the program for one year.

Clinical volunteer teachers are required to:

- have a Masters Degree in a clinical discipline, or an undergraduate degree with a minimum of three years of clinical experience or equivalent;
- agree to learn the necessary clinical skills needed to independently facilitate an options counselling session and to teach and mentor volunteers;
- hold pro-choice values and agree with the mission statement and philosophy of PPOC; and
- commit to the program for one year.

Training and Supervision

PPOC matches either an experienced options counsellor or a clinical volunteer teacher, to a new volunteer. The purpose of this relationship is to provide the new volunteer with an opportunity to learn, practice and observe the clinical process of options counselling. This matching process ensures there is quality control over the volunteer's learning of the necessary personal support, referral and advocacy skills needed to guide a counselling session.

Training and supervision is provided through:

- attending recommended community seminars and workshops;
- supervised independent study;
- a match with a clinical volunteer teacher who has completed the options training and has been practising options counselling independently for over a year;
- observation of a minimum of three options sessions facilitated by the clinical volunteer teacher;
- facilitation of at least three sessions attended by the clinical volunteer teacher; and
- on-going clinical development and support.

Options Counselling Coordinator

The program coordinator is responsible for:

- promoting the service through contacts with other health and service agencies, counsellors and organizations;
- recruiting and screening of new volunteers;
- organizing on-going tutorials and workshops for the program volunteers;
- overseeing the matching process and teaching process;
- acting as a clinical volunteer teacher;
- developing a method of on-going training for new volunteers who are not professional clinicians;
- providing on-going clinical development and education to volunteers who are practising independently;
- developing an evaluation form to document the learning needs and skills of the volunteers; and
- developing on-going standards of practice for the program.